AFFILIATES APPROVE POLICIES OF NBC

Worsley Gets Credit in Avco Statement

The Worsley Division accounted for more than 50 per cent of Avco C & E Corporation's total consolidated net sales of $10,515,000 in the first fiscal year, ending Nov. 30, it was announced in the firm's annual stockholders' report.

Avco's net consolidated income for 1948 amounted to $7,913,728 compared to $9,060,588 for 1947. Last year's net sales constituted an increase of $33 per cent over the prior year and were the highest in the corporation's history.

Pressey Victor Emanuel disclosed (Continued on Page 8)

Shaffer Heads NAB Group to Study Int'l Allocations

Washington Bureau of RADIO DAILY

Washington—NAB announced yesterday that G. Richard Shaffer of WSB, Columbia, S. C., director at large for medium stations, has been named chairman of the special NAB committee to study international radio frequency allocations, a group authorized at the NAB board meeting at New Orleans last month.

The committee includes T. A. M. Craven, of Craven, Lahme & Cullen, (Continued on Page 2)

Networks Bidding for Cotton Bowl Game

Dallas—The newest contest in connection with the annual Cotton Bowl Classic each year is over radio and television rights.

It was revealed here that proposals have been submitted to both the Mutual Broadcasting System and the National Broadcasting Co., (Continued on Page 2)

Short Circuit

San Antonio—A kite flown by a youngster knocked out the service of KITE, local station, the past week-end. The kite had a wire frame and became lodged in the telephone wire. This caused a short circuit in the telephone circuit between the KITE studio and the transmitter.

Web's Present And Long-Range Plans Told In Chicago By Network Execs; Trammell Talks On Time-Sales

Chicago—Led by President Niles Trammell, top NBC officials yesterday took the stump in the Statler Hotel here at a special affiliates meeting to unveil, sell and defend the network's long-range plans for holding its position in AM broadcasting and before the day ended affiliate representa-

Ed Breen Defeated for NAB Board Post

Ed Breen, KYFD, Fort Dodge, Ia., who led the Code fight for 1948 broadcast licenses, was defeated for reelection to the NAB board with Merrill Lindy of WSGY, Decatur, Ill., getting his post in the small stations category. Sixteen seats were involved in the recent election with the following being elected in the (Continued on Page 3)

Philip Morris Evening New Daytime Program

Philip Morris is strongly considering a new daytime variety show which is being auditioned today. Tuesday, daytime radio for the cigarette company is handled by Cidell & Freasey, Inc. At the present time Philip Morris (Continued on Page 2)

Kobak Talks Billings, TV at MBS Board Meeting

Chicago—Edgar Kobak, president of Mutual, found himself on the defensive at a special board meeting of MBS, called here by Lewis Allen Weiss, chairman of the board. The criticism is reported to have stemmed from the decline in network billings and the role the network has played in television development.

Yesterday's session was held behind closed doors at the Ambassador Hotel with no official statement being available from Chairman Weiss last night. It was learned, however, that Weiss heads a group of the board who have been apprehensive about the week's future operation, particularly in the television field.

Indications were that President Kobak was ready to do battle if board members sought his resignation. (Continued on Page 3)

BMB Bulletin

Total number of subscriptions to broadcast May and June issues as of February 23 was 825. The subscribers numbered 664 AM, 140 FM and 13 TV stations, 12 national and four regional networks. BMB has been endeavoring to bring up the total subscriptions to 1,000 in order to insure the financial success of the Second Study.
COMING AND GOING

Bill Toddman, co-producer of "Winner Takes All" on CBS, who spent the past week in Miami, is back in New York.

Paul Monwey, national director of television for WRAY-TV, will return from Miami on Friday to resume his duties for the old WNYE in New York.

James G. Riddell, general manager of WKBW-TV, Detroit, is enjoining on a business trip to stations in the Southern states, where he'll be back in New York March 14.

Henry Strait, assistant program director of WCBS, New York office, is on a business trip to station in the Southern states, where he'll be back in New York March 21.

Douglas Z. Gilmore, publicist, has returned from Chicago.

John Reed King, master of ceremonies on "The Mirror Game Shopping" over CBS, will leave tomorrow for two weeks in California. During his absence, Bill Cullen will substitute for him.

Henry Untermeier, account executive at WCBS, is back from his honeymoon of four weeks in Bermuda.

Philip Morris Eyeing New Daytime Program
(Continued from Page 1)
has two daytime network shows, both on MBS, plus two nighttime programs on NBC and one on CBS. It is not known if a new show might affect any of those in the current schedule.

In addition to radio, the advertiser is shortly beginning a television show (Tex and Jinx) over WCCB-TV. Philip Morris also has a heavy television spot campaign now in progress.

Shafte Heads NAB Group To Study Int'l Allocations
(Continued from Page 1)
John H. Dewitt, WSM, Nashville; Everett L. Dillard, KOZY, Kansas City; NAB director-at-large; for Class B FM stations; H. W. Slavick, WMC, Memphis, NAB 6th District director, and Calvin J. Smith, KPAC, Los Angeles, NAB 18th District director.

NAB staff advisors to the committee will be Royal V. Howard, engineering department director, and Forney Rankin, adviser to the NAB president on international affairs.

Smith Heads Day Shows For Procter & Gamble
Gail Smith will become director of radio in charge of daytime programs for Procter & Gamble Productions, effective today. It was announced yesterday by Procter & Gamble. Smith joined the advertising department in September, 1944, as an assistant in the radio section. After spending several years in the company's daytime radio activities, his responsibilities shifted to the field of nighttime radio.


Frank Marx, American network vice-president in charge of engineering, will leave on Friday of this week for Oklahoma to attend the NAB meeting on Saturday will be the principal speaker of the University of Oklahoma's annual radio conference on TV.

Charlotte Mansoon, radio actress heard on ABC's "Stop the Music," left by plane for Hollywood following Sunday's premiere for a five-day vacation at Miami Beach.

Lowell Thomas, Columbia network news analyst, is back in town following a trip to Sun Valley, Idaho.

Frederick Oppen, London bureau news chief for ABC, spent the week-end in Brussels, Belgium, where he reported the Western European Unity Meeting.

Lawrence Web, assistant to the president of WJM, Cleveland, is in Hollywood for the March 10 luncheon.

James W. Hicks, general manager of WCBS, American network outlet in Columbia, S.C., is spending a few days in Gotham on station business.

Hoover To Address Next REC Luncheon
(Continued from Page 1)
asked to talk informally on communications. Recently, Mr. Hoover headed a committee which conducted a study for reorganization of departmental agencies of the government, included among which was the Federal Communications Commission.

Anticipating a large crowd for the Hoover luncheon, Claude Barrere, secretary-treasurer, is taking table reservations for the March 10 luncheon.

WHOM Giving Support To Opera Guild Drive
A week of daily plugs for the Metropolitan Opera Guild's fund drive to aid the company's plans for the 1949-50 season was started yesterday by WHOM on its live. The "Are You Ready Program" in which emcee Dino De Luca interviews leading Met stars each day.

Appearing in person during the six days are: Salvatore Baccaloni, Giuseppe Valdengo, Virgilio Lazzari, Florence Quaratato, Melchiore Luise and Giuseppe di Stefanof.

Stay WSY Nursery Receivership
Appointment of Harold J. Salern as temporary receiver of WSY, was ordered today by Justice Sydney Foster in the Appellate division yesterday and the other is returnable in Albany on March 7th. In the meantime Winlow Leighton, president and treasurer and general manager, has resumed operation of the station.

Here is ability - background - experience for your radio - TV promotion department.

This Producer-Director of many top rated network shows in Chicago has produced several of the biggest. He is interested in going with active, energetic, creative agency. Television and network television interview will bring full report of proven results and his ability for contact and audience, to qualify for the position. Write
Box No. 218, RADIO DAILY.

1501 Broadway

That English Bull Terrier is the usually proud mama of ten pups. You can't count them all in the picture... but they're there. Some have gone below to chew. Mother "Puggle" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record... more listeners-per-dollar-spent than any other station in this big town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers. W-I-T-H is the successful independent in this sixth largest city. Is W-I-T-H on your list?


**Kobak Talks Billings, Video at Board Meet**

(Continued from Page 1)

Kobak arrived over the week- end and arranged with industry representatives including those of the other networks to prove that Mutual's plight in billings at this time was no different than that of other networks. Theodore Streibert, president of VOR, New York, and Jack Popper, vice-president at Mutual, were also present.

**Rumors Grow**

Special MBS board meeting in Chicago yesterday caused a flood of rumors in the New York trade circles. One was that Edgar Kobak, president, would resign and either Lewis Allen Weiss of Don Lee or Theodore Streibert, president of WOR, would succeed him. At Mutual headquarters in New York departmental heads indicated they were taken by surprise with the sudden calling of the board meeting. They were not informed of the board's decisions last night.

(Continued from Page 1)

Peterson Takes Post

As MBS Sales Executive

Peterson will cover Detroit, Cleveland, Akron, Buffalo and Wheeling. He will be directly responsible to the New York office.

Leaver Bros. Renewal

Leaver Brothers Company, Cambridge, Mass., for Spyr, has renewed its sponsorship of the CBS daytime program "Aunt Jennie" for another 12 weeks effective March 21, it was announced yesterday. Ruttburn & Ryan, Inc., New York, is the agency. Program is aired Monday through Friday on the network from 12:15-12:30 p.m., EST.

**SALES MEN WANTED**

for Long Island and New York City accounts. Automobile and Long Island residence required. Applicant to have own equipment.

JOSEPH A. LENN, V.F.P.
Station WHLI Hempstead, L. I.

**Affiliates Okay NBC Policies**

At Special Confab In Chicago

(Continued from Page 1)

NBC's formula, as given to the affiliates, can be boiled down to this: Hold what we've got now, force costs down second network (meaning, bringing in new talent to radio).

"We think we have the answer to it's pretty simple, too," Charles Denney, NBC executive vice-president, told the broadcasters. "It calls for hard work and imagination, week by week, month by month, to develop new ideas and talent, to prevent our programming from going stale, and to attract and hold audiences."

Programs Bureau

Tom McCrory, national program director, revealed a list of nearly 30 new programs which NBC contains. He said they were in the following: Charles Boyer, in a dramatic series created especially for him. Jose Ferren, in a dramatic series called "Four Star Playhouse," featuring Rosalind Russell, Olivia de Havilland, Cary Grant and Edward G. Robinson. And his wife, Pamela Kellino, in an air version of "The Man Who Came to Dine." "My Life and Hard Times," a comedy series based on the James Tabor book and writing by Thurber and Goodman Ac: Douglas Fairbanks, in a swashbuckling screen roles; Dick Powell, in a revised version of the adventure series "Richard Rogue"; Kenny Delmar, featured as Senator Claghorn: Dean Martin and Jerry Lewis, the comedy team which is under contract to NBC.

Trammell said that NBC continues to have more time periods sold than any other network. He added, not only one and one-quarter, evening hours available compared with three and a half hours of CBS. Trammell said NBC expects to announce soon the sale of an hour period that is expected to be decided Monday. He said NBC has two and one-quarter hours open as contrasted with eight and three-quarter hours for the second network.

Promotions Lower Costs

NBC has taken a number of steps and will take many others, it was said by Trammell. He said the network has under way many plans to increase "listener interest" by affiliating stations of a profitable, permanent future in sound broadcasting. He also made the challenge of giving even greater value to potential advertisers, he declared. Trammell said NBC is working to make broadcasting attractive to national advertisers by using total radio costs down. And we must do all this without sacrificing our own economic position or yours during the years ahead.

The network president said it would be foolish to fall for any scheme which meant confining all our efforts to top rates for this season at the expense of the future. It is because of our faith in the long range future of sound broadcasting, Trammell said, that NBC is ready to pay the short term expense of capital gain deals.

Harry Kopf, administrative vice-president in charge of sales, reported that within the last few weeks 11 sponsors on other networks have expressed a desire to do business with NBC.

The disclosure by Justin Dart, president of Retail Drug Co., that the company would remain with NBC until at least through the 1950 season gave Tremmla a springboard on which to announce that Fibber McGee and Molly are also remaining with the network. He expressed confidence that, in the interest of both network and Chil and Gardner's "Duffy's Tavern" will continue with NBC.

Other Officials Heard

Other NBC officials who addressed in discussing network policies included Ken R. Dyke, administrative vice-president in charge of programming, John F. Royal, vice-president, and Hugh M. Seville, director of research.

"The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future. Furthermore, they are in complete accord with NBC's plan to afford opportunities to New American talent, so that his field has unlimited potentialities.

"To the end that all NBC programs shall retain the wide open opportunity for the affiliates declare their intention to accomplish the most aggressive sales program in the history of the industry so that NBC shall further strengthen its position as the nation's number one network."

**New Radio Column**

Camin Courtesy Post newspapers, the only daily newspapers in South Jersey, are setting up a radio and television column called "Airwaves," to run Tuesdays, Thursdays and Saturdays, in both the morning and evening newspapers, starting Tuesday, February 1st. This will include personnel and factual news pertaining to radio and television programming. Also review hit records every week. This column will be written by "Bud" Stretch.

Stewart-Warner Dividend

Stewart-Warner Corporation dividends last Wednesday declared a quarterly dividend of 25 cents per share on the five dollar par value common stock, payable April 9, 1949, to stock of record March 18, 1949.

**Ed Breen Defeated For NAB Board Post**

(Continued from Page 1)

various station categories of the association:

- Large Stations: Howard Lone, WJJD, Chicago and James D. House, WILW, Cincinnati.
- Medium Stations: C. Richard Schouw, WQXI, Atlanta; and Kenyon Brown, WKWT, Wichita Falls, Texas.
- Small Stations: Merrill Lindsay, WSOY, Decatur, Ill.; and Clair McCollough, WAGL, Lancaster, Pa.
- FM-B Stations: Everett Dillard, ROY, Kansas City, Mo.

Eight directors representing the odd number NAS stations were also selected. They are: Dist. 1, Harold Fellows, WEEI, Boston; Dist. 3, George D. Coleman, WGBS, Bergen, Tenn.; Dist. 4, Allen M. Woodall, WDAB, Columbus, Ga.; Dist. 7, Gilmour N. Nunn, WLAG, Lexington, Ky.; Dist. 9, Charles C. Baley, WMBD, Peoria, Ill. (election previously held). Dist. 11, John F. Feimert, KYSM, Mankato, Minn.; Dist. 13, C. W. Rembert, KIRL, Dallas; Dist. 15, Glenn Shaw, KLX, Oakland, Calif.; and Dist. 17, Harry R. Spence, KXRO, Aberdeen, Wash.

A total of 2,308 ballots were cast, according to Ernst & Ernst, New York accountants who conducted the ballot count. There were 2,750 ballots mailed to NAB members.

Lisa Sergio Exits WOV

At her own request, commentator Lisa Sergio is taking an indefinite leave of absence from WOV, New York. Miss Sergio is considerably tied up on the lecture circuit and she is booked for a European trip this summer. Her WOV show was sustaining.
"Intangibles that are the real treasures"

—General Dwight D. Eisenhower

Paul H. Raymer Company, Inc.
What constitutes the relationship between a representative and his stations? What should develop from an association of many years' duration? What benefits should accrue to each party?

The first answer, of course, is business. That's the representative's first function—to sell the station's time and programs. From this both he and the station get the revenue that supports their separate organizations.

But we at the Raymer Company put a high value on the intangibles that develop throughout years of association.

We are starting our 17th year of business. Many of our stations have been with us for most of these years. Working together for so long a time has developed intangible factors of friendship and mutual feelings of respect and confidence.

These intangibles develop smooth teamwork between us. They eliminate friction and wasted effort in this complex and fast moving business of national selective radio.

They guarantee our stations great cash values in additional business. Applied to active selling, they account for extra orders that can come only when a representative organization feels something far more than just a business responsibility to its stations.

They inspire our salesmen with the spirit that makes the difference between routine selling and outstanding success. Intangibles truly are the real treasures.

Are you getting these intangibles in your representation?

Radio and Television Advertising

New York  Boston  Detroit  Chicago  Hollywood  San Francisco
Mainly About Manhattan...!

- First really big break against TV in the sports field is the banning of televised pro football in New York next fall as a result of an agreement between Stoneham, Rickey and Topping. Former, although only a landlord and not an owner, is said to be the leader in the revolt against TV, which he feels will be ruinous to the gate. (Only pro games the locals will see next year will be four Yankee road games from Baltimore, Cleveland, Buffalo and Chicago). General Foods prunes its radio budget, (seems they're dropping Jack Carson and Meredith Willson). Is the DuMont schedule being trimmed down to 50 hours a week? Milton Berle telling pals he'll drop radio next year to concentrate on TV where he's undisputed monarch. True or False gag leaving for Miami Beach Thursday for the March 5th airing. Mary Margaret McBride, with her manager, Estelle H. Kann, has taken off by plane for Haiti. She'll do her broadcasts from there. If Henry Morgan doesn't turn out to be a sensation in his new radio and TV series, it won't be the fault of his writing stable which includes such top graders as Arnold Horwitt, Aaron Rubin, Joe Stein, Hetsie Baker and Bobby Cohn. Today's visitor from Fred Allen: "Press, Truman must have gone to college—he's a three-letter man."

- Handsome Harry Wissman, radio's most-traveled sports ace, breezed into town Friday from Washington for the Saints and Sinners brawl, as the personal guest of Attorney-General Tom Clark and Democratic National Chairman, Howard McGrath, who happened to be the 'fall guy' for the occasion. Wissner and the Attorney-General have been pauly-walby ever since they've been working together on the juvenile delinquency problem. Harry, meanwhile, has taken off again for KCMO, Kansas City, where he's down as the main speaker at the Tip-Off Banquet being held there. And, incidentally, some top bankrollers are looking the boy over for TV.

- SMALL TALK: Ed Woll has come up with a 'sleeper' in his "American Mintrels of 1949" on ABC, exceeded by Jack Carter and starring Pick 'n Pat. This Jack Rublin-directed series combines yesterday's nostalgia with today's speedy pace. Lile may readying a half-hour TV series and seeking a code of their own (like March of Time's Ven Voorhees). Four commentators are now being considered with George Fredric Putnam in the inside track. Trevor Adams has resigned as radio director of the N.Y. Yanks to become assistant sales manager of DuMont, formerly sales manager at WINS. Adams is back on familiar ground. Speaking of the Yanks, the TV spot vacated by Bill Slater may go to Bill Moore, who broadcasts the Newark Bears last season. Leith Gomez has been considered but he's too busy with his connection with a sporting goods outfit. A low bow to WCOP's Craig Lawrence for setting up Sunday's coast-to-coast special pricing in connection with Brotherhood Week. Robert Quarry, formerly with J. Walter Thompson's coast office, now with Lester Lewis as contact man. New Camel theme on their spot is the catchiest singing commercial since Carolina Rice.

- Russ Hodges' master-minds, Jerry Layton and Willbur Stark, lined up a grueling schedule for our boy the other day. To begin with, there was his regular TV show. Then a police escort to NBC where he was pinch-hitting for Martin Block on Supper Club. Same escort whisked him over to the Longacre Theater to record his half-hour quiz show. From there it was back to NBC for the repeat on the Chesterfield show. And just to keep the lad from going stale, they had him over to the Copa later on for a midnite chat with Jack Egan.
TELEVISION DAILY

FCC SUSPENDS NEW AT&T RATES

Effective Date For Cable Charges Now June 1

Washington Bureau of RADIO DAILY
Washington—Pending determination of FCC policy regarding intercity sections of various TV relay and microwave services, the Commission yesterday suspended until June 1 the new AT&T tariff schedules which were to have become effective today.

A hearing was ordered on the new regulations, as called for in a petition filed last week by Philco and TBA, all of whom, along with Western Union, were given leave to intervene in the new hearing.

Date will be announced shortly for the proceeding.

WASHINGTON, D.C.—In the last week, the intervenors held that the modified tariffs “continue the discrimination against private relay systems, against manufacturers of television and relay equipment, and will hinder the rapid establishment of a nationwide television system.”

Sears Construction Limited

These tariffs, according to the petition, would “severely limit the construction of new stations and restrict development and research in the field of intercity transmission of TV signals, as well as render broadband service on the scale of their own mobile equipment.”

Three New Appointments To CBS-TV Staff Made

New appointments to the CBS-TV staff announced yesterday were those of Jackson Green as director of production facilities; Eileen Lange as story editor, and Arthur E. Duran as sales promotion manager.

Green formerly was civilian dir-ector of the Combat Camera Office in the VA in California; Miss Lange previously was fiction editor of the Women’s Home Companion and as-sociate editor of Good Housekeeping, and Duran comes from WBBM, Chicago-owned station, where for the past two years he was sales promotion manager.

Kerr Joins WPIX Sales

Allan W. Kerr, former senior accoun- t executive of WCBS, has joined the sales department of WPIX. Kerr had been with WCBS since 1944. He previously was as sociated with Free & Peters, Inc., William G. Rambeau Co., Hearst Radio and The Advertising Corp.

Philco And RCA Competing In Phila. School Programs

Philadelphia—A form of competition new to the industry will get under way here this week. It will be a battle of the airwaves, on the surface at least, but a competition between two giants in the field — RCA and Philco—for the favors of local edu- cational authorities.

Both firms will set up receivers in public and parochial schools for reception of special programs to be aired for in-class viewing.

Philco is installing large screen receivers in 30 public, private and parochial high schools. The firm's outlet, WPTZ, will broadcast three programs a week, from Mar. 2 to May 27, under direction of Preston Stover.

RCA Victor will install sets in 31 parochial schools for reception of four broadcasts a week to be aired by WCAU-TV, beginning Mar. 7.

The Philadelphia board of education is co-operating with both firms in the project.

WPTZ, owned by Philco, is the Philadelphia affiliate of NBC, which is owned by RCA. On the other hand, WCAU-TV, which is co-operating with RCA in the program, is a prime affiliate of Columbia Broadcasting System.

THE ENTIRE TRADE is puzzled over the wide discrepancies between the Hop- ⽊ard Pulse stamper rate for the opener of WABD and WNBT. Pulse measured the show of Feb. 4 and released the following quarter-hour ratings:

WABD—21.3, 22.0, 20.0, 20.0, 20.0
WNBT—20.0, 19.3, 19.3, 18.0

Hooper's ratings for the entire show of Feb. 11 were WNBT, 46.1; WABD, 4.5. Special Hooper survey for the debut of the new shows on February 15 gave WABD 18.1. Pulse also measured the opener and its quarter-hour ratings were:

WNBT—34.0, 30.0, 27.0, 27.0
WABD—25.3, 23.3, 23.3

From these, it is bankrolled by the fact that Pulse recorded more of an equal distribution audience between the two stations, the NBC outlet ahead one week and WABD ahead the next. Both Hooper sta-
tions, on the other hand, have given WNT a heavy edge in audience. ... By large, both Pulse and Hooper have been regarded as rather accurate yard-
sticks of audience. Their ratings, espe-
cially Hooper's network figures, have in those cases been considered as a failure or success of an artist's career and the size of an agency's billings. It is ap-
parent now that the relative merits of the figures is wrong in its measurement of the Admiral show. Those immediately connected—Admiral, the Kodak agency, and CU and DuMont—are most dearest of the true facts. But because of its widespread abidance by these ratings, its use in some cases as a measure of success or failure of an artist's career and the size of an agency's billings, the figure is of great interest.

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Cincinnati—Formation of a three-

station Ohio net in Cincinnati, Colum-
bus and Dayton to compete with a similar web to be established in the same cities by Crosley was revealed here yesterday. The stations are WKRC-TV, Cincinnati; WHIO-
TV, Dayton, and WNBT, Columbus.

Three-way program exchange will get under way in October, when WNBT will be connected either by coaxial cable or microwave. The Dayton station is on the air and the Cincy outlet is slated to begin com-

mercial operations Apr. 1. All three stations have newspaper affiliations.

WKRC-TV is owned by the Times-

Star; WHIO-TV is owned by the Daily News, and WNBT is tied-in with the Columbus Dispatch. AM and FM counterparts of all three are CBS affiliates. The Crosley stations are NBC outlet.

WKRC-TV recently staged an ex-
clusive contract with the Cincinnati Gardens, new sports arena, for pick-

ups of all sports and other events.

Shows will be sponsored by Hude-

pohl Brewing Co. and may be fed to the other stations.

Insurance Firm Sponsors B. B. Training Film Seg

Detroit — Semi-weekly program featuring films of the Detroit Tigers in Spring training will be aired by WXYZ-TV for six weeks, beginning Mar. 9, under sponsorship of the Michigan Mutual Liability Insurance Co. William Denman Denman Agency placed the account.

John Pival, program manager of...

TV Box Score

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Trevor Adams Named DuM Ass't Sales Mgr

Trevor Adams has resigned as radio-tele director of the New York Yankees to join the DuMont web in Philadelphia. Appointment is effective today.

Before he joined the Yankees, Adams was with the WINS sales department for five years, the last three as sales manager. Previously he was sales director of the Texas Station Network and salesman for WMCA and WHN. He is a native New Yorker.

Gallery Also Ex-Yankee

Tom Gallery, who recently was appointed sales director for DuM formerly was promotion manager of the Yankees.

At the same time, rate increases in two of the web's three owned and operated stations were announced. Nighttime hourly rate for flagship WABD will be boosted from $1,000 to $1,250, effective today, with present advertisers protected until Sept. 1.

Beginning April 1, nighttime hour-

ly rate for WDTV, Pittsburgh, will be increased from $250 to $300, with current clients protected until Oct. 1.

The ABC station, is in Lakeland, Fla., making arrangements for the film-
ing. Reels will be flown to Detroit daily for editing and scripting by the station's staff.

Ted Lister Takes Charge of Pittsburgh TV Station

Pittsburgh—Ted Lister, former TV vice-president of WJAS, Pittsburgh, succeeds Jack O'Shea as head of the new Pittsburgh TV station, WPSX, and takes charge of the new station.

The station is in the city's South Side.

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Allan W. Kerr, former senior ac-
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70 Stations Set For Baseball Season
(Continued from Page 1)
Pirates and Baltimore Orioles both at home and on the
Atletic, starting its 14th consecutive year as a baseball
conference, will have a co-sponsor in each of the
Market. Names will be added to the list of games of
both Philadelphia clubs, which will be
the World Series. The games of the
Sponsor is Spudlue-Jones Milk
Company, Byrum Sam and Church
Thompson will handle the announcing.
For the third consecutive year, the
Atlantic will televise the home con-
tests of the Philadelphia Athletics and
Philadelphia, this time using all three
local television stations—WITL-TV, WCAU-TV, WPTZ—on a rotating
schedule. Video announcer is Claude
Haring.
Will Feed 20 N. E. Stations
Home games of the Boston Red Sox will be seen by about
20 New England stations by WBDH
with Narragansett Brewing Co. as
cosponsor. Play-by-play will be
called by Jim Britt, Tom Hasey and
Leo Egan.
Atlantic is not participating in television coverage of Boston games.
Television will be cosponsored by
Chevrolet Dealers and Narragansett
Brewing.
The refining company will cosponsor Pittsburgh Pirates broadcasts with Dick McGinley (Sielsteg). Origination station is WWSW and the entire slate of Pittsburgh games will be aired over a network in western Pennsylvania. Roscoe Waswell and Bob Prince are the
announcers.
Atlantic and Gunther Broadcasting Co. have announced plans to co-sponsor live television broadcasts of the Baltimore Orioles home games while road contests will be reconstructed by WBDH. Gunther also is considering television sponsorship in Baltimore but Atlantic will use radio only. Balti-
more announcers have not been selected.
N. W. Ayer & Son lined up Atlantic's announcing slate will have a one-day meeting in Philadelphia on April 12.

Networks Bidding For Cotton Bowl Game
(Continued from Page 1)
asking for bids. Mutual has aired the game in the past and now NBC
wants it. Mutual feels that it has now attained a stature that places it near the top of the list of major sports attractions.
The networks are being asked for a three-year contract (a) for broadcast-
ing in 47 or 48 states; (b) broadcast
exclusively on television; (c) give the privilege of televising the game to
the Cotton Bowl Association to pay 30 per cent of the
revenue from sponsors of the tele-
cast.

Second Group

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>Brush These Tears From Your Eyes</td>
<td>Leeds</td>
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<tr>
<td>By the Way</td>
<td>Bregman-Voor-Corn</td>
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<tr>
<td>City Coiled Heaven</td>
<td>Warren</td>
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<tr>
<td>Down Among the Sheltering Palms</td>
<td>Miller</td>
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<tr>
<td>Down By the Station</td>
<td>American Academy</td>
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<tr>
<td>For You</td>
<td>Wilmarth</td>
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<tr>
<td>Great Guns</td>
<td>Feist</td>
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<tr>
<td>I Get Up Evry Morning</td>
<td>Leeds</td>
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<td>I Got a Gal in Galveston</td>
<td>Republic</td>
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<tr>
<td>I Love You So Much It Hurts</td>
<td>Melody Lane</td>
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<tr>
<td>I Wish Someone Cared Enough To Cry</td>
<td>London</td>
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<tr>
<td>If I Could Be With You</td>
<td>Remick</td>
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<td>It's a Big Wide Wonderful World</td>
<td>Broadcast Music</td>
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<tr>
<td>Johnny Get Your Girl</td>
<td>Bourn</td>
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<tr>
<td>Red Roses For A Blue Lady</td>
<td>Mills</td>
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<tr>
<td>That Certain Party</td>
<td>Bourn</td>
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<tr>
<td>These Will Be the Best Years Of Our Lives</td>
<td>Robbins</td>
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<tr>
<td>To Make A Mistake Is Human</td>
<td>Recaid</td>
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<td>Undertake the Underline Tree</td>
<td>La Sale</td>
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<tr>
<td>Underneath The Underline Tree</td>
<td>La Sale</td>
</tr>
<tr>
<td>While The Angelus Was Ringing</td>
<td>Chas. K. Harris</td>
</tr>
<tr>
<td>You You You You Are The One</td>
<td>Campbell</td>
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(Copyright, 1948 by Office of Research, Inc.)

Crosley Gets Credit In Auto Statement
(Continued from Page 1)
also the Crosley Broadcasting Corp. increased its sales and earnings for the 1947 fiscal year, "despite the
start-up expenses of its telecasting operations."
There may be some decline in earnings for the 1948 fiscal year, as the broadcasting field because of the "additional costs that will be
involving the showing of television operations at Dayton and Cleveland, as the semi-
nual report predicted. "It is expected that these new stations will be
necessary in the first two or three years of their operations."

Tele Capacity Raised
Crosley division increased its capacity toward the close of the year, for which it received a contract totaling about 10,000 monthly, Emmett
disclosed. With the addition of small amount of new equipment, it added the conclusion that this
increase capacity will be increased to about 36,000 monthly early in the 1949 fiscal year, depending on the availability of cathode-ray tubes.
Although the annual report states that Crosley has continued to prove its point in the field of electro-
dvino, it admitted that the sale of radio products is being materially affected by the increasing impact of television.

Ohio Station Explores Commercial Facsimile
(Continued from Page 1)
similar, according to L. H. Ne-
ger, WEWD station director. Station, a pioneer in facsimile ph "We have operated experimental services in WBXM since 1943, has just put
шедш new equipment—a scan and several fax recorders—in service.
Nafzger, who is also chief as
sor for WBNS, said, "With stands now established (and
FCC action late last year) the equipment available it is our
aversion to fully explore the commercial possibilities of facsimile, realizing of course that the ser-
ias must be available before there is a market for them and for
reception equipment." Nafzger added, "While television lends itself to facsimile, it is evident that the
of the facsimile is not adequate."
station plans to install multiple operations this summer, using television broadcasting in facsimile
programming.

OFFICE SPACE FOR RENT
1 Block from Radio City
Several furnished offices with private
bath and telephone available.
HOTEL ABBEY
WEBS AND NARS FILE BRIEFS AT FCC

Eight Rights Opened Up As Louis Refires

Radio and television rights to the next heavyweight championship fight formerly held by Gillette through an agreement with the 20th Century Sporting Club were apparently traded on the open market yesterday when Joe Louis formally resigned and announced that he and two Chicago sportsmen would propose a bout to determine his successor next June. It was learned that the development prompted hot action on the part of networks and advertisers in contacting the newly-formed International Boxing (Continued on Page 7)

Mason Named Vice-Prez., Geyer, Newell & Ganger

William R. Mason has been appointed a v-p of Geyer, Newell & Ganger, Inc.

Before joining the agency in 1947 as an account executive, he was associated with William B. Remington, Inc. of Springfield, Mass.; Westinghouse Electric Corp.; Fuller Smith & Ross, Inc., in Cleveland, Ohio; the Estate Stove Co. of Hamilton, O., and the Hamilton O. Journel News. (Continued on Page 2)

AP Broadcasters Group Formed In Virginia

Richmond—The Virginia Associated Press Broadcasters Assn. has been formed with Jack Weldon, general manager of WVOA, Lynchburg, as president; Fred Hart, manager of WNEG, Suffolk, as vice-president, and Frank H. Fuller, AP bureau chief in this city, as secretary.

The five directors who will constitute (Continued on Page 2)

Promotional

Frank Stanton, president of CBS, in a promotional letter sent to advertisers, agencies and dealers in the past week, emphasized the network’s talent and program gains and high ratings of their shows. The letter also pointed out that the bills built for the first quarter of 1949 are running eight percent ahead of a year ago.

FCC Rejects Offer Made By Richards

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it has rejected unanimously the petition by G. A. Richards that it call off the scheduled hearing in Los Angeles on charges that he asked newsmen employees of KMPC to slant their newscasting. Commissioner Roel H. Hyde, although he did not propose the calling of the hearing in Los Angeles March 16, disclaimed from his colleagues to propose that Richards be given a hearing before the full Commission. (Continued on Page 6)

Henry Morgan Program On NBC Starts Mar. 13

Henry Morgan’s new radio show on NBC, which will feature Arnold Stang and Lisa Kirk, is set to premiere on Sunday, March 13, at 8:30 p.m. EST, following Fred Allen. The comedian is expected to retain the format he used on ABC although some of his characteristics (Continued on Page 2)

Kobak Re-elected MBS Pres. At Network Board Meeting

Chicago—Edgar Kobak was re-elected president of the Mutual Broadcasting System in the closing session of the two-day board meeting held at the Ambassador East Hotel. The election of Kobak was tantamount to a vote of confidence on the part of the MBS directors.

The re-election of Kobak was a personal victory for the veteran radio executive. It had been rumored that his administration was subject to some criticism by board members and that his resignation might be asked. This opposition was dispelled during the two-day board meeting during which Kobak is reported to have made a straightforward presentation of the network’s problems and potentialities.

At the conclusion of the board meeting a short statement was issued confirming Kobak’s re-election. (Continued on Page 3)

Networks Question Commission’s Right To Move Against Spot Sales Units; Fly Warns Of Damage To Reps

Organizing-Plan Set For Indies Inside NAB

Proposals for organizing independent stations within the ranks of the NAB will be laid before the one-day Unaffiliated Stations Conference of the NAB Convention, April 10, St. Louis Hotel, Chicago, at which new members will be welcome. It promises to be the first concrete step toward organizing and strengthening the Indies within the organization vote-wise.

Cal Smith of KFAC, Los Angeles, will present the proposals for future (Continued on Page 6)

AWB To Have Jennings As Speaker On Saturday

Washington Bureau of RADIO DAILY

Washington—The AWB revealed yesterday that its luncheon speaker next Saturday, as it winds up its sixth annual convention, will be George Jennings, president of the (Continued on Page 3)

Only 1-Month Extension To WNYC For Nite-Time

The FCC has extended WNYC’s permission to stay on the air until 10 p.m. for a period of one month only, beginning today, instead of the (Continued on Page 3)

Winchell Back On Top In Latest Hooperatings

Following an absence of six weeks, Walter Winchell moves back into first place in the latest Hooperatings (week of Feb. 15-21) with a figure of 20.1, Fibber McGee & Molly came (Continued on Page 2)

Airminded

Worcester, Mass.—WTAG took a wire recorder aboard a DC4 Skymaster yesterday to cover a business meeting of the Worcester chapter of the National Aeronautics Association, which was held at a flying field between Worcester and Boston. Henry Felix, WTAG producer, was the airminded broadcaster who handled the arrangements.
WALTER POWELL, assistant commercial manager of CBS and WABC, has been away from the network for several days, due to a business trip in Chicago.

FORTUNE POPE, executive vice-president and general manager of WOR, has returned from a business trip in Palm Beach.

JERRY DEVINE, producer-director of "This Is Your Life," has moved from the show's studio to work with the Advertising Club of New York, where he will also plan future projects. He'll also have a look-see at TV. Mr. DEVINE is with him.

BETT FERGUSON, head of the "Happy Gang" program over WCCB in Canada and an MBA in the States, will arrive tomorrow for a brief stay in New York.

WILLIAM H. HARRY, assistant general manager of WLS, Columbia network affiliate in Salt Lake City, a visitor yesterday at the New York offices of the web.

Winchell Back On Top In Latest Hoopertings

(Continued from Page 1) in second with 26.0 and Radio Theater was third with 25.3.

Four programs show in the "Top Fifteen," with NBC having six and ABC two.

Four of NBC's six programs on the list are heard in the solid block on Tuesday night from 9 to 11 p.m. EST. The other two NBC programs on the list are heard back to back on Wednesday night from 9-10 p.m., EST.

Three CBS shows in the "Top Fifteen" are aired in a block on Monday night from 8:30 to 10:30 p.m. EST. Two other nights in the same time slot, Columbia is represented in the cream of Hoopertings are Sunday and Thursday. The two nights not represented at all in the "Top Fifteen" are Friday and Saturday.

Auditions Get Results With Air Features, Inc.

(Continued from Page 1) is planning to enter the television field during 1949.

Since 1938, when the audition system began, 887 new actors and actresses have been used. They were chosen from nearly 7,300 auditions by the company.

During the past year Air Features directors used 172 actors and actresses in the studios in the talent in 133 competitive auditions. In their 12th year as exclusive administrators of the Humemiri shows, Air Features now handles 14 network programs, eight for clients of the company. Fitzgerald & Sample, Inc., four for John F. Murray Advertising Agency, Inc., and two for Duane Jones Company, Inc. Frank and some salesmen, the Radio Features, supervise all the programs.

Henry Morgan Program On NBC Starts Mar. 13

(Continued from Page 1) may be toned down somewhat, it is reported.

Ben Grauer will announce the show and Milton Katims is assigned as musical director. Ken McGregor will direct. Fred Allen is slated to be the first guest on Morgan's program. Morgan was a guest on Allen's show last Sunday night and will return again next Sunday for the final buildup before he starts out on his own.

The new comedy show will go in the time slot now occupied by "NBC Theater." Morgan starts his five times a week television show over NBC on March 21.
AWB To Have Jennings As Speaker on Saturday

(Continued from Page 1) Association for Edification by Radio and director of the Chicago Radio Connell and WBEZ. His address will be one of the features of the program. Program of March 13 in Chicago at the Drake, from March 10 through March 12.

Participants, hotly contested, was so limited that only a few of these stations were to be heard on the air. They were selected for their program schedules.

This is the case for a number of years, the Chicago Station, as the city-owned station of the University of Chicago, has also served on the faculty of the KOM radio Institute in Portland, Ore., and the Radio Institute of KMBC, Kansas City, Mo., as well as in the radio workshop of WTOP, Washington, D.C.

Speakers Announced For Olds. Conference

Oklahoma City—A number of the annual Radio Conference, which was held in February, have been announced by the University of Oklahoma.

The conference includes the incomplete list reported on Feb. 9, for Jerome Stoll, WMOU, Milwauk ee; Sid Pletsch, WFBA, Dall las; Eric Smith, Kansas City, Mo; Bruce Palmer, WKY, Oklahoma City; Michael Griffin, WTVG, Iowa City; Wiz.; Don Davis, WHB, Kansas City; M. H. Bonebrake, KOCY, Oklahoma City; Dave Taylor, WFRL, Fremont, Ill.; Bill Hoover, KADA, Ada, Okla.; Maurice Mitchell, director of broadcasting of the University of Illinois, and Jack Proctor, KTOP, Topeka, Kan., Beall. Zachary, WKID, Chicago; Bob Carter Bradley, United Press; Capt. William C. Eddy, Television Asso cie, Inc., Chicago; J. Leo Johnson, CBS Radio Sales, Chicago; Carl Minter, WSUI, University of Iowa, Iowa City, J. Kern Johnson, WKBW, St. Louis; Frank Winkelman-Schulte & Co., Houston, Tex., and Dr. Allies Sowers, WNAD, University of Oklahoma.

Kobak Is Re-Elected President Of Mutual

(Continued from Page 1) statement did not elaborate but it was reported that the network should make a bid for more names, and audience rating shows plans for 1949er participation in television were also reviewed with New York, Chicago, Los Angeles and Washington regards ed as key points for origin.

Goodman Ace Denies Writing NBC Program

Goodman Ace denied yesterday an statement made by NBC that he was collaborating with James Thurber on a radio series based on Thuerber's book, "My Life and Hard Times." The statement was made at NBC's 25th anniversary meeting in Chicago where it was said that among the new programs which had for immediate broadcast was the Thurber story. It is believed that Ace, who with his wife does a starring show over CBS every Tuesday, is the exclusive property of Columbia, Ace, it is reported, got no further than an initial lunch meeting with Thurber on plans for an NBC program.

For Profitable Selling—Investigate

WDEL WILMINGTON DELAWARE

WGAL LANCASTER PENNSYLVANIA

WLLH WEST EASTON PENNSYLVANIA

WRAV READING PENNSYLVANIA

WKBO HARRISBURG PENNSYLVANIA

Represented By ROBERT MEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

RADIO DAILY

BS, NBC, NARSFILE BRIEFS WITH FCC

(Continued from Page 1) Commission regulations are in effect, the FCC is the basic Communi
dication Act. They stress that the com mission has already indicated that no consolidations or sales are permitted in their setting up of local sales offices. At the same time, any new stations that lose their spot sales departments will have to reduce their actual sales.

According to FCC chairman, James Lawrence Flyer, for NARS, said the problem is one of "cumulative effect." If the feds were to nudge them along with such heavy advertising, the addition of one more spot would bring about a new kind of problem. The interested public is very strong, but for the public, they add to their present dominant posi

The FCC's action, in this case, and the new program is to be heard on the air. They were selected for their program schedules.

The conference includes the incomplete list reported on Feb. 9, for Jerome Stoll, WMOU, Milwauk ee; Sid Pletsch, WFBA, Dall las; Eric Smith, Kansas City, Mo; Bruce Palmer, WKY, Oklahoma City; Michael Griffin, WTVG, Iowa City; Wiz.; Don Davis, WHB, Kansas City; M. H. Bonebrake, KOCY, Oklahoma City; Dave Taylor, WFRL, Fremont, Ill.; Bill Hoover, KADA, Ada, Okla.; Maurice Mitchell, director of broadcasting of the University of Illinois, and Jack Proctor, KTOP, Topeka, Kan., Beall. Zachary, WKID, Chicago; Bob Carter Bradley, United Press; Capt. William C. Eddy, Television Asso cie, Inc., Chicago; J. Leo Johnson, CBS Radio Sales, Chicago; Carl Minter, WSUI, University of Iowa, Iowa City, J. Kern Johnson, WKBW, St. Louis; Frank Winkelman-Schulte & Co., Houston, Tex., and Dr. Allies Sowers, WNAD, University of Oklahoma.

Ahrons Heads CRCA

Chicago—Charles E. Ahrons, central division radio news editor of United Press, was elected president of the Central Radio Correspondents Association at the group's winter meeting. He succeeds Ernest Lewis of WLS, who automatically becomes a member of the CRCA's executive board. He succeeds Ernest Lewis of WLS, who automatically becomes a member of the CRCA's executive board. The vice-president was motioned by WTTN-TTY, society; Richard Elliott, president of the Chicago radio correspondents association. The executive board and the executive board wereJulian Benley of WEAF and James Hurbut of WMAQ.

WJKL Will Originate Games

Detroit—WJKL will become the first station in the Detroit area to originate games. A network of 23 stations with the re-shuffle of coverage of the Detroit Tigers' games of 1949, both home and away.

Only 1-Month Extension For Net-Time

(Continued from Page 1) normal 6-month extension granted during previous years.

The license calls for daily shut down at 5:30 p.m. The dominant station operating on the same frequency is WCCO, Minneapolis, owned and operated by CBS.

In comment upon the FCC's action in limiting its usual extension of broadcasting time to one only, WNMC director, Seymour Siegel said, "In the seven years we have operated, there hasn't been a single letter of complaint from any radio listener in the United States." He could offer no justification of the FCC's action.

Rene Kuhn To London As State Dept. Officer

Washington—Rene L. Kuhn, who has been producing a radio program on NBC with the help of assistant press officer at the State Department's London, England, in

BC, will leave early in March.

Miss Kuhn has had two books published, "34 Chartier" and "Coralia," and has written special features for the Pan-American Magazine and King Features Syndicate. She also has been writing and appearing in a 9-minute broadcast for NBC for the past 18 months.
The Affiliates of the National Broadcasting Company hereby express unanimous and enthusiastic approval of the network's program policies, past, present and those proposed for the future.

Further, they are in complete accord with NBC's plan to afford opportunities to new American talent, and
are confident that this field has unlimited potentialities.

To the end that all NBC programs, present and future, shall have the widest opportunity, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry—so that NBC shall further strengthen its position as the nation's number one network.
Mainly About Manhattan...!

- Coast Insiders say that one of the big reasons Crosby is leaving Philco for Chesterfield when he switches to CBS in the fall is that Philco wanted him to do three television shows a week and El Biego is reported to have said that he won't attempt the new medium for at least a year or two. . . . Anne and Eleanor Roosevelt, now heard three times weekly, go across-the-board starting next week.

- "Luncheon at the Latin Quarter" fades March 28th after a year and a half. Herb Sheldon, who hears, is set to produce a series of comedy shorts for Universal. . . . Tom Slater, of R & R, now conducting special evening courses at NYU on Business Side of Radio & TV. . . . Fred Allen's regular comment on TV: "I haven't bothered much about television. I think the guys who used to take passport photos are now the cameramen. . . ." Latest Nielsen survey shows Jerry Devine's "This Is Your FBI" as the leader in the mystery-crime league with a rating of 24.8. . . . Add 1MPressions: Maggi McNelis: Charmings. . . . Gertrude Berg: Worth her weight in Goldbergs.

- With everybody hopping on the TV bandwagon, Herb Moses isn't selling radio short. He's just built two air shows in conjunction with WNBC's Tony Provest-Ted Strater's Piano Party and the Hank Ladd show. Both have been cut to length (22-minute audition platters) enabling them to be demonstrated as either half-hour or 15-minute possibilities. Both, incidentally, are very close to a sale.

- Bernard L. Schubert, head of Radio Artists Corp., has regained rights to "Blind Date" and is readying it for TV via ABC March 23rd. Arlene Francis will star again in her original role as mistress of ceremonies. During the war, the series featured service men exclusively competing to get Stork Club dates with three models. On TV, it will feature freshmen, seniors and bachelor alumni of rival colleges trying to grab off the dates. For the present, broadcasts will stem from N.Y., but plans are under way to stage it on university campuses when cable allocations permit. Schubert originally produced "Blind Date" when it made its radio bow on NBC for Maxwell House Coffee in June, 1943.

- At the Dunninger broadcast last week, reports Leonard Lyons, the program was supposed to conclude with the mentalist's speech about Brotherhood Week. At the dress rehearsal, Dunninger waited to be called for the speech and then was told that it had been cut out. "It's been cut!" complained Dunninger. "Why doesn't someone tell me? What am I supposed to be, a mind-reader?"

- SMALL TALK: Since Jack Hurdle has been assigned to produce the Ripley show, he no longer asks you how you are—but whether or not you've seen any two-headed guys around lately. . . . WOR's Nat Abramson off on another 18-day cruise on the Nieuw Amsterdam Friday with his missus. (Nat is now booking talent on Concord Line cruises as well as the Holland Line.) . . . Irving Fields, featured with his orchestra at the Senator Hotel in Atlantic City, is dubbing as a disc jock down there on WMID. . . . Dwight Welte to narrate a color film dealing with the Presidential Inauguration. . . . Most televised models in VLD is Louise Venier, of the Harry Conover stable. She's been on over 150 shows this past year. . . . Aside to Buddy Hill, of Liberty Music Shops: Thamos so much for that Columbia "Kiss Me Kate" album. . . . Jack Barry taking singing lessons. . . . Mildred Murray claims that the race among gag-writers is getting to the point where most of them will wind up as "uber-rams."

FCC Rejects Offer Made by Richards

(Continued from Page 1)

mission, as Richards had asked last week.

The FCC, declines, in rejecting Richards' request to appear before it to admit his responsibility for the questionable conduct charged against him, that "the very purpose of our investigatory hearing was to afford the petitioner full opportunity to be apprised of all the charges. . . . and to allow him to present his testimony with respect thereto."

Lawyers for the Richards' interests were given further work yesterday when the Supreme Court asked to review a lower court decision of last fall which had reversed the FCC and ruled in favor of WJR, Richards' Detroit station. WJR had sought to intervene in a hearing involving a WNOV-Cleveland station on the ground that it was adversely affected by contemplation of action of the Commission.

Other government agencies joined the FCC appeal to the high court, feeling that if the lower court is not reversed the work of administrative agencies might be slowed and blocked by a flood of hearings. Borden of the lower court decision is that any party may claim to be affected by any administrative action and is thereby entitled to a hearing. The FCC maintains that the administrative agency should have the right to refuse hearing when it is convinced the would-be intervenor has no legitimate interest.

"Bowling Headliners" Set 13 Weeks On ABC's Web

"Bowling Headliners" will start a full 15-week series starting this Sunday night, at 10 p.m. on ABC's east-coast tele network. Al Cirillo, the tenpin expert of the experts show announcer, that Bud蟁, who will again be guest sportscaster this Sunday, show emanates from Rego Park Lane and is in 4th spot on ABC's Sunday "Pulse, Inc.," rating. Star bowlers of both sexes are featured with a "give-away" gimmick to be announced soon. Show produced by Tele-Sports, Inc., New York, with Phil Tantillo, supervising all production.

1906 1949
Henri CONFISEUR
FRENCH RESTAURANT LUNCHEON from $2.00 DINNER from $3.00 COCKTAIL BAR
Famous French Candies 15 East 52nd St. 45 East 52nd St. AIR CONDITIONED

Clemente Joining WOV
James Clemente assumed his newly-appointed position on the WOV staff as script-editor and producer of Italian-language dramatic programs on Feb. 7.

OFFICE SPACE FOR RENT
1 Block from Radio City
Several furnished offices with private telephones, telephone switched and cleaning service.

HOTEL ABBEY

Wednesday, March 2, 1949
TELEVISION DAILY, Thursday, March 2, 1949 — TELEVISION DAILY is fully protected by register and copyright

TELEVISION RATES GOING UP

**TELE TOPICS**

The Hoover-Pulse Hasel over the two-station ratings on the Admiral points up more strongly than ever the need for one centralized system of license measurement. The procedure has been worked out by two companies and has been given a trial run. The result is that the two-station system is expected to be implemented in the near future. The trial run is expected to be successful.

**Fight Rights Opened Up As Louis Refires**

(Continued from Page 11)

Club, Chicago, promoter of the fight.

The promotion outfit, composed of Louis, Arthur M. Wirtz and James D. Morris, has been asked by the National Boxing Association and given permission to name a new heavyweight champ in the winner.

Joe Walcott fight in June. The conflict may arise with the New York State Boxing Commission, which will determine the champion.

It was reported late yesterday that Gillette will make no move toward radio and television rights until it finds out what the New York State Boxing Commission will do in selecting the heavyweight champion. Gillette, chairman of the commission, said he had received no direct word from the commission.

However, it has been set this year for an elimination tournament to pick the next champion rather than a single fight.

Many years Mike Jacobs' 20th Century Sporting Club has promoted all heavyweight championship boxing and radio and video rights have gone to Gillette on a continuing arrangement.

For many years Mike Jacobs' 20th Century Sporting Club has promoted all heavyweight championship boxing and radio and video rights have gone to Gillette on a continuing arrangement with no other bidders in the field. This is the second fight between Louis and Walcott last June Gillette paid about $100,000 for radio and TV, and directly afterwards arranged for the broadcast and televising it via NBC. The midwest TV co-ax has come to the aid of NBC and CBS as they continue their coverage.

**Sound Perspective Needs Development**

One of the industry's more important needs at present is development of a method which would enable engineers and program personnel to introduce perspective in sound to a show. Ollie Freeman, assistant chief engineer of WPIX, said yesterday before the annual New York University chapter of IRE and AIEE.

"When an actor is shown on a screen," Freeman said, "his voice sounds the same as when he was on a long shot. . . . Motion pictures can change sound perspectives during the printing process. Right now this is not the case in television. Therefore, according to my way of thinking the television audio field presents a great opportunity for some bright young man."

Throughout his talk, Freeman urged full cooperation between the engineering staff and non-technical departments in a station. In some cases, he said, it actually becomes the responsibility of the engineers to see that their facilities are exploited to the fullest degree.

**Web Flagships To Up Rate Cards 20 To 50%**

A general round of station rate increases is underway and probably will include almost every station that has been on the air for six months. Boosts are based on the sharp upturn in receiver circulation in most TV cities, and are expected to range from 20 to as high as 75 per cent a nighttime hour.

Television planning new rate card for Apr. 1, showing a 50 per cent increase for flagship WNET, from $350 to $525, for a class A hour. DuMont's flagship WABD, this week announced a rate boost from $1,500 to $1,500 an hour. Both ABC and CBS are now planning to revise the rate structure for their New York outlets. Although no figures have been decided upon, it is believed that increases will be at least to $1,250, with WABC-TV probably going as high as $1,500.

Other changes in the NBC network card include increases of 20 per cent for WNBC, Chicago; over 50 per cent for WPTZ, Philadelphia; 25 per cent for WENB, Cleveland, and 75 per cent for WTVB, Richmond. Effective yesterday DuMont's WDTV, Pittsburgh, raised its tariff from $600 to $800, and WSDT-VD, Toledo, went up from $500 to $200.

The increased nighttime boosts, web sales execs are planning a revision of daytime rates for stations about to begin all-day operation. While these may not include any changes in hourly rates, it is believed that the sales structure will be altered to provide for low-cost participations and announcements to attract local advertisers.

**AT&T To Add 13 Cities To Tele Web This Year**

The Long Lines Department of AT&T announced yesterday that the Tel-Dial System in 1949 will double the number of miles of TV network channels now available and will extend service to another 13 cities.

Edgar Hoover has congratulated Bryant Bash on his series of four shows over the telephone. Mr. Bash will be recognized as one of the foremost newspaper writers.

Mr. Bash has been named as the chief writer for the project. He will be joined by five other writers, including three from the staff of the New York Daily News.

According to present plans, the 13 cities already on the hook-up will extend from New York City, Philadelphia, Baltimore, Boston, Chicago, Detroit, Pittsburgh, St. Louis, Los Angeles, San Francisco, Seattle, Portland, and San Diego.

Under construction is the radio-relay link to Chicago, three additional channels between New York and Philadelphia and one extra channel between Philadelphia and Washington.

On the West Coast, one northbound radio relay link between Los Angeles and San Francisco is expected to be in operation in about a year.

**SAG Orders Confabs On Tele-Actor Pacts**

West Coast Bureau, RADIO DAILY — The board of directors of the Screen Actors Guild has ordered immediate negotiations with employers to protect actors in television films as a result of failure of talent union headquarters in New York to agree on any workable scheme for resale of the motion pictures of the live video field. The Guild board has issued members to work for less than the Guild minimum. It has notified the AAAA that the Guild is proceeding immediately to organize for itself jurisdiction in television and immediate meetings are scheduled with TV film producers and video networks, looking to signing of contracts to protect interests of actors in TV films.

www.americanradiohistory.com
NEW BUSINESS

JAMES THOMAS CHURCH, company, Boston and New York advertising agency, has just released in booklet form its Annual Report for 1949. It gives a detailed financial statement plus an outline of how the agency functions. Practically intriguingly, in a sentence under the "Packaging" the report poses the question, "What's In It For You?" and then proceeds to show how the operation of the agency over the years has benefited employees, clients and others who work with the company.

ROBERT OTTO & ASSOCIATES, Inc., has changed its name to Otto & Co., Inc., to conform with the name of its New York office, Robert Otto & Co., Inc. The change does not affect the organizational structure, assets and liabilities of the agency, but it does change the name of the principal office in New York.

HARRY WOOD has his own show, "Harry Wood's Roundup," on the Tennessee Theatre radio program, "Music of the Air." The show is heard in 22 of the 23 Tennessee cities on the NBC network and in parts of Missouri and Arkansas.

ALVIN LEVINE, for two years editor of "Jewelry Magazine," has joined the news bureau of Foote, Cone & Belding International. He has been a newspaperman in and around New York City for the past ten years.

C. H. WOLF has joined Dancer- Fitzgerald-Sample, Inc., in executive capacity.

Miniature Recorder

A miniature magnetic tape recorder, weighing less than 10 pounds and containing 15 minutes recording capacity has been developed and will be manufactured and distributed by the Stancil-Hoffman Corporation of Hollywood.

Midget set, powered by flashlight cells and miniature "batteries," uses five-inch reels containing 20 feet of tape and is operated by a switch which turns on the drive system and amplifier simultaneously. To be called "Mini-Tape," it is designed for "on-the-spot" broadcasts as well as for press and police work, is contained in a carrying case measuring six by seven by thirteen inches. A shoulder strap enables operator to carry it in the manner of a photographer carrying a Rolleiflex camera.

Heads Moxon Subsidiary

H. A. Leander, president of T. S. L. Moxon Corp., engineers, manufacturers of New York, has announced the election of Donald Morgan as president and director of its subsidiary, Langevin Manufacturing Corp., also of New York. Langevin Manufacturing Corp. makes audio frequency apparatus and specialty audio components.

In the tri-state area covered by Ft. Wayne's WOWO, 35 percent of farm dwellers have running water. That's far better than the national average (28 percent). What's more, farms in the 59-county WOWO area excel in electrical and telephone installations as well. All this adds up to a richer, more responsive market... rural as well as urban. To get results in the great Midwest, get on WOWO now! For details, call Paul Mills at WOWO, or Free & Peters.

WOWO

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • FAX • WBB • WBZA • WOWO • WBB-TV

National Representatives: Free & Peters, exec; for WBB-TV; for WBB-TV, NBC Spot Sales
FELTIS RESIGNS AS PRESIDENT OF BMB

Tentative Agenda Set For Indie-Outlet Meet

Washington Bureau of RADIO DAILY—Washington—NAB yesterday announced the tentative agenda for its one-day meeting of unaffiliated stations during the 27th annual NAB convention in Chicago, April 6-7. President Justin Miller will be principal speaker at the luncheon. The meeting, planned by the NAB unaffiliated stations committee under the chairmanship of Ted Cott, WNED, New York, will be held Sunday, April 10, between the broadcast engineers conference and management portions of the program.

Two CBS Dramatic Shows Renewed By Sponsors

Two CBS dramatic programs, Crime Photographer and The Second Mrs. Burton, have been renewed by their sponsors for another 82 weeks, it was announced yesterday.

WHAS Hearing Open; 'Multiplicity' To Fore

Washington Bureau of RADIO DAILY—Washington—Hearing got under way yesterday on the proposed sale of WHAS, Louisville, and its FM affiliate and television permit, to Cosley Radio Corp., licensees of WLL, Cincinnati. The day was devoted mainly to submission of evidence regarding Cosley finances.

International Group Plans 'U' Of The Air

Nice, France—A Congress of American and European officials ended a five-day session on Monday with an agreement calling for the creation of an "International University of the Air," a lecture series on scientific, social, literary and artistic subjects to be recorded for mutual exchange between participants.

RCA's President Folsom Hosted By NBC's Russell

A large turnout of Government officials, members of Congress and press and radio figures in the Capital area was on hand last night at the Carnegie Hotel, Washington, D.C., to welcome RCA President Frank Folsom. Host at the party was NBC's vice-president, Frank Russell.

Radio and TV Crews Hustle To Cover Historic Flight

Radio and TV news and special events crews set to work this week to cover a record event in the history of the air. They are covering the flight of a single-engine, four-place, 2000-mile non-stop round world flight. The first stop will be at Westover Field. The challenge is to reach France and return. The flight is scheduled to arrive in Paris today. The crew will then fly to France, where the plane will be dismantled. The flight is expected to be completed in about four hours. The crew is expected to be on hand when the plane arrives in Paris.

WHAS Hearing Open; 'Multiplicity' To Fore

Hugh Feltis is resigning as president of BMB, effective April 15. He will become general manager of KING, Seattle, after he leaves the research organization.

The announcement was made by Feltis himself in a press conference yesterday following a meeting of the board.

WHAS Hearing Open; 'Multiplicity' To Fore

Columbus—Plans have been completed for the second Television Seminar of the Ohio State University College of Commerce which will be held here on Thursday, March 17. The meeting will be held in conjunction with the Advertising and Sales Promotion Conference on Thursday and Friday, March 18th. The conference theme will be "Advertising in a Buyer's Market." Advertisers taking part in the seminar will include...

Bakers Equipment Sponsors Spots For Duration Of Strike

The local bakery strike and lockouts have resulted in the suspension of regular radio commercials on five stations by Bond Bread, Tayseet Bread and Wonder Bread for the...
COMING AND GOING

MARTIN ARONSKY, American network commentator, will be in Philadelphia next Wednesday before the joint meeting of the United States and Foreign Field Welfare Association, to be held in the Statler Hotel. Speaking on the subject will be Dr. Albert Atlas and its Effect on Future Peace.

DANA GREGORY, whose "Gettysburg" novel is being made into a movie, is in town. Visit her at the offices of the station's national reps.

Chu Sik REE, former co-founder of CBS program company are spending today in New York, MA.

JOHN ROBERTS, CBS announcer, has been hired by the American network, as a writer for the network's production department around the country.

At present WLIR is broadcasting four and a half hours of Spanish programs six days a week. In addition to the now hour-long one-hour disc jockey show, it will also add at the same time another Spanish half-hour from 2:30 to 3:30 p.m. This means that the station will be solidly Spanish from 2:30 to 6 p.m. every afternoon. The other daily Spanish period is from 7 to 8:30 a.m. (Continued from Page 1) These periods are about 70 per cent sold to sponsors.

Wayne Varnum
Wayne Varnum, until recently head of the public relations firm of Wayne Varnum Associates and former publicity director of Columbia Records, Inc., died Tuesday at the St. Luke's Naval Medical Center, Bethesda, Md., following an extended illness. He was 36 years old.

He had been discharged from the Navy as lieutenant in 1946 after three years of service, he returned to Columbia Records, with which company he had been affiliated in various capacities, including assistant advertising director, to organize the firm's first public relations office. The last year he resigned his position to establish his own company, handling such clients as Seabees Vaughn Monroe, Dick Jurgens and Larry Green, British singer Beryl Davis, Hotel Commodore and Artkraft Strauss Sign Corporation. Surviving are his two-year-old daughter, Elizabeth Fox, and his parents, Butler, Pa.

Bakeries Suspend Spots For Duration Of Strike

Jack STEVENS, editor of the American network, will be in Philadelphia next Wednesday before the joint meeting of the United States and Foreign Field Welfare Association, to be held in the Statler Hotel. Speaking on the subject will be Dr. Albert Atlas and its Effect on Future Peace.

Keith BYERS, sales manager of WBT, Charlotte, N.C., is spending the week in New York conferencing with CBS Radio Sales and with the national representatives of the station's network reps.

Jack WOLFE, manager of KTH, American network affiliate in Fort Worth, Texas, was present yesterday at the New York office of the board.

G. PICKARD SWIFT, assistant general manager of WCB, will fly Friday for a vacation of about two weeks in Philadelphia, N.J.

This is one stray alley cat that leaves a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scrap of food in the alley.

There's a way for buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio laydown here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners—dollar-for-dollar—than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart-time buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.

LIBEL and SLANDER

Invasion of Privacy
 Publication—Copyright

INS has served 11 years

FOR 11 YEARS

WMAQ CHICAGO

AM FM Commercial Stations Prompt Confidential Service BURGESS & SELLERS EDWARD C. LODSILL ASSOCIATES (Agency)

17 East 49th St. New York 17, N. Y.

RADIO DAILY

Thursday, March 3, 1949

Sweet Life

Soft Life

Stork News

Robert Livingston is the father of an eight-pound girl born Monday to Mrs. Livingston at the Greenwich (Conn.) Hospital. Father is WBBM (Chicago) representative at CBS Radio Sales in New York. Baby has been named Susan Joyce.

INS has served

WMAQ CHICAGO

FOR 11 YEARS

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Gray
Radio And TV Crews Hustle To Cover Historic Flight

crew had flown from Washington for the coverage. CBS cut into the "Arthur Godfrey Show" to bring news of the landing of Lady Luck II, shortly after 10:30 a.m. Joe Worsba of the CBS Washington staff gave the flash of the arrival and later a word picture of the reception accorded the crew. Worsba interviewed members of the crew at the field immediately following the landing and recorded their remarks to be used on later CBS broadcasts.

NBC Staff Man Thre
Frank Bourgholzer of the NBC Washington staff brought the news of the ship's landing to the network about 10:30 a.m. On subsequent programs Bourgholzer detailed the arrival of the plane and the reception given its crew.

ABC newsmen and technicians headed by John Edwards of Washington, were also on hand for the arrival and flashed the news to the network at about the same time as the other networks. In addition to recorded interviews, ABC took TV film for presentation on their New York station. Edwards was heard twice yesterday through WABP, affiliate in Fort Worth.

The great four-engine ship landed at the Carwell Air Force Base at 10:21 a.m. EST, 94 hrs., 1 min. after its departure on the eastward flight last week. It has flown an estimated 23,482 miles, or about 1,500 miles more than the circumference of the earth. The operator, the ship was refueled four times in flight from Air Force tankers that went aloft for the purpose over the Azores, Arabia, the Philippines and Hawaii.

The non-stop flight around the world, the first in history, was described by the Air Force as a "training mission." Capt. James Gallagher of Minot, Minn., was in command of a crew of thirteen.

NBC Staff Changes
Paul Rittenhouse, manager of NBC's Guest Relations Dept., has been appointed station contact for the Station Relations Dept., effective March 15.

Peter Tindle, assistant Guest Relations manager in charge of tours, has been upped to acting manager to replace Rittenhouse.

Joseph Goodfellow, formerly account executive at WHIL, Hempstead, N. Y., and resident manager of WPBN, Jamesstown, N. D., has joined the sales staff of WNBC and WNYT as account executive.

International Group Plans "U" Of The Air

cripitions by American scientists and educators. Other cooperating countries attending the Congress were: Austria, Belgium, Finland, Great Britain, Holland, Italy, Lebanon, Luxembourg, Monaco, Poland, Switzerland, the United States and the international city of Trieste.

Two CBS Dramatic Shows Renewed By Sponsors

complete network time serial, to be broadcast Monday through Friday, 2:00-2:15 p.m. EST, under the sponsorship of General Foods Corp., New York. Young & Rubicam, Inc., is the agency.

to a man after a mountain

...with a molehill budget

IT REGULARLY HAPPENS—as in the case of the lovely lady on the left—WOR's Barbara Welles—through some almost mysterious quality, that she can provoke women into responding miraculously to suggestion.

For instance, twice in one week thousands of listeners to the "Barbara Welles Show" heard its conductor murmur quietly, "If you'd like a little can of paint—it's just a very small one, mind you—drop me a postcard, or a note, and I'll see that it's sent to you." That's all.

And mentioned only twice. Well, Gentlemen, 19,334 women wrote in within a matter of a few days. Said the sponsor, "Our sales are 25% above those of last year."

In today's competitive markets, WOR's "Barbara Welles Show" is creating sales mountains for advertisers wrestling with molehill budgets. This WOR show, and others like it, can save you money and make you money in double-quick time.

—heard by the most people where the most people are mutual

WOR
NEW BUSINESS

WOR, New York: The G. Kreuger Brewing Company has renewed its three-day-a-week sponsorship of “Star Lomax” sports program for Kreuger Beer and Ale on Mondays, Wednesdays and Fridays from 6:45 to 7 p.m. The program is heard at that time Monday through Saturdays. Geyer, Newell and Gaglieri, Inc., handles the account. Kings Supermarkets has renewed its sponsorship of WOR’s “What Am I Offered?” consumer quiz heard Saturdays from 16:30 to 11 a.m. The program, which offers prizes of food and other merchandise, is broadcast each week from a different Kings Supermarket in northern New Jersey with Bob Dixon as emcee. The contract was placed through the Scheck Advertising Agency of Newark, New Jersey.

WCBS, New York: Griffin Mag. Co. has purchased for its shoe polish six participations per week, Monday through Saturday, in the Jake Sterling program, 6:45-7 a.m., and through Bermuda, Castlemere & Pierce, and three participations Monday, Wednesday and Friday, in the Holliday Protective League program, 6:30-8 p.m.

Conformal Footwear Co. of St. Louis, Mo., has renewed its Tuesday and Thursday participations for 52 weeks in the Margaret Arlene program, 8:30-9 a.m., through Goff, Advertising Agency.

Three participations per week, Monday, Wednesday and Friday, in the Housewives’ Protective League program; and one announcement per week in the Margaret Arlene series have been purchased by Mentor’s Packing Co. for Spanish rice, through Morris F. Swanye Co., Inc., Monday, Wednesday and Friday participations in the Holliday Protective League show have been purchased by the Polly Prize Corp., through H. W. Fairfax Advertising Agency.

WINDY CITY WORDAGE . . .

- Chicago: It will be a June wedding for Sylvia Mikelson and Keith Teeter, both members of the Honey Drippers combo on ABC. And in mid-March, ABC’s “Sky King” announcer Mike Wallace will wed Bull Cobb, actress daughter of the late Irvin Cobb, noted humorist. . . . 1 and Edie Dexter will introduce a family situation comedy program, “At Oak House,” over WENR-TV on March 11. Show will be sponsored for 52 weeks by the Hoover Company, sweater manufacturers, with the Leo Burnett agency handling the account . . . Richard Steele has left WBBF to become production facilities supervisor for NBC’s video station WNQ. . . . All Chicago Cubs home games—74 in all—will be telecast over WGN-TV, from the opening on April 19 to the windup on October 2, with Jack Brickhouse describing the games and Don Cook directing the camera.

- Chicago: It was a one-in-a-million shot when on Washington’s Birthday Kenneth Perkins answered a phone call from the WJJD Ernie Simon quiz show with the salutation “The Great Libby Furniture Stores,” which was the correct answer to win an accumulated jackpot of $300. But when a station aid got through checking Jenkins, he was ruled out, as it turned out he was a brother-in-law of the show’s sponsor, Jerry Libby. His name, selected at random from the phone book, was picked, unknown, of course, to the sponsor or station.

- “Cisco Kid,” a new adventure series of pioneer life in the southwest, based on WGN February 28 and will be heard Mondays, Wednesdays and Fridays, with Jack Mathes and Herb Long in the principal roles. . . . WBBF’s new quiz show, “Homic Money,” based on ancient Charlie Chaplin films, caught the telephone company with its wires down on the night of the show’s premiere, for within ten minutes after the opening of the show the city exchange was flooded with more than 1000 calls. . . . “Comel Caravan With Vaughn Monroe” will be broadcast from the Aragon Ballroom in Chicago over WGN on March 12 . . . Radio Features, Inc., producer of the “Deems Taylor Concert,” “Teo-Teo Test” and the Munson cloth, John Nesbitt’s “Passing Parade” announce the appointment of Ernest Samuels as district sales manager with headquarters in Kansas City. . . . Sounds good, but the publicity agent of Harry Palmer relays the info that Palmer will appear on a number of Chicago radio stations as a guest on an attempt to locate in the Windy City a branch of his “Society for Prevention of Cruelty to the Feet,” which has headquarters in Boston.

- Seems a new field is opening up for tame-seeking animals. Recently the “R.F.D., America” program has brought a number of live farm animals before the video camera for its Friday evening video audience, and promises to run the gamut of sheep, horses, cattle, etc. A full grown horse used on a recent “R.F.D. America” telecast caused quite a stir as it walked into the Merchandise Mart and was whisked up to the NBC video studios.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY

AGENCIES


GAIL SMITH has been promoted from manager to director of radio in charge of nighttime programs for Procter & Gamble Productions, Inc. Smith has been with the P&G advertising department since September, 1943.

BUDYARD C. McKIE has joined McCann-Erickson, Inc., New York, as account executive in the Naheux Group. He was formerly with Needham, Louis & Brarby, Inc., Chicago, as account executive on Swift & Co. and Kraft. In the war, he was assistant advertising manager of Standard Oil Company of Indiana. Previously he was a promotion writer on the Chicago Daily News.

WILLIAM WARREN AGENCY, for Central T.V. Sales, has signed a 13 week contract to sponsor the Harry Hershfield program on WOR.

WEVD

$500 WATTS 1320 K
PROGRAMS OF
DISTINGUISHED FEATURES IN
ENGLISH JEWISH ITALIAN
3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN
THE NEW YORK Metropolitan AREA
117-179 W. 46th St.

W. F. 1179
The 27th ANNUAL CONVENTION
OF THE
NATIONAL ASSOCIATION
OF
BROADCASTERS

Daily Coverage!
News While It’s News!

RADIO DAILY will give its readers and the convention delegates up-to-the-minute and on-the-spot news of the doings at both Engineering and Management Conferences.

Seven days of complete coverage to be read at the convention or at your desk.

APRIL 6th to 13th inclusive

HOTEL STEVENS, CHICAGO

Advertising forms close for all RADIO DAILY convention issues on April 1st!
**PLUG TUNES**

**ON RECORDS and TRANSCRIPTIONS**

"I'M A LONELY LITTLE PETUNIA"
(in an onion patch)
Rutvoc, Inc. 1585 Broadway New York 19, N.Y.

**A TIMELY REVIVAL**

"AM I WASTING MY TIME ON YOU"
on Records and Transcriptions
STASNY MUSIC CORP. 1619 BROADWAY NEW YORK 19, N.Y.

From the Oscar Hammerstein Musical "All For Love" "Why Can't It Happen Again!" by Sammy Gallop and Michel Gaspereau CECILE MUSIC CO., Inc. 580 Fifth Avenue New York City

**ENCORE Material**
JUST REMINISCING
(Still In Love With You)
Recorded by Jo Stafford, Jack Fina, Ray Noble
ENCORE MUSIC, 1674 Broadway, N.Y.C.

**MELODIC HIT with a NEW ANGLE**

"BOP! GOES MY HEART"
Words by Walter Bishop
Music by Julie Styne

Hear the NEW Sinatra Columbia Record of 
"BOP! GOES MY HEART"
J. J. ROBBINS & SONS

**ISHAM JONES' Latest and Greatest Ballad!**

HOW MANY TEARS MUST FALL

An important new ballad
by the writer of 'I'll See You In My Dreams', "It Had To Be You" and "On The Alamo"
MILLER MUSIC CORPORATION

**WORDS AND MUSIC**

By PINKY HERMAN

- - - TIN PAN ALLEY OPS—When anything unusual happens in the music business chances are that somehow, someone in the vast Lou Levy organization might have something to do with said unusual happening... for instance when the novelty song, "Open The Door Richard" first came out, it was this group who recognized the possibilities and grabbed the song... same outfit followed with the smash, "I Love You For Sentimental Reasons"... recently they picked the "Pussy Cat Song," which seemed to pop from nowhere... now the firm has another novelty which we think will prove a sensation... song is title, "DROP DADDY, Little Darlin' DROP DADDY" and is a satire on the current crop of hillbilly tearjerkers... and surprisingly enough the ditty was composed by NBC composer-conductor Norman Cloutier... for years wrote semi-classical and compositions that might be considered 'bop-har'.
- - - Stephen Lewis, production manager at Robbins Music and stockholder in the firm, is rounding out his thirtieth year, having started as an office boy in 1918....
- - - In this pillar of Feb. 17, we itemized that the ABCurrent "Mystery Tune," was a song composed about 100 years ago by a Welshman named Jack Parry... the song is the "Navv" and the Army, the Navy, and the Army" and was written by Jack Parry about 1750... now we have a question to ask. Mus. Salt, Parks, and A.K. isn't that going a little too far back? How can you ever expect to find anyone old enough to remember such a song?... the odds against anyone being called on the phone are about 20,000,000 to 1... the odds against anyone being fortunate enough to be called, who might guess this particular title, can't even be estimated... people will have a better chance with the S.F. song you plan to use soon.

- - - With St. Patrick's day rapidly approaching, radio singers might find an appropriate number in "Sure I'd Like To Go Back To The East Side," published by Astor Songs....
- - - Too bad there are people, who try to cash in on someone else's ideas... for instance one network plans to put on a series similar to a current program that Bill Harrington, MSTV star baritone, has been doing for the past three months... billing himself as "the boy who writes them and sings them," Bill has been programming an original song each week... in fact he's already placed for publication eight songs that he composed and introduced on the air... "Texas Lullaby" and "Looking For A Dream" (Manor Music)... "Cry Baby," (Southern Music)... "Take Me Back To Old New Mexico" and "How Sad Can A Heart Be?" (Dreyer Music)... "You Can't Mend A Broken Heart" (Peer)... "I Made Myself A Promise" and "Yesterday's Kisses Are Heartaches Today" (RFD Music),... Last Saturday when the Friers honored a great writer and act, Sol Violinsky, with a testimonial cocktail party and presented him a beautiful wrist watch, Sol, with a lump in his throat said, "I can't ever thank you enough for your token of friendship... all I can say is, both my pawnbroker and myself will remember this as long as we live."... Things we like—Red Benson's fine emceeing on the daily "Red Benson's Movie Matinee" MBseries... Roberta Quinlan's big-time half-hour variety NBC telecast, Monday nights at 8... Lola Burke (Lola Savin) former CBS star songstress, now retired, who did such a great job in bringing about understanding and brotherhood recently in Atlantic City by singing several "Little Songs On Big Subjects"... the reaction was so great that the BNA's Brith has asked her to record those songs, the recordings to be used nationally to foster the Brotherhood of Man... Wally Butterworth's easy-to-listen-to "Voices That Live" programs via NBC,...

- - - ON AND OFF THE RECORD—Stan Kenton's latest and probably last record for Capitol (he's since disbanded the orchestra) is a solid instrumental of the standard "How Am I To Know," reverse side is a blues, "He Was A Good Man," with June Christy doing the vocals.

**PLUG TUNES**

**A H-I-T!**

"A"—You're Adorable
(The Alphabet Song)
LAUREL MUSIC CO. 1619 Broadway, New York 19, N.Y.

**THE PUSSY CAT SONG**

(Nyok Nyow)
LEEDS MUSIC CORPORATION 1619 Broadway, New York 19, N.Y.

**A HIT Since...**

THE ONE I LOVE
(Belongs To Somebody Else)
FORSTER MUSIC PUB., INC. 1619 Broadway, New York 19, N.Y.

**JANIE and ME**

by Thomas G. Meachen
JAMES MUSIC, Inc. 1650 Broadway Room 709 New York, N.Y. 15

**IT'S TIME For**

"GOT NO TIME"
by Jack Reynolds & Larry McMahon
CECILE MUSIC CO., Inc. 580 Fifth Ave., New York 19, N.Y.
**TELEVISION**

**$100,000 SPOT CAMPAIGN IS SET**

**TELE TOPICS**

**RAY MORGAN**, enceinte on "I'd Like To See," registered as "I'd like to see" on Tuesday night when his verbal farewells to films of the creation of Mt. Vesuvius failed to produce the movies. Morgan's descriptive story of the volcano's eruption as he precedes the films, but technical difficulties with the projector necessitated call off the feature. **...**

**C. T. HOOPER, INC.**, yesterday sent out a six-page explanation of the Hooper-Pulse discrepancies on the Admiral Product line and the handling of the Maxwell House commercials as the most effective. Main criticism seemed to be that the entertainment was not as good as it was in other programs. The New York Times, however, was enthusiastic about the show and the commercials.

**Press-Time Paragraphs**

**NBC Claims Beat on Film Rolls**

NBC last night claimed a network beat on films of the landing of the USAF B-50 which flew non-stop around the world. Along with others, Robert Donner, NBC commentator, declared that the landing at Ft. Worth yesterday morning. Their story was sent to the network and clips were aired on the NBC News Cams.

**Barnes Named WLW-TV Program Chief**

Cincinnati—Appointment of Bernard Barnes, WLW-TV producer, as program director of the station was announced yesterday by Robert Donner, WLW-TV. Barnes accepted the post.

**WSPD-TV**

**Whose Announces Low-Priced Set**

**WSPD-TV**—Westinghouse home radio yesterday announced production of the lowest-priced model in the company's history. Set is a table model with a ten-inch tube and is tagged at $299.35. According to J. F. White, division sales manager, shipments to distributors will be made this month.
Hugh Feltis Resigns As BMB President

WORL Starts Series On Alcoholism

Boston, Mass. — "You and Alc-
ohol," an 18-city, four-week, noon series of 13 weeks aimed at
educating the public of the nature of the disease, has begin-
ning has been started by WORL
co-operation with the Boston Com-
mittee for Education on Alcoholism.

Students To Face TV Cameras

Syracuse, N. Y. — When mobile
television unit will present an hour of closed-
circuit television at the Olmsted
Vassar Victrola Shop to which Syracus-
e University students have been invited to partici-
antions, March 5, 2:30 p.m. Hundreds
of students are expected to grab
timcese appear before tele-
vision cameras.

Wsky Aids In Slayers Capture

Atlanta, Ga. — The power of radio
crime detection was demon-
strated recently in the capture of two confessed savages by a tax-
cab driver. WSB news editor Walter
Paschall included a description of
the car in which the two men were
making a getaway. Car lot attend-
ants had just heard the noon news-
east when the car drove up. The
Sheriff who did the rest credits WSB
for its aid in closing the case.

WTVF News Editor Appointed

Nashville, T. N. — Murray R. Hill, son of
David L. Roberts, Jr., as news editor of
WTVF has been announced by
William B. Mallevier, general man-
ger. Roberts has been with the
station as an announcer for the past
year and formerly was associated with the
Democrat & Chronicle of
this city.

KWSC Aids Search For Plane

Pullman, Wash. — KWSC, owned
by the Seattle Times, has called the
residents of Washington, put in its pitch re-
cently in the search for the lost
plane pilots. Brick Zimmerman
of Bellingham, and a top
radio station.

Congress Hears Of KROK Broadcast

St. Louis, Mo.— KIKX has
drawn its way into the Congressional
Record of Feb. 21. The station's
farm editor, Charlie Price, has been
scheduled to nationalize
daytime-saving time, has been
broadcasting his correspondence on
the radio and Melvin Price of East St. Louis, III.

The legislator in turn read Strooker's
broadcast and correspondence to
the House of Representatives.

from now is a matter to be thrashed
out and recommended by Baker and
Langley, based on the amount of
money in the kitty. Feltis comment-
ted that the problem of "financing
has to be worked out in the next 60
to 90 days."

At the moment, the only assurance
is to what will be coming into the
next report is the once-a-week lis-
tening audience. It is still to be de-
ded that there is still to be de-
ded that there are not enough
for the average daily audience, a com-
position of the sub-totals or both.

This decision probably won't be
made until after a considerable re-
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Shouse Is Heard At WHAS Hearing

Washington Bureau of RADIO DAILY
Washington — A drive to increase the public service and the profits of WHAS, Louisville, is definitely planned by Crosley if the FCC approves its application to buy the WHAS properties, James D. Shouse told the FCC yesterday.

Shouse said his experiences as broadcasting head of Crosley for some years, with direction of the clear-channel WCLW, Cincinnati, has familiarized himself and his company with clear-channel operation in

(Continued on Page 9)

New TV Tube Plant Being Built By RCA

Marion, Ind.—A new manufacturing center for the mass-production of 16-inch direct-view metal picture tubes for television will be erected in Marion, Indiana, by the Tube Department of the Radio Corporation of America. Groundbreaking ceremonies marking the beginning of construction of an ultra-modern new building, which will serve as the nucleus of the new metal tube manufacturing center, were held yesterday in Marion with Governor Henry P. Schirick of Indiana, officiating.

New Miniature Mike Previewed In N. Y.

Radio, TV and movie sound engineers saw a revolutionary new microphone demonstrated yesterday by the Allied Lansing Corporation at a demonstration held at the Essex House in New York City. The microphone, weighing less than 1/4 ounce, mounted on a long tapering base, is

(Continued on Page 3)

Big Step Forward

Washington—TV receiver manufacturers are equipping their over-the-air video sets with full FM facilities, FMA said yesterday. DuMont, Crosley and Stromberg-Carlson sets are already so equipped, and other manufacturers are falling in line, William E. Ware, president of FMA, said. He termed the trend an indication of the acceptance by the radio and video set manufacturers—as well as listening public—that FM continues to progress as a superior method of aural broadcasting.

Profitable Operation, Succeeds License

Asheville, N. C.—After notifying the FCC that they plan to surrender their license and cease broadcasting on March 31, WNCX, owned and operated by the Jacksonville Broadcasting Corporation, took steps to give employees two weeks severance pay and a pro-rata share of the ten receipts of the station, to be paid March 18 to March 28th. Advertisers on the station were notified of the decision to leave the air and were

(Continued on Page 8)

Oxartar Leaving CBS For Food Company Post

West Coast Bureau, RADIO DAILY
Hollywood—Frank Oxartar, manager of CBS network sales in the Hollywood office, is resigning March 15 to become advertising and merchandise manager of Hunt Foods.

(Continued on Page 2)

15,000 Engineers Expected To Attend Four Day Convention Opening Monday In New York

Nearly 15,000 engineers from 30 countries and more than 220 exhibitors, including various branches of the government, with the latest radio electronic equipment, worth more than $6,000,000, will be on hand at the four-day convention and show of the Institute of Radio Engineers.

(Continued on Page 6)

Champagne Music Sold For Brewery Sponsorship

Chicago—The music of Lawrence Welk's orchestra will be sponsored by the Miller Brewing Co. of Milwaukee over a selected list of ABC midwestern stations, it is announced by Gil Berry, ABC central division network sales manager, contract.

(Continued on Page 2)

ABC Signs Quaker Oats For Peter Donald Show

Peter Donald will emcee a new audience participation show, “Talk Your Way Out Of It,” to be aired over 188 ABC stations five days a week, 3-3:30 p.m., EST, starting

(Continued on Page 6)

Future Of BMB Uncertain As Its Prestige Diminishes

Sweeping changes at BMB, climaxing by the resignation of Hugh Bollas as president, were viewed in the trade yesterday as heralding the end of the bureau as it has been known for the last four years while the BMB board on Tuesday unanimously endorsed the continuation of a uniform method of audience measurement, still to no one has an answer on where BMB goes on from here, or at least after: Study No. 2 is completed.

In recent weeks there has been high echelon discussion on the possibility of BMB absorbing EMB into its structure but such talk is all over now, it was learned this week. BMB has decided that BMB can’t be fitted into its own operation. Any speculation on the future of

(Continued on Page 3)

Honors Club

The pioneer among radio broadcast listeners’ groups was saluted by WOR today when Jack Lescault devoted an hour of his early morning program to the Newark Radio Club. In devoting the time to the Newark group, the WOR controller said

(Continued on Page 3)

Communications Group Of House ICC Named

Washington—Makeup of the communications sub-committee of the House Interstate Commerce Committee was announced yesterday, with no indication that the group has any important present plans for legislative action in the broadcasting field. Already on the agenda for this

(Continued on Page 3)

Traveling

Don McNell and the cast of ABC's Breakfast Club, program, will go to Texas for a series of five broadcasts and low two-hour personal appearance shows. The first two of which will come from the Dallas Fair Park auditorium on Saturday, March 12. It will be the first visit there and it will run from Saturday, March 12 through March 18.
G. RICHARD SAVAGE, vice-president of WLS, Columbia, Ill., and head of the NAB committee which will study international allocations, conferred yesterday at NBC, with which the station is affiliated.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, is back in the Quaker City after having attended the special meeting held in Chicago by the Mutual board of directors.

J. P. HOPKINS, vice-president of WLSA, a new affiliate of the National Broadcasting Company, brought the news to Chicago and Washington, D.C., that his station will begin complete programming and a new affiliation with NBC.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, was in Washington yesterday to attend the White House Correspondents' Dinner.

WILLIAM F. FAY, vice-president of Stromberg-Carlson and chief executive of WMAM, Rochester, N.Y., was in New York yesterday as the New York offices of NBC.

A. L. BEYER, vice-president of Robert Otto & Co., Inc., international advertising agency, has returned from South and Central America, where he studied market conditions for the agency's 14 clients.

VAUGHN WHEELER, manager of WSB, New Orleans affiliate of NBC, is in New York on station and network business.

JACK CARSON and the members of CBS program company are in Philadelphia, where today they open an engagement at the Elitch Theater, from which point their CBS program will originate.

Press Club Honors Cassidy And Davis

(Continued from Page 1) and an engraved wrist watch for the "best interpretation of foreign news.

The selections were made by popular vote among the 700 members of the Overseas Press Club. The award is for the first time in the history of the club.

George C. Marshall, Secretary of State, will be one of the principal speakers.

Oxarant Leaving CBS For Food Company Post

(Correction from Page 1) Inc. Oxarant originally joined CBS in San Francisco as radio sales manager and was transferred here in 1943. He has been in Pacific Coast advertising and radio since 1934.

Champagne Music Sold For Brewery Sponsorship

(Continued from Page 1) placed through Kluu, Van Pelt, Dunlap Associates, Inc., for 13 weeks. Definite starting date has not yet been announced, but indications point to a June premiere with the initial program originating from Milwaukee. Shows will then be broadcast for a 30-minute period from various cities in which the first show will be held.

Moves Into New Studios

Memphis radio WMTS, the Memphis affiliate of NBC, has moved into its new studios and offices in the Radio Center, located at 1400 S. Main St. The new studios and offices are not yet complete, the station is now operating at a reduced capacity in the Columbia Towers due to the expiration of its lease.

50,000 watts at 800 kc.

in 1949

A GREATER VOICE COMING—

AND, BY FAR, A BETTER BUY!

$5,000 WATTS at 800 kc.

CKLW Mutual

in the Detroit Area

J. E. Campbell, President


AM FM

W-I-T

Baltimore 3, Maryland

TOM TIMSLEY, President

Represented by Reeder-Seed

During the war, any ship that came into the port of Baltimore had to have a steel splicing over the side—fore-and-aft and day—and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of fire or collision. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towing line—its for sales that need towing up steam... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-open than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W-I-T-H, Baltimore. And it's the 6th largest city in the country.

www.americanradiohistory.com
**FCC Okays Minn. CP; Permits Shift Of WSZ**

Washington—The FCC announced yesterday that it has okayed the change in the call letters of the Minneapolis station on the 1560 band, from Tuscol to Decatur, Ill. President of the station is Edna Bill, who is also licensee of WBBM-Peoria, and was the manager and director of WLS, Chicago, some years back. Chicago WOR City Board of Directors dissented, because the approval means that Tuscol loses its only station and Decatur adds a second. The two communities are only 15 miles apart, and both receive signals from a number of area stations. Coy noted that economic necessity could not be assumed to be a persuasive argument, since WDSZ has been operating at a profit in Tuscol and would not change its license if not permitted to move.

**Statement By Coy**

Reviewing the arguments of the majority that the move is necessary, Coy will be served and the WDSZ programming will be improved, Coy wrote, "if the competitive reasons are sound, then in its licensing policies the Commission should always give preference to large cities over the small towns." With Competition and his diverse disseminating, the Commission proposed also to grant the application of Granite City Company for a new station in St. Cloud, Minn., on the 1260 band with 550 watts unlimited. The compelling application of St. Cloud Radio Manufacturing Company was turned down. President of the successful company is Francis J. Butler, who is a newscaster and announcer with WCCO, Minneapolis, and was active in the Armed Forces Radio Network. Also with WCCO as staff producers is Robert P. Sutton, who is secretary of the new company, while George Owman and Tom Nagle, owners and owners of the stock is Max H. Lavine, one-quarter owner of WJMC, Rice Lake, Wis. Both Butler and Mrs. Sutton are with WCCO and will help launch the new station.

**Decca Declares Dividend**

Directors of Decca Records, Inc. at a meeting Monday declared a regular quarterly dividend of 12 1/2 cents per share on the capital stock payable March 28, 1949 to stockholders of record March 15, 1949.

**Communications Group of House ICC Named**

The group is made up of certain congressmen who are interested in radio and television. The group was formed to study the problems of the communications industry and to make recommendations to the Congress.

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**New Miniature Mike Previewed In N. Y.**

Directed by Decca Records, Inc. at a meeting Monday declared a regular quarterly dividend of 12 1/2 cents per share on the capital stock payable March 28, 1949 to stockholders of record March 15, 1949.

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**Wedding Bells**

William A. Schott, Jr., CBS director of station relations, was married yesterday to registered nurse Jean Richards at Amityville, Long Island.

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**FCC**

The FCC has urged the U.S. Court of Appeals to dismiss the appeal of WFCR, Cincinnati, from a Commission order of last year which ordered the frequency shift of WJTM, Lansing, Mich., from the 1240 band with 250 watts, unlimited, to 550 megacycles with one kilowatt, unlimited, WFCR, on the 550 band, sought at the same time to up its power from one kilowatt, night, five kilowatts, day, to five kilowatts, day and night.

The Lansing application was preferred on a competitive basis, because it would provide more service for the Michigan City. WJTM being the only station in Lansing, WFCR's permit was revoked, however, to apply for the increase in power again if it could take steps to protect the Lansing signal.

---

**DON GODDARD**

For 12 years, newspaper feature writer, staff editor and reporter. Now in his 13th year of broadcasting news to the New York audience.

Goddard's terse reports are heard on WINS twice daily. His evening newscast at 6:30 is currently available.

**FIGURES:** This Goddard newscast is being offered to advertisers at the low cost of $1.58 per thousand radio homes.
LOS ANGELES

KMPC's chief engineer, Lloyd Sig- mon, will represent the Los Angeles section at the annual Institute of Radio Engineers Convention in New York, March 7-10.

Roland Kaye, now with CBS and formerly with KNX, and Baden Powell, also in New York, have been named account executives to the KFIs sales organization. Both will represent KFI and KFI-TV.

Hal Nichols' station, KFOX, will commemorate the completion of 25 years of service with a special broadcast on Saturday. Many KFOX stars of the past will be heard.

Lewis Allen Weiss, MBS chief, has been named chairman of the California Associated Press Radio Association and Larry Smith, director of news and special events for NBC, has been appointed director. They will represent the association's activities in Southern California.

ABC is conducting closed showings of General Eisenhower's film, "Crusade in Europe," to prospective sponsors and advertising agencies. "Your Lucky Strike" winds up this week, having completed its 12-week cycle. Final show has six of the top winners on the program. Although American Tobacco has cancelled the Don Ameche show, the program's rating has slid up in the last couple of weeks. The time slot has not yet been sold by CBS. Producer Bernie Schubert is reported to be near the closing stage with another sponsor.

Feltis Move To KING
Confirmed In Seattle

Seattle—Hugh Feltis, president of Broadcast Measurement Bureau, has been appointed station manager of radio station KING here, Mrs. Scott Bullitt, retiring president of KING Broadcasting Company, announced last night. Henry Owen, who has been vice-president and general manager of the station was elected president of the company at a board of directors' meeting early this week.

"The appointment of Mr. Feltis and the promotion of Mr. Owen" Mrs. Bullitt said, "is in line with the station's plans for growth and its forthcoming increase in power to 50,000 watts, the highest permitted for any commercial station in the country.

"We are delighted to have Mr. Feltis join the KING family and feel that he will make a very real contribution to the community with his extensive background in radio over the country and his knowledge of Seattle and its needs."

Mainly About Manhattan. . .

- - Trode talks that one of the conditions under which Ed Kobok continues as MBS proxy, is his guarantee to cut operating expenses 10 per cent. . . . Watch for an important announcement which will affect the operations of Keystone Broadcasting System, the transcription web. . . . Chrysler reported as ready to sign with ABC for the series of TV films based on Gen'l Eisenhower's tome, "Crusade in Europe." . . . John Churchill, former research director of BMB, considering an offer to institute comprehensive TV research. . . . New show in the works, Luncheon at Le Chambard, with Ilka Chase as possible temecese. . . . "Adventures of the Falcon" being readied for TV by Benard L. Schubert and will have a "dry run" for a commercial sponsor during the last week in March. Show will feature Les Tremayne, who has the title role in the air series. . . . It's a baby boy at the Marx Loeb. He's the WORM producer. . . . Tom door is doing his dances in "Lead an Ear" with a fractured toe, injured when his television set fell on his foot. (Tommy see it's only poetic justice. A couple of weeks he was on television, and now it's on him). . . . From Elsa Maxwell's cal'm: "Why they want to see this reporter on television is beyond me." And Larry Gore adds: "Elsa, dahling, when you appear on TV, no one can see beyond you." . . . Now that there's a mad scramble on for the heavyweight rights, we wonder if there'll be a scramble on to grab off Don Dansby to broadcast the blow-by-blows.

- - FILLER-DILLERS: Now that Eisenhower is stationed in Washington, Harvey Stone sez he's about the only guy who switched FROM Columbia. . . . Ted Lewis knows a magician who's gonna make a personal disappearance on video. . . . Talking about naine dropper, Frank Morgan says NBC is doing a pretty good job. . . . Regarding Milton Berle's return to video, it's good to see the big Chief back on Texaco, observes Geo. Petrie. . . . And IMPressions: Arthur Godfrey: Lipton Souperman.

- - AROUND TOWN: Jack Gillard sez sex is something you can't live without—or without... Gail Foods and Y & M very happy over the 48-state mail pull (plus Canada) of Prok. Quiz, despite the fact that his program is confined to stations in the west-southwest belt only. . . . Lester and Juliet Lewis leaving Monday by plane for a 10-day vacation in Bermuda. . . . it's wedding bells for Joe DiSanzo and Muriel Depper, featured on NBC's "Brighter Day." . . . Manhattan Seen-er-y: At Garrison's, stage and screen star. Lee J. Cobb, a silent listener to the table wits. No corn on this Cobb. . . . Lee Polyon, highly touted new comic who opens at the Strand Sunday, is an Arthur Godfrey Talent Scout winner. . . . Joe Cohen, that rarity among men—a satisfied sponsor—likes his "Share the Wealth" emcee. Bill Slater, so much that he watches him every day on "Luncheon at Sardi's." . . . TV circles buzzing with comment about the job turned in by Gene Hamilton last week when he did the blow-by-blow of the U.S. Army finals at Fort Meyers, Va., on NBC for American Oil Co.

This dept isn't surprised at Gene's proficiency, however. We seem to recall that at one stage of his career Gene was a cooking professional boxer. . . . Pete Denaldi starting a three-weeks daytime half-hour series called "Talk Your Way Out Of This," incorporating his dialect talents. . . . KBOO pic dicker with Ralph Edwards to shoot a series of eight film shorts dealing with the behind-the-scenes phases of radio quiz shows. . . . Dick Rollman can't figure out which are older—television movies or television jokes.

CHICAGO

By NAt Green

ABC held a special preview gathering for press, agencies, clients and dealers in conjunction with a showing of General Eisenhower's "Crusade in Europe" television film a few days ago. The first two chapters were previewed and the reactions of all in attendance was most favorable.

Bob Elson will begin his 15th year of major league broadcasting with the broadcast over WJID of the pre-season City Series baseball games, beginning April 15. On April 18 WJID will be in Detroit to broadcast the opening of the 1949 race. Through the season he will broadcast all day-long games of the Chicago White Sox exclusively on WJID, and he will broadcast the night games on WFMF.

George R. Guayan has been appointed western sales manager for WGN. He has been on the WGN sales staff since July 1947.

Televisioners are high in their praise for the ABC "Barn Dance" program telecast each Monday evening over the ABC network, and they are especially impressed with the barn dance set which was conceived by Monte Pasnacht.

Bill Walker of the WIND news staff has written three new songs which will be heard by W9K Records, new record concern organized and backed by a Chicago business group.

First with the most in

NEW ORLEANS

WJSU

TV Channel 6—31,000 watts New Orleans' first and only, Transmits from atop the Helmsley Building, the Empire State of the Deep South. ABC—NBC DUMONT—WPIX Telecasts in color Affiliated with New Orleans News

AM 1280 kc—3500 watts effective 20,000 watts in Greater New Orleans Covering New Orleans, South Louisiana, and the Gulf Coast.
FM Channel 287—15,000 watts (C. P. 115,000 watts) WJSU—Lisbon, pioneer 911 service and high listener loyalty THE EAR in New Orleans.

NEW ORLEANS AREA AFFILIATE

Represented by the
John Blair Company

YUM YUM MAY BE BABY TALK

but you get he-man drinks in HOWIE'S
YUM YUM May be rich in flavor and generous portions every meal! Club Luncheons start at 63c! Meet in Howie's backroom.

H O W I E ' S
6th Ave., at 52nd St.
ADV.
Give your Convention Advertising the Impact of Today's News Today

1,800 copies of Radio Daily will be delivered by hand daily to the 27th annual convention of the National Association of Broadcasters at the Stevens Hotel, Chicago, April 6th to 13th. This means your advertisement will get full display during the convention's coverage as well as the regular circulation of the industry's daily newspaper.

Get Your Convention Message Across day and date with spot news coverage of the Engineering and Management Conferences.

Adverting forms close for all RADIO DAILY convention issues on April 1st
The Mailbag

Claims First.

"In the box in the lower right hand corner of your February 23 issue, you have a piece of information on something that is supposed to be a "new" invention."

"I am not in the habit of writing letters of this sort, but because we did the identical thing and obtained a great deal of publicity at the time, I couldn't refrain from giving you a nudge."

"When we had Woody Herman on the air for Wildroot Creme Oil, we gave his band away as the main prize in a contest. A young sailor in Troy "won" the band, and Herman's crew played in the chap's backyard for the winner. Then gave a gala party at the local armory to which he invited all the people of Buffalo and surrounding towns with their contributions going toward the purchase of food for people overseas."

"The date of this event was June 21, 1946."

Sincerely,

William P. Maloney, Publicity Director, B.D.D.O., Inc.

P.S.: It just goes to prove there is nothing new under the sun.

ABC Signs Quaker Oats For Peter Donald Show

(Continued from Page 1)

March 30, program, going into the slot now occupied by "Ladies Be Seated," will be sponsored on Monday, Wednesday and Friday at 8:30 by Quaker Oats Co. Donald will pose a problem for four to six contestants on each broadcast and a jury from the studio audience will select the winner who receives a cash award of $50 and Quaker Oats products. All contestants get $5 cash.

Quaker Oats, which now sponsors a daily quarter-hour of "Ladies Be Seated," will be expanding its schedule by 15 minutes when the new program begins. Agency is C. J. LaRocche & Company of Chicago.

The Toni Co., which is sponsored one-half of "Ladies Be Seated" on a three-week basis, is dropping out effective March 27. Budget will be shifted to Ten's television show which starts on CBS May 19.

Four-Day Meeting Of IRE Expected To Draw 15,000

The convention and engineering show, whose theme will be "Radio- Electronics, Servant of Mankind," will be opened with an address at 9 a.m. at the hotel and 9:30 a.m. at the Palace. Ivan S. Coggeshall of Western Union and the Chairman of the convention committee will speak on the Institute's educational objectives and its service to the engineering profession at the annual session of the Sharon, in the Grand Ballroom of the hotel, 10:30 a.m.-12 noon. Committee meetings will be held at 2 p.m. to be followed by technical sessions at 2:30 p.m. in the Grand Ballroom. The technical sessions scheduled for the remaining three days of the convention are:

- "Tuners (10 a.m.-12:30 p.m.): Antennas, Passive networks—synthesis, instruments and measurements, oscillography, and electronic measuring equipment for transmission systems, antennas and modulators, television systems, and television systems and measurements.

- "Relay systems, navigation aids, military, and electronic—electronics (2:30-5 p.m.): The technical sessions will be held at 2 p.m. to be followed by technical sessions at 2:30 p.m. in the Grand Ballroom. The technical sessions scheduled for the remaining three days of the convention are:

Polingin Heads Office Of Buchanan On Coast

Washington—NAB's advertising director, Maurice D. Mitchell, has warned the printing industry to prepare for a possible revolution in its methods as a result of progress in TV and facsimile printing.

He pointed out to a luncheon meet of the Graphic Arts Association the formation of a committee to study the impact of TV and facsimile printing methods, type-faces, colors, and the like.

"We are approaching the time," he said, "when there will be no intermediate step, such as printing, between the act of creation and the delivery of the printed product in the living rooms of the nation."

Fax May Replace Press, Mitchell Tells Printers

The ‘President’s Luncheon’ will be held in honor of Stuart L. Bailey, new IRE proxy, on Tuesday, 12:45 p.m. in the Grand Ballroom. Retiring proxy B. E. Shackelford will be toastmaster. Delos W. Rentzel, civil services administrator, will speak on "All-Weather Flying" and how it can be achieved by means of new electronic devices.

CBS proxy Frank Sutton will address the annual banquet on Wednesday, 6:45 p.m., on the subject of "Television Today and Tomorrow." The presentation and awards will be presented at the banquet session.

Novins To Participate

Stuart Novins, KNX, Pacific Network director of public affairs, recently named to the executive committee of the Western Radio Conference, will participate in a discussion of radio documentation, morse transmission, promotion, and the use of radio telephone equipment at the Second Annual Western Radio Conference to be held in San Francisco, Feb. 24 and 25.

Arthur Edwy

Public Relations — Publicity

812 Taft Building

Hollywood

Gladstone 5305 — Gladstone 9082

REO-U-NIGHTS — AMERICAN TRAGEDY" will be the sub-
ject of an address to be delivered by John Gotte, foreign correspondent, Far Eastern Bureau, at the Advertising Club of New York, Tuesday, May 7, at noon.

MOTOROLA, INC., Chicago, has appointed W. Wesley Ballard director of publicity and advertising for the Communications Group, which includes two-way mobile radio equipment widely used by cars, po-
lice, railroad and other utilities.

Reed Cady, who formerly held this posi-
tion, is leaving Motorola for a posi-
tion with the Professional Equipment Company, also of Chicago.

JOHN W. SHAW ADVERTISING, Inc., of Chicago, announces the ap-
pointment of Joseph Libatique, formerly with the Curtis Publishing Co., as librarian. At one time office manager of the Chicago office of the J. Walter Thompson Co., Miss Faylor recently finished her 20th year with Curtis, where she set up and super-
vised a library that is recognized as one of the best in its kind in the country.

WJZ Signs Hatchery

The Kerr Chericers, Inc., has signed with WJZ to sponsor on Monday, Wednesday and Friday, the 8:15 to 8:30 a.m. EST. portion of Bob Alpam's Farm News program under an initial 15-week contract. The contract, effective Monday, March 21, was placed through E. H. Brown Advertising Agency of Chicago. The Kerr Chericers, Inc., breeders of baby chicks, is located in Franklin town, New Jersey.

The WJZ broadcasts of Phil Alpam's Farm News programs are heard regularly Monday through Saturday from 6 a.m. to 6:30 a.m., EST.
NABET AND IATSE GIRD FOR BATTLE

TELE TOPICS

SECURELY LOCKED in a guarded vault in Paris are the original master tapes of the memories of the radio newsreel. This is where they are stored, safe from future attacks, until such time as they can be used again.

WOR-TV to conduct its new transmitter installation atop the Philadelphia Board of Education building. The station will begin its regular schedule next week. The tower will be completed and the station will begin its regular schedule next week.

WOR-TV to conduct its new transmitter installation atop the Philadelphia Board of Education building. The station will begin its regular schedule next week. The tower will be completed and the station will begin its regular schedule next week.

Pulse Top Ten

(N.Y.-Phil.-Chi., Feb.)

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<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Network</th>
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<tr>
<td>Texas Theater</td>
<td>NBC</td>
<td>73.1</td>
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<tr>
<td>Godfrey Friends</td>
<td>CBS 54.9</td>
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<tr>
<td>Toast of Town</td>
<td>CBS 47.4</td>
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<tr>
<td>Broadway Revue</td>
<td>DuMont 46.7</td>
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<tr>
<td>Kraft Theater</td>
<td>NBC 39.8</td>
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<tr>
<td>Arrow Show</td>
<td>NBC 39.8</td>
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</tr>
<tr>
<td>Amateur Hour</td>
<td>DuMont 37.4</td>
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<tr>
<td>Boxing</td>
<td>NBC 35.8</td>
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<tr>
<td>Swift Show</td>
<td>NBC 34.2</td>
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<tr>
<td>Break the Bank</td>
<td>ABC 33.1</td>
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Siturion will be Fort Industry's third TV outlet on the air. The others are WSPD-TV, Toledo and KIRO-AM, Seattle.

Kickoff program at 7 p.m. will feature previews of local and network shows. John Bartlett will write and produce the show.

Concert on Tele

Buffalo, N.Y. — NBC-7000 on Monday will telecast the concert in Chicago. RCA dealers are placing orders in 50 Catholic schools and institutions especially for the event.

Canadian Gov't May Assist In Television Development

Montreal — The Dominion Government will announce in the Commons soon, a plan to assist the CBC in the expansion of television in Canada. It was learned yesterday.

The cabinet now is studying a proposal for a loan needed by the CBC to launch television stations in Montreal and Toronto. It is believed the loan will amount to several million dollars.

The announcement will be made by Revenue Minister McCann, who reported to Parliament for the public interest-owned CBC. Parliament will approve the loan and the CBC will proceed with the construction of the stations, which must be completed by January 1.

At present, the CBC has no funds to go ahead with its expansion plans, but once it gets television stations into operation it will have revenues from license fees and from commercial programs. It would repay the government from these revenues.

The CBC has been considering plans for the establishment of one television station in Toronto and another in English-language station in Montreal. The network would spread from the two cities across the country after the experimental stage has been completed.

Canadian Broadcasting officials, however, are awaiting the government's announcement before announcing definite plans. It could not be learned ahead of the development alone or whether it will proceed on a cooperative basis with private stations.

Zero Br. Apr. 30, Expiration Date Of Contracts

A full-scale jurisdictional battle between the International Alliance of Theatrical Stage Employees (IATSE) and the National Association of Broadcast Engineers and Technicians was indicated yesterday by Richard F. Walsh, president of the IATSE. The fight will be carried on by the union on a case now before the NLRB involving lighting engineers and projectionists employed by ABC and NBC.

IATSE's policy in negotiations with the bosses covering the two classifications — which, if accepted, belongs under the jurisdiction — expires on April 30. After that date, unless a settlement is reached, Walsh said, "we'll use any economic measure we can to protect the interests of the IATSE. We do not indicate specifically what these measures would be, but that IATSE would consider any type of jurisdiction in the video field.

IATSE's traditional role in show business, Walsh said, gives the union jurisdiction over all work in front of the cameras. NABET, whose members belong behind the camera, he said, is now trying to encroach on this jurisdiction. NABET has "declared war on the IATSE," Walsh said, and "after May 1, we're going to protect ourselves with NABET.

Walsh expressed hope that the dispute between the two unions would not harm the industry. "We're looking to the future," he said. "We'd like to see television go ahead. The public is entitled to see it, and television is entitled to grow." Earlier he said, "The more we fight among ourselves, the better it is for the employers."

Univ. Of Penn. Buys Color TV Equipment

The University of Pennsylvania has placed an order with Zenith for a color TV transmitter and 20 receivers, and plans to use them to extend visual study to large groups of students.

In cooperation with CBS and Smith, Kline & French, Philadelphia pharmaceutical house, the school is sponsoring a large-scale demonstration of color tele for medical instruction at the convention of the American Medical Association in Atlantic City in June.

Harold Z. Eisen, president of the university has stated that the school is planning to incorporate color video facilities in a proposed $60,000,000 addition to its medical center.
Shouse Is Heard At WHAS Hearing

(Continued from Page 1)
the public interest. WHAS is also a clear-channel station.

WHAS treasurer Lisle Baker, Jr., told the Commission this week that
WHAS showed an after-taxes profit of $61,552 in 1949, as compared
with a profit of $65,789 in 1948.

Crosley Radio Corp. would lose an estimated $570,000 in television
operation in the next 12 months, in addition to a half million in construc tion
costs, were it to complete construction on its Dayton and Columbia
stations tomorrow. Crosley would operate the stations on the air as licensee of WHAS-TV, in
Louisville shortly, Shouse told the FCC. But these losses would be
made up for by the profits from AM operation, he predicted.

A loss of $130,000 was chalked up last year in the Columbia and
Dayton stations, and the estimated loss for this year is $200,000. Estimated first-year operating loss for TV stations already
authorized for Crosley in Columbus and Dayton are, respectively,
$170,000 and $150,000. If Crosley is permitted to take over WHAS and
WHAS-TV, Shouse said, he estimates a $150,000 loss for the first year of operation there.

In addition, he said construction of WHAS-TV might stand Crosley as
much as $500,000.

The profit from operation of WLW
in the year ending November 30 of last year was $1,182,431, Shouse
revealed.

Hospital Radio Service On Increase, VA Reports

Increased usage of hospital radio systems for the entertainment of dis
abled veterans in Veterans Administration hospitals throughout the
country is emphasized in the report of Ben O'Brien, chief of the enter
tainment division, Special Services for the Veterans Administration.

The report reveals that the total number of hours of radio programs broadcast over the hospital radio
system increased from 47,000 hours
during July, 1947 to 52,000 hours in
June, 1948, averaging 49,000 hours per
month since fall of 1947. For the average, approximately 1,700 hours were devoted each month to radio programs which were produced and presented by patients. Armed Forces Radio Service transmissions were used an average of 4,800 hours per month for WLW-TV, 4,000 hours were used to rebroadcast selected radio programs originating in com
mercial radio stations.

WHAM Show Renewed For 18th Year

Rochester, N. Y. — "Sibley Tower Clock Time," daily program of shopping hints, fashion news and music, has been renewed for the 18th con
secutive year on WHAM by Sibley, Lindsay & Curc Co., department store. The program originated by WHAM for Sibley in 1930 for a
weekly half-hour. It has now grown to a twice-weekly program, conducted by William Pay, v-p of Stromberg
Carpenter, Co. owner and operator of the station.

WKNB-WFHFA Names Program Dir.

New Britian, Conn. — Bernard
Moore has been appointed program
director of WKNB and WFHFA (fm). He
started with WKNB as a staff announcer in 1947 and, since then, has
designed and directed a considerable number of programs.

WLIO Newscast Solves Crime

East Liverpool, Ohio—WLIO news
editor Paul Harris' broadcast of a police
clue in the search for a man who allegedly attacked a girl has
resulted in the solution of the crime.

The police reported that the man
listened to the news broadcast of the clue and then fatally shot him
self. Police Chief John Rice said the clue was "too strong to cludge the
authorities any longer."

Army-Navy Tilt On FM

Washington, D. C. — The Continen
tial FM Network and WASH
-FM will carry exclusively in the
Washington area the play-by-play description of the Army-Navy basket
ball game tomorrow. 7:35 p.m.
Tom Carr of WANN, Annapolis, Md., will handle the on-the-spot account.

WKBK Adds Two To Staff

Youngstown, O. — Chuck Cleaver and
Will Carney have been added to the
staff of WKBK as newsman and announcer, respectively. Cleaver was
formerly news editor at WRDN, Warren, O. Carney's former associ
cation was with WBKQ, Battle Creek, Mich.

WRJ Votes 10c Dividend

Detroit, Mich. — The directors of WRJ have voted a 10c per share dividend to be paid March 10 to shareholders of record at the close of business March 2, 1949, it was announced by board chairman George A. Richards.

Scholarship "Give-Aways" On KDKA

Pittsburgh, Pa. — "Give-away" in the form of college scholarships will be started by KDKA on March 20. Five student representatives from western Pennsylvania high schools will be selected from KDKA's list of 200 winners.

WWDC gets Award

Washington—WWDC, local inde
pendent, was honored at Advertising
Club Luncheon as Alexander Award winner. Arleigh H. Baldwin, general in charge of the criminal division, presented it a National Council of Jewish Organizations.

Profitable Operation, Surriners License

(Continued from Page 1)
given free advertising for the third final days of operation, March 29, 30,31.

In announcing suspension of the station, Robert M. Lambe, Jr., WNCA general manager said: "WNCA, in voluntarily surrendering its license to the FCC, applies for a
unique place in the annals of broadcasting history. While there have been a few instances of stations leaving the air voluntarily, this is the first time—to my knowledge—that a profitable operation has done so."

Established In 1946

WNCA, known as Asheville's Community Station, was established by a group of Asheville businessmen and a Washington lawyer in May, 1946, under the name of the Community Broadcasting Company. Early in 1947 the operation was sold by them to the Jacksonville Broadcasting Corporation — operators of WFDQ, Jacksonville, Fla., WNCA operates on 1340 kc, with 250 watts power.

The station has been affiliated with the American Broadcasting Company and on April 1 the ABC affiliation will be assumed by WLOS, Sky
way Broadcasting Corporation owns WLOS, and the station is operated by Charles B. Brit, a vice-president of the corporation. WLOS has 5,000 watt daytime and 1,000 watt nighttime.

(Continued from Page 1)

Friday, March 4, 1949

Send Birthday Greetings To—

Lucy Gilman Midge Morley
Marcy Lee Morris George Shelton
Herman Oppenheim Bruno Edward J. Fitzgerald

Sam Hearn Ben Selvin
Chic Johnson Ted Swalm
Ron Sorota

Rosario Burdon Jack Stem
Bob Dunn Gordon Windham
M. E. Tompkins John B. Conley

Sidney Flannery Ted Jewett
George Schackley

Victor Arden Will Hudson
Tres Fletcher Malco Trover
Franklyn MacCormack

Sydney Moseley

March 9

March 10

Beatrice Berke Marion Hutton
Carol Deis Robert Topfinger
George J. Higgins
Lloyd O. Coulter

Send Birthday Greetings To—

March 4

March 5

March 6

March 7

March 8

March 9

March 10
Chicago TV Conference Opens Today

Carlin Resigns Post As Program Head

Phillips Carlin, vice-president in charge of programs of the Mutual Broadcasting System, Friday tendered his resignation. The Carlin resignation came as a sequel to last week's MBS board meeting in Chicago at which time directors of the network were critical of the web's programming standards. The criticism leveled at Carlin during the board meeting in Chicago was regarded as unfounded by its quarters. They point to the fact that (Continued on Page 3)

NAB Proposals Rejected By Sen. Labor Bill Group

Washington Bureau of RADIO DAILY

Washington — When the Senate Labor Committee reported the Taft-Hartley Act repealer Friday without amendment, it rejected a series of 11 amendments offered last week by NAB's general council, Don Pettry. His proposals had been designed for protection of broadcasters, and included broadening of the secondary boycott prohibition to cover broadcasting specifically, the allowance of injunction against secondary boycotts and extension (Continued on Page 6)

Weiss Named Chairman Of West Coast AP Group

West Coast Bureau, RADIO DAILY

Hollywood — Lewis Allen Weiss, Hollywood, president of the Don Lee Broadcasting System, is the first chairman of the new California Associated Press Radio Association. The Association was organized here recently by California AP radio (Continued on Page 2)

Secret Out

When WNCA, Asheville, N. C., announced the other day that there was a surrendering their license to the FCC despite the "profitable operation" of the station, the whole story wasn't told. It was learned over the weekend that WLOS bought all the physical equipment of the 250-watt station and will become the ABC outlet in Asheville on April 1. WLOS, owned by the Skyway Broadcasting Corporation, has 3,000 watt daytime and 1,000 watts night.

Plan Video Cover For IRE Convention

Photo coverage of the Institute of Radio Engineers' four-day convention and show at the Commodore Hotel and Grand Central Palace, opening today, has been scheduled by WPX, WABD and WNET. WABD's "Plan on the Screen" show will be on hand at the IRE's show at the Palace for a five-minute "live" coverage at 12:30, Monday through (Continued on Page 2)

Service-Area Overlap Of WLW-WHAS Cited

Washington Bureau of RADIO DAILY

Washington—Crosley Broadcasting Corporation heads into a major task this week as it attempts to convince the FCC it should be permitted to buy WHAS, Louisville, even though Crosley's WLW, Cincinnati, now furnishes primary service to about (Continued on Page 6)

Sillerman Resigns As Pres. Of Keystone's ET Network

Michael M. Sillerman, president and director of Keystone Broadcasting System, Inc., transcription network, has resigned both offices effective March 15th, it was announced at KBS headquarters in New York on Friday. Sillerman's resignation was reported to have been due to differences with the board over policy matters. It is said that Sillerman was strongly in favor of an expansion program which would increase the size and scope of the network's activities and bring added prestige to the operation. In resigning Sillerman retains his stock interests in the corporation. He has served as president of the transcription network since its inception in 1940. Sillerman has not announced his future plans and no successor has been named to fill his (Continued on Page 3)

All Branches Of Industry Represented At Meet Sponsored By TV Council; Coy And Web Execs. To Speak

Frigidaire Offering Dealers Co-op Plan

Frigidaire Division of General Motors is offering for the first time to go 50-50 with its dealers in sponsoring local transcribed programs and has already cleared 24 effective shows which dealers may select. Frigidaire offers to pay one-half the production cost and one-half of the station time at the local rate. Such deals are subject to provisions of the Frigidaire co-operative advertising program (Continued on Page 6)

Dr. Angell Of NBC Dies In Connecticut

Or James Rowland Angell, public service counselor to NBC and a member of the board of directors, died Friday (March 4) at his home in New Haven, Conn. His age was 70. Dr. Angell, President Emeritus of (Continued on Page 2)

Philip Morris Seeks To Replace Kate Smith

Philip Morris has decided to cancel "Kate Smith Sings" on MBS after the broadcast of April 22. The program, aired five days a week from 12:15-12:30 p.m., EST, will be replaced by (Continued on Page 3)

RRN Financial Plight Brought WHCU Deal

The Rural Radio Network is undergoing major reorganization due to economic reasons and its merger with the radio interests of Cornell University means that Michael R. Hana, general manager of WHCU and WHCU-FM, Ithaca, N. Y., will take over as acting director under an interim management contract. It was learned Friday that W. Bruce Gerven, general manager of RRN since it went on the air last June, (Continued on Page 8)

General Foods Dropping Burns & Allen On NBC

The Burns and Allen show on NBC will be dropped by General Foods (for Maxwell House office, at the end of this season, the sponsor announced Friday through its agency, Benton & Bowles. The program is (Continued on Page 6)

Family Affair

The Hohli brothers, Walter and Ed, two of radio's best-known announcers, are inseparable companions even though Walter is with ABC and Ed is with NBC. On Friday Walter and Ed with their wives left on the S.S. Nieuw Amsterdam for an 18-day Caribbean cruise. On his return Walter is due to take part in a new ABC television program.
COMING AND GOING

DAVID SARNOFF, chairman of the board of RCA, returned Saturday abroad the America, thus completing a two-month trip to Europe.

DAVE DRISCOLL, director of news and special features for WOR, has returned from a one-week vacation spent at his place on Long Island.

BEVERLY KELLEY, director of press for the Colosseum, has been filling in for Dr. Albert Kallman on the new television station in New York City.

J. Van Volkenburg, executive vice-president and general manager of WABC, has been in Washington for the past two days.

WILLIAM S. PALEY, chairman of the board of CBS, accompanied by Mrs. Paley, is back in the States following a trip to the West Indies.

EMILIO AZZAGARA, president of Radio Programs de Mexico, is in New York to attend the IRE convention.

RAY TROTTER, publicity manager for the George Preston Hellingby Co., national station representative, spent the week-end in Chicago.

J. L. Van Volkenburg, Columbia network vice-president and director of television operations, will leave today for Chicago, where he'll address the First National Television Convention to be held at the Palmer House today, tomorrow and Wednesday.

JIM HICKS arrived Friday from Columbia, S. C., for conferences with the station's national reps.

WILLIAM J. HEARIN, Jr., general manager of WABD, Mobile, Ala., conferred in New York Friday with the national representatives of the station.

I. R. BLOOM, of Taylor-Brofitt Co., station reps., arrived in New York Friday from Chicago.

Playing for keeps

The time's coming. The big time... when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town.

Yes... pretty soon the marbles will be down... and you'll get the W-I-T-H listeners in Baltimore.

Weiss Named Chairman Of West Coast AP Group

(Continued from Page 1)

Weiss, active in the preliminary phases, presided as temporary chairman and later was elected chairman for the year. Grant Holcomb, of KQW, San Francisco, was elected vice chairman.

Booraem Opens Office

The former national program manager of MBS, Hendrik Booraem, has formed Holland Productions, a radio and TV package program producing company, with offices in New York City.

The firm's first package, "Experience Speaks," featuring guests selected by the editorial board of Experience magazine, will be aired on a sustaining basis over MBS, Fridays, 8:00-8:30 p.m., EST, starting March 4.
Carlin Resigns Post As Program Head

(Continued from Page 1)

Carlin has been operating on a limited budget and that such key personnel as announcers are being cut from the payroll at WGN and KJLU. His resignation was effective immediately.

Carlin, who was tendered a dinner by Mutual, was in town a few days ago on the occasion of his 25th anniversary in radio, began his career as radio announcer on WSAF in 1922. In 1927, when Carlin and the National Broadcasting Company was formed, became assistant program director, and later, when Edgar Kobak left the Blue Jay, became assistant director of Mutual. Carlin moved over with him.

In announcing Carlin's resignation on Friday, said Edgar Kobak of Mutual said: "Mr. Carlin and I have been associated for many years in the broadcasting field and I am with deep regret that I am accepting Mr. Carlin's wishes in accepting his resignation effective this month."

Philip Morris Seeks To Replace Kate Smith

(Continued from Page 1)

placed in the cigarette company with another show. Agency is Coon & Precy.

Development does not affect Miss Smith's previous million-dollar "Kate Smith Speaks" which is a Mutual co-op aired daily at 12 noon. MBS just renewed its contract with the singer for the season which runs through June 1949. According to Bert Hauser, MBS director of co-ops, the show has been well received by local advertisers. "Kate Smith Speaks" began on the Mutual network last September under Philip Morris sponsorship. For one year's worth of the show was heard on WOR, New York, only.

Several news shows are now under consideration by Philip Morris and its agency. It's understood that the variety show auditioned last Tuesday, which featured Rachman Sherman as emcee, was turned down.

Receiving-Tube Sales Declined During January

Washington—January receiving-tube sales declined during January, the December total and 2.4 million under the January, 1946, total. RMA has revised figures. Total for the month was 13,568,956. 14,400,000 were for new sets and 2,590,000 for replacement.

The Week in Radio

Hugh Felits Resigns As President Of BMB

by VAL ADAMS

HUGH FELITS checks out of BMB April 15 to become general manager of KING, Seattle. Ken Baker and Cort Langley will be in charge of operations in that bureau which will give up its Madison Avenue quarters and will combine operations with the Statistical Tabulating Co. Later is handling tabulation of ballots in second nationwide study.

At Chicago meeting NBC affiliates unanimously endorsed network policies—past, present and proposed. Web officials revealed long range plans and announced list of 20 new programs which NBC controls. Despite the rumors and reports prior to Mutual's special board meeting in Chicago, Edgar Kobak was still president when the smoke blew away.

Scramble by various boxing promoters to catch on to the rich prize money and weight champ, succeeding the retired Joe Louis, also set off scramble to get radio and telecasting rights. In the past year Gillette had them sewed up through arrangement with Mike Jacobs' 20th Century Sporting Club which controlled Louis. FCC rejected petition by G. A. Richards to call off hearings in Los Angeles, but granted telecasting rights. Richards had asked for hearing before full Commission.

Proposals for nationalized non-affiliated stations within the range of NAB will be laid before special once-a-year conference at NBC convention. The Smith of KPAC, Los Angeles, will tell how Indians can collaborate for joint buying and selling. Amos & Andy is planning drive to increase the public service and profits of all stations. Louis, James D. Shouse told FCC during application hearings. Shouse said he plans to retain present WHAS staff, including director Victor A. Sholz.

WYOA, Asheville, N. C., voluntarily surrendered license despite the fact it is making money. Station began in 1946 and now is owned by Jacksonville Broadcasting Corp., operator of WPDX, Jacksonville, Fla. Elmer Davis of ABC and Henry Cassady of NBC given awards by Overseas Press Club. Peter Donald goes on ABC with new audience participation show sponsored by Quaker Oats.

Herbert Hoover to address Radio Executives Club of New York on March 16. Close to 70 stations will be used by Atlantic Refining Co., in its sponsorship of baseball broadcasts. Schedule covers Pennsylvania, New England and Baltimore, as well as Chicago. The broadcast is attributed to television expansion. Network's gross from all sources won up more than 1 million dollars.

RCA'S net earnings last year (after all deductions) totaled $24,023,047. The increase was $5,252,490 compared with 1947. "Great Scenes from Great Plays," sponsored via MBS by the Episcopal Church, is expected to resume next fall. It just concluded a 22 week run... South African Broadcasting Corp., which starts commercial operations next fall, plans shortly to open a New York office.

Congressional action forcing TV manufacturers to warn public that current sets may become obsolete would be salutary, said Frieda B. Hannon of FCC. "Great Scenes from Great Plays," sponsored via MBS by the Episcopal Church, is expected to resume next fall. It just concluded a 22 week run... South African Broadcasting Corp., which starts commercial operations next fall, plans shortly to open a New York office.

Sillerman resigns as Keystone proxy.
CHICAGO

By NAT GREEN

DATES for the second annual National Television and Electrical Living Show have been set for September 30 through October 9. The show, sponsored by the Electric Associates, will be held at the Chicago Coliseum.

The television fashion-shopping show, "Telefashions," originally scheduled to start March 6 over WBBB, has been set back one week to March 13. Ross Dunn, producer and fashion stylist of "Telefashions," states that the change is being made to tie in more closely with the Easter shopping season.

Glen Uhles has returned to NBC Chicago as assistant night manager after two years with the Chicago Associated Press, one of the largest wire services in the world.

Other NBC newcomers are Luwood B. King, Jr., who has joined the television staff as an assistant operations manager, and Norma Schneider, who has joined the continuity acceptance department as script coordinator, replacing Carol Somer-ville, who resigned pending her marriage.

Lots of visitors at Mutual's midwest offices in the past week. "Phillips Carlin, resigning vice-president of programming in was in for meetings with Chicago executives, and Walter Leake, director of new program development, was a between-trains visitor. Other recent visitors were Alexander Warden, owner of KMON, Great Falls, Mont.; Harold Baker, station manager of KJOA, Des Moines, Iowa; George Hatch, president Inter-Mountain network; Ken Gordon, general manager KDFT, Dubuque, Iowa, and Matt Hommaake, general manager and sales manager of KOCY, Oklahoma City.

WBBB will telecast the Shrine Circus at Medinah Temple today. Ethel Wadis and Evelyn Auer, both of WBBM sales, and Gloria Brown of the WBBM accounting depar-tment, will represent the station.

Arthur Stringer, director of special events for the NAB, is one of the judges who will select the recipient of the National Safety Council's Public Interest Award for 1948 shortly after March 16.

Robert F. Hurleigh, WGN news director, will be presented with a certificate of award by the Illinois division of the Polish American Congress on March 9, for his radio com-mentaries on news events and his defense of the principles of democracy.

Jim Ameche, announcer on "Welcome Travelers," and his wife expect a little announcer late in August.

FOR TOP HOOK EATING

(Totally a man-size portion of delicious food at every meal in HOWIE'S, where the club-prominent staff members serve drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 32nd Street ADVT.

RADIO DAILY

AGENCIES

JUDGES for the Advertising Federation of America's Third Annual Essay Contest, sponsored locally by the Philadelphia Club of Advertising Women, have just been announced by Helen C. Eden, chairman. Essays on "How Advertising Affects Our Lives," will be judged by: Dr. John H. Minnicker, former Dean, School of Education, University of Pennsylvania; Harry L. Hawkins, president of Poor Richard Club; Ivan (Cy) Peterman, chief foreign correspondent and columnist for the Philadelphia Inquirer; John Le Cerra, public relations director, Philadelphia Chamber of Commerce; Edmund (Skipper) Dawes, producer of teen-age programs, WFIL, and Margaret Mary Kearny, of the speech and drama department of Hallahan and West Catholic High Schools. The contest is open to all female students of high school level in Philadelphia, Montgomery, Delaware, Bucks, Chester, Salem, Burlington and Gloucester counties, and entries must be postmarked no later than March 15. They should be addressed to Miss Helen C. Eden, Essay Chairman, The Philadelphia Club of Advertising Women, 1319 Locust St., Philadelphia, Pa.

THE KATZ AGENCY, INC., effective April 1, will take over the representation of WERB, Buffalo, New York, WERB, owned by the Buffalo Courier-Express, operates with 5,000 watts on 970 kc, and is a basic network station of Mutual Broadcasting System.

Al Bernard Hospitalized

Al Bernard, well-known singer and writer for years known to millions of radio fans as "That Faraway Place," was taken to the St. Claire hospital in New York City as a precaution.

Bob Loewi Television Prods.

AVAILABLE TO ALL STATIONS

Photographic Horizons with Joe Cota and Peggy Coday

1½ years on WABD

Spare Room with Jeff Clark

16 weeks on WABD

NOW FEATURED ON

American 12

Swing Into Sports, Wed., 9 p.m.

Maxine Barnett Fashion Show

"And Everything Nice"

Tues., 7 p.m.

Bob Loewi Television Prods.

255A East 49th Street

MU. 8-2600

FL. 5-0958

Monday, March 7, 1948

Mainly About Manhattan...

- Screen Guild Theater definitely up for sale, we hear. Despite the fact that Camels are committed for another two years, the way it is heard that the theater can very easily be talked out of it should another bankroller want in. (And we'll bet they're not alone in this.) Dodge Motor Car Co. has given its okay to a TV minislot show format and is casting local eyes on the Ed Wood package with Jack Carter and Pick 'n Pat... More than a few sponsors are interested in kinesecping the highlights of the ball games for nighttime telecasting—but the day-time bookies are raising some hell. (Understand they'll be forced to, however, as all have to be the first option and not complete control.).. This dep'l gets a big check out of the trade reports that Ed Sullivan's "Toast of the Town" was partly owned by an ad agency and the columnist himself. As a matter of record, the show is a wholly-owned CBS house package. With Emerson's desire to bow out on the 13th, CBS has already sealed a new deal for another bookie to move in on the following week... Al Jolsonslaking some of that gold hoard into hotel properties. First interest is an Arizona hotelery... Eloise McElhone starting a new daily TV series on WNBC today at 2:30... Watch for an early TV appearance of Phil Silvity's all-girl act and it's about time.

- FILLER-DILLERS: According to Bob Monroe, the key station of ABC ought to be called WWJZ, in honor of WW... natch. Eleanor Fournory calls Ben Gross's radio stuff: Benthartening... Conard Thibault sez producers don't want a show that fills the studio audience with tears. What they want is one that fills the tiers with audience... Tim Marks claims that when he goes out he wears wooden shoes—so there won't be any doubt it's a Dutch treat.

- SMALL TALE: Rayburn & Finch, the WNEW early morning disc jockey duo, go up in the air when they go off the air. (Both of them fly Piper Cubs)... Friscia Kent's option picked up again for the "2nd Mrs. Burton"... BDDS's Bill Maloney has collected already on his Pyramid Club... It's a baby daughter, Cathy, at the Larry Witte homeest... He's radio scripter for NAM... Charlotte Masson, named Miss National Five Arts, vacationing at Miami Beach... Igor Cosnini (Cholly Knackerbox) has put his 1st television show on film... . . . 1240 disc jock calling press agents urging them to use his name as a romantic tie-in with their female clients... Jack Bertell penning the story of his career. Tame will be called "Yours For Ten Per Cent."... Just heard the audition platter waxed by the Wessons Bros. and it's a lulu.

- MAIN STREET TREATS: Frankie Laine's Mercury disc of "Old Fashioned Love," brought up to date by Mr. Rhythm himself... The Book Beer Festival at the 60th Regiment Armory, Wed. night for the benefit of the Red Cross... Tiny Day's songs and organ tunes at Garrison's... Jacqueline Billingsley's emoting on "Aunt Jenny"... Yvonne Adair's starformance in "Lend An Ear."... . . .

- TURN BACK THE DIAL: Russ Cobombo and Bing Crosby slugging it out vocally in the built up "battle of the baritones." back in "31. About the same time Rudy Vallee, Will Osborne and Ozzie Nelson were running win, place and show in the croon cavelade. And the tenor to do with Mervyn Monroe out-reaching Donald Novis for the high ones... Eddie Cantor's way of making Jimmy Wallington, Rubbo, Ida, the five daughters and Chase & Sanborn household words.

www.americanradiohistory.com
Sometimes women have to carry the banners

Perhaps you'll see the story of Joan of Arc, as portrayed on the screen by Miss Ingrid Bergman.

It's a thrilling episode in the world's history, proving that sometimes a woman must take the lead in the fight she believes in.

Modern women, too, must often pick up the banners... in their struggle for the security and well-being of their family.

Though earning the necessities of life is primarily a man's job, sometimes it takes a woman to insure her family's future by setting them on the only sure road to security... through adequate, regular savings.

For the modern woman, there is one foolproof method of winning her fight for savings. It's United States Savings Bonds—an investment with the soundest backing in the world... an investment that pays back four dollars for every three.

And there are two foolproof savings plans, too. One is the Payroll Savings Plan, for those on a company payroll. The other is the Bond-A-Month Plan, for those not on a payroll, whereby bonds are purchased through the checking account.

If your home is your career, urge your husband, and all other working members of your family, to start now—today—on the bond-saving plan for which they are eligible.

If you are working, sign up yourself at your firm or bank, and influence the other working members of your family to do the same.

Soon the bonds will start piling up.

Soon you'll know that confidence in the future which only comes through saving.

It's a wonderful feeling for anyone. And for a woman—how doubly wonderful!

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

This space contributed by Radio Daily
Frigidaire Offering Dealers Co-op Plan

(Continued from Page 1)

(Continued from Page 1)

Advertising program and approval of the district office.

Announcement of Frigidaire's new policy came from the Ralph S. McFeely Company of Columbus, Ohio, which will provide all information to stations about availabilities, auditions and contracts. McFeely represents producers of transcribed programs.

The 24 programs on the approved list (5, 15 and 30 minute shows) include drama, mystery, variety, daytime serials and shows which aim every-day living problems. Programs on the approved list are from five producers—NBC Radio Recording, Harry S. Goodman, Monogram Radio Programs, Ford Bond and Hopkins Syndicate.

Shows on the approved list are: (NBC) House in the Country, Playhouse of the Famous, Haunting Heart, Weird Circle, Allen Prescott, the Wife Saver, Aunt Mary, Betty and Bob, Carson Robison and His Buckaroos, Art Van Damme Quintet with Louise Castel, the Three Suns and a Starlet, Five Minute Mysteries, Name You Will Remember, Time to Sing; (Goodman) Mystery House, All-Star Western Theater, Personal Problem, Linda's First Love, Mary Foster, the Editor's Daughter, Mystery Chef, Secret Agent K-7 Returns; (Monogram) Plantation House Party, Breakfast in the Blue Ridge, (Bond) Pan at Breakfast, (Ford) Dr. George W. Crane Psychology in Action.

General Foods Dropping Burns & Allen On NBC

(Continued from Page 1)

(Continued from Page 1)

The show will be a summer hiatus but will return to NBC with another program next fall. Maxwell House has sponsored Burns & Allen for the last four years.

The sponsor said the show was being cancelled in a realignment of advertising plans for the product. Decisions to drop the program broke very suddenly. Latest Hooper for Burns & Allen is 15.9 and the show consistently remains somewhere in the 15 category.

Service-Area Overlap Of WLW-WHAS Cited

(Continued from Page 1)

two-thirds the people residing in the WHAS primary service area. Likewise, WHAS reaches about 40 per cent of the population in the WLW primary service area.

These figures were presented Friday by Crosley Engineer William S. Alberts. It is likely that Crosley will this weekend spread before the Commission examiner evidence of other instances where primary service areas of stations under common ownership overlapped with particular reference to network stations in the Northeast.

R. E. Dunville, Crosley vice-president and general manager, told the Commission earlier Friday that he plans to increase the commercial time on WHAS. The 198 program log showed 88 per cent commercial time, which Dunville said Crosley hopes to increase to 81.4 per cent if it gets the station. WHAS last year showed only 12 per cent live commercial time, which Crosley would raise to 26.5 per cent, dropping live sustaining from 17 to 10.5 per cent and recorded commercial from 16 to 12 per cent. Dunville said the plan is to increase the amount of live commercial time in the hours between 11 p.m. and 7 a.m. to 22.7 per cent.

Alberts' testimony surprised even those who were aware that there was a considerable overlap. He pointed out that at least 40 per cent of the major trading area of Louisville is in the primary service range of WLW, with at least 50 per cent of the major trading area receiving primary coverage from WHAS. WLW primary service is available to 6,237,484 people and WHAS primary service to 3,220,274. He reported, with both stations providing primary service to 2,177,819.

NAB Proposals Rejected By Sen. Labor Bill Group

(Continued from Page 1)

of collective bargaining obligations. Petition called for new provisions against featherbedding, and asked for clarification of the term "supervisor" in the bill, urging that it be made clear that no employer be obligated to bargain collectively with a labor group "seeking to represent a unit of supervisory employees or a unit which contains supervisory employees if said labor organization administers to membership non-supervisory employees."

He asked also for a ban on mass picketing and other coercion by unions, free speech for employers as well as unions, union shop as the maximum form of protection, and for new definition and a reshuffling of the legislative, judicial and executive powers exercised by administrative agencies.

Hanna Joins WOR

Jay Hanna has been appointed a director-producer at WOR. He was formerly associated with J. Walter Thompson and Ayer as a director.
THE CHICAGO CONFBAP OPENS TODAY

TELE TOPICS

The CBS-TV sales department is the hottest thing in town this week, in addition to finding the Waring Show for the 65th Annual St. Louis World's Fair, and selling "East of the Town" for Lincoln-Mercury (see news story this leg), the web has sold a nighttime hour for a Big Buick. Perhaps you've heard of "The Goldbergs" to Sanka, a hallmark to Toxi, and the Philip Morris show that is "tinch" starlit. The Buick show promo will be a variety starlet (Kodner is the agency) in the 8-9 Wednesday slot, with Arthur Godfrey's Chesterfield show coming to Thursday nights 9-10, and 5-8. "Toxi" will probably move to 9-10. In the 65th Annual St. Louis World's Fair, the web is showing a new approach to the sale of TV sets, gaining this year's "Warm-Up" prize of $25,995. WVLW, D. New, Cleo Station in Dayton, has acquired rights to谓 Dayton Indians home baseball ad, which will be over the air on the WVLW network. "Lawrence Welk" to the station, and "The Goldbergs" to the station. (Continued from Page 1)

Washington—RMA reported yesterday that shipments of sets received by its member companies was 88 more per cent in the fourth quarter of last year than in the previous quarter, the FTC, based on a station assignments notwithstanding. Shipment of 354,374 units was recorded, in the last 90 days, in the third quarter, and 602,020 in all of 1948. (Compiled from shipments to the RFC at 3:30 p.m. on the RFC report.) As in the past, New York continued to lead in shipments, with 2,088 sets for New York, and 3,120 for Newark in the January quarter. During all of 1948, 20,228 sets went into New York City, and 65,351 to Newark. Smaller numbers were shipped in the following totals: 256,737 and 67.459 respectively.

Next came Philadelphia, with a total of 34,794 sets. Out of this total, 70,446 and the two-year count of 97,369. Los Angeles was next, with 20,000 sets in the last three months of last year, 1948, for the entire year, and 1949, in the two-year period. Chicago had 19,470 sets reported, and with a two-year total of 72,345, and Washington, Boston, Baltimore and Detroit were also the destination of large numbers of sets.

General Electric will sponsor an hour-long show featuring Fred Waring and his Pennsylvanians beginning in mid-April. The program, to be aired Sundays, 9 p.m., will be on the Tri-ang network and the non-commercial stations via kinescope recording. Young & Rubicam is the agency.

It was reported Friday that CBS has sold "Toast of the Town," to Lincoln-Mercury, beginning March 1. Program will be directed by Sarnoff on the 15th, and will move from the Sunday 5 p.m. slot to 8 p.m., when the Fred Waring show bows. Ed Sullivan remains as emcee of the variety show. Kenyon & Eckhardt is the agency.

"Ford Theater" and "Studio One" now occupying the 7:30-8:30 Sunday spot, will be shifted when "Toast" moves to 8 p.m.

Emerson Appoints Dietz

Herald R. F. Dietz has been appointed sales promotion manager for Emerson Radio & Phonograph Corp., succeeding M. Abrams, recently appointed sales manager for the firm. Dietz is a graduate of Columbia College and Harvard School of Business Administration.

The Week In Television

General Station Rate Boost Seen

General round of station rate increases got under way, and are expected to range from 20 to 75 per cent for most stations that have been on the air for six months. New York flagship of the four web sets rate war boosts from 25 to 35 June 1 as increased ATG tariffs for networking and ordered a hearing on the case. Full-scale jurisdictional battle between IATSE and AFV is expected. Richard F. Walsh under settlement is reached before NABET (the new joint body) and NBC (the old body) on June 30. Congressional action calling upon set manufacturers to war against "black boxes" of possible new developments and urged by FCC Commissioners Fred B. Hannon, and Commissioner Robert F. Johnson, is under the call for an immediate commercial color TV system. A $1,000,000 spot campaign—one of the largest ever by an apparel industry—by an ad agency is on behalf of "Weatherbeute," etc. The Canadian Government is planning to assist CBC in the inaugral development of video and is studying a plan for a loan for the station. CBC's plans are to double the number of miles of TV network channels and extend service to 11 additional cities by the end of this year. — Trever Adams resigned as radio-telx director of the N.Y. Yankees to become assistant sales manager of the web's tele music committee were: Harold Burch, WMAL-TV; Robert Corr, WPIX; William G. Wham-ly; Clair McCollum, WGAL-TV; Don Tatum, Don Lee; Julius Bens, CBS; Mortimer Loei, DuMont, Joseph McDonald, ABC, and Theodore Streible. WOR, Robert Myers, of NBC, is chairman.

Coy Will Speak At Dinner Session This Evening

(Continued from Page 1)

Council. Among the speakers scheduled to take part in the discussions and luncheon meetings are FCC Chairman Wayne Coy, topers of the four networks, agency execs and the heads of the three major audience research firms.

Registration will take place today from 10 a.m. to noon and will be followed by the opening luncheon. James L. Stimson, general manager of the ABC central division and president of the Council, will deliver the welcoming address. "Television Today and Tomorrow" will be the topic of the talks to follow by Hudson J. Craig, assistant to the director of the DuMont station WOR and E. B. Showers, head of the NBC central division, and J. L. Van Voorhage, CBS veep in charge of te.

This afternoon there will be a general discussion period covering management, station sales, creating client interest in video and legal.

At a dinner session scheduled for 7 p.m. Chairman Coy will discuss "Television from the Public Point of View."

J. R. Poppele, vice-president of WOR and president of TPN will be among the speakers at tomorrow morning's session. Topics include writing, engineering, development of programs, and developments in transmission, reception and network.

Impact of TV on advertising will be the topic of the Tuesday luncheon session, which will be followed by panels on sales, management, programming, agencies and engineering.

Whatever fireworks the conference might develop are expected at the Wednesday morning session on research. Speakers include C. E. Hooper, A. C. Nielsen and Dr. Sydney Rosow, director of the Pulse.

Wednesday's luncheon session will be devoted to the movies and TV and will be followed by panels on sales, management, production, finance, studio and engineering problems.

$200,000 In New Biz Reported By WENR-TV

Chicago—A "spiritual uprising" in WENR-TV business to the tune of $200,000 in new contracts signed during the past month was reported Friday by Roy McLaughlin, manager of the ABC owned outlet.
NEW BUSINESS


Thirteen-week contracts for 15-minute programs have been signed by two stations, WnW, Wilkes Barre, Pa., and WtNw, Winchester, Va. WnW, Publishing is sponsoring “Get Mere Out of Life,” featuring Jane Jordan with lies on sewing, decorating and housekeeping hints. Mondays, Wednesdays, and Fridays, 11 a.m. Greyerstone Press is producing another transcribed program, “Do It Yourself Club,” with Ben Grauer. Saturdays, 12:05 p.m.

KGA, Denver: Standard Oil Co. of Indiana began its fifth year of news programs on Feb. 28 with new contracts for ten 15-minute newscasts per week for 52 weeks. Starr Yelland and Bill Bellance will continue as newscasters. McCann-Erickson, Inc., Chicago, handled the deal.

Six-week-day five-minute news programs, 5:55-6 a.m., “Land-o-Living News,” have been purchased by Vez Schaeck Land Company of Denver, effective Feb. 28.

One five-minute newscast per week, Sundays, 4:45-5 p.m., has been renewed for a 52-week period by Miller Furniture Co of Denver through Ted Leyden Advertising Agency.

WFIL, Philadelphia: A local transcribed program, “The Guy Lombardo Show,” Thursdays, 8-8:30 p.m., has been purchased by the Gertz Brewing Co., effective March 15. The 52-week contract was handled through Seberahagen,

Quaker Oats will sponsor the new ABC network program, “Talk Your Way Out of Work,” featuring Peter Doral, beginning March 30. The show, which replaces “Ladies Be Seated,” will be broadcast Mondays, Wednesdays and Fridays, 3:45-3:30 p.m.

AFM Announces Fund For Free Music Projects

The American Federation of Musicians has made its third and final appropriation, $1,400,212.42, for free public music projects in the United States and Canada from the AFM-administered Recording and Transcription Fund, it has been announced by Exec. Vice Pres. James C. Petrella.

Collections by the AFM for this public service fund, which has provided more than 25,000 free performances in the past two years, were forbidden under terms of the Taft-Hartley Act on Dec. 31, 1947. The broadcast ban applied to the AFM until the Jan., 1949, therefore, must be spent before the end of Jan., 1950. A Music Performance Trust Fund, established by Samuel Rosenbaum as trustee, was established on Dec. 14, 1948 to replace the union-administered fund.

PICTURE OF THE WEEK

Tom Tinsley, President of WITL in Baltimore, receives a birthday cake from President U. C. Endy. WITL first went on the air on March 1, 1942, so the station is celebrating its 4th birthday this month. In celebration of the event, Tinsley had his birthday cakes sent to some 400 of the station’s customers and friends. During its 4 years of operation, WITL has built itself into one of the most successful independent radio stations in the country.

RRN Financial Plight Sets Deal with WHCU

(Continued from Page 1)

will be given an executive post when the new set-up is finally ironed out.

RRN, made up of six owned and operated FM stations in New York State plus four other affiliates, has reportedly been losing about $1,000 a day. Yesterday the network temporarily ceased its regular Sunday broadcasting.

Personnel changes at RRN already include the exit of Leo Frankel who handled promotion and publicity. Other changes will follow.

Rural Radio Network was established by several farm organizations in New York State to provide special programming for farmers which was not available from any other stations. An authoritative source admitted that the “network has been losing a great deal of money because of recent operations.”

It’s understood that future plans in the reorganization of RRN call for the addition of more affiliates in upper New York State. A proposal campaign is being developed to try to sell RRN facilities as a package to advertisers.

Drexel Sunday Program

The six RRN stations which have dropped Sunday broadcasting are WENF, Wethersfield; WSBT, Bristol, District of Columbia

Regulates Auto TV Sets

Washington—The District of Columbia commission has last week adopted a regulation banning installation of TV receivers in automobiles where the driver can see them. Commissioner George Keneipp had asked the regulation as a safety measure. Keneipp has also expressed a desire to rule out automobile radios, but has made no attempt to do so.

Wedding Bells

Emily Emeary, formerly of ABC’s studio assignments department, and ABC director Leonard “Buzz” Blair will be married Friday, March 11, in Bardstown, Okla. They will honeymoon for three weeks at Jamaica Island in the Caribbean. Blair produces the ABC network program, America’s Town Meeting now more than 12 years on the web.

Center: WBAM, Tupi; WVFC, Thack; WVCC, Cherry Valley, and WYCN, De Ruiter.

WGNF, the Finch station in New York City which is the outlet for RRH here, also is reducing its Sunday air time. Instead of going on the air at 8 a.m. on Sunday, WNGH now begins its schedule at 8 p.m. and remains on until 9:00 p.m.

EquiPmEnt

RCA Promotions

Allan B. Mills, former merchandise manager, has been appointed general sales manager of the RCA Victor Home Instrument Department. It was announced this week by Henry G. Baker, general manager of the department. Mr. Mills was successful merchandising manager for RCA Victor radios, phonographs, and television receivers by H. M. Rundle, who was previously in charge of the company’s Home Instrument styling.

Appointment of Mills and Rundle to higher positions in the organization completes a series of promotions which began when Joseph B. Elliott, former vice-president in charge of the RCA Victor Home Instrument Department, was elevated to the post of vice-president in charge of consumer products, and Baker, former general sales manager, was promoted to his present position.

 Exhibits Space Opened

Chicago — Exhibit space for the 1949 National Electronics Conference is now available, according to Nathan Cohn, of Leeds and Northrup, Chicago, who heads the exhibit committee.

The conference, a national forum on electronic research, development and application, will be held September 29-30, and in the Edge Water Beach Hotel in Chicago.

Technical sessions will be held this year on television, communications, instrumentation, power electronics, industrial processes and controls, electronic applications, computers, bio-electronics, nuclerics, and research management.

Deter Richards Hearing

Until March 23 In L.A.

Washington—The FCC announce Friday that it has postponed for one week the Los Angeles hearing on charges that G. A. Richards has directed employees of KMFC to slit their news broadcasts. Original slated for March 16, the hearing will now put off until March 23 in order to permit “consultative research” or other additional time to prepare.

WEEI Appointments Set

Boston — The appointment Charles B. Hall of Sales promotion director of WEEI and the transference of Guy Cunningham from WEEI to national sales direct have been announced by Will Edwards, assistant to the CBS sales general manager.

Stork News

Mrs. Margaret Hill Segal, known in radio as Marie Giffon, home economist on WMAQ’s “Toy and Farm” program, is the mother of a daughter born February 29 at Willey Hospital, Chicago.

www.americanradiohistory.com
MIDWEST MEET DRAWS TELE LEADERS

Christopher C. Kirby, NBC Announcer, Killed In Auto Accident

Kirby, a veteran announcer who was known professionally as Cleve Kirby, was killed in a car accident on a rural road near his home in New York. He had been a popular announcer with NBC for many years and had worked on a variety of shows.

7,500 Engineers In New York For Opening Session Of IRE

With more than 7,500 engineers and scientists registered for the conference, the Institute of Radio Engineers opened its four-day convention and show at the Commodore Hotel and Century Palace. The event was held to discuss the latest developments in radio and telecommunications.

Four Webs Represented By Speakers At First Session Of 3-Day Confab;
Luncheon, Panels Today, Wed.

Theater Guild Moving From ABC To NBC Net

The Theater Guild of the Air, sponsored by U.S. Steel Corporation for the past three and one-half years on ABC, will move to NBC for a 33-week season starting Saturday, September 11. The Guild's move is a result of the network's new policy to expand its programming and reach.

Chicag

Three MBS Executives Form Program Panel

Three Mutual executives are expected to collaborate in the direction of the network's program department, at least for the time being. When Philip Gross, in charge of programs, bows out at the end of this week, Carlin will resign. The trio is composed of A. A. and SPAC Sub-Committee Set To Aid Radio Promotion

NBC's Station Planning and Advisory Committee has created a special sub-committee to work out details of the all-out promotion campaign announced at the recent NBC affiliate meeting in Chicago. Members of the committee are Harry Bean, general manager, WWJ, Detroit; J. B. and S. C. Botelle.

Russian Series

"The Kremlin Tells The Russians," a new 18-minute once-a-week series, will be broadcast on the CBS network this week for airing in the near future. Davidson Taylor, CBS announcer and Director of Public Affairs, announced yesterday that the program will be conducted by two ex-Moscow analysts for CBS, Larry Leaguer and C. B. Botelle.
FINANCIAL

MAY NEW YORK STOCK EXCHANGE

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ABC Exploits Odom's Light Plane Flight

Flyer Bill Odom, seeking a non-stop distance record for light planes from Honolulu to New York, was making plenty of promotion yesterday from ABC. Just before he took off from Honolulu, Sunday, Jack Armstrong and Dan Dwayne of KULA interviewed Odom as his plane was being loaded with fuel. When the flyer arrived over San Francisco, ABC recorded an interview handled by Lee Giroux stationed at the airport. Recording was used last night in "Headline Edition." ABC made another contact with the plane several hours later for a spot on "News of Tomorrow" at 11 A.M. Odom used the station of his own and operated ABC station in San Francisco, to steer his plane after leaving Honolulu. ABC's West Coast Confidential service has been covering the plane.

Schechter, veepie in charge of news, special events and programs department, was at the Waldorf-Astoria Hotel, Eugene Meyer, chairman of the board of the Washington Post, was made the gold dollar presentation by Mr. Resor, while Edgar Kobak, president of Mutual, acted as toastmaster.

Sixteen bronze medals were given to the sponsors and agencies submitting award-winning entries under the single classification of "Advertising As a Social Force.


Stanley Resor Honored With Advertising Award

(continued from Page 1)

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Maxwell House Eyeing Robert Young Program

(continued from Page 1)

Robert Young, who is being handled by Scappare Lambert, independent production producer in Hollywood, has a new program. "Father Knows Best," the hit program that is being dropped at the end of the season.

"Maxwell House will take a sum- mer vacation and have a new program next fall. No decision has been made as to whether the succeeding show will go into the Burns and Allen time period or take a new slot. Agency for the sponsor is Ben- ton & Bowles.

Glickman Named Prexy Of Sports Broadcasters

(continued from Page 1)

At New York, the headquarters of the American radio and television industry, Glickman succeeds Bill Stern. Other officers elected were Sam Taub, first vice-president; Ted Haig, second vice-president; Harold Holtz, secretary and Andy Lang, treasurer. Jimmy Dolan was re-elected executive secretary.

135,000 wild horses

That's a generator room at Bon- neville Dam, out in Oregon. One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-J-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

For this successful Independent in Baltimore is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-J-T-H, brings all this sales power to you.

Will Broadcast Premiere

The world premiere of the choral poem "Israel Reborn" to be presented on Sunday evening, March 18th at 8:45 p.m. in the Peabody Auditorium of the 92nd Street and Lexington Avenue YM & YWHA as the musical highlight of the 75th anniversary celebration, will be broadcast by WQXR and re-broadcast overseas by the Voice of America, thru p.h. arrangements made by the Jewish Welfare Board-sponsored Jewish Music Council.

One 10-AM TUNER

10 YEARS AGO TODAY

From the Files of Radio Daily

In the financial section, FCC announced a policy on the consideration of applications for renewal of licenses of all existing low power television stations. A low power station will be granted a license if they are granted a license. . . . Following a recent announcement that CBC had ordered more than 100 new Canadian Broadcasting shows to leave the air by March 31st, sponsors and AFRA have reported that a protest is being lodged because Canadians would be forced to go to Ottawa. . . . The radio appearance of Father Coquelin caused a sensation in Los Angeles. According to controversy following a report that the Pope was considering naming him apostolic pro-nuntius to the United States, a priest from the Pontifical College. . . .
7,500 Engineers In New York For Opening Session Of IRE

(Continued from Page 1)

though they might not have won acceptance until he was much older." He added, "Engineers should, therefore, consider it a vital part of their duties to encourage their younger associates, for the future of the sciences and television does not rest in the hands of those who worry about social malappraisals of new technologies, but with the youngsters who are now building their first amateur radio sets.

25 Technical Panels Open

The afternoon session included the reading of 25 technical papers on such subjects as "modulation systems," "antennas and waveguides," "network theory," "instruments and measurements," and "radio.

Six papers were presented at the session on "modulation systems," at which it was disclosed that new devices of radio systems of transmission are now emerging from the laboratory stage. It was pointed out that the systems, known in the laboratorios as "pulsed" modulation, may outmode current systems of broadcasting, affecting great economies in electrical space in that they have the important advantage of being able to carry as nearly as a dozen or more programs simultaneously on the same radio channel. In other applications, it was stated, the width required per channel is significantly reduced.

Would Improve Sound Quality

The need for new avenues of approach to achieve better sound quality in radio reception was cited by Harry F. Olson of the RCA Laboratories. He suggested that "All sound-producing systems," he declared, "introduce many types of distortion and deviation from original quality, which become more and more objectional as the frequency band is extended."

Upfin Research Program

In a discussion of the technique of television sound, Robert H. Tanner of Morton Elec, Co. Ltd., which is the president of the Canadian Institute of Radio Electronics, said: "In the United States, television is not accepted as a serious proposition for widespread use, because of the lack of the 5-minute break for lunch. Last night one of these things in attendance refused to make any comment about the meeting. It could not be learned if the executive committee came up with an answer to meet the threats being made by the tabulating firm. It's reported that the threats are too serious as to have a direct bearing on the tabulations for BMB's second nationwide study. At a press conference last week, Hugh Felts, BMB's retiring president, commented that the problem of financing has to be worked out in the next 60 to 90 days." The full significance of Felten's statement was not realized at that moment.

The Statistical Tabulating Co. is a Chicago firm which set up a New York office after making a deal with BMB in February, 1948. The plan as approved by the BMB board was to give the firm long range business and thus cut down the bureau's tabulating costs.

Spac Sub-Committee Set To Aid Radio Promotion

(Continued from Page 1)

Conley, general manager, KYW, Philadelphia; John F. Gillin, president WOW, Omaha; George Thomas, general manager, KVO, Latrobe, Pa.; P. S. Sugg, manager, WKY, Oklahoma City; E. C. Kelly, KCR, Sacramento, Calif; Charles P. Hammond, NBC vice-president and assistant to the president; Syd Elgo, NBC vice-president in charge of press; and James Nelson, director of advertising and promotions for NBC, will represent the network in meetings with the committee.

Finances Of BMB Need Transfusion

(Continued from Page 1)

attention. In short, the tabulation firm wants money held on the line. BMB's executive committee held an unadvertised all-day meeting yesterday with only a 5-minute break for lunch. Last night one of these things turned back refused to make any comment about the meeting. It could not be learned if the executive committee came up with an answer to meet the threats being made by the tabulating firm. It's reported that the threats are too serious as to have a direct bearing on the tabulations for BMB's second nationwide study.

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ARE YOU GETTING WHAT 
YOU'RE HUNTING FOR 
ON THE PACIFIC COAST?

This is no bull... If you're really shooting for maximum sales by radio on the big Pacific Coast, use the big 45-station Don Lee Network and get what you're after. To make the most sales possible, you need the biggest network possible on the Pacific Coast, for radio listening here is different. People listen to their own local network station rather than to out-of-town or distant ones, because mountains up to 15,000 feet surround many of these markets and make long-range reception unreliable.

It takes a lot of local network stations to release your message from within every important buying market—and Don Lee is the only network big enough to do it.

LEWIS ALLEN WEISS, President
WILLET H. BROWN, Exec. Vice-Pres. • WARD D. INGRIM, Director of Advertising
1513 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • Represented Nationally by JOHN FLAIR & COMPANY

Of the 45 Major Pacific Coast Cities

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<td>Only 10 have stations of all 4 networks</td>
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Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*. (In the "outside" market, Network A has eleven stations, Network B has three stations, and Network C has two stations...compared to Don Lee's 32 stations.)

To meet 1949's increasing competition, you need radio. You need the big Pacific Coast, with its more than 14½ million people who spend over $14½ billion dollars a year in retail sales. Use the Don Lee Network of 45 stations and bag your maximum sales on the big Pacific Coast!

*The Nation's Greatest Regional Network*

[Mutual DON LEE BROADCASTING SYSTEM]
COAST-TO-COAST

Strass Comm'l Mgr. KIXL
Dallas, Texas. A recent announc-
ement has been made to the effect
that Ted Strass who has been serv-
ing as an account executive, was
appointed to the position of Com-
mercial Manager for KIXL and FM.
Strass has been associated with
the station since January, 1947 and
will handle both local and national
sales.

Myers Program Dir. WQGH
New York, N. Y.—Gordon Myers
has been appointed program direc-
tor of WQGH, replacing James Mc-
Donough, who will take over pro-
gram direction of WHUC, Hudson,
N. Y. Myers, with the station over
a year, was also formerly associated
with WDAF and NBC in New York.
During this time he has entered
radio's work with the Army Radio
System.

WVOM Inaugurates Program
Brookline, Mass.—WVOM, on the
air since June and June and 1000 on
the dial, has inaugurated a new pro-
gram which without bias or editor-
ializes lists three times daily, all
the stations in Boston including
WEEI, WLBK, WCOP, WNAC-
TV, WMEX, and WRB. Accord-
ing to their announcement, this pro-
gram listing of competitive sta-

tions has not before been attempt-
ed in any other station or network
in the country.

WOL Produces All-Star Show
Washington, D. C.—WOL and the
Washington Times-Herald joined
forces last week to produce a large
benefit variety show headlined by
Hoagy Carmichael and Johnny Long
in behalf of the Metropolitan Police
Boys Club of Washington. Mike Haney handled the sales and fea-
tured in the cast of 40 were WOL
entertainers Charlie Keaton, Bob
Knight, John Ball and Bill Grunville.
The two-hour show packed the Boys
Club gymnasium with an audience
of more than 2,000 youngsters,friends and patrons of the boys club
activities.

Teen-Age Sports On WXXL
Concord, N. H.—A new one-half
hour show is presented on WXXL
with Win Blake acting as emcee for
the “Teen-Agers Sports Round-
up” each Saturday at 10 a.m. The
program presents a round-up of high
school sports during the past week,
a schedule of coming events, plus interviews with high school students in
the studio who are allowed to speak
their piece on sports, social events
or just about any other favorite choice of
orchestras and songs.

WINDY CITY WORAGE . . . !

• • • Allen Prescot, veteran emcee of many eastern and Chicago
programs, will take over ABC's "Breakfast Club" assignment for
two weeks when Don McNell heads for a two-week vacation in the Florida
Everglades. March 21. Don, his wife Kay, and
Two Winnepeg friends will spend a short time
at Miami Beach, then Don and Bill Mansfield,
well known Florida angler, will head into the Everglades with rods
and reels for some shark and barracuda fishing. . . . Paul Gibson, local
radio commentator, has bought a Navion plane and will paint it tan
with a red stripe. . . . The electronics industry bought out the opening
night of the Shrine circus here and the show was telecast in its entirety
over WENR-TV, under sponsorship of Motorola. . . . WLS has placed
its advertising with Schoenfeld, Huber & Green, Ltd. During Merritt
Schoenfeld's regime as levered manager of ABC's central division, he
was coordinator of the WLS-WENR ariel station operation of the Sixth
Service Command during World War II and through his association
he became well acquainted with WLS operation and personnel.

• • • Chicago radio has a "professional" contesting who
bids fair to rival New York's Sadie Hertz. Frances Vencehus wrote
tele station WKBK that since installing a video set last April she
has won a deep freeze, a vacuum sweeper and a hot air heater.
Continuing, she says: "Our family also won four passes on a
recent Joe Wilson 'Hot Stove League' program. I was the Mom
on Manny Oppen's show February 16 and received a lot of lovely
prizes, and now Ernie Simon's 'Curbside Cutup.' My cards are also
in for Russ Davis' 'Movie Money' show. We are loyal WKBK fans.
Your programs are wonderful.

• • • Eddie Reynolds, formerly with WBBM-CBS, press, and p.a.
for 'Ladies Be Seated' and "Hilg Hunt," is joining Fran Wayne, photog-

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Your programs are wonderful.

• • • Eddie Reynolds, formerly with WBBM-CBS, press, and p.a.
for 'Ladies Be Seated' and "Hilg Hunt," is joining Fran Wayne, photog-

OFFICE SPACE FOR RENT
1 Black from Radio City
Several furnished offices with private
hot line phone switchboard and
cleaning service.

HOTEL ABBEY

NEW CHALLENGES AND PROBLEMS
brand names and advertising with the return of the buyers' market will be discussed by
leaders in the fields of national retailing,
manufacturing, research, employee
education and community promotion at five topical clinics during
Brand Names Day, April 12. at the Waldorf-Astoria. It has been announ-
ced by Iror Kenway, vice-president of the American
Sponsored by Brand Names Foundation,
Inc., in connection with the annual meeting of BNA members and
the election of officers and directors for
1949. the clinics will take place during the afternoon session of this third annual all-day conference
grounded on brand names.

RADIO DAILY

LTZMORRIS & MILLER, Chicago,
has been named by Charles L.
Fitzmorris, Jr. and Chester M.
Miller, both principals recently
resigned from Sherman & Marquette, Fitz-
morris and Miller have been account ex-
cutive and copywriter, respectively,
for the Quaker Oats Co. The new
agency, whose clients include
Omar Bakers and the Peabody
Coal Company, will open offices
within the next few days at 6 North
Michigan Avenue, Chicago.

SEIDEL ADVERTISING AGEN-
CY, Inc., has been engaged to con-
duct the advertising for Coronet
Mfg. Co., New York, originator of
Pleasure Covers for Furniture and
Bedding.

EYED

3-500 WATTS 15K C
3 PROGRAMS OF
DISTINGUISHED FEATURES

JEISH
ITALIAN

+3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

SEND FOR WHO'S WHO
Among Advertisers in SD

117-119 W. 46th St.
WEVD

HENRY GREENFIELD, Mgr. Director N. Y. 19

www.americanradiohistory.com
TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 6, 1945 — TELEVISION DAILY is fully protected by register and copyright

CHICAGO HEARS VIDEO

TELE TOPICS

(Continued from Page 1)

LEADERS

3-5 Million For TV
In Canada Estimated

Montreal. Initial video experimentation may be with the Canadian Broadcasting Corp. anywhere from $3,000,000 to $5,500,000, it has been estimated unofficially. The money probably will come as a loan or an advance from the government. CBC has obtained loans from the government of the Earl of Athlone in the past. Loans made in 1938 and 1939 were repaid during the war, according to CBC chairman A. D. Durant. Two loans totaling $54,000 as were outstanding, with repayment to begin in 1935 and 1937.

The Ionosphere, if approved by Parliament, are repaid out of revenue obtained by CBC from license fees and commercials.

Some prominent firms which have applied to CBC for TV licenses have estimated it would cost them $1,500,000 to $2,000,000 to get a station on the air and extend it to a money making stage. There have been reports that CBC would start with one station in Toronto and one English and one French station in Montreal.

Boxing Chief Concerned Over Video's Effect

Washington Bureau of RADIO DAILY

W. F. Greene, of the National Boxing Association, has written Washington six circuit operator Sidney Lust that he is greatly concerned about the effect of TV on the future of boxing and wrestling. The big-time lights will continue to draw big crowds, he feels, but he is concerned about the ability of "smaller clubs to compete" against video presentations of the better bouts.

"Boxers take years for development," he wrote, "and if the small neighborhood clubs which are the incubators for the talent which later moves into the big time are stifled.

Mr. Greene's letter was in response to a letter from Lust, in which the local circuit head complained about scanning sports events for big-time or no fees at all. Lust promised that the motion picture industry "is not going to stand by idly while this octopus puts to us out of business."

 Milwaukee Set Boost

Milwaukee — The number of sets in the Milwaukee area has jumped to 10,000 as of March 1, according to the local dealers and distributors by WTRN-TV.

No UHF For Several Years, Philco Engineers Claim

Commercial UHF operation is unlikely for several years and when it does come will not obsolete present receivers, it was said yesterday by David B. Smith, vice-president of Philco Corp., who supervised a series of UHF propagation tests by the firm's engineers. Full details of the study will be presented today by Joseph Fisher, of Philco research department, at the convention here.

Philco tests on UHF reception were made at 69 locations in the area from 1.5 to 23 miles from an experimental station operating in the channel fom 510 to 520 mc. Results showed no advantage and two advantages of service "upsets."
### NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of tie), 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 February 25-March 3, 1949

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
</tr>
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<tbody>
<tr>
<td>A Bluebird Singing In My Heart</td>
<td>Advanced</td>
</tr>
<tr>
<td>A Little Bird Told Me</td>
<td>Bourne</td>
</tr>
<tr>
<td>A Rosewood Spinet</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>Always True To You In My Fashion</td>
<td>T. B. Harms</td>
</tr>
<tr>
<td>Brush Those Tears From Your Eyes</td>
<td>Leeds</td>
</tr>
<tr>
<td>Candy Kisses</td>
<td>Hill &amp; Range</td>
</tr>
<tr>
<td>Cruising Down The River</td>
<td>Henry Spitzer</td>
</tr>
<tr>
<td>Down By The Station</td>
<td>American Academy</td>
</tr>
<tr>
<td>Far Away Places</td>
<td>Laurel</td>
</tr>
<tr>
<td>Galway Bay</td>
<td>Leeds</td>
</tr>
<tr>
<td>Here I'll Stay</td>
<td>Chappell</td>
</tr>
<tr>
<td>I Got Lucky In The Rain</td>
<td>Sam Fox</td>
</tr>
<tr>
<td>I Love You So Much It Hurts</td>
<td>Melody Lane</td>
</tr>
<tr>
<td>It's A Big Wide Wonderful World</td>
<td>Broadcast Music</td>
</tr>
<tr>
<td>I've Got My Love To Keep Me Warm</td>
<td>Berlin</td>
</tr>
<tr>
<td>Lavender Blue</td>
<td>Santly-Joy</td>
</tr>
<tr>
<td>Look Up</td>
<td>Palmer</td>
</tr>
<tr>
<td>My Darling, My Darling</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>On A Slow Boat To China</td>
<td>Malrose</td>
</tr>
<tr>
<td>Once In Love With Amy</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Powder Your Face With Sunshine</td>
<td>Lombardo</td>
</tr>
<tr>
<td>Red Roses For A Blue Lady</td>
<td>Mills</td>
</tr>
<tr>
<td>So In Love</td>
<td>T. B. Harms</td>
</tr>
<tr>
<td>Someone Like You</td>
<td>Harms</td>
</tr>
<tr>
<td>Sunflower</td>
<td>Famous</td>
</tr>
<tr>
<td>Tara Talon Talk</td>
<td>Oxford</td>
</tr>
<tr>
<td>These Will Be The Best Years Of Our Lives</td>
<td>Robbins</td>
</tr>
<tr>
<td>Underneath The Linden Tree</td>
<td>La Salle</td>
</tr>
<tr>
<td>While The Angels Was Ringing</td>
<td>Chas. K. Harris</td>
</tr>
<tr>
<td>You Was</td>
<td>Crystal</td>
</tr>
<tr>
<td>You Were Only Fooling</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>Yes You Yes You Are The One</td>
<td>Campbell</td>
</tr>
</tbody>
</table>

### Second Group

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Night Louie Drop The Gun</td>
<td>Felst</td>
</tr>
<tr>
<td>As You Desire Me</td>
<td>Words &amp; Music</td>
</tr>
<tr>
<td>Buttons And Bows</td>
<td>Famous</td>
</tr>
<tr>
<td>By The Way</td>
<td>Bregman-Vosco-Conn</td>
</tr>
<tr>
<td>Cecca Roca</td>
<td>United</td>
</tr>
<tr>
<td>Dreamer With A Penny</td>
<td>George Simon</td>
</tr>
<tr>
<td>Hold Me</td>
<td>Robbins</td>
</tr>
<tr>
<td>I Couldn't Stay Away From You</td>
<td>Johnstone-Montei</td>
</tr>
<tr>
<td>I Got A Gal In Galveston</td>
<td>Republic</td>
</tr>
<tr>
<td>If I Could Be With You</td>
<td>Remick</td>
</tr>
<tr>
<td>I'll String Along With You</td>
<td>Wilmark</td>
</tr>
<tr>
<td>Little Jack Frost Got Lost</td>
<td>Henry Spitzer</td>
</tr>
<tr>
<td>My Dream Is Yours</td>
<td>Wilmark</td>
</tr>
<tr>
<td>No Orchids For My Lady</td>
<td>Leeds</td>
</tr>
<tr>
<td>One Sunday Afternoon</td>
<td>Remick</td>
</tr>
<tr>
<td>Pussy Cat Song</td>
<td>Leeds</td>
</tr>
<tr>
<td>Say It Isn't So</td>
<td>Berlin</td>
</tr>
<tr>
<td>So Dear To My Heart</td>
<td>Santly-Joy</td>
</tr>
<tr>
<td>So Tired</td>
<td>Glenmore</td>
</tr>
<tr>
<td>Streets Of Laredo</td>
<td>Famous</td>
</tr>
<tr>
<td>Who Hit Me</td>
<td>Southern</td>
</tr>
</tbody>
</table>

(Copyright, 1949 by Office of Research, Inc.)

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* Only Living Ex-President of the U. S.!

* “One-Man FCC” During Radio Pioneer Days!

* A Very Important Man in Washington This Minute!

### HERBERT HOOVER

Guest Of Honor of the

### RADIO EXECUTIVES CLUB-of New York

Thursday, March 10, Grand Ballroom Hotel Roosevelt

12:30 p. m. Sharp

Top Brass Will Be On Hand For This Historic Event Lawrence Tibbett Will Vocalize

If You Haven’t Reserved Your Ticket or Table Phone immediately to Claude Barrere, Secretary, MUrrey Hill 6-0238

---

Mr. Hoover's remarks will be, in part, off the record.
FATE OF BMB RESTS WITH MEMBERS

WBAL Joins Appeal On Free-Speech Issue

Baltimore—WBAL, the fourth station in this city to be found guilty and fined by the Supreme Bench for contempt for violating Section 904, a local code prohibiting the broadcast of an accused person's criminal records before trial, has served notice that it would join the others in taking its case for review before the Court of Appeals of Maryland. WBAL, owned by Hearst Radio, Inc., was found guilty of contempt and fined $200 on Monday by Judge John B. Gray, Jr. The station had appealed against the

(Continued on Page 5)

Bailey Takes Philco Post As Gilligan's Assistant

Edward B. Bailey has been appointed assistant advertising manager of the Philco Corporation. It was announced by John P. Gilligan, advertising manager. Bailey has been acting as account executive on the Philco account for the Hutchinson Advertising Agency. Bailey will serve as executive assistant to Gilligan.

(Continued on Page 2)

WHAS Hearing Deferred By The FCC Until Apr. 4

Washington Bureau of RADIO DAILY—Washington—The FCC yesterday granted a four-week continuance in the hearing on the application for purchase by Crosley Broadcasting Corp. of WHAS, Louisville, Ky., and its FM and TV properties for $1,925,000. The delay was sought by Crosley attorney, D. O. Patrick, after Commission attorneys objected to the

(Continued on Page 4)

Radio-Television Coverage

The addresses of Winston Churchill, war-time prime minister of Great Britain and President Harry S. Truman speaking at the Massachusetts Institute of Technology's Mid-Century Convocation will be broadcast and televised by ABC. Both Churchill and President Truman will talk on "The Twentieth Century—Its Promise And Its Realism."

(Continued on Page 5)

Egyptians Still Tops

Bill Leonard of WCBS broadcast an obituary yesterday morning on the Pyramid Club in New York after a life span of nine days. Leonard said that last week they were at least 1,000 Pyramid Club members in New York and "lost meant at least one billion active members in New York alone." The sheer lack of population. Leonard implied, caused the get-rich-quick scheme to die as fast as it had been born.

Corwin Joins UN Staff As Radio Consultant

Norman Corwin, famed as a writer and producer of documentaries, has joined the radio division of United Nations, where he will create and direct special projects for worldwide transmission. He was named UN headquarters at Lake Success, N. Y., yesterday. In his new post Corwin will be responsible for the planning and execution of new applications of radio and television as part of the revolutionary changes in air navigation and traffic control were forecast by Civil Aeronautics Administrator D. W. Rentslil at yesterday's luncheon meeting of the Institute of Radio Engineers. The pitch of the future, Rentslil said, will see a pictorial presentation of everything around. This picture, probably televised to him from the ground, will show the airman in relation to others in his vicinity, indicate obstructions or other hazards.

(Continued on Page 8)

WCBS Appoints Swift As General Manager

G. Richard Swift, assistant general manager of WCBS, New York, for the last three years, has been appointed general manager of the Columbia key station, it is announced by J. Kelly Smith, network vice-president and director of station administration. Swift succeeds Arthur Hull Hayes.

(Continued on Page 5)

Subscribers Must Raise $100,000 More For Tabulating Company Mailing Or Second Study Suspended

By FRANK BURKE, Editor, RADIO DAILY

The fate of Broadcast Measurement Bureau and its Second Study yesterday rested in the hands of 600 subscribers who have been asked to underwrite $100,000 more for the completion of the mailing of the ballots.

An urgent telegram asking for members to underwrite the deficit was sent to the membership from BMB headquarters yesterday after the Statistical Tabulating Company issued an ultimatum to the BMB executive committee. The tabulating company gave the committee 48 hours to produce $100,000 and unless the money was in, the ball would be suspended. The BMB headquarters were coming in at AM headquarters yesterday. The first 100 broadcasters had voted 9 to 1 in favor of raising the additional $100,000. Emergency action to raise the money stemmed from the executive committee meeting held in New York on Monday. At that time representatives of the Statistical Tabulating Co. made their demands and the committee mem-

(Continued on Page 6)

Talent-Employment Picture Not Bright, Survey Reveals

Washington Bureau of RADIO DAILY—Washington—With Los Angeles toughest for broadcast talent last year, a Department of Labor survey released this morning shows that one of every four radio actors was unemployed in the week beginning May 9 last year, and nearly one of every six radio singers. Announcements and sound effects men were much more regularly employed, according to the survey, which was undertaken in cooperation with the AFR. Rate of unemployment among radio talent was eight or nine times as high as that among all working people in the country. It was pointed out that some of the actors and actresses unemployed were highly paid and did not need steady work, but were not on with the majority.

The study included 3,742 artists in New York, Los Angeles, Chicago, and-

(Continued on Page 5)

Zenith Profits Rise, Fiscal Report Shows

Zenith Corporation yesterday made public its financial statement for the fiscal year. The company reports a net consolidated operating profit for itself and its subsidiaries for the first nine months ended January 31, 1949 of its current fiscal year amounting to $2,025,781, after federal income tax provision of $129,600, depreciation, excise taxes. For Sicily

Sicily's government has named the Regione Siciliana, has started its first radio campaign, here with spot announcements on two stations. Participations are aired in "Dorothy and Dick's" Sunday morning show on WOR, and one-minute announcements are aired on WQXR Tuesday, Wednesday, Thursday and Friday evenings.

(Continued on Page 5)

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FINANCIAL

(March 8)

NEW YORK STOCK EXCHANGE

| Stock | High | Low | Close | Net
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<td>Airm. Corp.</td>
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<td>18</td>
<td>18</td>
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<td>1</td>
<td>1</td>
<td>1/4</td>
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<td>10</td>
<td>10</td>
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<td>RCA Commons</td>
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<tr>
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<td>22</td>
<td>1/4</td>
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WORLD MONEY MARKET

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<td>London</td>
<td>2000</td>
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<tr>
<td>Paris</td>
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OVER THE COUNTER

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<tr>
<td>U. S. Television</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>WCCT (baltimore)</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>WQK (baltimore)</td>
<td>3/8</td>
<td>3/8</td>
</tr>
</tbody>
</table>

Bola Set For Radio, TV

Bola, Cuban composer-song stylist now at Cafe Society Downtown, being lined up for radio and TV appearances.

10 YEARS AGO TODAY

From the Files of Radio Daily

At the FCC committee hearings on chain broadcasting and possible monopoly, Eileen Roosevelt suggested a reform of the Communications Act in order to stabilize the industry. As she gave the committee his theories on American broadcasting, he said: "licenses should be granted for indefinite periods," he said. A contract has been signed between WHN and the Knott-Reeves agency, to broadcast all games from and abroad of the Brooklyn National League team.
“TELLO-TEST”

The Granddaddy of All Talent Quiz Programs Is the Highest Rated Local Show in the Country!

Walter Schwimmer
WALTER SCHWIMMER, President
RADIO FEATURES, INC.
75 E. Wacker Drive, Chicago, Ill.
**RADIO DAILY**

**CHICAGO**

**MAIN STREET**

**AGENCIES**

**BY NAT GREEN**

The impact of Rano Daily on its readers evidently is strong. At any rate, word was out so after reading a publicity release from the NBC press department. In an item referring to the coming convention of the group of Monogram Broadcasters, the release stated: "The NBC promotion film, 'Behind Your Radio Dial,' will be shown to the estimated 200 delegates who will attend the convention."

Correct title of the film is, of course, "Behind Your Radio Dial."

When "Patrick O'Reilly's Show" on WBPM goes on the air March 17 it will be a gathering of the clan. O'Reilly will have a niece guest, Vivian St. John, Irishman—Sportscaster John Harrington, announces Mike Fleanery, Paul Fleanery, Jim Conway, and George Watson of the "Gold Coast" show.

Lulu Belle and Scotty of "National Barn Dance" fame purchased a dude ranch at Cripple Creek, Colorado, for their vacationing.

RCA Victor Records' Percy Comer, Far Away Places contest in a ten-day airing over WWO with Jim Hamilton's two-hour "Record Shop" program filled 2,000 letters.

James Bennett, personal manager for Don McNellie of the "Breakfast Club," left Monday for Texas to contact Fort Worth, Dallas, San Antonio, and Houston, the four cities which will be visited by the "Breakfast Club" program during the week of March 14.

Harry Bannister, general manager of WWJ-TV, Detroit, spoke Wednesday before the Chicago Television Council, on "The Development of TV in Detroit."

Mary Patton, former WBMP radio actress, is playing one of the principal roles in the new Broadway play "The Big Knife."

Patsy Lee, of the "Breakfast Club" incapsulated for a few days from injuries received in a skiing accident.

Publicist Marilyn Dutton taking a week's rest, on doctor's orders.

Arthur E. Durum, former sales promotion manager at WBMP, has been named CBS-TV sales manager in New York.

**WHAS Hearing Deferred**

By The FCC Until Apr. (Continued from Page 1)

Crosley figures challenged by U. S. Commission to amount to as much as 8 per cent of the population, as the new license grants for TV stations.)

The Commission has questioned the findings regarding overlap in northern and eastern Kentucky and eastern Indiana.

The hearing will resume Monday, April 4.

**JACk STRONG, formerly with**

**McCam-Erickson and Salton & Sedgley, has joined O'Brien & Durante Inc., sales promotion specialists, as art director.**

**REDDI-WIP of New England has announced the appointment of John C. Dowd, Inc, to handle its advertising.**

**NEWSPAPER, radio, point-of-sale displays and other media will be used.**

**KENNETH J. PEZROW, vice president and general manager of sales and advertising Delicia Chocolates Inc., and Henry Manufacturing Company, Inc, New York, N. Y., has announced the appointment of Paris Peart as advertising agency for line of Delicia products.**

**WALTER KANER ASSOCIATES**

New York, has been named to handle publicity and public relations for the Queens Symphony Society. In addition, the Society will present the New York Philharmonic, a series of five concerts scheduled for 1949.

**WHAS Hearing Deferred**

By The FCC Until Apr. 4.

**TRAMMELL ON COMMITTEE**

Miles Trammell, president of NRB, has been appointed to the information committee of the Committee for Economic Development. The hearing has been scheduled for April 4.

**1906-1949**

**FRENCH RESTAURANT**

**DINNER FROM $2.00**

**LUNCHEON FROM $3.00**

**FRENCH CONIFEUR**

**COCKTAIL BAR**

**Famous French Cendre**

**15 EAST 52nd St.**

**AIR CONDITIONED**
Talent-Employment Picture
Not Bright, Survey Reveals

San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland, Washington, Cleveland, Minneapolis and Kansas City. For New York the survey was for the week of April 11-17.

In Los Angeles, it was reported, one third of the actors and nearly one fifth of the singers were unemployed during the survey week. The proportion was nearly as large in New York, but better in other cities covered in the survey.

Information on the artists' work experience during 1947 also points to a serious problem of unemployment among actors and singers, especially the former. Nearly one out of every five actors in the study and one out of 10 singers were entirely without work and looking for work during at least half the weeks of 1947. In contrast, only one out of 20 announcers had as many as 25 weeks of total unemployment, and the proportion was still smaller among sound effects men.

These figures include only weeks without any work whatever. The fact that many artists also had long periods with little employment and low incomes is illustrated by figures on the earnings of actors who had no weeks of total unemployment during 1947; one out of every 30 of those artists had gross earnings of under $2,000 from all sources during the year. Among all actors in the study (including those unemployed part of the year as well as those with no weeks of total unemployment) the proportion earning under $2,000 was one-third. On the other hand, half of the actors reporting made over $5,408 in 1947, and one-fourth of them made over $10,000.

In the 15 survey cities, 82 per cent of all announcers had weekly sound effects performances and an additional four per cent had work of other types, leaving four per cent without employment.

Zenith Corp. Profit Up, Fiscal Yr. Report Reveals

and reserves for contingencies. The net consolidated operating profit for the three month period ended January 31, 1948, amounted to $1,041,246, after federal income taxes of $263,306 and other deductions were made. Production and sales of the company's new line of TV receivers is increasing, according to the report. Sales of regular radio receivers have declined. Most models, however, continue to move at a satisfactory pace.

Operational tests of the company's new Phonovision development are expected to be made at some studios with moving picture interests and the telephone companies, the report states.

John Gould, that's it! Editor of the Lisbon (Me.) Enterprise and author of "The Farmer Takes a Wife," Mr. Gould airs a program of homespun Yankee philosophy that attracts thousands of New England listeners each Monday evening at 7:30 on Boston's WBZ.

It's another of those pull-packed programs especially tailored for New England audiences . . . and particularly effective, sales-wise, throughout this discriminating market. For availability, contact Herb Masse at WBZ, or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINCHAMME RADIO STATIONS INC
KDKA • WINS • KNX • WBB • WBZ-T • WBZ-TV
NATIONAL REPRESENTATIVE, FREE & PETERS, EXCEPT FOR WBZ-TV, FOR WBZ-TV, NBC Spots Sales
Future Of BMB Operations In Hands Of Subscribers

(WCBS, New York: F. H. Woodruff & Company, for Seeds, has purchased three participations per week, Monday, Tuesday, and Friday, starting at 6:00-6:30 p.m. Jack Sterling program through Lindsay Advertising. Bell and Howell Cameraworks also announces in the Sterling show through Henri, Hurst & McDonald. Announcements are for Tuesday and Thursday and Saturday, plus night-time. No announcements are made on Wednesday and Friday. Participations also were purchased in the Sterling program by U. S. First Army Recruiting Service on Tuesday, Thursday and Saturday, through A. W. Lewin Agency.

Marj's Company, for its rooms and brushes, contracted for three participations per week, in the 5:00-5:30 p.m. Housewives' Feature. The agency is W. Earl Bothwell, Inc., Hudson Sales Corporation, through G. Lynn Summer, both two announcements per week, Monday and Wednesday, in the 8:30-9:00 a.m. Margaret Arlen show. United Florists Trade, Inc., purchased night-time participation breaks, one nightly, over a 13-week period, through Rathrauff & Ryan, Inc.

KNX, Los Angeles: The Campagna Sales Company will sponsor its "First Nighter" series, now heard on 62 CBS stations, on 141 stations of the network. Wally-on-Monday, the agency, Chicago, placed the order, which runs to the end of the program, Tuesday, June 30. Swift & Company, Chicago, has bought a four-weeks series of ten spots weekly, with J. Walter, through CBS Sales, placing the order through CBS Radio Sales.

Movie Stars Record Commercial ET Series

The services of leading Hollywood movie stars is being enlisted by Bell & Howell, Chicago, manufacturers of professional and amateur movie equipment, in the promotion of Filmno home movie equipment. Bill Jones, director of radio and television for Henri, Hurst & McDonald, has returned to the west coast with a series of transcribed radio announcements to be broadcast over leading stations throughout the country. Featured are the endorsements of movie personalities who use Bell & Howell equipment for their personal moviemaking. Included in the cast are Bob Hope, Lionel Barrymore, Alan Ladd, Gregory Peck, Jimmy Durante, Ray Milland, Dick Powell, and Olivia O'Hara. Irene Dunne and Lewis Stone. The new campaign, using transcribed one-minute announcements, will start this month. It is planned to increase the number of stations currently on the schedule as the program progresses.

(Continued from Page 1) should be made by subscribers themselves.

"If the money that is invested. Please wire consent immediately.

Let me reemphasize this is underwriting agreement only and will not be called unless we lose tax case."

Tax Money in Bank

It was pointed out that BMB has $100,000 in tax money which is held pending the government ruling on BMB's status as a profit taking or non-profit operation and could be used to meet present deficit if a favorable ruling was received from the U.S. Internal Revenue department. However, this decision has not been handed down as yet and the audience measurement bureau therefore is holding the $100,000 in reserve. Completion of the 1,000,000 sampling of the radio audience is not the only hurdle that BMB must get over. After these returns are in the procedures of coding and editing must be finished and completed.

Trade rumors last night were that the Hoover organization has informally offered to take over the contract for the present program. The Hoover offer would be the first step in the C. E. Hooper move to fall heir to the industry's audience measurement bureau.

Sees Radar, TV Vital To Aviation Of Future

(Continued from Page 1) the life and even show the location of storms and turbulent air.

In predicting that future development of radar will have a major impact on the American way of living and on our ability to defend out space, two engineers were urged T. R. members to invest the devices that will bring about a "whole new era of aviation in which the blessings of fast, reliable, low-cost transportation will be shared by every American citizen. The hope of aviation," he concluded, "is in the realm of electronics."

The day-long sessions included the reading of 50 technical papers. Among the discussions at various meetings were those presented by:


CBS Auditioning New Show For Lucky Strike

CBS is reading another pitch for American Tobacco Co. which just red and revamped out the daytime "Your Lucky Strike." This one will be called "Your Lucky Song," emceed by Robert Q. Lewis, Show will be presented by William J. Fay, Stronberg Carlson vice-president in charge of radio broadcasting. Kennedy will also continue as sales manager of the three stations.
TELE’S ROAD AHEAD ENVISIONED

TELE TOPICS

One of the biggest eggs in the short, colorful, and at times, malicious history of TV programming was laid in CBS’ tag Monday night in the debut of “Preview,” the 30-minute production for Philip Morris. The most glaring and confusing faults of the program were from the cameraman’s standpoint. The company is the most important and the most easily corrected. From the start to finish of the half-hour seg, production was by far the sloppiest I’ve yet seen in this type of program. Most of the mistakes were flashed at the wrong times, and even an entire sequence was misplaced. Such errors are not uncommon on programs, but on a production of this magnitude, they are embarrassing.

Predicts Industry-FCC Cop.

J. R. Poppele, president of the Television Broadcasters Association, addressing the conference, stated that the allocation of ultra high frequencies to television broadcasting will not make present sets obsolete. “When the time comes for assigning allocations in the UHF band, the FCC and the television industry will draw the lines carefully to avoid the slightest possibility of obsolescence,” Poppele stated.

Walter Dann a Speaker.

At panel meetings Tuesday afternoon, “Sales and Management” was discussed by Walter Dann, president of WTMJ-TV, Milwaukee; E. Y. Fink, manager of WPIX-TV, New York; John Mitchell, general manager of WBKB, Chicago. In a program and agency panel, Ed Sullivan, WABC, film director, WPMB-TV, Toledo, discussed film sources; Spencer Allen, special events director, WGCN-TV, general director, WGN-TV, filing news and special events, and Melvin Gold, film director, National Screen Service, New York, gave a report from the film conference committee on TV film standards.

Press-Time Paragraphs

KTTV Formally Dedicated

Hollywood—Formal dedication of KTTV, the Los Angeles Times’ CBS station, which has been on the air for a little over a month, will be held here last night. Airing on special programs were Jack Benny, Ann and Abner, Margaret Whiting, Bob Crosby, Eddie Anderson, Isaac Stern and the Mervyn Street. Zahn, the dedication address was made by Norman Chandler, editor of the Times. Para. Begins Coast Recording

Hollywood—Inauguration of the first video transcription service on the West Coast was announced by Klaus Landsberg, director of Paramount’s KTLA. A considerable number of orders has been received, he said. Initial production will be a 15-minute situation comedy, “Life With George,” being filmed on a sound stage for the United Artists circuit and packaged by Video Corp. of America for eastern showcasing.

SMPE Sets Speakers For Confab On TV

Industry execs and engineers who will address the TV sessions of the 16th semi-annual convention of the Society of Motion Picture Engineers were revealed yesterday by Earl I. Sponsable, president of the organization. First two days of the confab, which will be held at the Hotel Statler, April 4-5, will be devoted entirely to video. Theater-To Be Shown

Demonstration of theater TV projection equipment will be given that evening. John Kreuger, manager of RCA film recording and theater equipment division.


Speakers skedded for Tuesday afternoon include: William F. Kruse, Otto Stadion, RCA, F. J. Bingle, WOR-TV; and E. F. McDonald and John R. Howard, Zenith.

TV Producer Seeks Scripts

Torchlight Productions, new company in the radio-television production field, is currently soliciting scripts for its dramatic radio series. “Con flict,” Active interest has been gained from producers such as Frank Papp of NBC; Mitchell Grayson, director of “Big Sisters” for the Compton Agency; Don Gillis of NBC, Morton Wiegensng, editor; and Morris Mazowsky, composer-conductor.

WABD Sells Daytimer

Rival Manufacturing Co., for the steam-o-electric iron, has purchased the WABD daytimer “Needle Shop” for 13 Thursdays beginning Mar. 17. Program is conducted by Alice Bur- ney, R. J. Pots, Collins & Holden is the agency.
Corwin Joins UN Staff
As Radio Consultant

(Continued from Page 1)

ecution of special programs based on major themes. The themes will include "The Universal Declaration on Human Rights" and other subjects in the social and economic field.

It was said at UN headquarters that Corwin will devote his full time to the assignment. Corwin was the first to receive the Wendell Wilkie "One World" award and make a 37,000 mile trip visiting 15 countries. As a sequel to this trip and the many interviews he had with government leaders, Corwin produced a series of 15 programs for Columbia Broadcasting System.

Corwin has been the recipient of many awards for his radio documentaries. Among them have been the Edward Bok Memorial award; Peabody award and the American Academy of Arts and Letters.

What will probably be Corwin's final work before joining UN, is the one-hour broadcast just ordered by the CBS Documentary Unit and which will be presented over the Columbia network in June, 1948.

The new work, Corwin's first since 1947, will dramatize a new phenomenon of the Twentieth Century, the individual who exerises world-embracing citizenship by using his weekend training and talents to improve humanity's material well-being, striving thus to strengthen universal peace.

In announcing the new production, David Taylor, CBS vice president and director of public affairs, noted that it will deal neither with world government nor with people whose primary motivations and spheres of activity are political. It will emphasize, rather, the magnitude and urgency of the international struggle to raise world living and thinking standards.

Spot Coverage Given
Odom's Record Flight

Special events crews from the networks and metropolitan stations were on hand at Teterboro (N.J.) airport yesterday when flyer Bill Odom arrived after his record-breaking non-stop flight from Honolulu in a light plane. Newsman Julian Anthony on ABC, who visited some of the aviation ballyhoo of the 1920's as Odom winged homeward, almost lost out at the arrival when the crowds at the New Jersey airport broke through the barriers and tore the microphone from his hand.

Also on hand for interviews with Odom were Jinx Falkenburg of WNBC and John Wingate of WOR. The plane landed at 12:05 p.m. and Wingate's interview was heard over WOR at 12:30 p.m.

ABC interrupted its "Welcome Travelers" program to announce that Odom had landed safely at his destination. On Monday night the network kept WJZ, Chicago, on the air all night to provide music for Odom and keep his plane on course.

He Mows Dull Moments
With a Sharp Eye

Something's always popping when he sharpens his weapons, rolls up his voice, and goes to work. His pointed remarks about the top of the news from Washington are heard by a loyal coast-to-coast audience five nights a week. His listeners love to hear him "mow 'em down."

His whetstone is a powerful urge to get to the bottom of things—and he cuts a wide swath through the underbrush of fancy to get at the facts behind the news. Whether farming in Maryland or telling his Washington newsbeat, his down-to-earth approach reaps a rich harvest.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now.

Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
WOMEN BROADCASTERS MEET TODAY

New Survey Method Developed By WRC

Detail of a new audience survey method, providing far more detailed information than the current commercial surveys, was revealed yesterday by James Seller, research director for WRC, NBC-owned station, Washington. Full information on a listening-inside and outside the home, of all members of the family for all hours—is the objective, and WRC yesterday offered what it termed "complete audience data" on every program broadcast in any broadcasting station during a six-week experimental period in January and February.

Although WRC still sees definite drawbacks, the results are regarded as "promising." The survey, which will be made public, is said to be the first of its kind in the industry and is expected to provide valuable information to other stations.

Arkansas Radio Newsmen Protected By New Statute

Washington—Arkansas radio newsmen have obtained a new protection against unfair labor practices. Governor E. L. Harrell signed into law a bill yesterday which makes it a crime for any broadcasting station in Arkansas to discriminate against or to violate the rights of newsmen in an attempt to control the flow of news.

The law provides for a fine of $50 and/or six months in jail for any broadcasting station which violates the new statute.

Western Union Files For Rate Increase

Washington—An additional charge of 50c per station per month for wire attachment to the new cable line to the west coast will be filed with the FCC today. The charge is for stations in network or main association with the original.

BMB's 2nd Study Assured; 300 Members Wire Pledges

Broadcast Measurement Bureau's second nation-wide study, in jeopardy the last three days because of lack of funds to complete the sampling, will proceed as scheduled. Hugh Petts, retiring president of BMB, announced last night. The decision came at 9:15 p.m. yesterday after more than 300 BMB members had wired their willingness to participate in underwriting a possible $100,000 tax liability in order to immediately meet demands of the Statistical Tabulating Co., which is handling the mail survey.

Vital Subject "What Should We Do About Farm Prices?" will be considered by the official spokesmen for three national organizations on the Columbia network's "Cross-Section. E.U.A." with Dwight Cole as chairman. It will be heard Saturday, Mar. 19, 3:30-4:00 p.m., EST., from Chicago. The broadcast will originate in the studios of WBBM, Chicago.
IRE Awards Announced

(Continued from Page 1)


Fellow Awards for 1949 were presented to the following:

- Paul H. Bell, Telephonics Laboratory, New York, for his contributions to the operation and design of television and axiullable systems.
- J. V. Brown, Bell Telephone Laboratories, New York, for his contributions to the design and operation of video transmitters.
- C. F. Brummett, Stanford University, California, for his contributions to the design and operation of television and axiullable systems.
- P. S. Cayer, RCA Laboratories, for his contributions to the design and operation of television and axiullable systems.
- F. P. D. Hallet, Western Union Telegraph Co., New York, for his contributions to the design and operation of television and axiullable systems.
- John D. Dyer, American Instruments Laboratory, for his contributions to the design and operation of television and axiullable systems.
- J. H. Duggan, National Bureau of Standards, for his contributions to the design and operation of television and axiullable systems.
- T. T. Goldsmith, Jr., Allen B. DuMont Laboratories, for his contributions to the design and operation of television and axiullable systems.
- R. E. Herriot, Barnes and Co., for his contributions to the design and operation of television and axiullable systems.
- W. B. H. Johnson, University of California, for his contributions to the design and operation of television and axiullable systems.

10 YEARS AGO TODAY

From the Files of Radio Daily

Radio will be used as one of the major media in a $75,000,000 special advertising campaign by the food industry to support the "Parade of Progress" which will be held by the industry April 6 to May 6... The "dilution" between the Radio Writers Guild and AFRA which was apparently settled recently, over jurisdiction of Hollywood radio writers is continuing... The Radio Conference of Western Massachusetts, a newly formed group concerned with station and civic organization officials, has issued a statement which opposes Federal or State censorship of programs.
come, come Sanderson!

these'll cure your tizzy
in a jifffy

Pros and Cons. He's all about. He's just received a note from his sales manager, Harry Lock. Hartford sales are down. The Georgia territory, kind of a tough nut. We have a few of them, but they're not making as much money as they used to. We need to find a solution.

These'll cure your tizzy
in a jifffy

TUNED INTO: "Gabriel Heather's Mailbag," Monday thru Friday, 11:00 AM - The great commentator is on fire today. He's ready to deliver a powerful message.

JOHN NESBITT, "The Passing Parade," Monday thru Friday, 2:00 PM - Talks about the current events in the news. He's always up to date with the latest happenings.

BING CROSBY, "Bing Crosby's Song," Monday thru Friday, 2:30 PM - He's always on top of the charts. His songs are always popular.

Our address is... that power-full station at 1440 Broadway, in New York.
LOS ANGELES

By AL STEEN

FRED NAHAS, who heads up the radio and television enterprises for Glenn McCarthy, now the press at an informal gathering at his Beverly Hills Hotel bungalow last week and gave an advance preview of the WABC network to Houston on St. Patrick's Day when McCarthy opens his new Shamrock Hotel.

It's a girl for the Blue Knights in San Francisco. He's KGO's program director and originator of the "Pat Novak For Hire" series.

Jack Kirkwood is transcending some advance episodes of his "At Home With the Kirkwoods," ABC sustaining. Reason: He's been signed for a top role in Bing Crosby's next Paramount picture, "Ridin' High," and leaves next Monday for location in San Francisco.

Cary Grant moved back to town last week after two weeks of troop-entertaining in Germany. Although bleary-eyed from shortage of sleep, he managed an hour after he landed at the airport.

Auta Storl, formerly with CBS and CBS-Tex in New York, has been appointed to the KNX-FN department of public affairs as assistant to Stuart Novina, director of the department.

There will be no summer layoff for Lum and Abner. Their show will continue with two new programs.

Jack Bailey about to be signed for a new half-hour ABC sustaining.

Dinah Shore has nixed an offer by Mutual for a build-up of her fame as disc jockey. She countered with a suggestion that the network build a Mr. and Mrs. show for her and her husband George Montgomery.

NBC and the University of California will cooperate for the eighth successive season in offering a radio institute. All classes will be held in the NBC Hollywood headquarters from June 2 to July 30.

KNX is starting two new TV programs this week. They are "Stop Me If You've Heard This" and "Can You Picture This?"

NBC is building a comedy show around Mickey Rooney and will cut a record shortly.

Sixteen radio stars, headed by Cathy and Elliott Lewis, Lucrene Tuttle, Bill Thompson and Herbert Rawlinson, have formed Radio Actors' Institute, which will hold classes in radio and TV on a regular schedule for newcomers. The above stars will lecture as guest instructors.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio School conducting its special in Radio and Television techniques to the Broadcast Industry.

First Class Telephone License.
We solicit your inquiry.
Addressee: Placement Director, RCA INSTITUTES, Inc.
350 W. 4th Street, New York 14, N. Y.

Mainly About Manhattan...

- When the "Hit Parade" comes back to N.Y. at the expiration of Frank Sinatra's contract in June, the show will once again be batoned by Mark Warnow. Plans are now afoot to also telecast the series simultaneously with the broadcast. . . . Package show producers reported unhappy over the space allotted them at the NAB convention exhibit and may boycott the April show in Chi. . . . Rumored that reorganization of Keystone transcription network may result in Mickey Silberman returning as president and majority stockholder . . . Consensus of radio and TV engineers at the IRE convention in N.Y. is that 1948 will be the greatest production year in the history of communications. . . . When it became known that Burns & Allen were available, no less than a half dozen prospective network managers made overtures to Wm. Morris. New deal calls for combination radio and TV series. . . . Look for Gen. Geo. C. Marshall to be shortly asked by Pres. Truman to head the American Red Cross. replacing Basil O'Connor. . . . Soviet radio experts are said to have developed a system whereby they can send radio shows to almost any place in the world at will. . . . Every week and crummy in N.Y., it seems, is housing a film office with everybody and his brother going in for video films.

- Good news for the locals is the formation of a Central Clearing House for talent in N.Y. under the guidance of Doris Sharp, the enterprising young lady who's responsible for the fantastic success of Radio Eaglet. New plan has nothing whatsoever to do with her message service and will serve as a clearing house for talent in every phase of the entertainment world, covering radio, television, films, legit, etc.

- AROUND TOWN: Roy Batterby, of NBC's TV press staff, just ticked off his 2nd life cover in the last two months when he landed Marge & Gower Champion in the coveted spot. (What's more, the may just sent him a warm note of thanks, which is quite a switch indeed). . . . Sixtees of the leading radio artists in H'wood have combined to start a co-op TV show so that they can learn the rudiments of that medium. They wanna be ready when TV can supply the bread and butter. . . . Judy Canova pondering a tour of concert halls with her NBC girlie. . . . Carl Brisson and Mutual officials in daily conferences. Pourquoi? . . . Fortune Pope's wife, an accomplished interior decorator, is responsible for that tasteful setting in her husband's office at WHCM. . . . Geo. Wyght, the Paramount organist and Morton Downery's radio companion, is getting a screen test next month, thanks to a note from the coast from his boss, Bob Weilman. . . . Merrill E. Joel signed for a featured role in New Stage's "The Sun and I," which opens on the 20th. . . . Gene King readying a Welcome Home Schmoo program for Al Capp this Sunday on WCOP. . . . Doris Brooks (Mrs. Ted Steele) putting the finishing touches to her autobiographical fame titled "Towers of Steel." . . . Bill O'Dempsey (Candy) Boyd is responsible for 10-year-old Mary Louise Ruthke demanding a live home or a merrie-go-round model as an emotional outlet for her western riding. . . . And Joe Swed hears that most H'wood actors are taking riding less as these days so that they can star on TV.

- It's Tommy Morton's story of the NBC junior exec who was hit by a car in front of the CBS home offices and was carried into the lobby. Ten minutes later he opened his eyes and whispered: "Where am I?" When informed where he was, he moaned: "Get me outa here quick. I'm found dead here, it'll mean my job."
New Survey Method Developed By WRC

Western Union Files For Rate Increase

Puerto Rican Station Aids ABC Coverage

Arkansas Newsmen Shielded By New Law

Congratulations Are in Order...

OFFICE SPACE FOR RENT
1 Block from Radio City
Several furnished offices with private
bath, 1 rent office. Telephone switchboard
and elevators.

HOTEL ABBEY

ATLANTA: Everybody's happy at WERD. Dick Glennie (right), General Manager, congratulates W. A. Lace of Cooperative Radio Features (New Orleans) for selling 497 new, cash-on-the-line commercial accounts during the past six weeks. The "Good WERD Station" is heard at 650 in Dixie.

Radio Daily

Thursday, March 10, 1949

(Continued from Page 1)

Western Union Files For Rate Increase

subscriber, and represents a major reduction from what Western Union had originally planned to ask. Effective dates are April 4 and April 18, with the latter date the more important.

Present tariffs provide for no network, although Western Union complained that authorized networking of its service has been widespread. Since this reduced the number of potential subscribers to original service, Western Union said in response to FCC inquiry that this might force upward revision of the rates for original stations unless some charge for additional beneficiaries could be added.

An additional charge of $5 per game for each of the first five stations after the original subscriber was at first proposed, of $10 for each of the next five, and of $20 for each subscriber thereafter. NAB objected that this would work undue hardship in an entertainment field, however, so the two dollar rate then was agreed upon.

In addition, the new tariff establishes a new service providing a play-by-play summary at the end of each game, $7.50 basic, with additional stations receiving the service to pay one dollar each.

Lee Joins WAMS

Wilmington, Del.—Eddie Lee, "the one-man show of radio" has been signed by WAMS and WAMS-FM as chief of production, according to George Sturmann, station manager. Lee, long known in radio for his patter, songs, and piano playing, moves east to WAMS and WAMS-FM after a five-year run in radio, motion pictures and stage productions in Hollywood, Calif.

W. E. Dividend

The Western Electric Company Board of Directors Tuesday declared a dividend of $1.00 per share on outstanding preferred stocks payable on March 21 to stockholders of record March 23.

The attempt is to provide overall figures on a complete population cross-section, not merely a cross-section of radio listeners.

Details of the technique will be presented in New York next week.

Is NBC Finished?

By Neal Corson

Read the truth behind the battle of the radio giants in

The Radio & Television Picture Magazine

NOW ON SALE!

www.americanradiohistory.com
WORDS AND MUSIC

By PINNY HERMAN

- ... TIN PAN ALLEY ODDS—Norman Foley and his staff at Miller Music quite excited about "Love Me, Love Me, Love Me" (or leave me alone) composed by Frank Anderson, Renay La Marre and Viviane Greene... all firms of the Big Three will be housed under one roof when Miller and Feist move in July to 790 Seventh Ave, where Robbins Music has been quartered for years... 
- ... DeeJay George Monahan and his charming wife Norah May back from London where Norah made a hit for J. Arthur Rank and George appeared on WSB-TV... 
- ... Charlie Bayha has written and published a cheerful number titled, "Have A Nice Week-end," a natural for most musical programs... 
- ... We Like: Johnny Austin's CBS-Sunday Nine orchestra-la-la-la from the Sunset Beach Ballroom at Alhambres, N. J. The Dardanelle Trio's harmonies via NBC from the Park Sheraton Hotel... Rudy Vallee for his own TV show... Tony Pastor's scintillating version of the new tune, "If I Had A Million Dollars." The amazing Al Moqul, whose mind-reading ability is astounding accurate... 
- ... Al Jolson's great Deco platter of "It Is True What They Say About Dixie." The tireless efforts of Bob Miller is reflected in the plethora of unemployed contact men... Hi, Lo, Jack & The Dame at the Bungalow Room in Hoboken... 
- ... Pembrooke Davenport, composer, author and musical director of "Kiss Me Kate," has opened his own radio and TV producing firm... 
- ... The new ABC "Mystery Tune" is "Paramount On Parade," published by Famous Music...

- ... The untimely passing of Congressman Sol Bloom cast a pall of gloom over the music industry... Congress lost a beloved leader, America lost a great Statesman, ASCAP lost a loyal and beloved son and this writer lost a friend... 
- ... Massey Music Co. has opened a New York office in the Brill Building... plug tunes are "The Story of My Life," by Bob Russell and Carl Sigman and "Pin Striped Pants" by Ray Gilbert and Bob Russell... 
- ... Peter Donald will ABC-Commerce a new three-times-a-week half-hour audience-participation series for Aunt Jemima March 30... program is titled, "Talk Your Way Out Of It"... 
- ... Mills Music is set to revive the top ballad of 1927... the ditty, "Tonight You Belong To Me," penned by Billy Rose and Lee David, is a sure bet to repeat... 
- ... Thanks to a Savoy platter, United Music has come up with the sleeper of the new season in "The Huckle Buck," written by Roy Alfred and Andy Gibson... 
- ... Jack Grimes, Wheeling Steel Corp. exec and producer of the "Wheeling Steelmakers" ABC-Commercial, accompanied by his assistant, Roy Wilson, arrived in town... the way music publishers flocked around his table at Lindy's (he hasn't been on the air in four years) is a tribute to Grimes' popularity... 
- ... Smaller publishers have a much better chance of breaking thru with hits via the novelty angle... with this in mind Phil Coblin's Royal Music has started work on the clever "Hey Mama," (He's Trying To Kiss Me) credited by Maestro Joe Reichman, Nat Streeter and Kay Coblin... And for the same reason Pat Ballard's pubbery is going after "Why Did I Go To My Wedding?" written by Pat in collaboration with Jimmy Atkins who waxed the droll for Regent... 
- ... Cecile Music has acquired the American rights to the Italian ballad "A Path Thru The Forest," which Nino Martini sings in the forthcoming J. Arthur Rank Production, "One Night With You."... 
- ... Leonard Whitcomb wrote the English lyrics to the beautiful C. A. Bixio melody... 
- ... Radio producer Bill Glasscock has added songwriting to his accomplishments... with Dick Costello, he's fashioned "A Few Stolen Moments," published by Shawnee Press.

- ... ON AND OFF THE RECORD: Charlie Ventura and his orchestra blow plenty hot with their latest waxing for National of "Pan Colada" flipped with "Stop 'n Go."... featuring vocal be-bop by Roy Kral and Jackie Cahn and instrumental hot licks, this platter will be used plenty by deejays.
SENATE ICC WILL INVESTIGATE TV

TELE TOPICS

IN DROPPING "Nature of Things" for "Believe It or Not," Motorola has exchanged a weighty, informative, entertaining show for one that is dismal, trivial and rather dull. A major fault is Robert L. Ripley, whose peculiar personality—or is it the absence of one—left this viewer completely cold. The program's other accomplishment includes the matter's number two and number two boys, Ming and Ling, whose supposed comedy was singularly un-funny, embarrassing and disgraceful; Peggy Corday, decorative but apparently useless, whose laconic remarks come directly from Foile D'Wilde. Some of the material might be of interest, if you go for a man who can capture the color scheme of the white woman named Filipino woodchopper; a man who can thread a needle with one hand while balancing himself on the other, all of which is on the book for a buck. There was also a badly acted skit about the apprehension of a Viennese thief by a bolt of lightning. But by far the most interesting spot on the show was Ripley's account of a Chinese with four eyes—two pupils in each socket. While he was in China following the opening of the first television station feminine woodchopper, a man who can thread a needle with one hand while balancing himself on the other. But, for the most interesting spot on the show was Ripley's account of a Chinese with four eyes—two pupils in each socket. While he was in China following the opening of the first television station—female woodchopper, a man who can thread a needle with one hand while balancing himself on the other. But by far the most interesting spot on the show was Ripley's account of a Chinese with four eyes—two pupils in each socket. While he was in China following the opening of the first television station—female woodchopper, a man who can thread a needle with one hand while balancing himself on the other. But by far the most interesting spot on the show was Ripley's account of a Chinese with four eyes—two pupils in each socket. While he was in China following the opening of the first television station—female woodchopper, a man who can thread a needle with one hand while balancing himself on the other.

A PALO ALTO REALTOR, Floyd Lowe, is using a claim of good TV reception as a selling tool for his property. In a full-page ad in the Palo Alto Times recently, he said the foremost question in every prospective home-owner's mind is, "Can I get good television reception?" The ad carried a map of the signal strengths of KPIX and KGTV-TV and the results of a survey showing that 99 per cent of the residents of this area will get good reception. "The 25th annual exhibition of Advertising and Editorial Art, sponsored by the Art Directors Club of N. Y., will be covered by CBS on the 16th," Byron Palmer, male singer and host of "Lester's Charley" and Kenny Bowers have been signed as reporters for the "Make Mine Music," etc. Pulse reports a 50 cent per month jump in sets in use in Chicago following the 43.8 to 44.2 co-channel. "... The 40-second-announcements on NBC's "You Are an Artist," etc., are now accepted by the public because "a great majority of people want what they want, and what they want is what they want," according to the "In the Heights" poll. The "In the Heights" poll is sponsored by Fred L. Neuman, WENR-TV; Don Meyer, WNBQ; Fred Kugel, Television News, "to expand use of Carrier "Sync" Elimination of the "vegetarian blind" type of interference seen in figure areas where there is overlapping between two stations in different cities operating on the same channel, was announced yesterday by O. B. Hanson, NBC vice-president and chief engineer. The interference has been eliminated by the use of a system of synchronization developed by R. D. Kefauver, director of the RCA Laboratories at Princeton. NBC has recently placed in operation, such equipment, which is synchronized with WNBC, New York, and WNBQ, Washington, both operating on Channel 4. NBC's WNBQ in Cleveland has been equipped so that it is synchronized with WWDJ-TV in Detroit, Hanson also reported. The synchronization equipment is of such quality that the receiver is able to detect and correct a variation in the carrier frequencies of less than one part in 60 million, exceeding the accuracy of the world's most accurate timepieces.

In cooperation with GE and Westinghouse NBC expects to synchronize WNBQ, New York, with WRGB, Schenectady, and WBZ-TV, Boston. It is hoped that this work can be completed within the next few weeks. Magazine, and Sidney Balkin, KLEE-TV, Houston, Texas, Reinald Werentz, WNBQ, Monte Passi, WNTD-TV, and Sydney Kaye, BMI, talked on programs and production.

Stress 'Cultural Democracy' in Television, Stanton Urges

As a mass medium, television can enhance its great audience only by practicing "cultural democracy," by giving the majority of people what they want, according to John A. Stanton, president of CBS, last night told the IRE at its annual banquet held at the Hotel Commodore. Most of the people most of the time are not interested in entertainment, want information from their mass media. Not all of the people all of the time, but most of them most of the time. Entertainment is an intrinsic element of broad appeal. Although popular programming will be an essential characteristic of television in the future, Stanton said, "it is not and cannot be the whole picture of television's role in society. Television well may introduce a new level of audience acceptance for socially significant programs of interest to the public and of distinct from direct entertainment. Indeed, television should do better than any medium ever has done before, since it combines maximum impact with maximum availability."

Section of RADIO DAILY, Thursday, March 10, 1949 — TELEVISION DAILY is fully protected by register and copyright.


denies Intezerer

He assured Coey the committee has no desire to interfere with the FCC's regulatory duties. "We are concerned," he said, not with pre-empting responsibilities of the Commission but with making certain that in eventually adopting standards for television, the Commission does not tolerate standards which permit or promote monopoly control of a new important art which has tremendous propaganda value, and does not fail to keep the public interest in mind. He added: "If we, as a matter of truth, the FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolescence."
BMB's Second Study Underwritten—Feltis

Heavy AWB Registration Reported For Chi. Convention

(Continued from Page 1)

firm gave BMB an ultimatum last Monday that if the cash was not paid in 48 hours the mail sampling would be stopped.

It was on Monday that the BMB e-commerce office authorized Feltis to send wires to some 600 broadcasters asking if they would underwrite their pro-rata share of a $300 tax reserve so that Statistical Tabulating could be paid immediately.

4-A and ANA Respond

Response came not only from broadcasters but from the 4-A and ANA as well, two groups which are included in BMB’s tripartite setup. The 4-A offered to share one-third of the tax liability up to a payment of $15,000. Feltis received a wire from Lowry G. Critts, vice president and media director of General Mills, who said the study was so important to his company that “we are willing to underwrite the entire tax liability up to $2,000 if you are having trouble getting sufficient station guarantee.” Other national radio advertisers also made offers. One was reported to be Leoner Brothers.

Latest chapter in the BMB story ends with the note that the bureau now has made financial arrangements to assure the mailing and return of ballots in Study No. 2. The tabulation of the ballots and publication of the report will call for additional financing but that problem is believed now to be not so serious as the one just ended.

Form Publicity Firm

Myron Eichler and Herbert Berg, veteran publicists, have formed a new publicity bureau and opened public relations offices at 369 Lexington Avenue.

Eichler, in addition to having been associated with Columbia and 20th Century-Fox, has been vice-president of Hope Associates and publicity director of the USO Camp Shows.

Berg, veteran industry publicist, was associated with Paramount, United Artists, Selznick and Eagle Lion Films and also served on the editorial staff of The Film Daily and Boxoffice.

Correction

In an advertisement for “Telle-test” in yesterday’s edition of RADIO DAILY the text erroneously read: “The grandaddy of all TV sets programs is the highest rated local show in the country.” The text should have read: “The grandaddy of all TV sets programs is the highest rated local show in the country.”

7:30 p.m. “Television’s Eyes of Today” chairman, Fran Harris, TV director, Routhrauff & Ryan, Chicago; panel, Marvin Gassert, KFOX, Long Beach, Calif.; Eldeyene Penrose, WXYZ, Detroit; Ruth Crane, WMAL, Washington, D.C.; Rita Hackett, WLW, Cincinnati, and Norma Richards, WSPD, Toledo.

George Jennings, president of the Association for Education by Radio and director of the Chicago Radio Council-WBEZ, will address the convention at luncheon on March 12.

FANGS

When a man bites a dog, that’s news. But... it’s bigger news when a snake bites a microphone! That’s what happened the other day on a WBB-2 TV nature study. The rattler... eager, naturally, to go on WBZ-TV... sank his fangs into the mike housing and the studio had to switch to the mike housing. Fans loved the performance... but that’s no news on this station! For a New England prom to plan a month of teeth in it, ask for availability on WBZ and WBB-TV. Call Herb Masse at WBZ, or Free & Peters.

COLUMBIA MANAGERS MEET IN NEW YORK

(Continued from Page 1)

attend the meeting include Frank Faison, WBBM, Chicago; Wendell Campbell, KMOX, St. Louis; Merle Jones, WCCO, Minneapolis-St. Paul; Marcus Pollock, WOR, New York; Arthur Edwards, WNEW, Boston; Arthur Hull Hayes, San Francisco office; A. E. Joselyn, director of operations, KNX, Los Angeles; J. B. Bryan and Charles Crutchfield, WBT, Charlotte, N. C.; Ivory Sharp and Frank McClatchy, KSL, Salt Lake City; Leon Levy, WCAU, Philadelphia; Thad Holt and Ed Norton, WAPI, Birmingham, Ala.; Baron Howard, WRVA, Richmond, Va.; and John Hayes, WTOP, Washington.


TV will hold open house with “Super Circus” at the Civic Studio.

Mayor Martin H. Kenneally of Chicago has proclaimed the week of March 13-19, “Women’s Broadcasting Week in Chicago” and has been invited to be the honor guest at the annual WBBZ luncheon on Saturday.

On Thursday, March 10, 1949

BOSTON

NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

KDIA • WONO • KEX • KYW • WBB • WZZA • WBZ-T TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

Fangs

When a man bites a dog, that’s news. But... it’s bigger news when a snake bites a microphone! That’s what happened the other day on a WBZ-TV nature study show. The rattler... eager, naturally, to go on WBZ-TV... sank his fangs into the mike housing and the studio had to switch to the mike housing. Fans loved the performance... but that’s no news on this station! For a New England promotion to plan a month of teeth in it, ask for availability on WBZ and WBB-TV. Call Herb Masse at WBZ, or Free & Peters.
HOOVER’S NOSTALGIA CAPTIVATES REC

Reorganizing Group Of NAB To Meet Here

Washington Bureau of RADIO DAILY
Washington—The committee to consider the structure of the NAB, which will recommend “functional organization” changes to cover various electronic developments in the field of mass communication, will meet at NAB headquarters here March 17, the NAB announced yesterday. The committee was set up by the NAB board at its quarterly meeting of last November, and made a preliminary report to the

Local Sponsors Buying Drew Pearson Repeats

Two more stations—WENR, Chicago, and KECA, Los Angeles—have added local repeat broadcasts of Drew Pearson’s Sunday night program over ABC under a special arrangement set up a few months ago by the William H. Weintraub agency and the commentator’s network sponsor, Lee Falk. Under the plan, which had its beginning on WZJ, New York, local Lee Falk dealers can sponsor a re

Martin-Lewis Comedy Act Debuts On NBC On Apr. 3

New comedy series featuring Dean Martin and Jerry Lewis will start on the NBC network Sunday, April 3, and will be heard from 6:30 to 7:00 p.m. EST, Ken B. Dyke, administrative vice-president in charge of NBC programs, announced yesterday.

Mary Hatchet, former singing star

Ex-President Harks Back To The ’20s In Address At Club Luncheon Here;
Nominations Made For ’49-’50

The only living ex-President of the United States, Herbert Hoover, and the original one-man FCC back in the early days of radio, addressed the Radio Inventions Club in New York yesterday at the Hotel Roosevelt. Hoover’s brief talk, delivered in the Grand Ballroom before a capacity audience which included FCC Chairman Wayne Coy and some of radio’s highest officials, recalled those years 1903 when

Facsimile Expansion Forecast By Hogan

Expansion of commercial experimentation in facsimile was forecast yesterday by John Hogan, president of Radio Inventions, Inc., and leader of facsimile patents.

Two stations, one in Ohio and another in Florida, will launch commercial facsimile on a full scale basis this year, Hogan said. In addition the Stewart Warner Company

NAB Lists 37 Manufacturers As ’49 Convention Exhibitors

Reunion

Three gentlemen met in the lobby of the Hotel Roosevelt yes-
terday. They were Hugh Felts, John Churchill and Phil Frank, lots of Broadcast Measurement Bureau, nucleus of a BMB alumni association. They talked about the weather, Herbert Hoover and folks at home with nary a word on the subject of audience mea-

Washington—NAB yesterday received a preliminary list of 37 manufacturers of broadcast equipment and services, which will exhibit at the Stevens Hotel, Chicago, during the forthcoming NAB convention, to be held there April 6-13. Heavy equipment firms which are NAB associate members will occupy 50,000 square feet of space in the exposition hall. Manufacturers of lighter equipment, and NAB associate members engaged in service enterprises, will use some 100 rooms on the fifth and sixth floors for display and reception. Following is the list of exhibitors already assigned exposition space:

COMING AND GOING

G. RICHARD SMITH, news-analyst-manage
er, who has been enjoying long
leisure fishing in Pinhurst, N. Y., is expected back
in Radio Daily this week.

MARGARET PHELAM, vocalist, who has been
hunting Cuba and the Southern States, is expected back
in New York this week. In his absence, some
recorded and video-gated shots, she'll open April 20 at the Paramount
Theatre, New York.

BILL BRUDNIGE, video sports commentator
heard on WOR, Washington, D. C., will leave
tomorrow for Orlando, Fla., where he'll spend
two weeks at the Washington Senators train-
ing camp.

GEORGE PETRIE, radio actor, has left for
Switzerland, where he has a role in a new
movie, "Swiss Train."

NORMAN MONROE and the members of his band
will broadcast their CBS program tomorrow
from the Aragon Ballroom, Chicago.

JOHN BROWN, featured as "Al" on the
CBS West Coast program, "My Friend Andy,"
has been at West Coast.

FRANCIS HOGE, Jr., vice-president in
charge of sales for United States Television
Corp., is on tour in Oklahoma, on business.
JOHN HOGUE, vice-president, is back from
a trip to the South.

DUSTY BRUCE, disc jockey, has left for
Hollywood, Calif., where he'll get
material and look for talent for a new
radio show. "Swiss Train."

HENRIETTE K. HARRISON, national radio
director for the National Council of YWCA's,
is leaving a short vacation in Hollywood, Fla.

GEORGE SOKOLOFSKY, American network
commentator, is due in Los Angeles today.
He will originate in Hollywood until
KBEA, and will also fill several lecture
engagements on the Coast.

Facsimile Expansion
Forecast By Hogan

(Continued from Page 1)
will demonstrate a facsimile
receiver at the April convention of NAB
in Chicago.
He contributed some of the
delay in the expansion of facsimile to the
impact of television. He said that TV production
both in equipment and receivers had taken prece-
dence over facsimile equipment.

Martin-Lewis Comedy Act
Debuts On NBC On Apr. 3

(Continued from Page 1)
of "Oklahoma" and Dick Stabile and
his orchestra will be featured with
equally Lewis. The program
will originate in Hollywood until
the comedians complete a movie assignment.
Later it will be heard from
New York.

Library of Congress
Collects IDE Series

Three of the programs in the "Let Us Know What's Happening" series produced by
the Institute for Democratic Education
have been placed in the Library of Congress' educational
transcription library by Lewis G. Colman, chief
of the Library's exchange and gift
division. The programs, aired by as
many as 30 stations, are as follows:
"These Great Americans," "The
American Dream," and "Stories to
Remember."

Drew Pearson, American network
commentator, whose broadcast started
for his annual visit with his sponsor, The
Frank H. Lee Co. On next week, his broadcast
will emanate from ABC's Hartford affiliate,
WHIN.

Hugh Terry, general manager of KLZ
Denver, Colo., a visitor yesterday at CBS
headquarters.

Dorothy Doan, hostess on the "Family
Fair" program over CBS-TV, will go
to Westfield, N. J., where she will
emcee the members of that town's Women's
Club.

Art Linkletter, whose "G. E. House
Party" is heard on ABC from Hollywood, leaves
the film capital today for his first away
from-Hollywood broadcasts, which will come
from Fox's theater, N. C., next Monday, Tuesday
and Wednesday.

Jack Sterling, early-morning star on
WCBM, today will leave by plane for Miami
where he'll spend the next three weeks.

Joan Mayno, formerly vocalist with the
Vocal Sound, has left New York for some
video guest shots and singing engage-
ments.

Douglas Z. Gilmour, public relations
effective, is in Cleveland on business.

Lawrence Webb, assitant to the presi-
dent of Chicago's ABC affiliate of ABC, is
in Gotham for benders with executives of the
network.

L. A. Blust, commercial manager of KTUL,
Tulsa, Okla., a visitor yesterday at the New
York offices of the station's national represen-
tatives.

Mike Elbroch, of Glennbrook Associates,
leaves today for Hollywood to
record the anniversary celebration of Cuba's Radio
City, home of CBS.

LOCAL SPONSORS BUYING
Drew Pearson Repeats

(Continued from Page 1)
peat Pearson broadcast in their own
markets for the cost of air time
these stations, which is a play-
back of Pearson's network broadcast,
is provided by Lee Huts. Commer-
cial copy is for Lee Huts although
the local store is identified as the
sponsor.

In Chicago, the Henry C. Lottin
Co., a deliverer, is sponsoring the reb-
casts over WENZ at 10:30 p.m.
EST, on Sundays. The Wednesday-week
was placed by Chadwick & Harriman, Inc.

In Los Angeles, Pearson's repeat
is sponsored by WECB by Silver-
woods, chair of men's store's, at 10:15
p.m., PST, Sunday. Agency is Rose,
Gardner & White.

Since the first of the year Pearson
has been sponsored over WZU, New
York, by Wallack's, Inc., at 11:15
p.m., EST, every Sunday. Weintraub
handled the contract.

library of Congress
Collects IDE Series

From the files of Radio Daily
WIP will act as key station for a special Atlantic network con-
ealed to carry every home game
to be played by the Philadelphia
Athletics this summer. In addition to
WWCA, Puerto Rico as the 115th station of the CBS
network will be carried with a special
broadcasting service for the
WIP, which will be the only
station with complete
coverage. The main
coverage is considering loading its equipment
and facilities to other stations
for special broadcasts.

10 YEARS AGO TODAY

AM FM WJZ Baltimore, Maryland

TOM TINSMLEY, President
Represented by Headley-Rood
RADIO DAILY

Expert Gov’t Orders To Bolster ‘50 Sales

(Continued from Page 1)

Grand Central Palace devoted an entire floor to nucelic exhibits was taken as an indication of the emphasis which will be placed upon this field by engineers, industrialists and branches of the government.

The television freeze, Bailey commented, will be used to Radio Corporation of America, the electronics industry as a whole, and for the television industry.

Another trend indicated in the convention and show was the one toward miniaturization,” Bailey said.

Pointing to the “miniaturization program” now under way by the U.S. Navy, Bailey predicted “it will have a definite and far-reaching change in the industry. One will no longer need build a house for equipment when the complete assembly is built in small units available.

The IRE president declared that the miniaturized and assembled components will play a major part in the modernization units of the future. “In addition,” he said, “there has been shown an increased reliability for the small units over the large, heavy apparatus now used.”

Kodak Production Cut

The increase in production and increased processing, he explained, results in large measure from the elimination of production by hand. The machine-type production of miniature parts, many of which are complete units, was developed during 1948 and is “going along with the miniaturization program.”

An example of miniaturization was shown earlier in the day by the U.S. Navy engineers represented at the IRE show. The Navy, in cooperation with Radio Frequency Laboratory, Inc., has developed a complete electronic-technicians’ “test-kit,” weighing only about 10 lbs. and measuring 10 x 10 x 9”, to replace the elaborate testing equipment of several hundred pounds now in use for the repair of equipment in stations and of receivers in the home. A navy spokesman disclosed that one small electronic kit will be given to every technician aboard navy ships. The kits, which include even screw drivers, wire and paper, represent a 74 per cent saving in weight and space. An official at the laboratory told Nano Daily that commercial production is expected to start soon after a market survey has been completed. The kit may sell for less than $250 retail.

INS Claims Beat

International News Service said yesterday that it was receiving commendation from numbers of radio stations as a result of its news as reported over AP and UP of the capture of the ITO railroad bridge. INS said its radio news service, both on the capture of the bridge and in Washington and their confusion.

NAB Lists 73 Mrs. As Confab Exhibitors

(Continued from Page 1)


Requests for reservations of space in the NAB exposition are still being accepted, and later additions will be announced as made.

Treasury’s Tax Advice

On 5 New York Stations

Five stations have joined hands with the U.S. Treasury Dept. to produce special programs and announcements on the income tax problems of New Yorkers.

WMGM’s “Books & Trial” program on March 15 will examine the Emmons book, “The Treasury Cops,” which tells of the story of the Treasury’s war with political and underworld hoodlums.

WHLN Hempstead, will present its program of a series of five on “You and Your Income Tax,” featuring an interview with a CPA, on March 15, 2:00-3:00 p.m. In addition, the station will continue its public service “tax” spot announcements, two per day, thru March 15.

WNEW is broadcasting three to four spot announcements per day on income taxes. WNYC is airing 12 to 15 similar spots per day.

WQXR will take up the problem of future tax insurance. For the March 15 deadline with the broadcast of a panel discussion on the question, “Who should Pay Higher Taxes?” at 9:30 p.m. The issue will be the topic on the station’s regular half-hour program, “Who’s On Your Mind?”

Emerson Promotes Two

An Emerson Radio Corp. division has been promoted to assistant sales promotion manager and Gerald Licht has been named assistant to the vice-president in charge of sales at Emerson Radio & Phonograph Company.

Reorganization Group Of NAB To Meet Here

(Continued from Page 1)

board at its February meeting in New Orleans.

The authorization of the committee’s study of NAB followed a full-day of discussion of TV, FM, facsimile and related developments, at the November meeting.

Under the chairmanship of Clair R. McCollough, WGAL, Lancaster, Pa., the group is composed of Paul W. Morency, WTCI, Hartford, Conn.; Jenn F. Meagher, KYSM, Mankato, Minn.; H. W. Slavick, WMC, Memphis, Tenn.; Everett L. Dillard, KQZY, Kansas City, Mo., and Campbell Arroux, WTAR, Norfolk, Va. Nurss was added to the committee at the New Orleans board meet.

Theater Play Planned

By Radio Writers Guild

Radio Writers Guild in New York is planning a gala theater party to preview the Barrie Stavis play, “The Sun and I,” at the New Stage Theater on March 17 and 18. RWG has bought out the house for the two nights and is offering tickets to its members and those in the trade.

Tickets are scaled from 25¢ down to $3. A supper party at the Montparnasse will follow the play.

More BMB Supporters Reported By Feltis

(Continued from Page 1)

support is running 30 to 1 favorable completion of the Second Study.

“It is heartening to know that the industry wants to complete the Second Study and favors continuation of audience measurement,” Feltis said yesterday. "When three major networks, the Four A's and APA volunteer support and most of the key stations throughout the country go along, it is indicative of the impact BMB has already made on the industry.”

Feltis will wind up his affairs as president of BMB during the next few weeks. On April 6 he will move to the NAB convention in Chicago and following the convention will go to battle to take over the general management of KMG.

Faddin’s Talent Clinic Slated For CBS Network

(Continued from Page 1)

is slated to replace James Melton’s “Harvest of Stars” and “Beat The Clock,” Harvest of Stars is moving to NBC and “Beat The Clock” will be heard from 4:45 to 5 p.m., instead of 10 p.m.

cost

$1.58

face: Don Goddard

FACTS:

For 12 years, newspaper feature writer, staff editor and reporter. Now in his 15th year of broadcasting news to the New York audience.

Goddard’s newscast reports are heard on WINS twice daily, half-hour newscast at 6:30 is currently available.

FIGURES: This Goddard news cast is being offered to advertisers at the low rate of $1.58 per thousand radio homes.

VINS

SOKW YOR’K

www.americanradiohistory.com
Mainly About Manhattan: . . . !

- **AROUND TOWN:** Entire trade deeply shocked by sudden passing of Bill Murray, of the Wm. Morris office. Bill succumbed to a heart attack Wed., night after having attended the opera with his wife,
- Fred Allen telling pals that he's making no commitments whatsoever when he leaves the air in June. . . . Quite a hassle going on over the new "Hit Parade" singing choice—but you can bet your bottom dollar that there's no truth to the report about Perry Como switching over.,
- Joe Bigelow, in town from the coast for a month, is working two Spike Jones-Coca Cola shows here for the 20th and 21st. Guest stars will be Chas. Boyer and Madeleine Carroll . . . Andre Baruch and Bea Wain will pull out of WMCA with their "Mr. and Mrs. Music" stanza April 15th . . . MCA peddling a video giveaway with a variety format. Jackpoint is said to exceed $25,000 a week . . . Roscoe Ronson's switch from Cecil B. DeMille to Grey Advertising in May. . . . Involves some two million in billing, most of which goes to radio (Twenty Questions and the Johnny Desmond airing). . . . Grey is broadcasting out to promote and telesport events . . . When Finsegar told Ed (Archie) Gardner that he was going to invent people who don't live in houses. Gardner retorted that they already have them and they're called veterans.


- **THE WINNAH—AND NEW CHAMP:** Milton Berle, king of all he surveys along television alley, added another crown to his collection Wed. night. He became the heavyweight champ of the world, defeating good-natured Buddy Baer at St. Nick's arena in a bout staged by the United Clubs. At least there was no drama to it, it was told by the announcer who read a telegram from Joe Louis to this effect. In a histrionic, if brief bout. Milton had the crowd rolling in the aisles as he stalked into the ring wearing 3 bathing suits, 2 pairs of boxing shorts and equipped with a flint gun sprayer Channel No. 5 and a bottle of "2 cents plate" a a Gorgoeous George. Mugging, slugging Berle was all set to sell advertising space on the soles of his number 9's when he got a qander at the gigantic Baer, who pinch-hit for Maxie Rosenbloom—but when Jerry Bergen replaced Barney Ross as referee, Berle won in a walk, or be just plain about it, a Gallee. (To Bing Sauter—a low bow for some wonderful work).

- **SIDELIGHTS ON THE HOOVER LUNCHEON:** Radio execs paid tribute to Herbert Hoover yesterday at the hotel Roosevelt as an ex-president, secretary of commerce and "one man FCC." . . . It was the largest turnout of the year with nearly 500 gathering out of respect to the distinguished guest. . . . Aside from the head table dignitaries, there were plenty of broadcasting pioneers present, including Phil Carlin, Bill Hedges, Ted Husing, Norman Brokenshire, Ed Thorngensen, etc . . . Hugh Fellis, retiring president of BMB, was there with Mrs. Scott Bullitt, owner of KING, Seattle. Feltis leaves next month to take over the general management of the station. . . . John Hogan, of Radio Inventions, and Elliot Sanger sat at the same table with Mrs. Sanger and Grace Johnson, of ABC continuity acceptance department. . . . Numbered among Hoover's handshakers was Harry Maizlish, dynamic general manager of KFWB, H'wood.
Boost Your Station's Audience

WITH THESE POPULAR STARS

They're At Your Service—For Public Service

These popular radio and film personalities will keep listeners tuned to your station during April—Cancer Control Month by presidential decree. They have donated their valuable time and talent to entertain your listeners as well as enlist them in the fight against cancer. Your station’s time is needed to make this worthy crusade effective. Use the talent listed below. Use them as often as you can. It will mean listeners for you—and results for us.

AT YOUR SERVICE—FOR PUBLIC SERVICE

The Andrews Sisters
Tex Beneke and his band
Dinah Shore
Gordon Jenkins and his band
Benay Goodman
Gordon McRae
“Hollywood Comes A Visiting”
1. Jeanette McDonald
2. Robert Montgomery
One minute “Personality” spots

Big Name Announcers—Station Breaks
Two fifteen minute dramas
1. “As of Today”
2. “Don’t Whisper—Shout”
Farm Sports Commentators
Foreign language
Dozens of others

Guard Those You Love

GIV'T YOUR STATION'S TIME TO HELP CONQUER CANCER

These transcribed shows and others are contained in the American Cancer Society's new 1949 Radio Campaign Kit. Your station is on the list to receive one. If your kit hasn't arrived by March 21st, write to:

AMERICAN CANCER SOCIETY
47 BEAVER STREET • NEW YORK 4, N. Y.
RADIO DAILY—

PICTURE OF THE WEEK

(Continued from Page 1)

Ex-President Herbert Hoover, Walter Evans, president of Westinghouse Radio Stations, Inc., and Carl Haverlin, REC proxy, caught chatting at the Radio Executives Club luncheon yesterday. In the background is Lawrence Tibbett who favored the radio executives with “Glory Road” as a tribute to Mr. Hoover.

Ad Council Re-elects Mortimer As Chairman

(Continued from Page 1)

Bristol-Myers Co., Leo Burnett, president, Leo Burnett Co.; and Albert E. Winger, president, Crowell-Collier Publishing Co. New chairman of the executive committee is Louis N. Brockway, executive vice-pee of Young & Rubicam.

Niles Tammell, NBC president, and Robert D. Holbrook, president of Compton Advertising, are two new members of the 10-man board of directors. Edgar Kobak, CBS president, served on the board for the last year but the jobs are rotated from time to time.

Bill Murray Of Morris Agency Dies Suddenly

(Continued from Page 1)

Tuesday night with his wife but left before the end of the performance because his wife felt ill. He brought her home and called a doctor. It was during the doctor's visit that he found Murray collapsed in the bathroom of his home. The agency executive was taken to Harrington Pavillion where he died.

Murray had been with the Morris office since 1922 and is credited with the building of such radio stars as Eddie Cantor, Al Jolson, Burns and Allen and Amos 'n' Andy. Just prior to joining the Morris agency, Murray was with the NBC artists bureau.

From 1928 to 1930, Murray was president of the Judson Radio Corp., a talent and independent package firm. He was music critic of the Brooklyn Eagle from 1918 to 1922. Murray is survived by his wife, Florence; his mother, Mrs. Margaret Murray, Brooklyn; twin sons born a year ago, Richard Harry and Michael Buckley; one son by a former marriage, William B., Jr., Rome, Italy, and a half brother, Walter Clark.

Friendship Train which carried food to France and the Merici Train which came back in return.

TELEVISION

FM • RADIO • ELECTRONI:

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 to: Call Employment Director.

“operated by leaders of the radio-tele vision industry”

Visit the School or write for free catalog.

RADIO-TELEVISION SCHOOL

62 BROADWAY, NEW YORK 4, N.Y.

writing lessons 6-1120

www.americanradiohistory.com
ABC "Critic At Large" Wednesday-night serial, the future of this wondrous entity of ours is kicked around by a group of distinguished gentlemen operating for the esoteric topic "Television and the Media." The panel was made up of Tracy King, Jack Gould, radio-television critic of the Los Angeles Times, and Peter Orth, TV critic for the New York Times. The audience was gust critical. As usual, discussions of this type, those with axes to grind did so with a vengeance. King felt TV is "a blood brother" to the theater, while Levathes urged that video being tired to the theater, would be tested, if it were to be converted, if it were to be a television station. As far as ABC is concerned, it would stop putting "Critic At Large" before the camera.

ABC CameraMan George Johnson scored a hit for the web's "Camel Caravan" yesterday because he happened to be walking to work with his camera when he spotted a mailbox. Sunday, he wrote one of the windows' window panes where he had been walking. He was then arrested for this. He was the Washington postman where he had been walking on a Sunday. He was then arrested for this.

RCA Sells Comedy Seg To Delta Manufacturing

Chicago — Delta Manufacturing Division of Rockwell Manufacturing Co. has signed with ABC for sponsorship of "That's O'Toole," a new comedy series to be aired Sundays. 4:05-5 p.m., EST, beginning this week. Thirteen-week contract was placed through Hoffman & York, Milwaukee. Cast includes Arthur Peterson, Norama Ransome, Paul Dunlap and Syl Breese. Ed Proctor is the announcer, Ed Slocum directs. Program will be carried by WJZ-TV, New York; WETN-TV, Chicago; WXYZ-TV, Detroit; WTAM, Baltimore; WMAL-TV, Washington, and WHI-TV, Milwaukee.

Golf Seg Sold By KLAC

Los Angeles—"Golf Clinic," new series featuring golf pro Harry Bassler, will be aired over KLAC-TV Mondays, beginning Mar. 14, under sponsorship of Philadelphia local apparel shop. Program is produced by the Mayera agency.

Further Reduction Seen As Possible For All Sizes

The current downward price trend on receivers is likely to continue and may be marked by an even sharper decrease toward the end of the year, at which time there may be a general cut in the price of glass blanks for picture tubes. One of the major reasons for the cut has been the introduction by RCA of its 16-inch metal tube set selling for around $500. Soon after the set was brought out, DuMont announced a reduction in the price of its 15-inch glass kinescopes. Despite the cut, however, the glass blanks are still considerably higher than their metal counterparts.

RCA's 16-inch set had even further reaching results. To some manufacturers, it was a mixed blessing, thereby increasing sales of the metal tubes. The reduction on glass blanks, reported by various sources, would affect mainly 10- and 12-inch tubes and might bring 12-inch sets into the current price range for 10-inch and 15-inch sets. The reduction on glass blanks, reported by various sources, would affect mainly 10- and 12-inch tubes and might bring 12-inch sets into the current price range for 10-inch and 15-inch sets.
Hymns On WHBC

Canton, Ohio—Now being heard Monday, Wednesday and Friday afternoons on WHBC and FM is a new series of programs which features the stories of familiar hymns. The program entitled “Hymns and Their Romance,” was conceived by the Salvation Army and started under the direction of Lt. Robert A. Steinacker, who sees the series as a part of the Salvation Army’s radio ministry.

KFJZ’s Version Of Hamlet

Fort Worth, Texas—The one-hour radio version of Shakespeare’s “Hamlet” is made possible by NBC, which owns the rights to the play. The production will be heard daily on KFJZ, the NBC affiliate in Texas.

WBRL Program Receives Award

Columbia, S.C.—Kitty Kay’s “Memoirs of a Woman of Property” series has been awarded an award by the National Society of Musical Artists for its contribution to musical education.

WLAN Eame Model’s Clothes

Lawrence, Mass.—Bob Moore, emcee of WLAN’s “Afternoon Drive” program, has introduced a new line of clothing for men and women.

Richmond Joins WACO

Baltimore, Md.—Robert M. Richmond, a former sales representative for WACO, has joined the station as its new manager.

WLWH Radio Workshop

Laconia, N. H.—WLWH will conduct a Radio Workshop for the Ministers’ Association of the Lakes Region, in an effort to develop religious programs of greater audience appeal. The broadcast will be heard on the station’s weekday afternoon program.

WLS Marks Tenth Birthday

Beckley, W. Va.—March 5 marked the tenth birthday of radio broadcasting in West Virginia. The station first began broadcasting on that day, and its programming has continued ever since.

Hamrick Decay at WKWB

Buffalo, N. Y.—WKWB has retained Tinny Hamrick as its announcer. The station was purchased by the Hamrick family in 1942.

KNBC New Musical Program

San Francisco, Calif.—Stanley Noonan, baritone, will be the singing emcee of “The Open House,” a new half-hour musical program on KNBC. The program will feature songs from the hit musical “Guys and Dolls.”

KDAL Bulletin Saves Family

Duluth, Minn.—KDAL is credited with saving a family from a house explosion by airing a police bulletin warning of a dangerous condition.

Gets WOAI Promotion Post

San Antonio—Dallas P. Wyatt has been named promotion manager for WOAI, in an announcement made by Hugh A. L. Hift, president and general manager. Wyatt comes here from WDBZ, Boston, where he also handled promotion for the OUTLET television station, WBZA. He enters radio as a former United States Army Air Force pilot.

Wedding Bells

Atlanta—Don Stevens was married at the First Baptist Church on March 10 to Edna May Powell of Cranston, Penna. The ceremony took place at the feet of the尔斯don Church here. Stevens is the narrator of the WB Stef “Street of Dreams” program.
**Duplicated Citations**

Announced On ABC

Henry J. Taylor, ABC news commentator, and radio station WLS, Chicago and KLZ, Denver, received a $1,000 bonus for his role in the Peabody Award-winning program "Broadcasting: The Golden Years," which aired on ABC. The award was presented to Taylor at a ceremony in New York City. Taylor is a former airman who served in the U.S. Navy during World War II.

(Continued on Page 6)

**DuPont Awards**

The DuPont Awards were announced on ABC, recognizing outstanding achievements in broadcasting. The winners included performers, writers, producers, and industry leaders. The awards are given annually to honor excellence in radio and television.

(Continued on Page 6)

**Seeback Rejoins WOR**

Julius F. Seeback, Jr., left WOR three years ago to become vice-president of the Metropolitan Opera Association, returns to WOR as vice-president in charge of radio and television programs. Seeback will return to WOR in about a month. In capacity as program director, Seeback will have full charge of radio and television programs.

(Continued on Page 5)

**Los Angeles Station Aids Merchants Sales**

West Coast Bureau, RADIO DAILY

Los Angeles — A program described as a "life-line to overstocked merchants" is expected to increase sales by 200 percent. The program, "Bargain Broadcaster," was designed to help merchants get rid of their wares at reduced prices. The program features interviews with successful businessmen and tips on merchandising.

(Continued on Page 5)

**Advertising Leaders To Participate At OSU**

Columbus, O.—The two-day Advertising and Sales Promotion Conference, sponsored by Ohio State University's college of commerce in cooperation with advertising organizations of this state, will be held March 17 at the Fort Hayes Hotel.

(Continued on Page 2)

**Oscar Awards**

Annual presentation of "Oscars" by the Academy of Motion Picture Arts and Sciences will be broadcast exclusively by ABC on Thursday, March 24, from 11 p.m. to 12:30 a.m. Oscar night will be the life-blood of the event, and the network's Hollywood correspondents will be on camera, with a direct line to the winners.

(Continued on Page 2)

**Members of Women's Industry Group Also Hear Mitchell Hit Free Plugs Given By Femme Broadcasters**

Chicago — Considerable progress toward more closely co-ordinating Association of Women Broadcasters with the NAB was made at the three-day convention of the Association of Women Broadcasters held March 10, 11 and 12 here at the Drake Hotel. This year's sessions, first held in March 1948, were continued on Page 8.

**CBC Board Petitions CAB For TV Action**

Montreal—A five-point statement of policy was issued in Quebec by the Board of Directors of the Canadian Association of Broadcasters, meeting for a third and last day of its quarterly session, under the chairmanship of G. R. Rice, of station CFRN, Edmonton, Alberta.

(Continued on Page 2)

**G. E. Profits Increased During Fiscal Year, 1948**

Schenectady, N. Y. — General Electric Co. and its consolidated affiliates have reported a 29.9 per cent increase of net profit in 1948 over 1947 and a 22.7 per cent boost in net sales (shipments) billed to customers last year over the preceding year. The net profits for 1948 were continued on Page 5.

**Annual CCNY Awards Given For Best Radio-TV Programs**

Three top annual awards by the City College of New York for outstanding achievement in radio and television in 1948 will go to WMAQ, Chicago; WEAI, Boston; and the Kodak Agency, New York, it is announced today by Dr. John Gray Peatman, chairman of the committee on National Radio Awards and Associate Dean of the College of Liberal Arts and Sciences. Each of the three winners will receive a bronze plaque.

(Continued on Page 5)

**Shamrock Giveaway**

A shamrock will be given to everyone attending the St. Patrick's Day broadcast of WINS quiz show, "Bushels of Fun," 12:30-1 p.m. An Irish lassie, a stowaway from the American Overseas Airlines, will be on hand to present the shamrocks to the audience. Hostess will be a dainty little audience member who forgets "It's St. Pat's Day."
COMING AND GOING

arlold E. Fellows, general manager of WELI, Boston, and WILBUR EDWARDS, assistant manager, are in New York for the meeting of CBS station managers being held at the Ritz-Carlton.

John H. Norton, Jr., vice-president of ABC, is in New York for a meeting of the ABC station managers being held at the Ritz-Carlton.

leonard Erickson, vice-president of Kenmore & Eckhoff, is back in New York following their week in Hollywood.

Jack Bannister and Ed Greif, ubiquitous publicity men, have had town for ten days of leisure in Miami.

Robert B. Jones, Jr., general manager of WIBR, Phila., is here on network business. WIBR is an affiliate of the American Network.

CAB Board Petitions

(Continued from Page 1)

listed below, are the result of two days intensive work by the board, and much research by members of the association:

1. Canadian Association of Broadcasters requests immediate implementation of the recommendation of the 1947 Parliamentary Committee on Radio to the effect that Canadians be permitted to erect and use in their homes or in any radio and television techniques as nearly as possible Canadian radio and television techniques.

2. The Association is opposed to the fact that a station's development is being restricted by the imposition of further taxes upon subscribers, thus putting the station in the position of greatly increased receiving costs for service.

3. The members are prepared to wholeheartedly cooperate with the Canadian Broadcasting Corporation on a mutually satisfactory basis in the matter of collection and use of slot revenue. The Association requests radio and television stations and that the powers of regulation are placed in the hands of an independent regulatory body.

4. No system of television can possibly render an adequate service to the Canadian public unless it is permitted to use, on a non-commercial basis, any material in line, transmission and film technique properly secured.

5. The period of time for which technical licences are granted should be extended to one year rather than three months, and the technical licence must, if proper development is to take place, be free from unfair or subsidized competition.

Public's Wild Response

Hails Exploitation Job

A Paramount and ABC set out do a crosstown plugging job last week after Walter Winchell revealed that the mystery melody on "Stop the Music" is the theme song of Paramount's newest film. A network spokesman, however, claimed the public bested them to the punch line and bashed all plots.

Paramount studios and offices around the country were deluged with phone calls asking the name of the tune. In an effort to put out the fire, it was stated, a Paramount exec finally announced the tune is an ABC composition. The drama newsroom was planning coverage of "Stop the Music," which would have been released just after the tune was identified, but the plan was dropped. The studio said it would have been an anti-climax.

J. Gordon Walsm, manager of WDEL, Wilmington, Del., a visitor Friday at the headquarters of NBC, with which the station is affiliated.

Morey Amsterdam & His Family Have Left on a Three-week Vacation in Miami. He and others point south. They'll be back April 4.

Dwight Weist has returned from Canada, where he filmed special scenes for his video package "Feature Story." He made the trip both ways by plane.

John Reed King, emcee of "The Marching Misses Television" show, is back today from a two-week trip to the coast.

Louis Wasmier, president of KGA, American network outlet in Spokane, Wash., is in New York on business.
Introducing

... ADDISON PELLETIER

You have never before heard a radio program aimed at the feminine listening audience that compares with "THE ADDISON PELLETIER SHOW." You must hear it to appreciate it. You'll be missing a rare treat if you don't.

No network — national or regional — and no local radio station (except those which pre-tested this series) has any feminine radio show even remotely resembling this great transcribed series.

"THE ADDISON PELLETIER SHOW" is packed with real entertainment, humor, and down-right friendliness — with a personality so colorful and gracious that every listener will acclaim her as "America's Newest Radio Sweetheart." Pre-tested, "THE ADDISON PELLETIER SHOW" has a background of proven results — and this charming lady has demonstrated her ability to spellbind audiences — menfolk not excepted!

130 1/4-hour open-end programs are available. Each show is complete in itself. Room for opening, middle, and closing commercials are woven inside the framework of each episode, with perfect cues for announcers.

Write, wire, or phone today for audition samples, further data, and low syndicated rates. Samples on memo for 30 days.

KASPER-GORDON, Incorporated

The Oldest — and one of the Country's Largest Producers of Successful Transcribed Syndicated Radio Shows

Producers of "THE SPICE OF LIFE" — "THE FAMILY ALBUM" — "Gloria Carroll Entertains" — "One I'll Never Forget" — and other Proven Programs.

140 BOYLSTON ST. BOSTON 16, MASSACHUSETTS
CHICAGO

By NAT GREEN

A SERIES of 13 transcribed programs prepared and produced by the University of Illinois is being carried by WLS each Thursday from 7:30-10 p.m. They tell interesting and little known stories of the university's many contributions to the fields of agriculture, science and industry.

Twenty-six students of Pennsylvania State College have chosen Eleanor Engle, program hostess on WBBM's "Music Please," as having "the most alluring voice of any female radio announcer."

Linn Burton, well-known disc-jockey, is now heard daily on WJJD in "The Linn Burton Show," 10:15-10:30 a.m. and 2:30-3:45 p.m.

The WBBM club service programs "Cross-Section, U.S.A." and "People's Platform" will originate from WBBM-Chicago March 19 and 20.


Bob (The Echo) Morris, WJJD baton whose Universal waxing of the oldie "Strangers" is getting competition in the air play these days, moves his program of songs to the Club Hollywood, Chicago, on March 15.

"It's Your Life," daily radio health program on WMAQ, won the bronze medal for "outstanding contribution to radio as a social force" at the annual advertising awards meeting in New York.

Radio Features Inc., producers of "The Deems Taylor Concert," "Tello-Test," and John Nesbitt's "Passing Parade," have appointed the Paul Girard Co. of Dallas, Tex., as sales representatives for the southwest.

James T. Farrell, who created the famous character Studs Lonigan, will be the guest of Bob Dworin on "Meet the Author," March 20, on WJJD.

LENTEN SERIES ON ABC

ABC will present a Thursday series of Lenten and Easter Sunday music by the Robert Shaw Chorale, beginning March 17, 10:30-11 p.m. The music series, which will include works ofPalestine, Bach, Poulenc and Stravinsky, will be produced in cooperation with the newly formed Protestant Radio Commission.

FLIGHT FACTS

UNITED

Passengers generally get quite a kick out of being able to leave New York at noon on United's DC-6 Mainliner 300, and arrive in Los Angeles at 8:45 p.m. the same evening.

But they're really surprised to learn that at cruising speed—300 miles an hour—the DC-6's engines are actually just loathing!

SOUTHWEST

BYRON BAKER has been named news editor for KXTL, San Angelo. He was formerly with KWOW, Pasadena, and KKLA-FM, Los Angeles, Calif.

Ernie Livingston has been named to the post of chief engineer for KREL, Baytown. He was formerly with KLEE-TV, Houston.

FORD HOOVER EATING

HOFIE'S

find non-size portions of delicious food at every meal in HOFIE'S, where the club-lunchers sit at tables with names denoting. Hollywood, in the YUM YUM Cocktail lounge.

6th Avenue at Shid Street ADV.

California Commentary . . .

Hollywood producers new television film production companies are popping up here at the rate of three or four a week. The newcomers, however, appear to be better financed than some of the early birds. The big problem is going to be the scaling down of production costs, as according to those who seem to be in the know, New York video film producers can turn out product on lower budgets. In any event, quality will be the proof of the pudding. A. E. Jessely, KNX-Columbia Pacific Network director, is in New York for the annual meeting of CBS-owned stations. Red Skelton is in San Francisco for a week's engagement at the Golden Gate Theater. Tony Leader, producer-director of "Suspense," would like to get the word around that he has nothing to do with the televised version of the program which originates in New York. Not that Leader wouldn't like to be televised, but ever since the TV announcement, Leader has been besieged, ambushed and mobbed by all the would-be Peter Lrases and Bails Kariefs in Hollywood. Since Penny Singleton is bowing out as "Blondie," a local mag asserts that Radio Row is looking for someone to replace Den's Day in "The Life of Dennis Day."

Gail and Harry Ingram have returned East after preparing the "Tales of Fatima" radio series for Basil Rathbone and have joined the writing staff of "Inner Sanctum." Lois January, former New York stage and radio actress, bows in with her "Lois January Show" on KMPC today. It will be a variety half-hour Monday through Friday at 2:30 p.m. Frank Bull, KFWB mikenman, has been signed for a series of talks on "How Do You Like Your Music?" at outlying high schools. Andy Devine has been signed as a regular on CBS' "Lum and Abner" show. Harold "Gildersleeve" Peary does a serious role on the Philip Morris Playhouse next Friday. The gossip around town is that most of the General Foods programs now on the air will not be back in the Fall, with the funds being re-allocated for television. Another Hollywood tele station may switch to daytime programs exclusively by April. Ed Gardner is districting with Elliot Nugent to direct "Pigskin in Paris," an indie film venture, which "Archie" will shoot in Paris next Summer.

Jimmy Jackson, who started on KFWB nine years ago with a program of old-time favorite songs, is back at the station with "Melody Lane," a daily morning show. Bob Nolan and his Sons of the Pilgrims and a troop of screen and radio singers are off for an extended concert tour of the Southern and Eastern states. San Jose's KENZ will air Santa Clara University's baseball season, at home and away, for the first time in the college's history. With Keith Clarke handling the play-by-play, the broadcasts are being sponsored by Santa Clara merchants. George Sokolovsky, ABC commentator, is here for lecture dates. Bing Crosby is back in Hollywood for the first time in a month to transcribe his weekly ABC show. With Jimmy Stewart as guest. Bing cut his program last night, for broadcast on April 6. . . . Fishbier and Molly on Thursday will receive their Irish "Oscars." Having been selected to receive the 1948 Film and TV Award of the Ancient Order of Hibernians. . . . And NBC will broadcast the Academy Oscar awards on March 24. The program over the 270 stations and affiliates, plus the world-wide facilities of the Armed Services Radio Service, is expected to reach an estimated 93,000,000 persons. . . . The Geobel-Linkletter troupe took all Friday for a three-week junket with their "People Are Funny" and "GE House Party" shows.
Two Stalions, Kudner Head CCNY Awards

(Continued from Page 1) highest achievement in radio promotion for 1948. The award is called "the promotion of WEEI was wrought together for examination by the judges' committee in a single, simple, but well planned brochure."

The Kudner Agency was chosen for the creation of "Texaco Star Theater," the outstanding television show of 1948. Program is sponsored by the Texas Company and was praised for its high entertainment value and the unique manner of handling commercials.

15 Awards of Merit

In addition to the three plaques, 16 Awards of Merit will be given to stations, advertisers and agencies in three different radio categories. Radio classifications include four for the best created programs in 1948 and four for the most effective promotion campaigns. Honorable mention will go to 16 additional stations, sponsors and agencies.

Presentations on March 30

Actual presentation of the awards will be made at a luncheon March 30 at the Hotel Roosevelt, New York, during the fifth annual Radio-Television and Business Conference, sponsored by the Radio-Television Advertising Bureau.

G. E. Profits Increased During Fiscal Year, 1948

(Continued from Page 1) $123,835,000 compared to $95,900,000 in 1947, it was stated in G.E.'s annual report issued Friday. Net sales for the last year totaled $1,652,901,000 compared to $1,350,776,000 in 1947. Prexy Charles E. Wilson, however, pointed out that the figures were equivalent to only 7.6 cents and 7.2 cents, respectively, on each dollar of sales, whereas in the war year the company's earnings averaged 11.6 cents on the sales dollar.

Los Angeles Station Aids Merchant Sales

(Continued from Page 1) cancellation clause to allow advertisers to use the program only when they wish to move goods. Warehouse items from their shelves at special cut-rate prices.

Annual CCNY Awards

AWARDS OF MERIT

Kudner Agency, Inc., for the creation of "Mexican Star Theater," sponsored by Ford Motor Company, presented by Yvon Chica, director of radio, Phoenix, for the creation of the most effective spot television commercials, sponsored by the General Tire & Rubber Company, presented by American Tobacco Co.

KOOL, Spokane (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KXL, Spokane (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KGW, Omaha (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KABC, Los Angeles (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KXLU, Spokane (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

WOR, New York, City, (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

WMAL, Washington, D.C. (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

WBJ, Houston, Texas, (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

WCG, Chicago, (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

WIND, Indianapolis, Ind. (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KOMU, Columbia, Pa. (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KFWB, Los Angeles, (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KABC, Los Angeles, (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KOMU, Columbia, Pa. (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

KFWB, Los Angeles, (Class: 50,000-watt radio stations), for the creation of the most effective institutional sponsored radio program, sponsored by Ford Motor Company, presented by American Tobacco Co.

MINUTE MOVIES Being Used To Plug Web Programs

(Continued from Page 2) scheduled to be held in this city, March 31 to April 2, was announced last Friday.

Dr. J. Keith Tyler, coordinator of the Institute's radio activities and director of the Institute for Education by Radio, will serve as discussion leader of one of fourteen specialized radio group meetings at which methods will be considered for individuals to participate in the activities of the Network through their community institutions.

Just in Miller To Preside at UNCESO Conference

(Continued from Page 1) and Theater, sponsor—Clare Lincoln.

Storecast-FM Spots

Special commercials for "Minute-Maid" product, sponsored by Minute Maid, and "Welcome Stranger" shorts by Marshall Grant Company, are heard in 100 National Tea Stores throughout the city.

Seebach Rejoins WOR As Program Director

(Continued from Page 1) station operations at WOR, said Streibert. The station owns television station W3XT (or W5XT, D. C.) and WOR-TV, New York, scheduled to go on the air on channel 9 case. Program operating engineers at WOR are expected to be supervised by the three persons: Donald Hamilton, assistant program director; Norman Livingston, director of commercial program operations, and Robert Simon, program script administrator.

The experience of Seebach in radio has been long and varied. He started at WOR as an announcer in 1925 after teaching five years. He was appointed program director at WOR in the summer of 1926. In January, 1928, he joined Columbia Broadcasting System. At CBS he served as a continuity writer, production manager and program director. He was made director of program operations at CBS in 1930. Seebach left CBS in June, 1933, to return to WOR as director of programs. In June, 1943, he was made vice-president in charge of program and in November, 1942, a member of the board of directors. He resigned as vice-president of WOR in 1945 and continued as member of the board until December, 1947.

It was pointed out by Streibert that the Seebach appointment has no relation to the recent resignation of Phil Carlin as program director of Mutual Broadcasting System. "Mutual's program department will continue to operate completely independent just as it did under Mr. Carlin," Streibert said.

Stork News

ABC news writer and Mrs. Vince Dempsey have announced the birth of their second daughter, Sheila Ann, March 10 at New York Hospital.

www.americanradiohistory.com
Seven Transfers OK'd; Other Activity At FCC

(Continued from Page 1)
of control of WLBG, Laurens, S. C., from J. C. Todd to his brother, J. W. Todd, for $14,500, and the acquisition of control of WMMT, Mechanicsburg, Tenn., from Oliver M. Albrighton to Claude W. Haston and Sam J. Albrighton for $18,000. Control of WSON and WSON-FM, Henderson, Ky., went from Pierce E. and Montana L. Lackey and the Paduach Broadcasting Co. to H. S. Lackey for $55,000, and control of WABZ, Alhambra, N. C., passed for $35,000 from G. H. Hendrix, Ira Leigh, Carl Aley and R. H. Whitley to E. Smith, T. R. Wolf and the M. M. Palmer.

The Commission also assented to the assignments of the license of WPHG, Bristol, Va., to a corporation to a new partnership for $15,000.

Approval was reported for a five-year lease, with renewal option, of WJNC, Jacksonville, N. C., by Jacksonville Broadcasting Co. to Lester L. Gould for an annual rental of $8,000.

Additionally W G A C, Augusta, Ga., took exception Friday to the FCC's proposals for advertising of applications which will affect coverage or service of stations, although at the same time it applauded the Commission's decision to abandon the controversial AVCQ ruling. The AVCQ rule, said WGAQ, had a "fair trial," but competitive bidding for broadcast properties "has proven to be of no value to the Commission, the buyer, the seller or the public."

It was stressed that there is no compulsion for sellers to sell to parties other than to whom they had originally negotiated.

The advertising requirements which were proposed by the Commission at the same time it announced its plans to abandon the AVCQ requirements, serves "no useful purpose," according to WGAQ. They are "superfluous and will only complicate the work of the Commission . . . invite all types of intervention and other delaying procedure."

Frank Fletcher, local radio attorney and head of WARL, Arlington, Va., approved the FCC proposals, but suggested stricter requirements.

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TV Educational Experiment

Second grade students of the Chevy Chase Elementary School, Chevy Chase, Maryland, through the co-operation of WOIC, Washington, home owners and school teachers, supplemented classroom education with a special TV educational program last week. Children were taken to home having TV sets and watched an educational short subject on the gathering of crude rubber.

DuPont Awards Announced On ABC

(Continued from Page 1)
interpretation of news and opinions for the purpose of encouraging unity of policy, independence and public service through the medium of radio."

Stations awards were in two categories—one over 5,000 watts power and one under. These awards, in each category, are granted to: "one radio station in the continental United States for outstanding meritorious public service in encouraging, fostering, promoting and developing American ideals for freedom, and for loyal and devoted service to the nation and to the community it serves."

Terry And Edwards Accept

James E. Edwards, president of the Agricultural Broadcasting Co. licensee of WLS, Chicago, an ABC affiliate, accepted the award for the 50,000 watt station and Hugh B. Terry, manager of KLZ, Denver, Colo., affiliate of the Columbia Broadcasting System, accepted the award for the 5,000 watt station.

Appearing with the winners were Mrs. Alfred J. DuPont, widow of the financier whose name the awards are made; Dr. Francis P. Gaines, president of Washington & Lee University, and William H. Goodman, chairman and secretary respectively of the Awards Committee and Mark Woods, president of the American Broadcasting Co. Dr. Gaines presented the awards to the winners.

Old Gold Adds Another "Stop The Music" Seg

(Continued from Page 1)
drops out at the end of the college season. Old Gold has sponsored the final 15 minutes (8:45 p.m., EST) of "Stop The Music" since last May. Agency in charge is Lennen & Mitchell.

The cigarette company also sponsors "The Original Amateur Hour" over ABC every Wednesday from 8-9 p.m., EST. The advertiser has a daytime show on WJZ, New York, from 1-1:15 p.m. across the board.

The two other "Stop the Music" spoons are Eversharp and Spooler Co.

Evans Heads WGBB Sales

Freepost, L. I.—Harry Carmen, general manager, has announced the appointment of Murray C. Evans as sales manager of WGBB, Freepost.
A NEW VARIETY SHOW hit the boards last week in the form of "Revue of Stars," sponsored by Whelan Drug Stores, through Starline Agencies, Inc. at the Alhambra. My notes on the show decipher as follows: "Rudy Vallee guest emcee, bad lighting. Long opening monologue, not funny, hurt by absence of studio audience, Apache team (Lucienne & Asheur), real tough stuff. Vallee songs---"There is a studio audience, sounds like 12 people, should have been cued for applause. Annoying film commercial for Raye. Martin Brothers, pretty good mariners, but more people came into studio. Ok very weak, just a shade or two above pit band. Old Gaitey, Bud Sweeney, Ken phone routine, Film commercial Dr. West toothbrush. Betty Reilly, a pretty blonde McQuade Family, Valenci "Man Flying Trapeze." Feem originated at the Westminster studios, but should do better next Friday, when it's the Adelphi theater. The slop goin production probably will ironed out in future weeks. If a good emcee and good acts are line up, the show will make pleasant entertainment. But that's like saying, if you accur-solutely follow a test recipe using good ingredients, you'll get a good cake.

PAUL WINCHELL came up with what probably is the greatest stunt pulled by a ventriloquist on the Bigelow show last Thursday night. As the curtain opened for the spot only his dummy, Jerry Mahoney, was on stage, sitting in front of a black backdrop. Mahoney said that Winchell had been fired and that he was going to carry on alone. With an assist from Pat Wright, Mahoney produced a dummy in Winchell's likeness and proceeded to do his own ventriloquist act. It was one of the funniest bits Winchell has ever done, and the closing classic "Agatha You Can Do" by the two dummies, was sensational. Winchell, of course, operated both dummies all the time, but wearing a black coverall, he was invisible on the dimly-lit stage. It all proved what's been said in this space before—that Winchell's far the best in his field.

OLSEN & JOHNSON have been signed to headline the new Buick show over CBS beginning in May. . . . Crosby Corp. will sponsor "Who Said That?" over NBC, beginning Apr. 9. Program will not be heard in the North. The Fox version will be for the fillip. . . . The first 12 installments of "Crusade In Europe" were completed last week and work began on the rest of the 26-week cycle. ABC still in for bankroller. "Lambs' Gambol" and "Author Meets the Critics" swap time slots beginning Mar. 20 to give the Lambs an even start against "Toast of the Town,"

TELEVISION DAILY

Section of RADIO DAILY, Monday, March 14, 1949—TELEVISION DAILY is fully protected by register and copyright.

THEATERS URGING VIDEO TRAILERS

36 British Features Acquired By WPIX

Film package made up of 36 British features has been acquired by WPIX in one of the largest picture deals made by a station. It was announced Friday by Robert L. Coo, manager of the News outlet. Films were obtained from Motion Picture Management, Hollywood, and include features with such stars as Maurice Evans, Boris Karloff, Edward Everett Horton, Wendy Hiller and Vivien Leigh. Three Hollywood features will be added to the group to make up a 32-week schedule to be started soon. The American pix are "Captain Caution," with Victor Mature and Alan Ladd; "Captain Fury," with Brian Aherne and Victor Mature; "Legion," and "Merryly We Live," with Ann Dvorak, Bonita Granville and Billie Burke.

Deal was negotiated by James S. Pollak and Edward Evans, program manager and film director, respectively, for the station, and Lester Solkow, vice-president of MPM.

New TBA Group Set

An Information Research Committee has been set up by TBA under the chairmanship of Paul Raiboun of Paramount. Others on the group include Robert Blake, WOR-TV; Don Gray, DuMont; Tom Keaney, Katz Agency; Maurice McMurray, C. E. Hooper, Inc. and Frank Young, WPIX.

Low-Priced Set Line Introduced By G. E.

Syracuse, N. Y.—A new low-priced receiver line featuring a ten-inch picture tube is being produced by General Electric for distribution late in the month, according to Wallace M. Skillman, sales manager.

Included is a molded plastic table retailing in the east for $239.95, believed to be the lowest-priced set in the firm's history. Two other table models will sell for $279.95 and $299.95, while a console will list for $329.95.

All three employ 17 tubes and one rectifier, plus the picture tube. Skillman said the lower prices were made possible by a simplified circuit developed by the company to provide greater sensitivity with fewer tubes.

WLW Names Henderson

Cincinnati — Appointment of George Henderson as sales manager of WLW-C, Crosley station due to go on the air in Columbus this month, has been announced here. A former member of the Columbus Citizen staff, Henderson previously was sales manager for Conlon-Moorc Corp.

Would Buy Time To Hypo Ailing Box Office

Considerable added revenue for both stations and move theaters would be the end result of a demand now being made by pix producers and distributors by exhibitors throughout the country, and particularly in those areas where TV is making its most significant advances. The demand is for special trailers that would enable the operators to use video as an advertising medium.

Nothing at the absence thus far of a counterattack by the film industry against the obvious invades which tele has made and will undoubtedly continue to make upon the theater boxoffice, theater owners maintain that the promotion of the latter is not enough to well turn out to be the stimulus that would not only bring back former moviegoers, plus the picture tube. Skillman said the lower prices were made possible by a simplified circuit developed by the company to provide greater sensitivity with fewer tubes.

The Week In Television

Senate ICC Will Investigate Video

The Senate Interstate Commerce Committee notified the FCC that it will investigate the entire TV picture to date with emphasis on applicants and licensees with anti-trust records, patents, color and UHF... The First National Television Conference was held in Chicago under auspices of the Chicago Television Council. Top exerts from networks, stations, agencies and research firms were among the speakers. Continuance of the current downward price trend on receivers was seen, with the possibility of an even sharper decrease toward the end of the year when there might be a general cut in the price of glass blanks for picture tubes... Commercial UHF operation is unlikely for several years, and when it does come it will not obsolete present receivers, according to P. H. Frank, 20th Century-Fox. The conclusions of a series of propagation tests in Washington, D. C... The Fred Waring Show for General Electric was placed on CBS, and Lincoln-Mercy picked up the tab for the week.... Toast of the Town... A new video equipment monopoly cost the CBC anywhere from $3,000,000 to $5,000,000, according to offficial estimates... Use of carrier synchronization to eliminate channel interference will be expanded by NBC... CBS began film syndication offering four packages totaling 92 features and shorts to affiliates on a first refusal basis.

Action Hold Unlikely

On Tele 'Scare' Ads

Washington—Prospects for action by the Federal Communications Commission to force change in the sales practices of manufacturers or retailers of tele sets are extremely dim, it was agreed here over the week-end. At the same time, it was considered improbable that the Commission would take any action against Zenith as a result of newspaper advertisements the company ran warning against tele sets, stressing the importance of Zenith's being equipped for UHF reception.
RADIO DAILY

THE WEEK IN RADIO

MBM Meets Crisis

By VAL ADAMS

STATISTICAL Tabulating Co. gave BMB 48 hours to lay cash on the line, or the company would continue with mailing of ballots in second nationwide study. Bureau owed firm three back payments. Executive committee of company retained Hugh Feltis to wire 600 members asking them to pledge pro-rata share in face of possible 35,000 tax liability so reserve fund could be used to pay Statistical Tabulating. Half the stations came through in time to meet the deadline.

Phil Carin resigned as MBS program veepee. No announcement on his successor was made. Jack Franklin, manager of program operations, in direct charge for time being at least. . . . Michael M. Sillerman resigned as assistant program director of Keystone Broadcasting System. He differed with board in policy matters.

Institute of Radio Engineers held annual convention and show in New York. Ralph Bown of Bell Telephone Laboratories awarded Medal of Honor for “extensive contributions to the field of radio and leadership in Institute affairs.”

Frigidaire Division of General Motors selected 24 transcribed shows which it offers to sponsor with local dealers on a 50-50 co-op basis. Details available from Ralph S. McFeely Co. of Columbus, Ohio, representing producers of transcribed programs.

Radio Rural Network, FM web in New York State, reportedly was losing $5,000 a day. That’s the reason for the merger with Cornell University’s radio activities. Michael R. Hanna of WHCU and WHCU-FM expected to become acting director of network by last minute of contract. . . . General Foods dropping Burma & Allen on NBC at end of season. Station retains time and probably will fill it next fall with “Father Knows Best,” starring Robert Young.

Philip Morris looking for new daytime show to replace “Kate Smith Sings” on MBS after April 22. Dr. James Rowland Angell, public service counselor for NBC and member of the board, died March 4 at his home in New Haven, Conn.

Rate of unemployment among radio talent is eight or nine times as high as that of all workers in the nation, according to Department of Labor survey made in cooperation with AFRA. Announcers and sound effects men much more regularly employed than actors. . . . Norman Corwin joined radio division of NBC to handle network and direct specials for worldwide transmission.

G. Richard Swift promoted to general manager of WNBC, New York. . . . Dean Martin and Jerry Lewis start their NBC program.

Kenyon & Eckhardt, Inc., at its board meeting last Thursday, elected T. E. Keyser Brody as chairman of the agency’s directorate.

Brophy joined K&E in 1931 as vice president and was elected president in 1937. At Thursday’s meeting, Dwight Mills was elected president of the agency. He joined the organization in 1934 and has served as executive vice-president since 1942.

A VETERAN news correspondent and radio commentator and a successful lawyer, both women, will hold the spotlight at the Tuesday, March 15, luncheon meeting of the Advertising Women of New York at The Hotel Astor. Pauline Fredrick, who has her own programs both on ABC and ABC-TV, and Mary H. Donlon, chairperson of the New York State Workmen’s Compensation Board, will address the meeting. Joyce Redman, star of NBC’s “To the Thousand Days,” will be a special guest of honor. Mrs. Martin of Davis Delaney, New York, is a chairman of the luncheon committee. Grace Doppelt, wife of Johnsen of the American Broadcasting Co. will preside.

Levy In From Coast

To Open N.Y. Offices

Gordon W. Levy, president of General Television Enterprises, Inc., is in New York to open Manhattan offices of the $1,000,000 concern which will engage in the guiding, financing, packaging and marketing of television shows.

While in the East Coast, Levy will confer with prospective sponsors and sponsors’ representatives regarding forthcoming video commitments. He will also finalize commitments for Eastern personnel of the new firm.

With Stress Films

GTE will at the outset confine itself to the purchase of films made for TV rather than engage in video production directly. The firm intends to market 12 different types of film series including such categories as sports, fashion, cartoon, western, scientific, adventure, juvenile, modern dramatic and classical.

Detour

Washington—When the B & O train robbers were caught in a panic in the Winona, Minn., water tower, newsmen wanted to interview the owner of the shop, but were rebuffed by police officers. When roped by the station’s news man got to work, called “uncle” on the phone and made a two-way talk to the end of the conversation, then put it on the air, while the newsmen’s doors were still locked.
AWB NOW OFFICIALLY A PART OF NAB

IBC Answers "Rep" In 'Spot' Brief To FCC

Washington Bureau of RADIO DAILY

Washington: The FCC has been told by NBC that according to the wording in the brief filed by the National Association of Radio Stations, the National Association of Radio Stations urges the FCC to grant the request for a station in St. Louis, which is the basis for the license for the National Association of Radio Stations. The FCC has been asked to consider the request for a station in St. Louis, which is the basis for the license for the National Association of Radio Stations. The FCC has been asked to consider the request for a station in St. Louis, which is the basis for the license for the National Association of Radio Stations. The FCC has been asked to consider the request for a station in St. Louis, which is the basis for the license for the National Association of Radio Stations. The FCC has been asked to consider the request for a station in St. Louis, which is the basis for the license for the National Association of Radio Stations.

Crosby Sponsorship Set For Fall Series

Bing Crosby's new sponsor will be Chesterfield cigarettes whenever he moves over to CBS next fall. The company is to be presented on Wednesday night, the same night on which he is heard during his current ABC series for Philco.

Art department of Newell-Emmitt, according to reports, now has in preparation new posters on Crosby. One poster is a combination of three Chesterfield radio advertisements—Conn. Crosby and Godfrey. This would indicate sponsor is retaining the three programs for the fall season.

Kinney Announces 3 ABC Promotions

Three promotions in the western division of the American Broadcasting Company were announced yesterday by Robert Kinney, executive vice-president of this network. Frank Samuelson has been named general manager of the ABC network, and has been appointed program director.

Wallace Air Speech Draws Station's Ire

Norwalk, Conn.—Another church will be given WNLK's regular religious broadcast time during the remainder of March, fortified by the South Norwalk Methodist Church because it presented Henry Wallace.

New CBS Comedy Series Planned For Network

Plans for a new 30-minute situation-comedy series, "Young Love," were announced yesterday by Harry Ackerman, CBS veep and director of network programs, Hollywood.

Screen and radio stars Janet (Continued on Page 2)

Listener Homes-Per-Dollar High For Mystery Programs

Trend of the times ("get the most for the dollar") is giving the mystery type program a vigorous comeuppance it never had before and in the months ahead such programming may be the budget salvation for more than one advertiser. According to an analysis of a Nielsen report (Jan. 16-22) made by major network, mysteries pull high ratings at a low talent cost and they are out in front on a homes-per-dollar basis.

Popularity of mystery programs is unquestionable since exactly half of Nielson's top twenty are in that category. As for costs—according to the network breakdown—the average for seventeen sponsored mystery shows delivers 39 homes-per-dollar more than does the average.

Fish Story

Seattle, Wash.—The Annual Fisherman's Festival will be broadcast over the nation-wide network of ABC on March 25th when KJR originates a half-hour program from the Festival. The broadcast will make the fifth consecutive year KJR has fed ABC the program, an event of importance in the Pacific Northwest.

Chicago—The Association of Women Broadcasters dropped its former status as an informal type of organization and became a regular departmental operation of the National Association of Broadcasters by vote of its members at the closing session of their convention Saturday. Adoption of the operational plan proposed in January by A. D. Willard, Jr., and later endorsed by both the AWB executive board and the board of directors of NAB, was

Speakers Announced For FM Radio Clinic

The first nation-wide radio clinic of the FM Association will be held in New York, April 1, at the Commodore Hotel, on the general theme of "The Value of FM." Speakers at various sessions during the day include: Edgar Kobak, MBS proxy; William E. Walters, MBS representative of KSWI-KFPMX, Council Bluffs.

Petry Expands Operation; Opens Office in Dallas

Opening of a branch office in Dallas and personnel additions in New York and Chicago were announced yesterday by Edward Petry & Co., station reps, in New York, Buell Herman, formerly of the Chicago office, will head the
COMING AND GOING

RUSSELL G. WINNIE, commercial manager of ABC, is scheduled to attend a meeting of NBC officials in New York this week.

BERTRAM LEBHAR, JR., director of sales for WAGM, and RAYMOND KATZ, program director for the station, are off for Hollywood, where they will confer with executives of M-G-M at the Culver City studios.

MICHAEL L. KAPLAN, president of Sight & Sound in Pittsburgh, is on a short business trip to New York.

BILL CLAMKERS, account executive on the CBS account at agency E. Law and Co., is off to Chicago and St. Louis to meet with network executives.

A. E. JOSELYN, director of operations at WWJ, Detroit, is also in New York for the CBS sales conference at the Waldorf Astoria.

ARCHIE BLEYES, conductor of the orchestra on the Arthur Godfrey program over CBS, has left for Miami vacation.

Petry Expands Operation; Opens Office in Dallas

(Continued from Page 1)

Dallas staff and will be assisted by the Dallas studio in that area with special programs and announcements in connection with the Diabetes Detection Drive. The station is recording special instructive talks by local physicians and providing disks to WCMW and WAND in Canton and N. H. Allison, in the interest of public service. A set of 25 special courtesy announcements has also been provided.

10 YEARS AGO TODAY

From the Files of Radio Daily

An intensive study of the problems of script writers is currently being made by the Radio Writer's Guild. . . . The Radio Council of the Chicago public schools is promoting visits by blocks of students to radio shows that are open to audiences. . . . The NBC has granted conditional permission for the broadcast over a network of 17 private stations of the Toronto meeting of the newly organized Leadership League which was launched by the publisher of the Toronto Globe and Mail weekly. . . . The NBC is planning series of network facilities for a series of personal broadcasts which preceded formation of the League.

GEORGE CROWHURST, assistant director of education and spin-off programs at CBS, will be in Washington today on a short business trip for the network.

BURLINGTON M. ADAMS, Southwest station representative for NBC, will be in New York today on an extensive trip to contact affiliates of the network.

THAD HORTON, sports director of WSB, Atlanta, Ga., has left for another extended tour around the Florida training camps of the major baseball clubs at CBS, via the Pensacola training camp of the Atlanta Crackers.

EMLIO AZCARRAGA, president of Radio Programas de Mexico, left yesterday for New York City after having attended the convention of the IRE.

LWOLL THOMAS, Columbia network commentator, has left with his son for the West Coast on another lecture tour. He'll broadcast today from KFRE, Fresno, Calif., and tomorrow, Thursday and Friday from Yucca Valley National Park.


Tele Session Planned

For ANA Spring Meeting

(Continued from Page 1)

to be held here, March 23-26, at the Statler Hotel.

Participating in the television panel on March 24 will be: Walter Craig, v-p in charge of television and radio at Benton & Bowles, Inc.; Don L. Kearney of the Katz Agency, and Dr. Alfred N. Goldsmith, radio and TV consultant and past president of the Institute of Radio Engineers.

Additional Speakers Listed

Other speakers scheduled during the four-day conference are: A. J. Gallager, A. J. Gallager & Associates; Stanley Harold Morgan, Brattleford & Co.; R. H. Bennett, Maxwell House Division, General Foods Corp.; Ben R. Donaldson, distributor of advertising, Ford Motor Co.; John Caples, vice-president, Batten, Barton, Durstine & Osborne, Inc.; Patrick H. Gorman, advertising manager, Philip Morris & Co.; Dr. D. B. Lucas, professor, New York University; Dr. L. O. Brown, vice-president, Dancer-Fitzgerald-Sanborn, Inc.


New CBS Comedy Series Planned For Network

(Continued from Page 1)

Waldo and Jimmy Lydon have been signed for the leading roles of a married couple attending college. Auditions are now being conducted for other lead roles in the series, for which a starting date has not yet been determined. Script will be written by Bob Lee and Jerry Lawrence.


Washed up

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

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

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

Radio Daily
AWB Officially Joins NAB
As Departmental Operation

(Continued from Page 1) the next highest program category, which is quiz and audience participation.

Top mystery program (from a standpoint of homes-per-dollar) Aire 136 homes-per-dollar more than the highest competitive show in the general drama classification. The actual count is 683 homes-per-dollar against 510.

Some of the mystery shows in Nielsen's top twenty have relatively low budgets. The difference for an advertiser between a high rated mystery show and some of radio's best priced programs can sometimes be as much as $20,000 a week. In fact, it is easy to get more than one thousand dollars from some advertising outfits interested in radio who want to branch out in television but also retain in radio. To show the growing importance of mystery programs, 10 of the first 18 in Nielsen's report fall in the mystery type. Among Nielsen's top twenty, 12 are CBS owned and seven of these are mystery programs. These seven rank up far more homes-per-dollar than do Lux Radio Theater, Jack Benny and Amos 'n Andy. The network department of over-the-counter breakdown of Nielsen's top twenty (Continued from Page 1)

Wedding Bells
Daniel R. Goodman, vice-president and television director of Jerry S. Goodman Radio Produc-
ting, will be married April 7th to Jo-Ann, daughter of Mr. and Mrs. William Bunner of North June. The ceremony will take place at the Hampshire House.

Stork News
Mr. and Mrs. Walter Byers of Chicago are the parents of a son. The baby, who was born to Mr. and Mrs. Horace Byers October 22nd at the Mercy Hospital, is the great-grandson of Mrs. S. Goodwin, the Ruby writer. Byers is assistant to the commissioner of the Big Nine.

Alding Fund Drive
Pre - campaign instructions to far - to - door canvassers in the morning. National Advertising Committee's fund drive will be broadcast by WHJF - FM, Hump-
pad, L. I. 100 canvassers have been notified to listen to the radio instruction class.

the accomplishment of the three - day session.

Another highlight was the talk of Gerald Mann, executive secretary of the Association for Education by Radio and director of station WEZB, Chi-

y. In contrast to the talk of network executives at the Na-

tional Television Conference early in the year, Jenkins took the stand that radio is a greater selling medium than television, in many in-
stances, and that, except in large communities, television is not yet going to be much of a challenge for some time to come, if ever.

Operational Plan Outlined
The operational plan adopted at the AWB business session Friday is as follows:

The Association of Broadcathers would like to see a greater departmental operation of the National Association of Broadcasters. The director of women's activities of the NAB would be removed from the day to day management. In place of the Asso-
ciation and report directly to manage-
ment.

The director of women's activities, she would also serve as executive secretary of the Association of Women Broadcaters.

The network director of the National Broadcators would continue to operate as a depart-
ment. It means that the Association would not be handled too fast and that it would not have national offices (such as president, vice-
president, advisory council, etc.).

The AWB would be represented in NAB affairs by a standing executive committee composed of seven active members of the AWB and four non - active members.

AWB district chairmen would be elected by members of the AWB in the 17 NAB districts. The AWB Executive Committee members would be selected from this group of district chair-

men by the NAB president.

The organization would be designated as an advisory group to the NAB director of women's activities, would meet twice a year at which time new members would be added to the list of district chairmen.

The chairman of the executive committee would be designated by the President of NAB.

The Association of Women Broadcatters would continue to hold one annual meeting, costs thereof to be self - liquidating. The chairman of the executive committee would act as the supervising officer of this annual meeting and preside at all sessions.

District AWB meetings would be held with the approval of the district NAB
director.

Membership chairmen in the Asso-
ciation of Women Broadcaters would be re-

commended by the AWB executive commit-
tee.

Chairman of the speakers scheduled for the Saturday morning panel meet-
gles were under the supervision of Lucile Malone of the U. S. Department of Agriculture, Washington, D. C. Sub-
stituted for Elmor Lee of WTOP, and Priscilla Fontecue of WEZB.

At the Saturday luncheon, pro-
duction of the Eves of Tomorrow, Pat Griffith, NAB director of women's activities, presided, and the speakers included Norma Richards, WSBD - TV, Toledo, O.; Edith Fern Melrose, WXYZ - TV, Detroit; Martha Gaston, KFOX, Long Beach, Calif.; Rita Hackett, WLTV - TV, Cin-
cinnati, and Ruth Crane, WMAL-

TV, Washington, D. C. All were agreed that television can be made a powerful medium but none of them sold radio short.

Active and associate members took part in the closing session, and in the evening were guests of the Eves of Tomorrow at a cocktail party and buffet.

New WOR Series
A 15-minute bedside chat program called, "Logan," will begin May 24th but on WOR, March 17, 10:30 p.m., under the sponsorship of Greystone. The program will have some of the famous names in radio, such as Mark Twain and Mark Milroy. The program will continue to concentrate on human trafficking, virtues and pitfalls and on the stories behind such ventures as the famous radio club and chain letters.

NFC Answers Petry
In 'Spot' Brief To FCC

(Continued from Page 1) vehemently, NFC charged that it lacks common sense and said, "If the Commission is to undertake to regulate against all possibilities, its regulations will be limited only by the fertility of the human mind."

In this vein, it declared that "there is a provision in the act which makes it impractical for a trade association of all the large spot representatives, may at some future date act in restraint of trade to fix and raise commissions, impose long-term contracts and demand other provisions which will be detrimental to the best interests of the stations. That is particularly true if the present effort to eliminate their major competition is successful."

Thus, asked NFC, why not block NARS from the field for a "spot"? In addition, NFC also filed replies to the NARS & Petry briefs, with CBS declaring that they "climax the progression of a case". "NARS, as evidence of its proven and unimpeached facts into a world of hypothesis, theory, specu-

FCC Okays New Stations
In Wisconsin And Minn.

(Continued from Page 1) kept extremely quiet but is reported to amount to a strengthening of the principles upheld by the Supreme Court in the Mayflower case.

Okayed yesterday were two local stations in operation up to 250 watts unlimited—on the 1460 band in Richland Center, Wis., and on the 1490 band in Alexandria, Minn. The Richland Center application was the successful applicant in the first case, and the Alexandria one in the second. The letter was preferred over the Alexandria Radio Corpora-
tion, which had filed for the same assignment. Heid of the unsuccessful applicant is Roger Dell, who held the license for KGDE, Fergus Falls, Minn.
it takes all kinds

People love variety shows . . . best of all they love THE TEXACO STAR THEATRE. But that shining hour is just one type of program. In drama, spot news, forum, juvenile and nearly every other category that comes to mind, you'll find that NBC has the top rated show, seen by the biggest audience.
which in its class, the following are the top regularly-scheduled programs according to latest available iooperations:

**Variety, Texaco Star Theatre** ............. NBC

**Drama, Kraft Television Theatre** ............. NBC

**Sports, Gillette Fights** ...................... NBC

**News, Camel News** .......................... NBC

**Forum, Author Meets The Critics—**

**General Foods** ......................... NBC

**Art, You Are An Artist** ...................... NBC

*Feature Film, Lucky Strike's Your Show Time,* NBC

*Juvenile, Howdy Doody—Mason—Unique,* NBC

**No. 1 in programs** ............

**No. 1 in advertisers** ...........

**No. 1 in sponsored hours** .......

*America's No. 1 Network*

**NBC Television**

*A Service of Radio Corporation of America*
Wallace Air Speech Draws Station's Ire

(Continued from Page 1)

in a discussion of "controversial issues" at Sunday's service at the First Congregational Church in Gainsville, Florida, president and general manager of the station, told Radio Daily yesterday.

"Rev. Charles A. Lee, pastor of the Methodist Church, violated conditions of the station and of the Florida Conference of the Church, that he would not speak at the station when he presented Wallace and his controversial matters with-

Not Radio Minded
Norwalk's daily afternoon paper, did not print a line on the Norwalk incident even though its star reporter wrote the story for the New York Herald Tribune, it was reported yesterday, Ginzburg, who quoted from the Norwalk's coverage of WNLK activities, said that the Norwalk Times would not give a line.

Mainly About Manhattan...

- Radio is Like This—The audition plotter of Father Knows Best, starring Robert Young, which was sold by Szczepki Lambert to Maxwell House as a Burns & Allen replacement, was directed by Herb Sanford and won high praise all around for its high class handling. So well happens? Banton & Bowles are assigning their own director to the series when it gets under way leaving Sanford out on that well-known limb.... Arthur Lake's first album of those pitching for the lemme lead in "Blondie". . . . Zenith's recent ads claiming it has the only video receiver that won't be obsolete under changes of wave length has the competent hopping mod. . . . Despite Columbia's success with the LP record, the era of numbers with RCA is causing some setbacks at the moment. Dealers aren't stocking up on LP's as they did 6 months ago because they're waiting to see what effect the 45 r.p.m. will bring.

- Three shows being considered by Toni for TV, all of them former radio shows—"Quick As A Flash", "Blind Date" and "Corliss Archer". . . . It's gonna take a powerful lot of soft soap to smooth out the ruffled feelings generated at that Mutual board session in which Kobak held firm. . . . Music publishers abandoning plans to start TV fan magazines. Too many rival publications (Radio Stars and Television, for one). . . . Jack Perlis says that CBS has its own version of the Pyramid Club. All execs who join must bring in 2 NBC programs.

- Everything happens to Henry Morgan. Even before he started his new NBC series Sunday, he got his cancellation notice! Seems that U.S. Steel bought the time effective in June, to present the NBC Symphony. However, our boy will no doubt be shifted to another time slot. Morgan, incidentally, was telling Goody Ace the other midnite that from here on out he's gonna be a different Morgan, a charming fellow with malice toward none, if any. Said he was sick and tired of being a scapegoat, etc., and being blamed for the ills of the country. No more insulating people, etc. Goody retorted that he was crazy, that that was his reputation and that he would only alienate his present following if he forsakes his screwball character. However, our boy stood firm. From now on, it's gonna be Loveable Morgan.

- AROUND TOWN: Lever Bros. interested in the NBC Dean Martin-Jerry Lewis package which preems April 3rd. . . . Latest idea for fascinating top radio talent is to appear on video one week and radio the next. Such a setup would make the material problem somewhat easier. . . . Rayburn & Finch, WNEW's early-aymCRECKJockey duo, want you to contact them if your birthday is April Ist. . . . The Arthur Welles (he's the comptroller of WMGM) have adopted a baby gal. . . . When Humphrey Bogart and Lauren Bacall were rehearsing for "Theater USA," the ABC series sponsored by the Army and ANTA, Bogie bragged about his brand new son, Stephen. "He's so tough," beamed the proud pop. "that when he was born he stopped the doctor, doctor instead of the other way around." . . . Mickey Rooney malingering over a scenario based on the story of 22-year-old Joe Franklin, of WMCA, purveyor extraordinary of rare odd vaude platters. . . . Fortune Pope tells us that WHOM's Spanish language programs are being picked up clearly in Puerto Rico and has bundles of mail to prove it.... Tim Marks claims he called City Hall this ayem and the operator greeted him with "Top of the morning to you."... At the Main Street, gag writer approached comic Jack Gilford for a job. "I must be pretty good," reasoned the gagman, "Milton Berle offered me a two-week tryout without pay." "Oh, yeah?" sneered Gilford. "Well, I'll double that offer. You can work for me 4 weeks without pay!"
NO QUICK ACTION ON FOX PLEA

TELEVISION TOPICS

WHAT IS NEEDED most by the new Grace and Paul Hartman show for Textron over NBC is a good script. The principals themselves are as entertaining as one could hope for, but the show still falls flat. It's not the format, either, since domestic comedy provides all the latitude in the world. On the show radio and television are combined. There were no gags worthy of the name, and the only thing even remotely resembling laughs consisted of Textron's current advertising. Hartman's face is one of the funniest in show business, but it can't carry a half-hour show alone. Whatever the attempt to add a comic constriction to the program that this week seemed to be built around a nightclub—a topic that has become overworked—seems to have been omitted.

Hartmans are known as satirists, and if their show can be built along these lines, it should improve considerably. One of their wonderful dance routines would be a most welcome addition every week ...

Fashion-show commercials for Textron fabrics were very well handled, and probably extremely interesting to the ...side. Scripters are Ted Luce, Frank Wilson, Ed Rice and Harry Herman, with the latter doubling as producer and director. Agency is J. Walter Thompson.

A POSITIVE MOVE in the nuzzle about a for-profit UHF outfit out of the Crescent Hotel, was aired at 9 p.m. Program is called "Popeye" in St Louis Sunday by KSD-TV. Station is assigned a staffer to correlate pro and con data, which was aired at 9 p.m. Program includes a panel discussion of Popeye, the trade press and RCA and Philco exec. On the same day, the Post-Dispatch radio page carried a resume of Popeye's address on UHF before the Chicago TV conflag. The show was very favorab ... the show to help finance radio station owners who need large amounts of capital to get into television. The campaign for such financing is being led by the Smith Davis Corporation, financial consultants to radio broadcasters and publishers.

Howard E. Slay, director of radio and television for Smith Davis, adds that it's not an easy job to sell the bankers on the idea although progress is being made. The pitch that Smith Davis makes to the financiers is that they missed out on radio—that radio grew into a huge industry without a dime's worth of bank credit—and that television will be a giant much larger. At the moment, the consultant firm is trying to work out financial deals (for television) between three different broadcasters and one of the largest banks in the country. Stark points out that hundreds of radio station owners face a desperate financial plight when they ...nt to the matter of building a television outlet. Unless sources of capital are opened up, it seems inescapable that there will be far less diversification of television ownership than there is in radio.

Even the situation of the fairly large operator is come too good according to Stan Smith, Davis, for instance, has one client who owns several radio stations and television ...set for each TV apartment are among those under consideration. The program format will vary from week to week. Among the program categories which will be shown include dramatic presentations, musical programs and aud ...irk the public interest to keep the commission from going ahead.

"At the present time," said the movie company, "Fox is confronted with making a decision whether to go ahead with its present plans in this connection, to stop such operations, or to increase the volume of its work in this field. A decision on order by the Commission on the anti-trust question would in and of itself provide the answer."

The good reason to doubt that the Commission will take any positive steps in this matter before receiving more data from the Senate committee, however, in view of the clear statement of last week by Chairman Edwin C. Johnson of the committee's interest in the problem.

SIMON COMMERCIAL MGR. OF KPIX: REPLACEMENT IN SAN FRANCISCO—Appointment of Lou Simon as commercial manager of KPIX has been announced by Philip G. Lasky, general manager of the outlet. Simon formerly was connected with the firm's AM operation, KSFO.

Another transfer from the AM outlet is Sanford Spillman, who has been named operations supervisor for KPIX. Spillman, who will serve also as producer and assistant to program director Keith Kerby, has been with KSFO for six years.

GULF EXPANDS COVERAGE

Gulf Oil Corp. through Young & Rubicam, will add five stations to its 13 now carrying the Bob Smith Smokey Bear conservation radio campaign. All five are on the air tape, all on recording, are WDTV, Pittsburgh; WDSU-TV, New Orleans; WMCT, Memphis; WLW-D, Dayton, and WATE-TV, Louisville.

INVESTMENT GROUPS URGED TO AID TV CONSTRUCTION

Several banks and insurance companies are showing an interest in proposals that they help finance radio station owners who need large amounts of capital to get into television. The campaign for such financing is being led by the Smith Davis Corporation, financial consultants to radio broadcasters and publishers.

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COMING AND GOING

J. M. BRYAN, president of WBT, Charlotte, N. C., and CHARLES CRUTCHFIELD, vice- president and general manager of the station, are in New York for the CBS station managers meetings at the Ritz-Carlton, which terminates today.

EDWARD ARNOLD, star of the ABC soap opera, "Mr. President," is expected in New York today. He will leave for the West Coast on March 29.

LEE OTIS, news editor at CBS, is honoring a contract at Tampa, Fla., and will be in New York with his wife, Joan, for some fishing in Florida.

JOHNNY LONG and the members of his band left yesterday for an engagement in Chicago.

CARL SCHNEIDER, president of the Clear Channel, has been on a two-week cruise to the West Indies. He'll be back the latter part of March.

JAMES MIDDLEBROOKS, chief engineer for the American Radio Exchange, left yesterday on a short business trip to the West Coast.

BEN B. BAYLORS, JR., assistant general sales manager and director of sales for WOR, is back in New York, where he is preparing for conferences with field reps of CBS, with which both stations are affiliated.

Another BMB Official

Resigns in New York

(CBS Art Director Honored for Designs

(Continued from Page 1)

ment entitled "What's So Funny," will be shown on the WCCW comedy packages, "Life with Luigi" and "My Favorite Husband." The award was for his trade periodical ad, "Blugs in Your Boston Budget," dealing with the sales achievements of WEEH, the CBS outlet in Boston.

Goubau Named Vuepee, Of RCA Victor Division

(Continued from Page 1)

ced yesterday. Mr. Goubau joined RCA Victor division as director of materials in October, 1946, after previously having served for three years in the Navy Department as civilian chief of the contract clearance division, Office of Procurement and Material.

10 YEARS AGO TODAY

From the Files of Radio Daily

The Atlantic Refining Co., through the N. W. Ayer & Son, Inc., agency, bought the broadcasting rights to 1,844 ball games over 39 stations in 12 states. . . .

Gerald King of Radio Transcrip- tion Producers Association took the stand before the FCC committee investigating chain broadcasting and possible monopoly and spoke on electrical transcriptions and their applications to the broadcasting business. . . . CBS sold out a charge card, No. 25 which becomes effective April 1st.

Seasonable Campaign Set

By Esso On 42 Stations

(Continued from Page 1)

be a staggered schedule through March and April and the spots will emphasize the desirability of getting change-over servicing in preparation for hot summer driving.

FOR TOP HOOPER EATING

find main course portions of delicious food at one of the most HOPPYs, where the libations start at 85¢. Non-dinner, too, in the YUM YUM Cocktail lounge.

H O W I E ' S

6th Ave., 23rd Street - ADVT.
Tailulah Bankhead Jangled By Jingle

(Continued from Page 1)

used by a woman until her father pinned it on her.
The jingling jingle which the
plaintiff objects to contains the fol-
lowing lyric:
'I'm Tailulah the tube of Prell
And I've got a little something to
sell.
Your hair can be radiant oh so
easy.
All you've got to do is take me
home and squeeze me.

Another verse says:
For radiant hair get a hold of me
Tailulah the tube of Prell shampoo.
The jingle, which P&G intends to
keep on the air pending any court
decision, was written by Leonard
MacKenzie of Benton & Bowles.
MacKenzie also wrote "Chiquita
Banana." It was learned yesterday
that Miss Bankhead first made a
protest to P&G several months ago
but the complaint was ignored.

Censorship Denied
By White House Sec’y

(Continued from Page 1)

was one of five new photographers who had their pictures taken from
taken from them by Boss after the shots had
been made from a Navy blimp over
the beach where President Truman
was sunbathing. The newsmen
reported that they had obtained the
permission from the navy for taking
pictures and that they did not be-
lieve it was necessary to obtain per-
mission also from Boss. They point-
ed out that they had received clear-
ance for the flight last week after
taking it up first with Lieut. Comdr.
William Ridgon of the White House
staff and Rear Admiral Robert L.
Dennison, the President’s naval
adviser.

Brooks Message to Boss

Brooks’ message to Boss inquiring on
the disposition of the seized
films said:
“Our staff cameraman advises you
have taken from him newseum films
he shot today with navy permission.
We are naturally willing to cooper-
ate with any essential security regu-
lations, but similar photographs
have been freely taken before and
we were unaware that any cens-
orship was required beyond navy
regulations.

“We need the films for the night-
ly newscast and would appreciate
your advising where they may now
be picked up for earliest processing
as we assume they were withheld
through a misunderstanding.

For Profitable Selling—Investigate

WDEL
WILMINGTON
DELA.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WRAW
READING
PENNA.

WORK
YORK
PENNA.

WEST
EASTON
PENNA.

Stork News

Santa Monica, Calif. — “Yours
Truly, Johnny Dollar” had to add
the cost of cigars to his expense ac-
count in his make-believe insurance
company last week. A baby girl
was born March 11 to “insurance-inves-
tigator” actor Charles Russell and
his wife, screen actress Nancy
Guild.

Drug Manufacturers
Report Business Good

Declaring that drug sales
throughout the nation are currently
running ahead of the same period
last year, Ray Schlottman, execu-
tive secretary of the Federal Whole-
some Drugs Association, at a meet-
ning at the Hotel Statler, New
York, Monday that the present out-
look for the industry is good.

Schlottman said that supplies of
medicines and most all pharma-
cological supplies are now good and
drug prices are expected to stay
close to current levels.
Mainly About Manhattan...!

- **AROUND TOWN**: One of Margaret Truman's frequent escorted events is James Gilliss, of NBC's Spot Sales staff, who hosts from the ol' home town. (However, he's an old friend of the family and not a romance...). WMCA negotiating with Ted Steele and his wife, Doris Brooks, to fill the spot to be vacated by Andre Baruch and Bea Walin... We're just wondering now if Phil Harris & Co. decided to stay on NBC out of a desire to prove they didn't need J. Benny—or whether it could be that CBS couldn't give them a good time slot on Sundays... Wo's in a name, dep't: Button & Bowes are on NBC's Spot Sales staff... Joe Franklin, of WMCA's Antique Record Shop, planning a series of concerts titled "Midnight Memoires" at Carnegie Hall with top recording stars of all time... Auto outfit interested in Dwight Weist's "Where Is It" TV package... Similarity in names of NBC's Screen Guild Players is causing the Screen Directors Guild to change their series, to Screen Directors Playhouse... Bob Hope, who gathered over a half a million box on his recent one-nighters, will do a repeat in a couple of months... TV producers after Jimmy Durante to team up with his old-time vaude partners Clayton & Jackson, for a variety video stanza... Fireside Inn's liqour menu just introduced the Earl Wilson Cocktail. One drink and That's Earl, Brother.

- **Grove Labs Readying Annual Spot Campaign**

(Continued from Page 1) and summer campaign on Grove's Tasteless Chili Tonic. Campaign is centered mostly in the southern rural areas.

Announcements placed with stations will become effective April 18 and run for approximately 18 weeks. Transcribed announcements will be used mostly but in some six or eight cities programs will be bought, including news programs.

- **Wins Heart Fund Jackpot**

Chicago—Mrs. Marjorie W. Smith, 26 year old Chicago housewife won fifteen thousand dollars in a raffle, cumberbunds prizes Monday by identifying Major Lenox R. Lohr, president of Museum of Science and Industry as "Mr. Heartbeat" in a contest conducted by WGN in cooperation with Chicago Heart Assn.

- **Phil Silvers, quitting his TV show after tomorrow's performance, will continue doing video work on a guest basis only. The comic has already stated his reason for pulling out. He regards doubting between the two jobs (he's currently starring in the B'way hit, "High Button Shoes") as too physically exhausting. Meanwhile, his sponsor, Cluett and Peabody, have a written agreement permitting them first refusal on the comic's services should he desire to return to TV on a full-time basis again. This Phil has no intention of doing unless he sticks to TV exclusively.

- **The Morning Mail**: "Dear Sid," writes Kenyon & Eckhardt's publicity ace, Hal Davis. "Some time ago you ran items about press agents who have gone outwards and upwards to better things. Well, I object. Publicity men who want some other line of activity have my blessing, but let's not consider any move out of the field one of elevation. Today, publicity is getting more and more important for products, companies, radio shows and personalities. There are many men and women in this field who have hung up wonderful records of achievement on behalf of their clients. To yet specific, there's Dave Alber, who has always done a clean, thorough job for all of his accounts. Jack Banner is another. Dick Park of WNEW, is creative, imaginative, and hard-hitting. Ginny Travors at Compton does a superb agency job, Ade Kahn, Spencer Have, Jo Ranson, Larry Lowenstein and the rest don't have to be ashamed of their profession. I'm not, myself. Publicity happens to be a very satisfying occupation, given honest approach, willingness to work and the desire to satisfy both clients and editors... There are lots of us who don't prefer any other kind of work." I see what you mean, Hal, but it'd like to add names like Al Durante, of I. Walter Thompson, Al Wilde, Jack Perilla, Tim Marks, Art Franklin, Lyn Duddy, Joel Preston, Mack Miller, Dorothy Guilman, Jane Barton, Sid Ascher, Walter Kamer, Ivan Black, Art Miller, Will Yolen, Paul Benson, Kurt Hoffman, etc. who are in there "delivering"—and liking it.
Goose? or Nest?

Which Will You Have?

For some reason, the goose egg stands for zero . . . exactly nothing.

The nest egg, however, stands for a tidy sum of money, set aside for your own or your children's future. It's unnecessary to ask you which you prefer.

But it is necessary to ask yourself what you are doing to make sure you don't end up with a goose egg instead of a nest egg ten years from now.

The simple, easy, and obvious thing to do is to buy U.S. Savings Bonds. Buy them regularly, automatically, on a plan that pays for them out of the month-to-month income you make today.

Millions of Americans have adopted this practically painless way to save up a nice nest egg for the needs and wants of the future.

In 10 years they get back $40 for every $30 invested in U.S. Savings Bonds—bonds as safe and solid as the Statue of Liberty.

There's a special Savings Bond Plan for you. Ask your employer or banker about it today . . . and get started now.

You'll soon realize it's one of the most important and comforting things you ever did!

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

This space contributed by Radio Daily
"Get Started In Small Community," Radio, TV Aspirants Are Advised

(Continued from Page 1)

problem in the development of new talent, and the pay scales are completely out of line for the employer to gamble on the success of an individual artist or producer. In some cases, he added, "I find that there are fewer and fewer opportunities because of those interested staff and other steps taken to provide job security for persons already employed by an organization."

The survey showed that a large number of these newly-trained people are seeking work in metropolitan New York. For example, Paul Godofsky, executive v-p and station manager of WLIR, Remsenburg, Long Island, reported that of 20 applications are submitted to him per week and that at least 10 of these have only radio schooling and 5 have only newspaper experience, it was impossible to interview them, he said, "to go to smaller towns which have a 10,000-40,000 circulation, or better, and find out who those people are who can observe radio in all its phases by actually taking part in station operations as a member of the staff. This, we feel, is essential to qualify them for specialized jobs in larger stations. We (WLIR) are a highly specialized station in a metropolitan area in competition with 30 other stations. We, therefore, require a high standard of operation," Godofsky continued.

A similar view was expressed by Earl M. Johnson, v-p in charge of station relations and engineering for WINS. "The thing that a graduate needs," he commented, "is experience. Better opportunities for the graduates in breaking into radio are in smaller activities rather than in the restrictive type of jobs found in New York. At smaller stations, a graduate is able to get more all-around experience than he can obtain in large cities."

Many Part-time Students

The evening and extension division of the City College of New York School of Business reported that 205 persons are now taking courses in radio and television under the direction of 12 instructors. About 75% of these students, most of whom are working people, want jobs in radio and television, according to one of the instructors, Joe Machlin, director of WMGM. In his average class of 15 to 30 students, Ransob told Radio Daily, approximately 35% of those students are employed in jobs in radio and allied fields. "Most of them plug away in the New York metropolitan area. Only a few look in distant cities."

Seek Wider Knowledge

"WNEU's publicity director, Dick Pack, ",WNEU's publicity director, Dick Pack, told the survey, "No course, to my knowledge, ever got anyone a job, but courses can add to a student's potentialities. Most of my students are already in radio and are taking instruction to widen their knowl-

edge. About 20% of the students attending New York University's courses in radio actually go into the field, according to Warren Bower, assistant to the director of the education division. He estimated that a larger percentage found work in television. "Our record is even better for electronics," he added. "Most of those who enter radio go outside of New York. But they stick around for the first six months without too much success. After they have gained actual experience," he believed, "they return to New York for good.""

William H. Topping, graduate placement counselor for RCA Institute, who counseled RCA Institute placement counselors, told Radio Daily that a little over 50% of those graduating on March 1, 1948, had already found positions in the Mariner, mostly outside of the metropolitan areas. He revealed that very few graduates were able to find work in New York broadcasting or television stations. "I look at this area as being very limited for industrial and manufacturing laboratories," he added. RCA graduated 631 during 1948 with a "high percentage of placement."

Fordham Gives Report

About 60% of the students trained in the radio division of Fordham University have entered professional radio, television or advertising, 40% of whom went out of New York, chairman William A. Coleman reported. At the present time, 48 students are taking the complete two-year training in the radio division as part of their regular college education leading to a Bachelor of Arts degree. All students are registered for single courses in the division. All 71 are obtaining practical radio experience in the operation of the university's FM station, WFXV, it was pointed out.

Local Sponsors Signing

MBS Chevallier Show

First two local sponsors to sign for Mutual's "This Is Paris," which premieres March 31 with Maurice Chevalier in the starring role, are Kaufmann's department store in Pittsburgh and Hecht's in Washington. They will sponsor the show, to be heard Thursday nights from 6:30 to 7:30 p.m., EST, over KQV and WOL, respectively.

The idea "This Is Paris" is a co-op but since it features such guest fashion designers as Schiaparelli, Balmain and Balenciaga, MBS participants will enjoy a favorable image for individual city participation.

Program is recorded every week in Paris and is distributed by Mutual of Los Angeles, Calif., to stations in the U.S. No station may own "This Is Paris," it is pointed out. It's produced by Bill Robson, former with CBS, and directed by Sam Pierce. Paul Barron conducts the 26-piece orchestra.

According to B. J. Hamblin, MBS director of co-ops, production and talent costs to a national sponsor should be around $75.00 a week. But for local sponsors using MBS affiliates, the show is scaled all the way from $25.00 to $1,000 a week. However, makeshift Enforcement has already spent some $15,000 in promotion of this "This Is Paris."

"This Is Paris," according to Petroff's AFM has had a strict ban against the importation of any foreign musical show. Hauser said that arrangement for this show to this country being worked out by Morgan with AFM.
M'FRS. HIT OBSOLESCENCE TALK

TELE TOPICS

A BC PREMIERED a delightfully refresh- ing new show last night in the "Ray Knight Revue." It's not a lavish program. There were no sets and no expensive wardrobes, but the talent and actuality of its cast made it fine entertainment. Knight was present throughout, and his quick costume changes and comic turns made a welcome addition to the TV revue. But it was the exceptional line-up of young singers and dancers that really gave the show its charm. They performed so effortlessly that they made viewers completely relaxed. Even more important, they looked and sounded as if they were enjoying themselves immensely. All of them should do well in this business. They are Eric Britts, Kaye Connor, Tony Craig, Joan Fogg, John Gannett, Jonathan Lucas, Hildagarde Halliday and Don Weismueller. They were but two signatures. One was the use of two pianos where an orchestra would have been invaluable. The other was an almost stereotyped silliness to one of the dance routines. But there aren't two programs in the world  where an orchestra would have been invaluable. The other was an almost stereotyped silliness to one of the dance routines. But there aren't too important in the overall picture. The program is something bright and new, and very good to see. . . Knight and Michael Cunay worked and produced Howard Carder directed.

"TELEVISION TODAY," the CBS promotion film, was previewed for the press at the Museum of Modern Art yesterday and turned out to be an excellent movie, as entertaining and educational Camera work and lighting were outstanding and the film was so welleased that it seemed much longer than the actual 35 minutes running time. It's highly effective also as a selling vehicle for TV in general and CBS in particular. Narration by George Mikolov, CBS-TV manager of sales development, projects a feeling of warmth and sincerity that professional actors would be hard pressed to duplicate.

All in all, it's a good thing to see . . .

Film was made by IMPS and directed by Ben Gradus, of that firm. Victor Rater, CBS promotion manager produced and wrote the shooting script from a preliminary by Ben Kerner.

PARAMOUNT is beginning an all-out pitch on behalf of its "closed circuit pre-filming" setup employing 35 mm. off the tube recoding. Used for programs and commercials, system is currently available in New York and KTLA, Los Angeles, with an installation at WKB, Chicago, to be ready soon. . . Juanita Wilcox, former Columbus, Ohio, radio flack, has joined Coslley as director of promotional activities of WLW-C. Frank Young, WPX publicity chief, has formed his own TBA (Talk Back to the Actor) Club. Purpose of the organization is to monitor TV Westerns for cliches and to flag them back in the cowboys' faces.

ADVANCE OF UNFETTERED TELE

In U.S.A. Praised By Paley

Montréal—Television, developed and operated under a system of free enterprise without interference by unnecessary governmental agencies, has made a vital contribution to the advancement of ideas in the United States, chairman and chairman of the board of directors of the Columbia Broadcasting System, said in a talk at 111, April 10, yesterday.

He expressed concern over the future of television under totalitarian regimes, and said: "Any kind of government control, not restricted to the limitations obviously-required to regulate air-wave traffic for all those interested in television, can become a serious hindrance to the path of this new medium."

"In Canada," he said, "you can have the experience gained in the United States through a period of trial and error, and you can thus save millions of dollars which free enterprise in the U.S. had to spend to develop television and make it such a popular force of enlightenment as to our people."

"And, I am delighted to see Canadians building their own television transmitters and developing their own programs with the near future, and I do hope that it will be along the same line as in the United States," he declared.

Mr. Paley said the people of the United States are definitely sold on television. "I am sure that the people of the United States, which is approximately $300, is not too high for the quality of performance given."

"By the end of 1949, we will be able to cover. In the United States, 30 per cent of our population."
WLYD Lists Staff Changes

LadySmith, Wis.—WLYD, associate member of the Wisconsin Network, operating full time on 1550 kc, has announced several changes in personnel. Robert I. Foreman has joined the staff as commercial salesman and Corrine Kopp, has been appointed program director with Joseph Dahlgren named program manager.

WICA And FM On The Air

Ashtabula, Ohio—The Ashtabula Star-Beacon, recently ran a radio supplement announcing its expansion into “WICA and WICA-FM.” In the daytime, WICA’s power will be stepped up from 1,500 to 3,000 watts and will provide service to residents in an area embracing nearly 7,000 square miles in North and Northeast Ohio and Eastern Pennsylvania. On FM, the station will broadcast on 48,000 watts.

WFUV Aids Childs Placement

Brooklyn, N.Y.—Last week, Fordham “U”s” FM station, through its program in behalf of the Cardinal Campaign for Foster Homes, succeeded in placing an eight-year-old, full-blooded Iroquois Indian girl. According to the director of the series, the lad had been living in an institution since he was a few months old. No home could be found for him until his story was told on WFUV. Before the program signed off the air, the phone rang and the boy was urgently requested by a woman who had taught school for Indians in Canada.

Hix Nat’l Sales Mgr. KFM And FM

Wichita, Kansas—An announcement has been made to the effect that Robert S. Hix has been appointed national sales manager of the CBS Affiliate, KFM and FM. He succeeds Frank Mathews, who resigned recently. Hix formerly was associated with the Albuquerque Publishing and Broadcasting Co., operators of the 50,000-watt NBC station, KOB.

Nolan Named WFLF Art Dir.

Philadelphia—Jack A. Nolan has been named assistant program director of WFLF. He was the former assistant art director of the Richard Foley ad agency and also held the position of art director with the George A. Riddick agency in Trenton, N. J. Nolan is a member of the Philadelphia Art Alliance.

Springer Joins WDVA

Danville, Va.—Roy Springer has joined the sales department of WDVA. Formerly associated with Motion Pictures Association Screen Broadcast, he joined WBCG, Greensboro, and was a member of WBAB, Burlington, N. C., for seven and a half years.

Staff Changes At WLOW

Norfolk, Va.—WLOW’s chief announcer, Bob Dreppard has been

Bed-Written

One of Philadelphia’s best known voices belongs to Stu Wayne. Thousands hear him while they’re still in bed, for Stu conducts the KYW Musical Clock (6:30-9:00 AM, Mon.-Sat.). Recently, while Stu himself lay in a hospital bed for two weeks, literally thousands wrote get-well wishes. Letters and cards poured in from tiny tots, grandmothers, advertisers, agencies. These thoughtful notes typify the friendly spirit of the Musical Clock...that’s what makes it such a successful sales medium. For availabilities, check Harvey McCall at KYW or Free & Peters.

50,000 Watts

Philadelphia’s NBC Affiliate

KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEK • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
MOVE TO PROTECT NEWSMEN GROWING

'Immobilizing' 540 Kc Bad, NAB Tells FCC

Washington Bureau of RADIO DAILY—There is danger in "immobilizing" the 540 kc band and preventing its use by broadcast services to which it has been allocated, NAB has told the FCC. Its statement was filed for FCC consideration prior to the Fourth Inter-American Radio Conference which will be held in Mexico City from May 16 to 30. "This puts the 540 kc band in the same category as the 1020 kc group," it said.

KRKN Stops Operations; Sells Equipment To KFSF

KRKN, 250-watter at Fort Smith, Ark., suspended operations at 11 p.m., Tuesday night and yesterday took steps to turn back the license to the FCC in Washington.

Decca Sales Decline Reported For 1948

Washington Bureau of RADIO DAILY—Declaring that the obligation to bargain collectively in good faith is a mutual obligation, NAB has recommended 11 amendments to H.R. 2002, now the subject of hearings before the special

BMB To Fold In Present Form; Future Operations Uncertain

Broadcast Measurement Bureau, industry-supported research organization, will fold as an operation in its present form at the completion of the Second Study, Radio Daily learned yesterday. The future of the audience measurement service as a private enterprise will rest with the board and recommendations that will be submitted by the April MBA convention in Chicago.

Clark Haggerty

Will Debate Issue

England’s Cambridge University debaters will appear on the Martina Deane program on WOR, 10:15-11 p.m. today, with Columbia University debaters to argue the British policy in the Middle East. The debate is a series of listener-judged debates. Mail in votes are received weekly.

www.americanradiohistory.com
RADIO DAILY

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COMING AND GOING

RICHARD W. HUBBELL, radio and television consultant, leaves by plane today for Paris and London, where he'll spend three weeks reviewing a survey of British and French television.

ROBERT Q. LEWIS, Columbia network comic, tomorrow will be in Detroit to take part in a Technicolor sound program which will be previewed over WJR.

ARCHIE J. TAYLOR, general manager of WMOH, was visiting his brother in New York for business affairs with the station's national reps.

IVOR SHARP, president of KSL, Salt Lake City, and FRANK McCARTHY, sales manager of the station, returning to Utah after having attended the station managers meeting of CBS.

PHIL ALAMPI, director of farm news at WJZ, is expected back today from Washington, D. C., where he joined other farm editors in a series of meetings with Department of Agriculture officials.

LOU BARILE, for the past few years announcer at WBN, Utica, has arrived in Rome, N. Y., to take over his new duties as disc jockey on WRS.

HARRY ACKERMAN, vice-president of CBS in charge of network business, left the film capital yesterday for a trip to New York.

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

CHARLES B. BRITT, general manager of WLOL, Asheville, N. C., visited yesterday at the New York offices of the station's national representatives.

OSCAR KATZ, director of research at CBS, is expected back tomorrow from a business trip to the West Coast.

STANLEY BURNIS, announcer-newsreader, will return Sunday for a vacation in Miami. He'll be away three weeks.

SAMUEL L. CARLINER, vice-president and treasurer of WINS, New York, and KAL, general manager of the station, are expected in Gotham tomorrow to discuss television programming with officials of DuMont and other stations with their national representatives.

SPIKE JONES and the members of his CBS sponsored company are spending today in Scranton, Pa.

Suggests MBS Debate On Censorship Charge

(Continued from Page 1)

York to discuss the new packages with web execs.

A month ago when Valley was in New York there was a report that CBS was trying to sign him for a similar show, and the entertainer also got other offers. It was said, however, that Valley didn't want to be up in New York permanently, preferring to live on the West Coast.

John Davis has been on CBS before. His co-op program went off last July.

Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers wear by it. And whenever welding is done, you'll see signs around for the unwary, reading “Don't Look At The Flash!”

A mask is fine on a welding job, but there's no need for one in radio time buying. All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous ... and sometimes it's most enlightening.

Take radio in Baltimore. If you stare straight at the naked facts, you'll discover that it's the independent station that's the buy in this big town.

It's W-T-H-T that delivers more listeners—in dollars—than any other station in this 6th largest city.

The smart time buyers don't use blinders ... they know what goes on in Baltimore. That's why W-T-H-T leads so many lists!
Introducing

...ADDISON PELLETIER

You have never before heard a radio program aimed at the feminine listening audience that compares with "THE ADDISON PELLETIER SHOW." You must hear it to appreciate it. You'll be missing a rare treat if you don't.

No network — national or regional — and no local radio station (except those which pre-tested this series) has any feminine radio show even remotely resembling this great transcribed series.

"THE ADDISON PELLETIER SHOW" is packed with real entertainment, humor, and down-right friendliness — with a personality so colorful and gracious that every listener will acclaim her as "America's Newest Radio Sweetheart." Pre-tested, "THE ADDISON PELLETIER SHOW" has a background of proven results — and this charming lady has demonstrated her ability to spellbind audiences — menfolk not excepted!

130 1/4-hour open-end programs are available. Each show is complete in itself. Room for opening, middle, and closing commercials are woven inside the framework of each episode, with perfect cues for announcers.

Write, wire, or phone today for audition samples, further data, and low syndicated rates. Samples on memo for 30 days.

KASPER-GORDON, Incorporated

The Oldest — and one of the Country's Largest Producers of Successful Transcribed Syndicated Radio Shows

PRODUCERS OF "THE SPICE OF LIFE" — "THE FAMILY ALBUM" — "GLORIA CARROLL ENTERTAINS" — "ONE I'LL NEVER FORGET" — AND OTHER PROVEN PROGRAMS.

140 BOYLSTON ST., BOSTON 16, MASSACHUSETTS
'Immobilizing' 540 Kc Bad, NAB Tells FCC

(Continued from Page 1) at the forthcoming conference to consider a renewal of the basic tenets in the North American Regional Broadcasting Agreement.

"If the so-called "New Deal" delegation to the Fourth Inter-American Radio Conference (FIAR) were to carry out their intentions regarding this frequency, it would thereby pre-clude the status of 540 kc as a broadcasting channel. It is not the responsibility of FIAR to allocate, assign or classify the 540 kc channel. It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc to the forthcoming NARBA."

NAB told the Commission that the NAB could see nothing in the Atlantic City regulations singling out broadcasting "as a service which must protect the other services in the neighborhood of 540 kc." The reference was to a provision of the regulations that stations of a service shall use frequencies so separated from the limits of a band allocated as not to cause harmful interference to the services adjoining.

"Extremely Well Engineered" Broadcasting, at least domestically, is an extremely well engineered and closely regulated service," the NAB said, and further proof is evident that the services adjacent to the lower frequency edge of the band are all well-engineered or regulated in any manner.

Referring to the FCC proposal that the entire band, 385-550 kc, be considered as a unit, in considering the band 415-535 kc, the NAB said: "On this point, the NAB would remind the Commission that 540 kc is exclusively a broadcast frequency and it should be the broadcast's prerogative to have a voice in its allocations."

Sharp Price Reductions On Philco Radio Sets

(Continued from Page 1) made on table model 901 which was cut 66 per cent. Set originally priced at $49.95 is now being sold at $19.95. Vint's stores in New York advertised the model yesterday at the new price.

Windy City Wording . . .

- • • • To 98 days of the National Television conference and three days of Association of Women Broadcasters last week gave the trade press 'a busy week and left the boys and girls with some more or less conflicting ideas as to the relative advertising values of video and radio. But out of the two conventions came probably more valuable information, ideas and suggestions than these gatherings usually produce. Sauciest of the talk was the fact that Maurice B. Mitchell, whose indictment of the "free loaders" was expressed in no uncertain terms. Some of the encomiums headed television sounded a bit over-enthusiastic, but maybe, as one speaker expressed it, "television is progressing so rapidly that we can't lie fast enough to keep up with the truth."

- • • • ABC's "Welcome Travelers" claimed two scoops last week (March 8). First, emcee Tommy Bartlett, who had been waiting up all night to talk to Bill Odom, round-the-world flier, contacted Odom 1100 feet in the air over Illinois at 6:01 a.m. The chat was recorded and was heard on the "Welcome Travelers" broadcast at 11 o'clock the same morning. On the same program Bartlett brought Joe Rodriguez, ex-GI who had undergone a successful operation to restore his sight, and Joe's wife Lucy and their young son together on the program, neither Joe nor Lucy knowing they were to meet there. Joe was on his way from New York to his home in Colorado, and Lucy and their son had been brought to Chicago from Colorado by Bartlett.

- • • • The tower for WBBM's new 750-foot transmitter arrived a few days ago and the job of installing the transmitter atop the American National Bank building is being done this week. It is claimed it will be the most powerful of any at the station in the midwest. . . Malvin Wald, writer of the screen's "The Naked City" about New York, is thinking of collaborating with radio writers Gail and Harry Ingram to do a similar yarn about Chicago . . . Zenith Radio Corp. is running a full-page ad in many dailies advising tele set purchasers there expected changes in wave lengths will not affect Zenith sets . . . Quisp Kid Lanny Lunde has had his song "My Wonderful Mother" published by the Neil A. Klos Music Co.

- • • • The press was given a preview last Friday of the new FM station WMOR, with Darby L. Torretta, famous restaurateur and a stockholder in the station, as host. A tour of the studios revealed the latest developments in acoustics and radio equipment. Station starts its regular broadcasting schedule Sunday (20) with 16 hours daily of music, news and public service programs.

- • • • Leon Sevan, singer and violinist formerly on WGN, has joined the WBBM staff . . . Don Krause, NBC press department staff writer, has announced his engagement to Edith Allen, former NBC receptionist. Marriage will take place some time next summer . . . Swift & Co. will sponsor a two-hour telecast of the International Kennel Club show from the International Amphitheater on March 26 . . . WENB-TV hung up what it believes to be a new record among video stations Sunday. Included in the 8½ hours of continuous telecasting were four hours of live programming, with some live shows. Of the 8½ hours, only 2½ hours were film and only two hours of the time was fed from ABC video in New York.

2 More States Move To Protect Newsmen

(Continued from Page 1) to Arthur Stringer, secretary of the NAB radio news committee. The Ohio measure provides that "no person engaged in the work of, or connected with or employed by any newspaper, or any press association, or a radio station licensee, commentator, announcer or other persons connected with or employed by a radio broadcasting station, or radio association, for the purpose of gathering, procuring, compiling, editing, broadcasting, disseminating or publishing news or broadcasts shall be required to disclose the source of any information procured or obtained by such person in the course of his employment in any legal proceeding, trial or investigation before any court, grand jury or petty jury, or any officer thereof."

The reference to radio and radio commentators are added in the bill to amend the pertinent section of the general code of public morals.

Carl M. Everson of WHK, Columbus, handled the Ohio campaign for the NAB radio news committee. The bill provides that the term "radio," as used in the measure, includes television, facsimile and other methods of communication.

The Indiana news privilege bill was signed into law by Gov. Henry Schricker earlier, according to reports from Warrick, manager of WJOB, Hammond, Ind.

Previously, Arkansas had been the first state in the Union to pass such a bill extending news privilege to radio newsmen.

Holiday Salute

Peggy Marshall and the Holidays, singing group, will be featured on NBC television on Saturday night when Television Screen Magazine salutes Holiday magazine for its special New York edition. Program will be televised on WNET.
Drop Religious Series On Conn. Station

(Continued from Page 1)

ranted to the Methodist Church through a public statement on Tues-
day, while, in part, that the ac-
ction of Mr. Lee represents "a cour-
gageous action in behalf of free
speech and worship".

WNLK was denied in its suspens-
ion decision by two neighboring
stations, WSTC, Stamatford, and
WICC, Bridgeport, on the grounds
that "the broadcasts of church ser-
sices were not organized as a forum
or freedom of speech or of the
public" and that "if time granted for
his expression of one political view,
that time must be given to other
political groups, under a FCC rule-
ning."

Dr. Benjamin Ginsburg, president
and general manager of WNLK, told Radio Daily yesterday that the en-
tire time for religious broadcasts of
the Ministerial Association will re-
main suspended until they explain
publicly that their time on the air
is only for religious services and
that Wallace had no place on last
Sunday's broadcast. The religious
station's purpose of their program before the station's grant will give them many
hours of broadcasting, Then, Julian Schwartz, general manager
of WSTC, said in a letter to Gin-
sburg: "Congratulations on your po-
osition in re: the Wallace-Metho-
dist church broadcast. I heartily endorse
the action you have taken." Dickens
Wright, general manager of WICC,
reportedly telephoned his endorse-
ment of WNLK's action. Ginsburg
did said that Wright told him: "I would say that 100 percent in communi-
cating upon the stand taken by WNLK.
"I even offered to retract the sus-
ension of Mr. Lee's church if the Min-
isterial Association would pub-
lify assume responsibility of keep-
ing future programs appropriate to
religious services." Ginsburg ex-
plained. To support his contention
that the Wallace speech was politi-
cal in nature, Ginsburg disclosed
that Norwalk's afternoon newspaper, the Norwalk Hour, was ask-
ed on Thursday to publish the text
of the "sermon," but that the newspa-
per, on its own initiative, had placed
its "top political rates" on its pub-
lication and that the idea was dropped because of the cost in-
volved.

Important Import

Buna Lynch, a 23-year-old Irish
soprano, especially invited to
appear in NBC's "New York City,"
oratorio at WGN, Chica-
go, 15:30 p.m., today, arrived
at La Guardia Airport yesterday
with a bevy ofSigma Alphonsas
for Cardinal Spellman's use in
reviewing the St. Paddy's Fe-
ande. The Irish lass left imme-
diately for the Chicago show in
which she will sing Irish folk
songs in Gaelic.

Winchell-WOR Feud
Mentions No Names

A rather strange type of "diplomatic"
peace talks have been going on recen-
tly between Walter Winchell and
WOR, New York. It all started when
newscaster Lyle Van on his 5:00
p.m. show cut loose with a blast
against a "screeching" Sunday night
commentator whose "rabble rous-
ing" as Van put it, was a cancel-
lation of an appearance of Walter
Gieseking, German concert pianist.
Van claimed that was not the
American way to handle it, that the
concert was not political. Van did
not mention Winchell by name but
there could be no doubt as to whom he referred.

Since that time neither has Win-
chell mentioned WOR by name but he's done some nothing in his
column about Mutual and once re-
ferred to two high executives of the
web in uncomplimentary fashion. At
WOR, Gieseking's column said that
Van's oratory was responsible.

Cited "Misinformation"

Last Sunday WOR's Winchell accused a "Mutual newscast" of
giving out misinformation by saying it has the largest audience in the
state. In his 26 early morning shows,
Winchell also said the "program has
such a low Hooper it isn't even listed."
Obviously, he was talking about
Lyle Van's nightly newscast.

This week Van let go at Winchell
again, still railing from specifi-
cally mentioning his name but
calling him "WVW" and "Wailing
Willie." Van attempted to clarify the
difference between WOR and Mu-

tual and pointed out that his pro-
gram would be included only in
Hooper's city ratings, not the national program ratings. But to
keep the pot-shot routine from get-
ning out of hand, Van said that this "wears our chat with Wailing
Willie."

Dividend Increased

At its meeting yesterday, the
Board of Directors of Philip Morris
& Co., Ltd., Inc. raised the regular
dividend on the common stock from
5 1/4 cents quarterly to 50 cents and
declared an extra dividend of $1.00,
which compares with an extra divi-
dend of 25 cents declared at this
time last year. Both the regular and
extra dividends are payable April
30 to stock of record March 31.

Saluted By UN

The American Association for
the UN has cited NBC for "its
outstanding record in the past
year in the field of public service
programs" and "efforts toward
building a better informed public
opinion in support of the United
Nations."

The network was honored at the
16th Annual Convention of the
AAUN on March 12 for its
programs: "Our Foreign Policy"
and "Your United Nations."

Havana Radio-TV Hi-Lites

(Radio Daily)

(Special Correspondent, Radio Daily)

Havana—"It will take about three and one-half million
molars, but I expect to start television programming here in Cuba
before the summer of next year," So spoke Senor Geor Mestre, President
of Circuito CMQ and builder of Havana's Radio City at a banquet be-
tween 1,200 people at the Casco Deportivo. The occasion was the first
anniversary of the opening of the huge modern studios of CMQ in
Havana's magnificent Radiocentro. Mestre's remarks received a tre-
meanous ovation from the assembly which included the President of
Cuba, the Mayor of Havana, other lending government officials, and
the top executives of Cuba's largest radio advertisers including Procter &
Gamble, Goigate, American Home Products, Norwich Pharmaceutical,
Canada Dry, Standard Oil and others.

Mestre outlined a five-year plan for TV in
Cuba that called for an expenditure of three and one-half to
five million dollars to build studios and produce films for ex-
clusive video showing. "We are already in production with an
extensive schedule calling for 300 four-minute musical films shot
on outdoor locales to familiarize ourselves with television movie
techniques," Mestre announced. He added that 24 of these sound-
ishes had already been canned, using only native Cuban talent and
and that these films would soon be made available to
TV stations in the States. "They are good short subjects for te-
levision with authentic native dances and music," said Mestre.
The films will be distributed through Mestre and Co., one of
Cuba's largest advertising agencies headed up by Geor Mestre's
brother.

Along Radiocentro Row—Cubans who are native
boiled Havana, will flock to see TV broadcasts of ball games, clubs
Havana ad execs. The plans to sell between-bitting spots rather than have one
advertiser to lift the entire tab. ... When CMQ-TV is ready to
go on the air, Mestre plans to ask the Cuban government to admit
U.S. TV sets into the country duty-free for a period of one year in order
to promote sales and build a video audience. . . . "El Derecho de 
El Derecho de Nacimiento de Nacidos"
itsardina. The program is sponsored by Besto Procter, distributors of
General Foods, Norwich, and American Home Products in Cuba.

Havana's Most Popular News Program is the
familiar Esoo Reoer, heard twice a day over Circuito CMQ. McCan-Erickson handles the account out of their N.Y. office,
and were amazed to receive requests for their Esoo maps offered
over the CMQ network from such distant points as Colombia,
Venezuela, Haiti, and Panama. . . . Grant Advertising has taken
over an entire building on the Prado, Havana's Fifth Avenue. . . .
Station CMCB, better known as Radio Reojo or Radio Clock, plans
to become the first Cuban station to broadcast 24-hour
. . . "Tanakuro," the soap opera adventures of an oriental prince,
has the biggest listening pull on HCH's Cadena Anal six
nights a week at 8 p.m. The client is Sabates S.A., which is the
Latin American division of Procter & Gamble. . . . Incidently,
across the board in Cuba means Mondays thru Saturdays, unlike the
custimentary five-week in the U.S.

Circuito CMQ maintains a news staff to rival any U.S.
web. There are 254 CMQ reporters scattered across the 750-mile island
to augment the network's regular U.P. wire. . . . Radiocentro is com-
pletely air-conditioned, the temperature in operation is all year—
since the temperature varies in February and March hails up to 82 in the
daylight."
PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
(AN ONION PATCH)
Rytec, Inc.
1585 Broadway
New York 19, N. Y.

A TIMELY REVIVAL
"AM I WASTING MY TIME ON YOU"
On Records and Transcriptions
STASNY MUSIC CORP.
1619 BROADWAY NEW YORK 9, N. Y.

From the Farrell-Lambert Smash Musical
"Why Can't I Happen Again?"
by Sammy Gallup and Michel Emer
CECILLE MUSIC CO., Inc.
580 Fifth Avenue, New York City

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

ART MOONEY'S New Smash!
BEAUTIFUL EYES
DUCHESS MUSIC CORP.

AGAIN
Here it is—another "LAURA"
New Releases by
WIC DAMONE.....Mercury
GORDON JENKINS.....Decca
VERA LYNNE.....London
NELL TORME.....Capitol

WORDS AND MUSIC
By PINKY HERMAN

- - - TIN PAN ALLEY ODDS—With an assist by Bing Crosby who wobbles their four new tunes in the current flicker "A Connecticut Yankee in King Arthur's Court," look for Johnny Burke and Jimmy Van Heusen to get quite a play on "If You Can't Yank Your Toes On The Moon," "Once and For Always," "When Is Sometime?" and "Busy Doing Nothing." published by Burke & Van Heusen,
- - - Mitchum and Bobby Gregory have a commercial ditty in the theme, "I See You With Somebody Else," published by Crescent Music Co.
- - - Benny Albertis shifts from Miller Music to Harry Warren Music to assist Pete Woolery in exploiting "My One and Only Highland Flag" and "You'd So Hard To Replace," written by Ira Gershwin and Harry Warren for the MGM musical "The Barkleys of Broadway.
- - - Felix's "All Right Leave, Drop The Gun," was wove by 11 recording companies in less than a week... (All right, Link, drop the towel).

- - - That's a clever tie-up stunt Leeds Music has made to promote its new British importation, "No More Orchids For My Lady... they are sending out 500 Revlon (Orchid) sets to disk jockeys, producers and orchestral and 250 Live Thomas Orchids to radio deejays.
- - - Russ Morgan has named his radio orchestra Jack Richmond New York manager for his firm Glenmore Music Co., and the first hit in Russ' own tune, "It's Tired," published by MacMillen Co.
- - - "The One I Love" is considering two offers by major firms to turn over its great rhythm ballad, "Havin' A Wonderful Time," which was recently introduced on the networks by Jack Batman... this clever happy-go-lucky ditty is a cinch for the hit parade.
- - - Emery Deutsch and his all string orchestra has been selected to play at the reception in honor of Winston Churchill to be held March 25 at the Ritz-Carlton Hotel... Chalk up a sure-fire hit for Porgie Music... recording companies are sooooo excited about this firm's new walk, "Love Is A Beautiful Thing" by Lee Pearl, Lewis Berlin and Harvey Pearl.

- - - Eddie Sailer and Sol Marcus, co-writers of "I Don't Want To Set The World On Fire" and "Ask Anyone Who Knows," have another hit Parade in "Because You Love Me," published by Remick.
- - - Harold Leventhal has joined Lewis Music and leaves for Hollywood this week to head the Coast office... firm is working on a novelty, "I Didn't Know The Gun Was Loaded."... George Cory and his Rhythm Bounce opened tonight at the Village Barn with several wires... Top Music is getting behind Georgie's ditty, "In A Little Swiss Chalet," which he wrote with Herb (MBS Producer) Rice.
- - - Busier than the proverbial one-armed, two-fingered paper hanger, is Johnny Olsen. Milwaukee's gift to AM, FM and TV... Johnny's current schedule includes, "Rumpus Room," Monday thru Friday 11 a.m. on WABD; "Johnny Olsen's Luncheon Club" Monday thru Friday 12:30 p.m. on WTMJ; "Ladies Man" Monday thru Friday 4:30 p.m. WOR; "Doorway To Fame" Mondays, 8:30 p.m. WABD, "What's My Name?" Saturdays 11:30 a.m. ABC and "Adelaide Hawley's Fashion Show" Sunday night via WABD... (jumpin' yimmal, Johnny, how many yobs you bano got?)

- - - ON AND OFF THE RECORD—Victor has a sleeper in Jimmy Brown's artful toying with "I Kissed A Girl And Made Her Cry."... Deejays and jukebox fans will latch onto this waxing... flipover is Joe Biviana's accordion and orchestra offering of "Vieni Sul Mar" with a down home polka kick...
- - - Chalk up a definite diller for Exclusive in the Billy Ford Quintet platter of the hip-hop novelty, "Jiver, What Are You Dust-akin?" reversed with "Let's Find Lucy... Juke box ops will cash in on this one.

PLUG TUNES

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

It's The Cat's Meow!
THE PUSSY CAT SONG
(Nyet Nyow)
LEEDS MUSIC CORPORATION

"A HIT Since..."

THE ONE I LOVE
(Belong To Somebody Else)
FOSTER 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.

MERO Record by Jerry Cooper
"JANIE and ME"
by Thomas G. Mackie
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y.
Sally Cohn, Mgr.

It's Time For
"GOT NO TIME"
by Jack Reynolds & Larry McMahan
CECILLE MUSIC CO., Inc.
580 Fifth Ave. N. Y. C.
SO. OHIO PRIMED FOR TV SPIRAL

A GOOD PART of TV programming will be a day-as-on film, but if those films are to be made in Hollywood, the movie industry will have to undergo some drastic changes. This is the belief of Jerry Poy, vice president of CBS, who has had wide experience in the film biz. The biggest change, of course, will come in the matter of costs. The movies, he says, will no longer be able to make pictures with one hand and sell them to the other. They will have to be considered as a joint product of the client and agency, both of whom figure budgets on a cost-per-thousand basis. The important segment in overall television, not applying to films for TV... Poy uses some interesting thoughts also on education and culture on tele. Advertisers, he says, cannot expect the average shows which play to a limited audience, but because of the need for educational commodities, they should be able under subsidy, governmental or otherwise.

HENRY MORGAN's five-week-a-quad- quarter hour for NBC, originally scheduled to begin Mar. 28, will be postponed for a week or more... Martin Gabel has been signed as tele director by Radio Artists Corp... Bob Shawley has been set for a permanent spot on the Hartmans show, playing the role of the couple's nephew... Title of DuMont's "Revue of Stars" has been changed to "Front Row Center,"... Maggie Teal makes her last til... on the day before the WPIX "Concert Preview" stanza Sunday... With Phil Silvers bowing out of the Arrow show too... Peter Lorre will be guest announcer next week... According to Ivar Sharp, ex-owner... of the LSL, Salt Lake City, the outlet's TV operation will be on the air by early June... For those inclined to statistics, ABC offers the information that "Crusade in Europe" will be carried from 31,000 miles of film. "Or considerably more if the distance traveled by the treasured airmen who recently circled the earth through the skies."

CRANCES BUSS, of CBS, one of the few female directors in the business, says: "Women have a natural advantage over men in handling certain television programs, such as home economics, children's shows, fashions and merchandising—a segment of the programming. While many of the jobs filled by women in television today have resulted from war-time manpower shortage, there is little question in the minds of many of the industry's executives that women will continue to fill important jobs in the field, especially at writers, producers and directors of women's programs, and as costumers, hairdressers, make-up artists, etc."

Obsolescence Talk Seen Hurting Sales

Crescendo of controversy on whether current television sets are becoming obsolete in the not too distant future is viewed in the trade as forcing a two-fold reaction in the mind of the public, neither of which is good for the industry. One effect is that a large segment of the buying public is expected to keep its hands in pockets, staying away from owning a video set until a future day, and the other reaction is that those who do buy are going to invest in priced sets.

The hot prospects among the public who are genuinely eager to have a set now may not be cooled by the torrent of confused debate but they are less likely to commit themselves beyond the vicinity of $200. There are writing it, it is believed, to gamble that much on a set which might provide satisfactory service for two years.

"The fence sitters are the ones who undoubtedly will have their minds made up for them—and negatively..." says the BEA director.Still... to out and give away to a calm analysis of the situation.

Some manufacturers and other trade leaders believe it is questionable as to whether any mention at all should be brought to the public on set obsolescence. Most any product put on the market which can be reasonably expected to last all the years, will continue to be obsolete or at least old fashioned. However, it is still possible today to listen to a radio broadcast with a crystal set.

Downfall Of Network Radio Effect Of Video—RAIBOURN

Chicago—Demand of network radio and "B" pictures at the hands of tele was predicted here recently by Paul Raibour, vice president of Paramount, in an address before the Investment Bankers Association. "The radio listening 'habit' has practically disappeared in TV homes, all other forms of amusement and relaxation have dropped off about 25 per cent. The most interesting point, he said, is that it's seemed to be very little discrimination as to how television affected those leisure activities. Its effect on all of them was alike, except for radio, which, of course, is a form which is exactly similar to television and which television has displaced."

Raibour said the so-called "B" picture will find competition in television and is likely to disappear from our screens. But television, he said, is the foster daughter of radio, produced, produced, as yet, produced no serious competition for the 'A's.'

"We have been giving serious study to the problem of how to take the know-how, which characterizes a Hollywood 'Oscar Candidate' picture which cost $125,000 to $300,000 a minute and apply it to produce a film for television at a fraction of the best that the film industry is able to produce over $500 a minute, and whose present policies in the neighborhood of $80 a minute he said. "I think we are getting somewhere and I think the advertisers will shortly agree with us."

WNBW Diary Survey Estimates Viewers

Washington Bureau of RADIO DAILY
WASHINGTON AVERAGE OF 33 viewers per set, average sets-in-use three to five hours a night through week-end and a 'lax' available audience on Saturday nights are among the findings of a diary study just completed by WNBW here. Covering the week of Feb. 20, the study, conducted under the supervision of James Seiler, is the first of its kind by a station but the first to be publicly announced.

From a sample of TV homes located through 5,000 random telephone calls, diaries were placed in 450 homes, with 256 usable diaries returned for compilation.

The survey, the station said, "indicates that video fans, unlike radio listeners, do not necessarily stay tuned to the same station for the program which follows a particularly popular show. There is not among TV viewers an 'infidelity factor' to keep large audiences for the average programs following a top show. TV viewers, sitting closer to the sets, tend to stick around the dial to catch selected programs instead of taking what comes."

Rivalry Spurs Progress

Addendum to receiver sales in the area should be supplied by the rivalry between the two regional networks covering the city. Crosley's three outlets will be joined by cable and microwave relay to form one web, as will WKBW-

Rivalry between NBC affiliates, while the other three stations are affiliated with CBS.

WCPY-AM, owned by Scripps-Howard, will be affiliated with ABC, while WBNB-AM, by the Dis- patch, will be affiliated with ABC and CBS.

The three cities comprise a size- able market, containing around 1,000,000 families, according to the 1949 edition of BMBT's "Radio Fam- ilies.—USA."

Pike Joins WBWK-AM As Operations Chief

Detroit—Richard E. Jones, general manager of WBWK-AM, has announced the appointment of Laney Pike as supervisor of operations.

Pike, who will coordinate all of the activities for the Forth Industry outlet, will also serve as co-ordinator of all tele activities for the Fort Industry outlet. Pike also will create and produce shows.

An Army Air Force veteran, Pike has been with WBWK since the war, and before entering service had widespread radio ex- perience.
NEW BUSINESS

WMAQ, Chicago: The Sinclair Refining Corporation, through the Hixon-O’Donnell agency, contracted for three weeks, beginning Monday for eight weeks starting March 23. A total of 40 station breaks were ordered by the Barbasol Company (three times per week). March 18, through Wasey and Company, Ltd., to be aired five weekly for eight weeks starting March 21. Bell and Howell Company (cameras and supplies), through Henri, Horst and McDonal, Inc., contracted for one station break per week for 26 weeks starting March 17. The SOS Company (Magic scouring pads), through McCann - Erickson, Inc., ordered three station breaks per week for 13 weeks, effective April 4. The Cleveland Cleaner and Paste Company (Walvet cleaner), through Bell & Howell, ordered one station break per week for two station breaks weekly for four weeks starting March 28. Three station breaks, two one-minute announcements to be aired between March 21 and 27 were ordered by the Hudson Motor Car Company, through Henri, Horst and McDonald. Dorrance. The National Red Church Institute, through Western Advertising Agency, ordered one-minute announcements to be aired five weekly for four weeks on the Early Bird program (six-a-week, 5:30 a.m., CST). Start was made March 19. Capper Publications (“Capper’s Farmer”), through the Buchen Company, ordered three one-minute announcements per week on the Early Bird program for two weeks.

BMB Folding; Future Operations Uncertain

(Continued from Page 1) completion of audience sampling and other paper work. Completion of the 650,000 mall sample is not the only problem confronting the BMB organization. The Statistical Tabulating Company was threatened to withdraw from audience measurement operations a week ago unless $100,000 was raised to complete the study will be asking for more money when tabulating and final compiling of the Second Study gets under way.

Strongest bidder for the remnants of BMB is reported to be C. E. Hooper who will go to the Chicago NAB convention prepared to reiter- ate his offer to take over the audience measurement operations. Hooper, according to reports, has been sounding out BMB leaders the past few weeks.

Evelyn Knight For Club 15

CBS web announced yesterday that Miss Evelyn Knight, Miss Margaret Whiting on Bob Crosby’s "Club 15" on March 28. She’ll be heard as host of the 15 minute show. Miss Whiting is coming to New York to be with her husband, Hub- bell Robinson, Jr., CBS program director.

JOHN MALONE, Jr. has been elected a vice-president of Roy S. Durante, Inc. He has been with the agency for five years. Pre- viously, he was with Geyer, Newell & Ganger for almost three years and Walter Thomomen for five years. With Durante, Malone heads the agency’s work on the advertising of Seagram’s V.O. Canadian Whiskey and Seagram’s Ancient Bottle Gin.

DAVID YELLIN has been named radio and television director of Elliott Monas, Advertising, New York. Yellin was assistant to the producer of the recent Broadway hit musical, “Inside U. S. A.”

NEW YORK OFFICE of Adam J. Young, Jr., Inc., station representatives, reports a 35 percent in total billings for 1948 as compared with 1947.

Believe ‘Consent Decrees’ Will Remove ‘Trust’ Taint

(Continued from Page 1) public interest for them to hold radio and TV lines. Advertising, New York, Yellin was assistant to the producer of the recent Broadway hit musical, “Inside U. S. A.”

NEWMARKET, N.J. — the Ward, represented by the team of his company, was learning here yesterday. Wel- comed at the time by the anti-trus- division of the Justice Department, it is now a matter of minor importance to the anti-trust lawyers.

The National Advertising and Sales Committee continues to stand in the way, the road is now cleared for a quick settlement of the matter of the Justice Department, it is now a matter of minor importance to the anti-trust lawyers.

At the time the policy was an- nounced Chairman Wayne Coy de-clared the FCC had acted independ- ently on its own initiative, and that there had been no need for the Justice Department to tell it what to do. "The Supreme Court said these companies broke the law and consent decrees do not wipe the Supreme Court decision of last May from the record," he added.

The question became even more important yesterday when it was learned that agreement has been reached with the Sinclair circuit for a consent decree settlement of the Independence vs. Sinclair case against the chain. Sinclair con- trols WPPT, Albany, which the FCC has said can go to 50 kilowatts, provided it is eventually found to be in the public interest that the station have a license at all. The Supreme Court has protec- ted this boost on the ground that it will create interference in the event WQXR’s application for a 50-kilo- watt signal is granted.

THE CAMBRIDGE SCHOOL OF RADIO BROADCASTING has just bought the entire schedule of spots immediately following the New York Yankees pre-season games over WINS. William Warren is the agency.

ST. LOUIS OFFICE of the Ollen Advertising Company has been commissioned to handle the adver- tising and merchandising of the Ritepoint Co., St. Louis, Mo. This will come on Ritepoint posters and pencils, as well as the new visual fuel supply, lucite cigarette lighter. Newspapers, national magazines, blue and all other will be utilized—eventually radio.

GRADY WILLIAMS, Chicago, Illinois, has been appointed to the Chicago office of the Chicago Advertising Agency, Inc.

Bob Hawk Negotiating With Three Sponsors

(Continued from Page 1) contract with R. J. Reynolds Tobacco Co., was out in October and he’s already talking renewal with Camel executives.

The quizmaster also is in contact with other two advertisers, one of them an automobile concern now on CBS, about a possible sponsor switch in the fall. Hawk gets up- ward of $5,000 for the show which is heard every Monday on CBS at 10:30 p.m., EST.

It’s understood that Hawk is asking Camel to make certain provi- sions in any new contract. One of the provisions: it’s said, pertains to television. If Hawk should switch sponsors in the fall it means he would have to drop the “Lemery” gimmick, for on names of other advertisers can also be spelled backwards.

Decca Sales Decline Reared For 1948

(Continued from Page 1) lower than at this time last year. This com- pares with 1947 net earnings of $1,618,648, or $2.08 per share on the same number of shares of capital stock.

Commenting on the future, Jack Kapp, president of Decca, said:

"There has been considerable publicity on current technological developments in the industry. There are no restrictions on the recording or manufacturing of the new types of records, and the processes are known to us. We are carefully following the progress of all types of records.

"It is estimated that there are over a billion and a half million standard record playing instruments in the country today, in addition to the millions of rich instruments outside of the United States. Our records are ship-}

BEHIND THE MIKE

BARRY GRAY’s keenest competition for down Miami way is jovial Frankie Keenan’s stanza, “Live” Larry McDonald. He is the star of the front desk. There’s no one more hospitable. He’s a self-proclaimed exploder, Jack Perlis, and asked him what he thought of his TV pos- sibilities. Jackson took one gander at Keenan’s hefty girth and advised him to wait until 200-inch screen comes out.

Gene Williams and his own du- oes drawing a three-times-week-ly spot for the summer months.

Good to hear that Dennis James is back in the sports picture again with the Wed. night bouts from Westchester County Center over Do-Mon.

Darrin Marlow has given up the writing chores on the Phil Silvers video show to collaborate with Winfield Roadstock on the new ma- terial, tentatively titled "If A Body." This musical, scheduled for an early fall Broadway production, will be written by John Ellis of "The possibility of Groucho Marx in the lead.

Latin Quartet’s Lou Walters talk- ing to Herb Sheldon about a night- time comedy act.

COINCIDENCE: While Andy Baruch was commercializing for a Venetian Blind sponsor over WMC, the other afternoon, the simultaneous "Give and Take" program on CBS was interviewing a contestant who also said he was a Venetian Blind maker. The quizee gave his product the Stone Blind— which makes his product the Stone Blind.

KRKN Stops Operations; Sells Equipment To KFSF

(Continued from Page 1) was owned and operated by the Ark-Oklahoma Broadcasting Corpora- tion. G. Hines, general manager, and Ralph Chatman, owner.

KFSF is owned and operated by the Southwestern Broadcasting Com- pany. Donald W. Reynolds is pres- ident; Karl Lamberts, general man- ager; the station is affiliated with ABC and operates on a frequency of 990 kc. was sold.

The fact that 1948 was year of adjustment and although there were few new recordings because of the recording ban, our vinyls are the biggest in the company’s history.

Many have asked us about our plan of doing the following—sold our radio transcription services, introduced the net "Radio of the Air," and re-established our Broadcast Catalog. We have intensi- fied our activities with new re- cords and presently have a large number of titles under concurrence.

Our merchandising policy has been changed in accordance with the times."
NO 'TRUST' VIOLATION, PARA. TELLS FCC

Defense-info Control Soon To Be Tightened

Washington Bureau of Radio Daily

Washington—The Senate Armed Services Committee yesterday approved a bill already passed by the House, to authorize the setting up of a "radio screen" along our coasts for protection against possible aerial invasion. The project will eventually require an estimated $161,000,000, and appropriation of $83,500,000 will be sought for the first year of the plan authorized in this bill.

Arney's Appraisal

Chicago—Advance registrations for the annual convention of the National Association of Broadcasters for an attendance of around 1500, according to C. E. Arney, Jr., who is in Chicago preparing for the convention. As of last Friday, there were 401 room reservations, and many more are coming in daily. An attendance of from 1300 to 1500 is expected also for the engineering conference.

Heidi Gets Old Time On NBC On April 24

New York—Herace Heidi, whose Hooper rating dropped when he moved from his 10:30 p.m. spot Sunday night to the Jack Benny replacement spot on NBC at 7 p.m., will return to his old time on Sunday, April 24 under the same sponsorship—Phillip Morris. Heidi's unhappiness was evident in the first ratings game in. As the ratings went to 10:30 to 11 p.m., time slot.

Robert Hall Clothes Adding More Stations

Stations in several cities will benefit by considerable time sales to Robert Hall Clothes, starting March 24, when it opens six new stores. So far, the Sawdow Advertising Co., which handles the account, has scheduled 175 programs and 405 one-minute spot announcements per week on a total of 18 stations. Stations include WWJ, KVO and KOWY.

Tea Industry Plans $2,500,000 Campaign

Promotion plans to eventually spend $2,500,000 a year to hypo tea drinking in the United States are being made by the Tea Association of the U. S. A., according to Robert H. Simms, president, who heads Thomas J. Lipton, Inc. It is hoped to get the campaign under way later this year, using radio, newspapers, magazines and other media.

Small wood said that agreement for the long range project has been made.

Lever Bros. Renews Talent Scouts On CBS

Lever Brothers Company has renewed its sponsorship of "Arthur Godfrey's Talent Scouts" over the CBS radio and television networks effective Monday, April 4. It was announced yesterday by William C.

Musicians Union Boycotts NCASP "Peace" Contab

Local 802 of the AFM has announced that it would boycott the "Cultural and Scientific Conference for World Peace" of the National.

Winchell Tops Hoopers: Parsons In 9th Place

Winchell下调 retains his lead at the top of the Hooper list (week of March 1-7) with a rating of 26.1 followed by Radio Theater (25.0) and Exhibits McGee and Molly (25.1).

Truman, Churchill Speeches To Get AM-TV Pooled Cover

Both radio and television will be broadcasting the speeches of President Truman and former British Prime Minister Winston Churchill at the M.I.T.'s International Mid-Century Conclave on the Social Implications of Scientific Progress Tuesday, March 21st and April 1st.

Summary To 41-Page Petition Insists Consent Decree Put Firm In Clear; Cites Danger To All Business

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CBS, NBC, WQXR and other Ind.

Investigating

Several manufacturers who have been providing giveaway merchandise to local and network programs have been accused of false advertising.

Reports reached one man

stating that some stations have not been giving away all the merchandise.
**COMING AND GOING**

RAYMOND KATZ, program director of WMGM, and BERTJUAN LEHMAN, JR., director of sales for the studio, have returned from Hollywood, where they conferred with movie executives on the M-G-M lot.

VLETCHER KARKER, who directs the "Fare Thee Well" cartoons for the Seminole, and VINCENT McCONNOR, script editor on the program, have returned from Hollywood, where they spent 10 weeks, during which time the program was broadcast from the studios in the film capital.

JOHN FULTON, general manager of WGST, Atlanta, Ga., now in New York, past a call yesterday at the offices of his national representatives.

WALTER C. BRIDGES, general manager of WERC, Duluth, Ga., arrived from Minneapolis on station business. Huddled for a while yesterday with officials of the station's national reps.

NIKE JABLINS, of Goingsborough Associates, is back from Honolulu.

**Robert Hall Clothes Adding More Stations**

(Continued from Page 1)

WPCH, Pittsburgh; WAPO, WAGC, WDOO, Chattanooga, Tenn.; WTVX, WANS, WLM, WDEI, Wilmington, Del.; WOR, KSTT, Maryville, Tenn.; WQVA, Moline, Ill.; WBEF, Rock Island, Ill.; KFMM, KTUL, KOME, Tulsa, Okla.

The advertising contracts are on a 52-week basis. Robert Hall Clothes is rapidly becoming a nationwide chain and expects to open new stores on the West Coast next fall.

**Lever Bros. Renew Talent Scouts On CBS**

(Continued from Page 1)

Gittinger, CBS yeeppe in charge of network sales. Show is aired 8:30-9:00 p.m., EST. Agency is Young & Rubicam, Inc.

**Stork News**

Birth of a daughter, Patricia Ann, to Bill Back and wife, he is chief of Testing Division, Schwerin Research Corp.

**Defense-Info Control Soon To Be Tightened**

(Continued from Page 1)

who will succeed Forrestal next month, it is said. One fully responsible will rest with a special assistant to the Secretary of Defense. Details of the extent to which the operations of the new services will be coordinated are yet to be announced, but it is known that the service to radio newsman is almost certain to be affected.

**Semi-Final Contest**

Disk jockey contest for high school students conducted by WNY, New York, goes into the semi-finals March 21. Out of 150 auditioned in the last two months, 48 are still in the race. Top winner in the finals gets an eight-week contract this summer with his or her own show over WOW.

**New Gab Team**

Frank Farrell, New York World-Telegram columnnlist, and singer Monica Lewis begin a new Saturday show over WOR March 19 from noon to 12:30 p.m.

**MAX, 50,000 watts at 800kc. in 1949**

A GREATER VOICE COMING—AND, BY FAR, A BETTER BUY!

5,000 WATTS AT 800 Kc.  MUTUAL

in the Detroit Area  I. E. Campeau, President

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

**W.I.T.H.**

Baltimore, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

The little ones do the work!

See those little lugs alongside that battleship? They're mighty powerful... powerful enough to shove that big ship around. What's it prove? That SIZE isn't everything.

Take radio stations for example. Just because a station has big wattage doesn't make it the best buy. Not by a country mile! Here in Baltimore, WTH has proved it to some of the sharpest time-buyers in America!

Sure there are larger stations in town. But WTH is the independent that delivers more listeners-per-dollar than any other station... bar none! That's right... more listeners-per-dollar!

If you buy time on results—not wattage—WTH is your best buy. We say so. Advertisers say so. So how about getting the full story from your Headley-Reed man?

(Continued from Page 1)"I agree with requests from agencies and from companies to sell time for mail-order campaigns," Herbert said. "Some of the mail order business that has been lost to us has had merit; much of it has not. We have made an intensive analysis of problems involved in both mail order advertising, not only in the light of the history of such advertising but also from the viewpoint of our present experience. For the most part, we have found mail order accounts to be troublesome and short-lived, in view of these facts, and because of our heavy commercial schedule, we are establishing a new policy effective immediately. In the face of current obligations, WNEW will not sell time to advertisers whose only means of distribution is by direct mail." An opposing view, however, was expressed by Norman S. McGee, v-p of the Station at WQXR. He said: "We of WQXR will continue to accept mail order business, provided it fits into the station's advertising policy and the product is in line with our approved list. Mail order accounts on the station have been without exception very successful." McGee pointed out that "all commercial time allotted to the mail order accounts has been limited in accordance with the NAB code." Another spokesman for WQXR explained that the station would only accept "selective type" products. It was also indicated that the station did not find the forwarding of mail to be troublesome.

Staff Rep Comments

Frank M. Headle, president of Headley-Reed, station XNY, told a meeting of the General Salesmen's Association of Station Representatives that "mail order selling, most of the stations are not actively seeking mail-order business. They are satisfied with being a replacement for the pound, but the stations are getting sick and tired of a certain type of mail-order commercials. At the same time, it was said that "most stations don't like to be the agent when it comes to handling money for their sponsors." On the other hand, professional men, particularly those in rural areas, are doing a good mail order business because of their personal audience which leads them to order through the mail, he added.

This latter view was confirmed by Tom Finnegan, managing director of the General Salesmen's Assn of Station Representatives. "There are many stations producing extraordinary mail-order results, particularly where mail-order purchasing is a service to the farmers and small-town residents, and that is the case in Kansas. A farmer who orders a suit and gets delivered, he said, "Many of these stations carry legitimate mail order business and are glad to have it. Farmers to the mail order product items, such as metal roofing, water systems, farm machinery, poultry equipment, and many others, have again expressed the belief that many stations "like to have orders sent directly to them and are willing to accept the responsibility. Weekly magazines do not carry the product they advertise." He emphasized that station representatives, however, have the right to check on the quality of mail order products before accepting accounts.

In announcing WNEW's dropping of future mail-order business, Herbert explained that "it isn't profitable enough to bother. It is necessary checking. In the past few weeks, we have refused new accounts because they were not familiar with the product or the product did not sell. Since we want to protect our listeners, we preclude any possibility of complaints from listeners about products advertised on our station." He explained that listeners will not buy mail order products if they are not satisfied with the product they receive.

Heidt Gets Old Time Over NBC On April 24

(Continued from Page 1)

Heidt hopes to regain some of the old time prestige lost on the national programs heard on NBC. It is reported that the network agency believes that both Hooper and Nielsen ratings indicate that summer programs during the late hours on Sunday nights bring higher ratings.

The return of Heidt to 10:30 p.m., Sundays plays NBC in the spot of the old time "Mystery in Space," which half hour. It is rumored that the new comedy team of Dean Martin and Jerry Lewis may get the replacement assignment.

Winchell Hooper Top; Parsons In 9th Place

(Continued from Page 1)

Louella Parsons was not the highest rating on the list this week, coming in at 19.4. Parsons is the only one of the top ten programs to have ever been heard on NBC. The show, however, added a Sunday night repeat broadcast this week, which should boost its ratings.

Other Programs Listed

Other programs in Hooper's Top Ten, starting with number two, are listed in the following order:


Since switching to CBS, Jack Benny has been at the top of the Hoopetings once, in second place twice and in fourth position for the last two reports.

Prize Winning Art Works Go On Display In N.Y.

Prize winning displays as well as other creative works of the New York Art Directors Club went on display yesterday at the Museum of Modern Art, 11 West Fifty-first Street. The display is open to the public. The exhibits included are the following medal winners:

- The Magazine Design of Complete Unit - Art director, Harry Rockwell; artist, Robert Gennett; magazine, Advertising; Life, Inc.
- The Magazine Advertisement Art - Artist; Morris Graves; art director, Leo Lionel; agency, Y. & H. Advertising; Life, Inc.
- The Magazine Advertisement - Artist; Joe de Nolen; art director, Tom Knowles; agency, Lippincott Magazine Advertising Agency; Inc.
- The Print Advertisements - Artist; Adrian Sale; art director, Allen F. Dufford; agency, National Broadcasting Company.
- The Print Advertisements - Small Ads, Design of Complete Unit - Art director, Eric Hinscher; artist, Eric Hinscher; agency, Eric Hinscher Studio.
- The Print Advertisements - David Belanger; Art director, Ben Suhl; agency, Printers Club, Inc.
- The Print Advertisements - Design of Complete Unit - Art director, Allen F. Dufford, artist, Walter Van Buren; agency, National Broadcasting Company.
- The Print Advertisements - Design of Complete Unit - Art director, William Gideon; artist, William Gideon; agency, Columbia Broadcasting System, Inc.
- The Print Advertisements - Design of Complete Unit - Art director, Alexander Lieberman; artist, Constantino Jaffe; agency, Raymond Whiting; publisher, Conde-Nast Publications, Inc.
- The Print Advertisements - Design of Complete Unit - Art director, Ben Suhl; agency, Printers Club, Inc.
- The Print Advertisements - Design of Complete Unit - Art director, Eric Hinscher; artist, Eric Hinscher; agency, Eric Hinscher Studio.

Stork News

Dick Locke, WBBR film director, Chicago, became the father of a 6½-pound boy, Donald William, on March 3.

Cost $1.58

FACE: DON GODDARD

FACTS: For 22 years, newspaper feature writer, staff editor and reporter. New in his 13th year of broadcasting news to the New York audience.

Goddard's terse reports are heard on WINS twice daily. His evening newscast at 6:30 is currently available.

FIGURES: This Goddard newscast is being offered to advertisers at the low cost of $1.58 per thousand radio homes.
RADIO DAILY

Mainly About Manhattan...

By AL STEEN

KNEB's "Western Caravan" was picked up last week in Visalia, 150 air miles from Hollywood, a near-record for video reception.

By agreement of Screen Directors' Guild and Motion Picture Relief Fund, there is no opportunity for any organization's air show hereafter will be known as "Screen Directors' Playhouse.

Jimmy Wakely is back in town after making four recordings for Capitol in Cincinnati.

Frank DeVoll, musical director of the Jack Carson show, is now a regular on KFRC's "Pantomine Quiz.

Jack Smith's CBS Orxyol airshow is being discussed as a format for a shorter subject series by Columbia Pictures.

There are now 10,992 television receiver sets in the Los Angeles area, or one set to each 13 families. Teleprompter Pictures will release a new series of films titled "The Magic Lady" in April to television stations. Series stars Geraldine Lar- sen. Teleprompt also is preparing a musical series starring Jan Clayton. For the first time, "Doctor Christian" will be broadcast before an audience outside Hollywood or New York studios in April when Jane Henson and her company appear at the National Better Business Bureau convention. Date is April 27. The $2,000 prize-winning script in the 1949 contest will be broadcast on May 25.

Prosperity note: Col. Irving B. Fogel, president of Tempo Records Co., reported an increase of 300 percent in company grosses during the first six months of 1948-49, over the same period last year. The company has just declared a second quarterly dividend of $7.30 a share.

Day has cancelled his projected trip to Europe before an audience outside Hollywood or New York studios in April when Jean Henson and her company appear at the National Better Business Bureau convention. Date is April 27. The $2,000 prize-winning script in the 1949 contest will be broadcast on May 25.

First with the most in NEW ORLEANS

WDSU

TV Channel 6

31,000 watts

New Orleans' first and only. Transmitting from the top of the O'Brien Bank Building on the New Orleans' South Baton Rouge and Gulf Coast.

FM Channel 287 - 15,000 watts

WDSU's dominant "Unparalleled, Pioneering Service and High Listener Loyalty is the O'Brien Bank of New Orleans."

NEW ORLEANS ABC AFFILIATE

Represented by the

John Daily Company
Seventy-Four Advertisers Agree On Impact of Today's News Today

Seventy-four radio and TV advertisers who believe in giving their copy the impact of Today's News Today have signed for space in the NAB Convention issues of Radio Daily and the Television Daily supplement.

These advertisers know the value of getting their convention message across day and date with the industry deliberations. What's more they know from past experience that this is the way to really sell.

Radio Daily will deliver 1,800 copies by hand daily to the broadcasters and engineers attending the 27th Annual Convention of the National Association of Broadcasters at the Stevens Hotel, Chicago, April 6th to 13th.

It's not too late for making your space reservation. Better get your copy in today to assure preferred position. Advertising forms for all convention issues close on April 1st.

Advertising forms close for all RADIO DAILY convention issues on April 1st
NEW BUSINESS

WOR, New York: The Frank G. Shockey Co. has purchased participation in the "Barbara Welles" program for Schrafft's candy, ice cream and other products Monday through Friday between 4 and 4:30 p.m. Cowan & Degler, Inc., handled the details. The United Foods Co. has announced a series of announcements for bananas on "Lunchon At Sardi's" Mondays, Wednesdays and Fridays between 1 and 1:30 p.m. Batten, Barton, Durstine and Osborn is the agency. See man Brothers have purchased participation in the "Martha Deane" program for White Rose Coffee Mondays through Fridays between 10:15 and 11 a.m. Contract details were handled by the J. D. Tucker advertising agency. The Illinois Meat Company has purchased a series of one minute announcements for Broadcast Hash and Red-Ideal on "Rambling With Gambling" Saturdays between 6 and 7 a.m. Arthur Meyerhoff & Co. of Chicago handled the contract details.

Leco Products, Inc., makers of Leco Shampoo, has purchased participations on "Barbara Welles" program Mondays through Fridays between 4 and 4:30 p.m. The Kaster, Farrell, Chesley & Clifford agency handled the details of the contract. The A. S. Harrison Company, manufacturer of Preen Floor Wax, has purchased a series of participations on "Brunch With Dorothy & Dick," heard Sundays from 11:15 a.m. to 12 noon. The contract was placed through the Alfred F. Tokar Advertising Agency of Newark, New Jersey.

The Greystone Press, Inc., has purchased a series of participations on "Your Town And Country Gentleman" with Joe Brie, Mondays through Fridays between 6:30 a.m. and 7 a.m. and on "Sunrise Serenade" with Bill Taylor on Sundays between 6:30 and 7 a.m. The H. B. Humphrey Company is the agency. The Current Circulation Company, Inc., has purchased a series of one minute announcements for Holiday Magazine on the "Mutual Newsreel" program between 9:15 and 9:30 p.m. Batten, Barton, Durstine & Osborn is the agency.

ANGE EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 3305 — Gladstone 9082

RADIO DAILY

Friday, March 18, 1949

PICTURE OF THE WEEK

Harry Wismar, ABC sports director, who usually does the interpreting on his network sportscasts, had the tables turned on him this week when KCMO sportscasters interviewed the web expert in Kansas City. Left to right in the picture are Bill Gunther, KCMO announcer; Wismar, Tony Williams, KCMO sports editor, and E. K. "Joe" Hartenbauer, general manager of KCMO.

Godfrey Will Get Plaque
For Aid To Vaudeville

Georgie Price will present CBS' Arthur Godfrey a plaque from the American Guild of Variety Artists for his "invaluable services to the cause of bringing back vaudeville" during the "Arthur Godfrey Talent Scouts" radio-television program Monday, March 21, from 8:30 to 9 p.m. EST. Price is chairman of AGVA 4-A tele committee.

Godfrey, it is held, is opening up more opportunities for new talent via vaudeville by asking his radio and video audiences to "always patronize the theaters that have stage shows." Two stage companies of his "Talent Scouts" now are on nation-wide tour.

Pete Gifford, KCMO announcer, was on location in New Orleans, La., during the last week.

Alan Young, David Niven 'Seallest Theater' Guests

West Coast Bureau, RADIO DAILY

Hollywood—Alan Young, comedian heard on the NBC network, and David Niven, well-known screen star, will take part in comedy sketches with Dorothy Lamour, as hostess, on the "Seallest Variety Theater," which will be broadcast over the web on Thursday, March 24 from 9:30 to 10 p.m. EST.

Young, star of his own weekly program on NBC, also is featured on the Jimmy Durante show over the same network. He is accompanied by the Crew Chiefs Quartet, will sing "I Got Lucky in the Rain" and "You're Mine, You.'"

THE ABC Thursday evening series, "Theater, USA," is beginning to climb in the Hooper because of Howard Teichman's deft direction, Vinton Freedley's high-powered emceeing and, if you ask us, a lot of the credit should go to Art Franklin's ace press job.

Sean Dillon, who directs the Fitzgerald TV show, is an old Abbey Theater man with a fine theater background, which accounts for the calm and orderly manner in which he puts the show together.

Penny Gerard and Eddie Hanley have teamed for a week at the Capitol Theater in Washington starting on the 24th.

Patricia Wymore, of "All For Love," to be featured in the Lamba Gambol this week.

Television producers should look at ABC this week. Just in from the coast in the person of Bobby Gilbert. (He wowed them on "American Masstres" last week on WXYZ-TV with a routine called "The National Bite.""

Rudolph Brezt, former director of news and special events at WPX, will give a live in-studio introduction for TV during the spring term beginning April 4th at the New Institute for Film and Television in Black. Course will cover script and camera operation, technique of live show production and the actual filming of TV shows.

Bob Houston, singing star of MGM records and WMGM, is auditioning for the Lucky Strike Hit Parade.

WHOM'S Fortune Pops being profiled by L. L. Stevenson, of Bell Syndicate.

Bill Rousseau signed to direct the Don Ameele-talent hunt show on CBS, succeeding Harlan Dunning, who will become account exec for the program by BBD&O.

TELEVISION

FM · RADIO · ELECTRONICS

ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who have completed advanced training in F.M. and Televisi on and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operators, leaders of the radio and television industry"

Visit the School or write for free catalog

RADIO-ELECTRONICS SCHOOL

OF NEW YORK

82 BROADWAY, NEW YORK 4, N. Y.

Bdwey Gloss 9-1120

www.americanradiohistory.com
Doubts The Commission’s Right To “Jeopardize” Pic Company’s Present And Future TV Interests; FCC Won’t Influence Firm To Sell DuMont Stock

(Continued from Page 1)

status is completely changed by the court’s decree it became an order of the Government last month. By this decree, said Paramount, the issues in the New York Equity suit originally filed by Thurman Arnold as Assistant Attorney General “have been settled and disposed of to the satisfaction of the Government and the courts” the company said. "In the consent decree there are no findings of fact and no final adjudication or admissions of anti-trust violations.”

Considerable stress was laid, too, on the fact that the Government was pursuing a civil suit, rather than criminal, and its purpose remedial, not punitive. "Civil anti-trust actions do not involve or imply any element of fraud or willfulness," said Paramount. "They do not result in any character blameworthy." The version, filed by Duke Patrick of Hogan and Harlson and Arnold; Dept. Aer Fortas and Wallon Hamilton of Arnold, Fortas & Porter, challenged the propriety of the FCC action of January 29, when it ruled that Paramount’s Los Angeles and Chicago TV stations—KTLA and WBKB—on temporary license "pending examination of the qualifications of the license in the light of the decision of the Supreme Court in U. S. vs. Paramount Pictures etc." مجلة "Sweeping" Effect

"Should the Commission apply its apparent theory of disqualifying licensees who may have contravened the anti-trust laws, a sweeping reorganization of the broadcast and television structure of the United States would result, involving many existing and important licensees," said Paramount, and added:

“The business establishments in the United States which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries. The Commission’s proposed action in eliminating this substantial group from participation in future communications developments is a lack of support of law, policy and common sense.”

The FCC has turned a cold shoulder to proposals for counsel for the Allen B. DuMont Laboratories that it intervene in the Paramount anti-trust suit to ask for a court order that Paramount sell its stock in the DuMont company. It was learned that this proposal has been made in Washington this week, with DuMont seeking to have the FCC take up the cudgels to free it of the crippling alliance with Paramount.

Report Dr. DuMont Mode Big Offer Paramount and DuMont both deny that the latter is actually controlled by the former, but the FCC has ruled that the Paramount stock ownership is large enough to represent control.

Paramount has publicly stated it would accept ten million dollars for its DuMont stock, which cost it $164,000 10 years ago. Dr. Allen B. DuMont is said to have offered in the neighborhood of seven million, but to have been turned down.

WABD Boosts Rates

DuMont flagship WABD has increased its basic nighttime rate to $1,500 an hour effective this week. Previously announced was a boost from $1,000 to $1,250 an hour, but current advertisers will be protected until Sept. 15.

Billion Dollar Volume Seen In ’49 By West

Television should account for business activity totalling over a billion dollars this year, John R. West, RCA Victor veepee in charge of public relations, said last night in a speech before 400 members and guests of the American Management Association meeting in the Hotel Statler.

West described video as a "heart of industry stimulating flow from thousands of places of production and pumping out economic livelihood to all the many arteries of commerce.”

Benedict Requirements

Citing industry estimates of an annual production rate of around 5,000,000 receivers by 1955, West estimated that the raw material from which billions of parts are fabricated would aggregate annually 200 million pounds of steel, 47½ million pounds of copper, 40 million pounds of aluminum and, for picture tubes alone, 83 million pounds of glass. Wood required for cabinets was estimated at over 103 million board feet.

West said that the number of TV advertisers had increased 2,500 per cent in less than two years and estimated that $28,000,000 would be spent by advertisers this year.

Demonstrations via tele will result in tremendous volume of retail sales without the customer visiting the store, he said. "It is by no means fantastic to assume that, within the next few years, television will rival the mail order catalog in selling products by phone or mail.”

TV Aiding Tavern Bus

Trade Group Presy Says

The majority of New York taverns need television as "an absolute necessity" in drawing patrons "in these days when dollar volume is between 40 per cent and 50 per cent below the first quarter of last year in some sections of the city," Arthur W. Gillett, owner and president of the United Restaurant Liquor Dealers of Manhattan, Inc., told the Daily Variety.

"There is no question that such television shows as the St. Patrick’s Day Parade (yesterday), WPXI’s Million Boat (Tecum Star Theater, NRC-TV), and minor sports events draw customers into bars," he said, adding that "even the little bit these people spend is better than nothing.”

February Exceeded January

In Time Sales, Survey Shows

An increase of 30 per cent in gross time expenditures on TV during the week of Feb. 6-12 as compared with the week of Jan. 24 were revealed yesterday by the Borroughs Report on Television Advertising. Number of advertisers increased from 727 to 912, and the time expenditures went up from a total of $307,185 to a total of $423,364.

Greatest dollar increase, 99 per cent, came from network advertisers. In January, 33 web accounts spent $68,554. Borroughs’ February figures show 38 sponsors spent $137,466 during the sample week. Largest boost in number of advertisers is apparent among local retail, with 699 in February with 400 the previous month. Expenditures increased 33 per cent from $88,848 to $119,029.

Number of selective advertisers increased from 234 to 265, and web expenditures went up 17 per cent from $143,343 to $167,839.

HAPPY PAPPY,” an all negro talent show, packed by Don McNeill Enterprises, hows in over WENR-TV April 1. The weekly 40-minute segment will feature Ray Grant as one of the Four Vagabonds and the Modere Modes, plus about six guests. General manager of the WENR outlet in Pitttsburgh, landed 18 new accounts during the past two weeks. Kenneth L. Carter, Baltimore sales exec., is on a special three-month assignment with the commercial department of WIMAR-TV.
AFM Will Boycott NCASP Conference

(Continued from Page 1)

Council of the Arts, Sciences and Professions, March 24.

In a letter to the NCASP, Local 602 proxy Richard McCann welcomed the visit of Dmitri Shostakovich but challenged the Council and the musicians' union's ties to Cuba. "To discuss at the conference "freedom of worship, freedom of assembly and freedom of speech in the Soviet Union. Not until your organization demonstrates by word and deed that it recognizes that the Soviet Union is a dictatorship, not a people's democracy, can any workman, musician or otherwise, accept your conference as anything but part of the world-wide anti-conspiracy against world freedom and democracy."

John B. Soell, formerly on the sales staff at WJZ, New York, and KKXX, St. Louis, has joined WMCA, New York as an account executive. Norman Boggs, general manager of WMCA, expects to add another salesman in about a week, bringing the staff to six.

Increases Power

WHIS, NBC's affiliate in Bluefield, W. Va., has upped its power to 5,000 watts, day and night, according to Easton C. Woolley, director of stations departments for the web. Station previously broadcast with 1,000 watts in the daytime and half that at night.

AGEDIES

JANET A. MURPHY, formerly ad-
ministrative assistant to the na-
tional sales manager of The Fort Industry Company's radio station group, has joined Robert Meeker Associates Inc., radio station repre-
sentatives, as New York office man-
ager.

BASCH RADIO AND TELEVI-
SION PRODUCTIONS, New York, has been appointed exclusive na-
tional representative for Crosby Productions of New Orleans, It has been announced by Charles J. Basch, Jr., president of Basch Radio and Television Productions. Dell Crosby, head of the organization that bears his name, has prepared three transcribed fifteen-minute series and a half-hour live show which Basch will handle. Crosby is currently in New York, conferring with Basch.

THE TEXTILE RESIN DEPART-
MENT of American Cyanamid Company, has acquired S. Dur-
stine, Inc., as advertising agency. The appointment is effective June lst.

Havana Radio-TV Hi-Lites

(Special Correspondent, Radio Daily)

Havana—Senor Arturo Chabau, Director of Sales for Circuito CMQ, made some very interesting comments during a lull in the celebration ceremonies of Radiocentro's first anniversary party. Sipping Bacardi cocktails in the Radiocentro Restaurant, Senor Chabau pointed out that most big U.S. advertisers regarded all of Latin America as just one market. "This is a great mistake," he went on, "because actually Latin America is composed of so many separate, independent, and vastly different countries. With certain notable exceptions, practically all of your great American firms allocate one small sum for over-all advertising purposes in all of South and Central America. But," continued Chabau, "advertising techniques and markets in Mexico or Venezuela for example, are entirely different from those here in Cuba."

Senor CHABAU pointed to the great sales record of Colgate-Palmolive-Peet, Procter & Gamble, American Home Products, and Miles Labs as outstanding examples of U.S. advertisers who treat each Latin American country as a separate entity. Cruceles y Cia., the Cuban division of Colgate, sponsors three of the top ten radio shows on the CMQ network, and Sabates S.A., Procter & Gamble's distributor in Havana, picks up the tab on two of the others in the charmed circle heard over the RHC network. "If other great American firms would realize that customs, standards of living, incomes, and even language are different in the various Latin countries, they would be able to emulate the success of these few companies whose products are now bywords in Cuba, Mexico, and South America," said Senor Chabau.

Along Radiocentro Row—There are 20 radio stations and 26 daily newspapers in Havana, a city of just under one million population. By mutual agreement, no newspaper publishes on Saturdays and no radio station on the entire island broadcasts a news program on Sunday. "Chabau and Sobrero," Cuba's Ames 'o' Andy, heard every afternoon over CMQ, now has the second highest listener rating, a 30.65 according to the latest Advertiser's Association of Cuba survey. The comics are sponsored by Colgate, ... All Havana stations sell two-minute station breaks in segments of 15. 30, 60, 90, or 120 seconds. ... Familiar American trade names heard on Circuito CMQ include Ford, Squibb, Parker Pen, and of course the ubiquitous Coca-Cola. ... Tourists are complaining of high prices in Cuba because of the parity of the peso—one for a dollar.

GOAR MESTRE, who plans to build Cuba's first TV station, claims that television will cause a decrease in the present number of Havana's AM sparkers. "Television will not put all of radio out of business," says Mestre, "but greater selectivity of the advertiser's dollar will cause many of the marginal stations to either find new business or shut up shop." ... Radio Progreso CMBC, Havana's pop music station, conducts island-wide searches for new talent every six months. ... Pardo Lladás, a news commentator on Station CMCF, has the highest listener rating of any inde station with the sole exception of the baseball broadcasts over COCO and CMZ.

Havana's big give-away program is CMQ's "Ya Esta El Cafe" or "Coffee Time" heard every morning at eleven and sponsored by Cafe Rex, a local coffee distributor. Prices, ranging from roller skates to refrigerators and wrist watches, are given to the lucky holders of the certificate that enters the box top. It took a lot of legal brains to work out this routine, since Cuba has a lottery law, but the lottery is a government monopoly.

Tea Industry Plans $2,500.000 Campaign

(Continued from Page 1)

reached by major international tea growers, packers and distributors, all of whom would contribute toward the budget. The tea official has just returned from London where he was told that representatives of tea growing countries plan to contribute more than $1,000,000 for advertising in the United States. Tea business in the U. S. usually rises around $125,000,000 annually.

Esty May Get Account

Any advertising fund raised by the Tea Association probably would go to the William Esty agency. In years past the agency has handled accounts for the Tea Bureau, Inc., which represents tea growers.

Smallwood pointed out that the industry-wide effort to increase tea consumption would be in addition to various campaigns conducted by individual distributors and packers. Although a consumption war through a down-to-earth� and for 75 years, since the end of the war some individual companies have doubled their business through special merchandizing.

Hicks In Houston

George Hicks, who makes reports for U. S. Steel during intermission periods of "Theater Guild on the Air" every Sunday night over ABC, will be heard March 20 from Houston. Tom Hicks, speaking from Glenn McCarthy's new Shamrock Hotel, will pay tribute to the industrial progress of the Southwest.

Send Birthday Greetings To

March 18
Helen Hall
Richard Marvin
William B. Malillebert
Jack Mitchell
George Olsen
Syd Rubin
March 19
Frank Chapman
John Shepard III
Eleanor Kilgallon
March 20
Ozelle Nelson
Lawson Zerbe
Leonore Hershby
Judith Evelyn
Lowell Smith
March 21
Garnett Miller
J. D. McConnell
Edna Sillwell
Meredith Page
Clifford Evans
March 22
Clarence Clark
Parks Johnson
Earl Palmer
Emily Holt
William H. Pitkin
March 23
Arthur Boro
Sery Sylvem
Andrew Leek
Maurice Coleman
Richards Will Retire
from Radio Operation

Archbishop of RADIO DAILY
Washington—Upon notice by al-
ways for G. A. Richards that he
was to relinquish voting control
of his stock in KMPC, Los Angeles;
KAR, Cleveland, and WJR;
the FCC Friday announced
Indefinite postponement of the
bring slated for Los Angeles Wed-
nesday on Richards' news domi-
rge. Attorneys B. K. Wheeler,
emer chairman of the Senate In-
estate Commerce Committee, and
ward Wheeler, his son, have in-

(Continued on Page 2)

Anniversary Of ECA Theme For CBS Program

A special hour “ECA Anniver-
sary” program will be broad-
cast by CBS on Sunday, April 3, 10:30
11 p.m. EST, in commemoration
the first anniversary of the Mar-
ch 1 plan. Paul G. Hoffman, ad-
ministrator of the Economic Coopera-
tion Administration will join
Larry Leasour, narrator, in re-
count the year’s highlights, and
several recordings from Edie
will be included in the pro-

(Continued on Page 2)

tennian Succeeds Oxnard
In CBS Coast Sales Post

Los Angeles—Bill Brennam, sales
vice manager for CBS, Hol-
wood, has been named head of CBS
in Hollywood, it was announce-
d by D. W. Thornburgh, vice-
manager in charge of western divi-
sion. Brennam replaces Frank Oxnard,
who has resigned to become ad-
sis and merchandising man-
ager of Hunt Foods, Inc.

Distinction

Although Allen Prescott is go-
ing to Chicago to restore the
vacant space of Don McNeill on AM-
for only two weeks, the ABC
press department in New York
seem a “gaging away” party for
Prescott as a new program ma-
rant in New York, according to
Prescott on his broadcast on
ly last Friday, Prescott substated for Don Mc-
ill when he was vacationed from the
“Breakfast Club” last year.

Exploitation

RCA-Victor distributors in most
key centers will use spot
broadcasting to introduce the
company’s news 45-r.p.m. music
promotion drive starts this week.
RCA will use its programs
“Music America Loves Best”
on NBC and “The Music You
Want’ on 100 independent sta-
tions to popularize the new
reproduction system.

New Century Network
Reported Organizing

Rumors of a fifth network to be
known as Century Broadcasting
Corporation were confirmed by
Rico Daily on Friday. The new
network, which at present has
20 AM affiliates lined up, expects to
announce its plans during the
April NBC convention in Chicago.
Financial backing for the web is
said to come from radio and politi-
cal leaders in Washington. Other
stockholders are reported to be
associated with National radio.

OSU Meet May 5-8
Will Emphasize Tele

 Corinthians—Television will all but
“take over at the 19th annual
‘Institute for Education by Radio’
here May 5-8.

Preliminary planning announced
by Institute Director Dr. J. L. Tyler
shows that not only will one
of the four general sessions be
ded entirely to television but Dr.
Tyler, by letter and telephone, is
urging chairmen of all smaller
remitals to discuss and in-

(Continued on Page 5)

Headley Gives Report
On Spot Adv. Outlook

At the $500,000,000 spent in radio
falls reflect its power and suc-
cessful record as an advertising
medium, last Friday's quarterly
meeting of the National Assn. of Ra

(Continued on Page 2)

State Dept. Radio
Buying ET Programs

International Broadcasting Divi-
sion of the State Department is now
turning to private agencies and pro-
gram producers to produce and tran-
scend a series of specific dra-
omatic and documentary shows on a
purchase order basis. Script for the
(Continued on Page 2)

NBC Signs Allen For AM-TV;
Writes Finis To CBS Rumor

Fred Allen has signed a contract
with NBC giving the network the
exclusive right to his appearances
on radio and television, according to
a joint announcement by the
comedian and NBC president.
This halted any move by
CBS and others to lure Allen away
from NBC after this season.

There has been no decision as to
when Allen will return to the air
following a vacation and he will be
given the widest latitude to choose
whether he wants to do radio, tele-
vision or both.

Just recently CBS offered Allen
$100,000 if he would guarantee his
appearance on that network after
he had relaxed awhile. The comedi-
ian turned it down, however.

(Continued on Page 5)

Fashion Note

Jesse Pickens and Maggi Mc-
Nickles have been named among
the 14 best dressed women
of America and will receive the
1949 Fashion Academy gold
medals. Miss Pickens was select-
ed as representing radio and
Miss McNickles in the newspaper
category. Among others named
were Dorothy Kiltzien, the Hearst
newspaper columnist.

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COMING AND GOING

SAM SLATE, program director in the New York office of NBC, will leave this Thursday for West Coast. He'll visit San Francisco and Hollywood, where he'll do a half-hour of Country of the World for NBC. He'll then be joined in the Coast by WARREN McALPIN, head of NBC's West Coast service in London, now visiting in the States. Both men will be back in New York in April.

EDDIE CANTOR, HARRY VON ZELL, BERT Lahr and MANNING STEFFEN left Hollywood Wednesday for Parris, Inc. The Cantor program on NBC next Friday will be broadcast from that point.

JAMES MELTON, of the "Harvest of Stars" program heard on CBS, filled a concert engagement yesterday at Constitution Hall in Washington, D. C.

ROGER BROWN, president of the Earl Fortis Co., is in Chicago representing his company with executives of Meadville company and Bell & Howell.

State Dept. Radio Buying ET Programs

(Continued from Page 1)

New programs, for use primarily in overseas areas, are supplied by IBD.

The IBG, seeking to avail itself of the top production techniques, is not equipped to produce the transcriptions it desires inside its own operation. Another reason for the decision is its go along with congressional pressure to bring the Voice of America cooperation with private industry in achieving its aims.

While the programs produced by private agencies will be used to some extent on Voice of America broadcasts, the major portion are for distribution to U. S. diplomatic missions abroad. In the foreign areas, America's representatives will place the transcriptions on local stations and with various educational groups.

Firstly, the package programs will be in English, Spanish, Portuguese, Italian, French and German but other languages will be added later. Programs will be bought singly at first but the plan is to eventually work out cutout arrangements.

Richards Will Retire From Radio Operation

(Continued from Page 1)

formed the FCC that details of a "trust or other agreement" whereby Richards will be relieved of any active part in the management of the company but that the three stations will be taken over by one of them.

The FCC is being used as an example by Maryland.

We don't know what per cent of our listeners will vote on their hands or their heads. We do know this:

In Baltimore, the country's sixth largest city, it is WJZ-

Radio Aldrich's gives reports on spot ad outlook.

Headley gives report on spot ad outlook.

(Continued from Page 1)

Radio Audience Research, five years' experience, all phases (NRC Student, Broadcast, Advertising, extensive reader knowing), Columbia University graduate, No. 1 in New York, Sa. No. 221, Radio Daily 1501 Broadway New York 18, N. Y.
Mr. Jamison is never up a tree...

Our Mr. Jamison is a man of infinite resource.

Like all Weed and Company representatives, he welcomes the problems of his stations... and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

It's not just the special services they perform... nor all the time they sell—it's both that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
Mainly About Manhattan...!

- AM broadcast stations, particularly the independents, will go to the NAB convention in Chicago next month demanding that the industry organization re-examine its selling of aural broadcasting. They will claim too much emphasis is being put on TV at the expense of AM broadcasting and that unless NAB gets behind them, a new organization may be launched. Cauticism stems mostly from small market operators who do not believe that TV will reach their areas for some years to come. These broadcasters will make themselves heard at the meeting of the independents on April 10th at the Hotel Stevens in Chi. ... Fred Allen will definitely take a year's leave starting in June. He's making no commitments whatsoever now and even fixed an offer of $100,000 from CBS just to guarantee his appearance on that web next fall. ... Vaughn (Muscles) Monroe's first Western starring film for Abe Lyman will be Max Brand's 'Singing Gun.' ... Maurice Chevalier due here in Sept. for second season of his one-man show. ... Tom McDonnell, director of radio on Ypool, Coke & Belden, is considering several offers to record a commercial version album of his famous 'nervous relaxing' platters used in Army Hospitals during the war. (Sounds like a natural for these times).

- THE MORNING MAIL: "Dear Sid," writes Paul Gardner, who's down in Florida looking over the baseball training camps, "down here at the camps it shapes up like this: In the National League, it'll be the Dodgers (who else?) The battle, in fact, will merely be for 2nd place. If Joe DiMaggio returns to health, the Yanks have an outside chance. Ted Williams has been whaling the ball down here—but the American League winner will be Cleveland. See you at the Series in Ebbets Field.

- AROUND TOWN: TBA will undertake to combat the growing belief that eye strain results from watching TV programs. A committee formed to study this propaganda has already ascertained that the charges are unfounded. They have also learned that light filters applied to the face at the time of NBC television do not eliminate some of the brightness but accomplish little or nothing in a corrective way. Results of the TBA findings will be released shortly. ... Gary Merrill has given up his title role in CBS' "Young Dr. Malone" to fly to the coast for 20th Century-Fox. Sandy Becker takes over the lead Monday, ... Aside to Dick Hymon: If we neglected to include you in the press agents who are in there "delivering"—and liking it, it was strictly an oversight of the old Underwood—and not of the heart. ... A low bow to the Wm. Esty agency for its $500 company contribution to the National Cancer Foundation. ... And while we're passing out bouquets, here's about some for Pat Weaver, radio chief of Y & R, and Bob Moon for their outstanding radio and TV job for the Heart Ass'n. ... "20 Questions" hit a 9.7 in the latest Hooper, highest in the program's history. ... Ted Lloyd cooking up big plans for Herb Sheldon.

- Travelogue of a Gag: A 13-year-old High School kid humor editor originates a joke. ... Press agent clips gag ... Joke appears in a B'way colm. ... Cerf reprints as anecdote which happened to Alex Woolcott or John Barrymore or ... Famous lawmaster picks it up and relates it as happening on his way to the dinner. ... Radio gag-writer at that dinner swipes same for his next week's radio show. ... Night club comic hears it on the air and tells it at his cafe. ... High school teacher attending the club hears joke and tells it to the principal of the school. ... Principal remembers seeing it in school paper and drops the 13-year-old editor from paper for printing old jokes. (P.S. Boy quits school and becomes gag-writer).
OSU Meet May 5-8 Will Emphasize Tele

NAB Members Vote This Week On Authority Of The Board

(Continued from Page 1) 
investigate the possibilities and activities of Education." Format of this year's Institute will be different in that it will open nearer midweek and close with the annual dinner and dance following Sunday. The Deshler-Wallick Hotel again will be headquarters for all Institute sessions. Between 2,000 delegates from commercial and educational radio are expected to attend. Dr. Fuller said that the list of annual award winners will be announced earlier this year at the Institute—on the first day, if at all possible. These awards are broken down into five broad classifications, headed by network programs.

"Key Figures" Section

"Television—Its Implications for American Life" will be the theme for the "Key Figures" session following May 6. Lead speakers and panel participants will be "key figures" in the new medium, according to Institute officials.

Topics for the remaining three general sessions will be: "The Future of Broadcasting," on opening Thursday night; "International Broadcasting," Saturday, May 7; and, "The Future of Radio Effectively," also on Saturday night.

Group and section meetings scheduled Friday include: Religious Broadcasters, National Organizations and Radio, Health Education of the Public, Radio, Radio News-

Group Meetings Saturday

Group meetings scheduled Saturday, May 7, include: New Equipment for Educationals, Free.

Several morning sessions for smaller groups are planned. These will include discussions on such widely diversified topics as: Broadcasts by Government Agencies, Radio Training in Colleges and Universities, Special Broadcasts, Agricultural Broadcasting, and, Adult Education.

'Double Take' On Wind

Chicago—WIND pulled a "double take" by delivering news of an apartment fire, then broadcasting a tape of the interviews given by Bob Oren, who lives on the 12th floor of the building. WIND newsmen Sid Roberts and Bob Platt were at the scene of the fire March 14 with tape recorder almost as soon as the fire apparatus terms on the board. The referendum will be held under the auspices of Edward Breen, KVFD, Fort Dodge, Ia., which resulted in 295 members signing a petition asking the amend-
ment be made to the board's power to adopt and promulgate standards. Breen, who engineers for the cause as a member of the board, has since been re-
placed by Merrill Lindsay, WSOY, Decatur, Ill., in the recent mail election.

Breen as an independent broad-
caster opposed adoption of the Code during the Atlantic Convention of 1947 and later sought a definition of the board's authority at the Los Angeles convention in 1948. Many radio broadcasters subscribed to his thinking and as a result he was able to muster 285 signers to the petition. Members of the board rejected the petition at their meeting last November in Washington. At that time a committee was appointed to draft an "explanation and expression" by the Board, to accompany the amendment ballots being mailed to NAB members. The explanation stresses that if the membership votes "Yes" on the amendments, they will abolish the authority to do anything which does not conform to Standards of Practice or observance. "If these amendments are adop-
ted," the explanation said, "work on observance of these Standards of Practice ceases. It will remain only as an ineffective monument.

If you vote "No" on these two amendments, you are voting to retain for the Board the authority it now has to enact, amend and promulgate the Standards of Practice and to establish appropriate methods to secure observance.

A majority of the Board of Di-
rectors feel these amendments should be defeated." The two amendments referred to in the explanation would be necessary to revise both the NAB by-laws and the certificate of incorpora-
tion, both of which contain the provisions dealing with the authority of the Board, according to NAB head-
quarters.

The authority was originally given to the NAB directors by vote of the membership at the 1946 convention at Chicago. Since then, nearly two years have been devoted to drafting and revising the Standards adopted Jan. May, Committees of the membership drafted the doc-
ument as promulgated.

Its adoption last year provided that it not affect July 1, 1946, with due regard to contracts in effect May 19, 1948, but in no case later than May 19, 1949.

WCBS Appoints Ball
As Program Director

(Continued from Page 1) 
ant general manager and program director to his current position as manager of the WCBS editing division. Formerly assistant director of the network's editing department, he joined-
er in radio in 1928 with a Columbus, Ohio, station as announcer-entertain-
er. He joined CBS in 1929 and in 1933 was added to the web's pro-
ducer-director staff.

For two years Ball was assistant director of production and operations. He left CBS for eight months in 1940 to become account executive with the Yell-Hogren agency but he returned to the net-
work that fall. Ball graduated from Brown University with a Ph.B. in 1927. He is married to Virginia Arnold, former CBS concert pianist.

New Century Network
Reported Organizing

(Continued from Page 1) 
report linked the name of a Faywelt Publications executive with the pro-
duction of a film to be distributed by the network. Fred O. Grimwood, president of WTMJ, Bloomington, Ind., is one of the chief executives. The explanation cited by Grimwood and that their plans were still in formative stage and that an announcement would be made within the next few weeks.

Allen Signs With NBC
For Radio And Video

(Continued from Page 1)

mind that they are not as yet as they shuffled through a maze of confusion to find out just what happened.

The program, starring Dorothy Lamour, was supposed to go on the air at 9:30 p.m., EST, but didn't show up—and rather abruptly—until 11:30 and a half minutes later. NBC execs in New York and Chicago said it was a line failure.

With some 3,000 guests trying to jem their way into the ultra-plush Emerald Room of the Shamrock, who the broadcast originated, Miss Lamour and guest stars Ed Gardner and Van Hefflin had to shout to make themselves understood. The script for the show meant little as the stars ad-libbed from one confused moment to another. Miss Lamour was quoted as saying that the program developed out of hand but in Hollywood a network spokesmen also was quoted as saying that two over-enthusiastic directors grabbed the microphone and shouted into it.

Most ironic incident in the whole matter is that the broadcast was sponsored by an advertiser promoting the sale of milk and ice cream.

Jack Kirkwood Signed

Jack Kirkwood has signed a three-year deal with the Bob Hope show, but will continue with his "At Home With The Kirkwoods." Jack still is yearning to revive his famous "Mirth and Madness." Meanwhile, he's also been signed for a featured role in Frank Capra's "Riding High."

Adelaide Klein Going ET

Adelaide Klein, just back from production of "Mammy" with Pearl Bailey with Arthur Treacher, will do an ET production of "Brooklyn USA," playing the role of Lena Rose, which she created in the original B'way production.

WANE Joins CBS

CBS picks up an affiliate in Fort Wayne, Ind., April 1 when WANE joins the network. Station is a 500-

WANE Joins CBS

Allen Signs With NBC
For Radio And Video

Ann Rutherford. "Blondie" Screen actress Ann Rutherford has been selected from 53 contest-
ants to take over the role of "Blondie" on NBC. She succeeds Penny Singleton and will be heard next Wednesday, March 25, at 8 p.m., EST. Miss Rutherford was se-
lected as a panel of 86 persons, rep-
representing a cross-section of all listeners. Show is supported by Col-
gaist-Palmieri-Dent.

Maestro Is Shriner Guest

The new round-rhinestones, ringmaster currently featured at the Paramount Theater, will guest today on the Horb Shriner show over CBS at 5:45 p.m.

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC. Detroit and New York advertising agency, announces the following additional newscasts for Edward, art; Robert W. Kellolog, Jr., copy; Gerald M. Miller, traffic; Ed-
ard D. Weiten, production, Ronald M. Walker, copy; William A. Walker, research.

ADAM J. YOUNG, JR., INC., now is representing KGLC, Miami, Oklahoma, 1,000 watts on 910 kilo-

BASCH RADIO AND TELEVISION PRODUCTIONS have secured the exclusive radio rights to the "Fu Manchu" stories by Sax Rohmer.
WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiter.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.
RMA PLANS TELE-INFO PROGRAM

--- TV Box Score
On the air .................. 67
CPs .................. 65
Applications .................. 316

'Results Funds' For The Purpose
Granted Assn.

Washington Bureau of RADIO DAILY
Washington.—To put out "complete and accurate information" on TV receivers and their future usefulness, RMA has decided to undertake a public relations program, it was announced here Friday. The decision was made at a board meeting in Chicago Thursday, with President Max Novick authorized to appoint a special body to set up and administer the program, for which "substantial funds" were voted.

RMA said its program was actually proposed a month ago, Feb. 22, by Norcross, Ga.-based Wilm. Paul Calvin, "before many recent statements, articles and indictions caused confusion and misunderstanding regarding television by the public, radio distributors, dealers, Government and other interests.

RMA also announced its February set production figures Friday with the total turnout of TV receivers for the month slightly below the January total because of a shortage of cathode tubes. The number of FPI receivers dropped sharply from 147,773 in January to only 98,069 in February.

While TV production was down slightly during the month, the average weekly rate of production in February was more than 73 per cent above the monthly rate for the year 1949. RMA member-companies averaged 29,735 TV sets in February, for a total of 118,806 sets.

Production of all types of radio and TV receivers by RMA members declined during February to a total of 715,530 units compared with 830,871 in January. The following table shows radio and television production for the month compared with January:

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>875</td>
<td>1,264</td>
<td>2,139</td>
</tr>
<tr>
<td>119,853</td>
<td>98,069</td>
<td>217,922</td>
</tr>
<tr>
<td>246,176</td>
<td>246,702</td>
<td>492,878</td>
</tr>
</tbody>
</table>

Ice Silences WLW-T

Cincinnati—Freak icing stops the 571-foot television tower of WLW-T and its spandrel normal video operations of the Crosley station for two hours on Friday and delayed the relay of programs to WLW-D, New Dayton, video outlet.

T. J. Rockwell, Crosley vice-president in charge of engineering, said melting ice at the top of the antenna had caused a short circuit. Part of the antenna was a coaxial cable which carries programs up the tower. Engineers were working Friday to rectify the problem.
Yes, proper coverage is essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area own radio sets. That is proper coverage. That is why WJR is Michigan's greatest advertising medium.

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
Aust. to the Pres.
INSTALLMENT SALES CAUSES PROBLEM

Georgia Passes Bill Protecting Newsmen

Washington Bureau of RADIO DAILY
Washington—Joining the growing list of states which have passed bills guaranteeing the privacy of radio analysts' news sources, Georgia has enacted such a measure. The bill, which has been informed by Wilton E. Cobb, general manager of WMAZ, Macon, Ga. The same privilege has been granted this year by the legislatures of Arkansas, Kentucky and Indiana, while Ohio has given its first reading to a bill amending its present law, which will give wider latitude to the radio reporters.

Fort Wayne Station Set To Join The CBS Network

WANE, Fort Wayne, Ind., will become an affiliate of CBS effective April 1. Herbert V. Akersberg, CBS vice-president in charge of station relations, announced yesterday. This brings the total number of CBS affiliates up to 180.

The station is owned and operated by Radio Pt. Wayne, Inc., with 250 watt unlimited time on 1600 kilocycles. Glenn R. Thayer is general manager.

Pearson To Address Thurs. REC Luncheon

Drew Pearson, ABC correspondent who sponsored the Friendship Train to France, will be the guest speaker at the Radio Executives Club luncheon at the Hotel Roosevelt on Thursday. Pearson will recount his trip to France with the Friendship Train and the recent arrival of the French Democracy Train in the United States.

Zenith's 'Obsolescence' Ads Bring Suits By Video Mfrs.

Sightmaster Corp. and Empire Television Corp., have served Zenith Radio Corp. and Zenith Radio Corp. of New York with a bill of complaint alleging combined damages resulting from Zenith's advertisement which stated that the FCC "was about to change television wave lengths, which change would render all present television receivers and component parts thereof obsolete and junk."

Friedman and Friedman, attorneys for the plaintiffs, served the summons upon the Zenith Corp. New York office yesterday afternoon. The plaintiffs asked for $500,000 damages each from Zenith, for a court order enjoining the continuance of the Zenith advertisement of this month or of any kind of ads and for an injunction of like nature as the permanent restraining order (Continued on Page 7)

Radio-TV Receiver Dealers Disagree Regarding Relaxing Of Credit Terms On New Receivers

Radio-TV dealers and department stores have taken opposing stands, ranging from indifference to complete disagreement, on the call for an additional relaxation of federal installment-buying restrictions by John W. Craig, v-p of Aveo Mfg. Corp. and general manager of its Croa.

Increasing TV Market Forecast By Galvin

Chicago—At least one-half of Motorola's volume during 1949 will be realized through the sale of television installation, it was predicted by Paul W. Galvin, president of Motorola, Inc., in the company's 26th annual statement issued yesterday.

"Events of the past year have proved that our estimate for 1948 was stated conservatively." Galvin

Evolution, Not Revolution For Tele. Says O'Connor

Fort Wayne, Ind.—Evolutionary rather than revolutionary changes in the television field are expected by Richard A. O'Connor, president of the Magnavox Co.

Simultaneous with the announcement of the company's net sales (Continued on Page 6)

New Web Proxy?

Glenn Snyder, general manager of WLS, Chicago, is rumored to have been chosen as president of the fifth network which will be announced during the NAB convention in Chicago in April. New web may be called Federal Network rather than Century Broadcasting Corp. Century title conflicts with Century Broadcasting Corp. of Johnstown.
Dealers' Views Different On Value Of Credit Buying

(Continued from page 1)

“Regulation W” must remain,” Craig said. “Its restrictions must be eased to 10 per cent down and 24 payments over 12 months with monthly payments of not less than $70.”

Restrictions Were Eased

Some of the restrictions of “Regulation W” were eased on March 7. Down-payment requirements were reduced from 20 per cent to 15 per cent and the time requirement was extended from 13 months to 21 months. The $1,000 stipulation was completely eliminated. The minimum $500 monthly payment was increased to $500 monthly or $1,250 weekly, however, was retained.

A large dealer in Manhattan told Radio Daily that there “hasn’t been any sudden spurt in business” since the restrictions were partially lifted. “We enjoy a rather unique position in the about 90 per cent of our installment papers go through the bank without a hitch. We find it very simple to get the minimum down-payment and that most times our customers pay far above the minimum,” he explained.

The survey showed that the lifting of installment restrictions on March 7 had either no effect at all upon sales in various stores or had only a slight influence in a few cases. The buyer for one department store indicated that there was an increase of about 5 per cent to 10 per cent since March 7 but he described this as being “very slight” and “probably not the result of the installment relaxation.”

Confirms Craig’s Opinion

In this respect, the Radio Daily survey confirmed the opinion expressed by the v-p of Arco Mfg. Corp. In pointing out that “Regulation W” was liberalized, Craig said, “This action simply took the form of a grading compromise, and the new conditions are by no means satisfactory. If the American people are to continue the standard of living they are accustomed to, and if they are going to be able to buy the things they need and want, and if the industry is to keep its position and sales volume at levels which will maintain prosperous employment, we must reinstill at least the original chief contributors to this nation’s tremendous social and industrial growth—real credit buying. This cannot be done without a better type of installment control.” Craig declared.

Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That’s a fighting species for you.

And that’s the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country’s sixth largest market.

W-I-T-H, the successful independent in this big radio town, can and does deliver more listeners-per-dollar-spent than any other station.

That’s a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

Available—Advertising and Sales Promotion Manager

Young man, solid background, over-all sales promotion and advertising. Twelve years experience radio, advertising agency and television. Plenty of samples... excellent references. Write Radio Daily, Box 222, 1501 Broadway, New York 18, N. Y.
Buyer’s Market Data Need of Advertising

(Continued from Page 1)
every lever of activity from his product to his point of sale, Harper said. To implement the getting of this knowledge, advertiser should consider the 5 per cent principle, allocating 5 cents of every advertising dollar to make the 95 cents do a better, sharper job.”
Mr. Harper said he would like to see “educators and students have greater opportunities to learn more about this business of ours. I should like to see advertisers and marketers make greater use of the facilities of our colleges and universities in order to help business and thus the country, to learn more about itself.
At the university and college levels, certainly, some planned program of mutually beneficial and profitable communication and indoctrination could accomplish a great deal.”
The speaker declared that “essentially, the management of advertising must concern itself with the three main areas of consideration. These are, first, the area of consumer consideration; second, the area of competitive consideration; third, the area of top management consideration.”

16 Stations To Share Sinclair Gas Campaign

(Continued from Page 1) daily on WEMP, Milwaukee, will promote sales of the new anti-rust gasoline.
Agency handling the account is Hixson-O’Donnell Advertising, Inc., New York. Introduction and promotion of the new product is under the personal direction of Sheldon Clark, executive v.p. of the Sinclair Oil Corp., who headquarters in Chicago. Campaign will be expanded later to other cities.

AGENCY NEWSCAST

BERNARD J. JENNINGS, for three years a leading member of McCann-Erickson’s staff at Buenos Aires, Argentina, yesterday assumed the management of that company’s Havana, Cuba, office, and was appointed assistant manager. Before the war, Jennings was for five years with Balten, Barton, Durstine and Osborne’s New York office and, during the war, he saw 3½ years’ service with the Navy. James J. Fox, Havana manager since June, 1945, and, prior to that, manager of McCann’s office in San Juan, Puerto Rico, since its establishment in 1942, will return to New York about April 1st to re-enter the domestic field.

PITTSBURGH ADVERTISING CLUB has selected G.F.A. member and has approved by the Federation’s Board of Directors at its meeting in New York, March 15. The Pittsburgh membership brings to the number of senior clubs affiliated with the Federation. The president of the new A.F.A. member is Norman L. Klagis of the Reliance Life Insurance Company. The secretary, J. A. Cailston, advertising manager of the National Fireproofing Corp.

PERRY SCHOOL OF RADIO & TELEVISION (William Warren Agency) has just contracted for all the spot adjacencies to the New Giants pre-season games over WNYC.

JOHN READ BURR has joined Federal Advertising Agency, Inc., as account executive, handling grocery products. He was formerly with McCann-Erickson, Inc. in a similar capacity.

CHEBROUGH MANUFACTURING COMPANY, manufacturer of "Vaseline" Brand Products, to Copley, Inc., for "Vaseline Cream Hair Tonic" television program, "Great Fights of the Century," to be telecast over the complete NBC-TV eastern and mid-western networks, featuring such outstanding ring battles as Louis-Schmeling, Louis-Baer, Zale-Cordian, Zale-Graziano, Louis-Galetco, etc.

LETTERS have been sent by the Advertising Federation of America to its member clubs and to 6,500 direct-mail advertisers. The letters, over the signature of A.F.A. Board Chairman George S. McMullan, vice-president of Bristol-Myers, give the facts about the proposed large postal rate increases now before Congress and pointed out that the effect of this increase will be put into force. The Federation urged that the recipients contact members of the two Congressional Post Office and Civil Service Committees and their own Senators and Representatives to express their views of the size of the increases.

FRANK P. BIBAS has joined McCann-Erickson, Inc. as film director. It has been announced by Lloyd D. Coulter, vice-president in charge of radio and television. Bibas was formerly vice-president in charge of sales of Casono-Ardle Pictures, Inc. and Sixteen MM Pictures, Inc.

FRED SMITH & CO., INC., announced the opening of offices in the Chanin Building, New York. Smith has been chief consultant to the Book-of-the-Month Club for the past two years, and will continue in this capacity. However, with the establishment of the new offices, he is widening his facilities to include a personalized service for a limited number of clients, with facilities for handling public relations, and the placement of advertising and publicity. Smith has been public relations director of BDD&O, J. Sterling, Gertchell and Young and Rubicam.

NORTHAM WARREN CORPORATION has released 1949 campaigns for Cutex and Odonor, through Robert Otto and Company, international advertising agency, in New York. Using magazines and newspapers, with radio spots in the key areas, the new campaigns are designed to extensively cover this company’s Latin American markets.

Increasing TV Market Forecast By Galvin

(Continued from Page 1) wrote, adding that "at present an even more optimistic view for 1949 seems justified." According to the firm’s statement, Motorola produced over 100,000 TV sets in 1946, with a dollar value of about $10,000,000.
The company’s net sales rose to $38,080,228 last year, compared with $46,678,148 in 1947. The 1948 net earnings amounted to $3,323,739, equal to $4.17 per share, against $2,510,410, or $3.14 per share, in the preceding year.
Investment in plant facilities, the statement said, was increased during the past year by $525,124. This expenditure was aimed at increasing television production facilities and to enlarge the area of the engineering building. The company, which is anticipating a greatly increased demand for television sets during 1949, is planning to augment its production facilities during this year at an estimated cost of $500,000.

"Pay The Buck" Pays Off: Title Of New CBS Show

(Continued from Page 1)
Roman Meal Company, Tacoma, Wash. Program will be aired from 7:30 to 8:00 p.m., PST, with Jack Douglas as emcee. Milne-Heffernan, Inc., of Seattle is the agency.

Westinghouse radio stations ring the bell again. Four of the high honors just announced in the Eleventh Annual BILLBOARD Promotion Competition go to Westinghouse stations. Two to 10,000-watt WOWO at Fort Wayne... one to 50,000-watt KDKA at Pittsburgh... and one to 50,000-watt KEX at Portland, Oregon.
These new honors, for power-packed promotions, remind advertisers of that extra something which goes with every campaign on a Westinghouse station. For sales-producing programs or spots beamed to rich markets... loyal audiences and that extra promotion punch... call a Westinghouse station or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW KEX WBZ WBZA WOWO WBZ-TV
National Representatives, Free & Peters except for WBZ TV: For WBZ TV: NBC Spot Sales

Boin-n-n-ng!

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These new honors, for power-packed promotions, remind advertisers of that extra something which goes with every campaign on a Westinghouse station. For sales-producing programs or spots beamed to rich markets... loyal audiences and that extra promotion punch... call a Westinghouse station or Free & Peters.
Top network executives advise that AM network broadcasting is at or very near its maximum financial development.

This statement confirms again the existence of an enormous opportunity for selective radio; for there are hundreds and even thousands of advertisers who, though their distribution and resources will not support network radio, can and should use national selective.

But we in national selective face an alternative. Before we can either grasp the opportunity or pass it by, we must understand the full import of the choice to be made.

We must decide whether or not we are going to cling to a restricted concept of our business that defines our branch of radio as a minor department of network advertising, a means of patching the holes in network coverage, or at best a medium for the use of regional advertisers. If any big national advertiser does use the medium, this thinking implies that he must either use announcements or regard us as a sort of prep school from which he may eventually graduate to the use of network.

It is a school of thought that is well described by the restrictive and misleading term of spot radio.
Radio Alternative

The *national* concept, accurately described as national selective, expands our business to a major medium in its own right, a medium where transcriptions will permit the use of the finest talent available, a medium where the advertiser can cover all the country without the restrictive factors inherent in network operation, a medium that permits complete selection of markets and stations.

An understanding of this broader view is vital. Representatives and stations alike must grasp it before national selective radio can grow to its full potential.

Let's get away from the pin-point concept. Let's think of this major medium as the hundred million dollar business that it is. Then we have taken the first step toward making it the two hundred million dollar medium which it ought to be.

---

*Paul H. Raymer Company, Inc.*

**RADIO AND TELEVISION ADVERTISING**

*New York • Boston • Detroit*

*Chicago • Hollywood • San Francisco*
WOL's Version

"The box captioned 'Detour' on page eight of Radio Daily for Monday, March 14th, prompts us to submit the following pertinent information in addition to the news released furnished Radio Daily March 10th from the WOL press department:

"While our very good friends at WTOP-CBS were recording that telephone conversation with the pawnshop proprietor, WOL-Mutual correspondent Joe McCaffrey was standing alongside the store owner with a WOL tape recorder. He not only got direct, but what the proprietor told WTOP-CBS on the phone, but also went on to get his own full interview when the phone conversation was over. To go one addition to this step, it was WOL's engineer, Don Herman who answered the phone in the first place.

"Altogether we feel WOL-Mutual's coverage was the most extensive in town. It included recorded and direct interviews with (1) a passenger on the ill-fated train; (2) the train fireman, who had been bumped off the line of duty; and (3) the pawnshop proprietor, and (4) and (5) police officials responsible for the capture of the thief."

Cordially yours,
John Bondeson
WOL promotion mgr.
Washington, D.C.

Evolution, Not Revolution For Tele, Says O'Connor

(Continued from Page 3) for 1948, O'Connor said: "We do not look for revolutionary changes in engineering design such as were experienced in the early days of radio, for television design today is on a much higher and technical perfection than was radio of storage battery days."

"If TV receivers be pointed out, have been designed with a view of accommodating them to "any changes made by the Federal Communications Commission." He indicated also that the company does not anticipate any price reductions on the present line of merchandise.

$7,045,000 For Quarter

Sales of Magnavox in the last quarter of the year ending Feb. 28, were $7,045,000, bringing the year's total to $24,406,000. Estimates for federal income taxes in the two months of December and January were $357,000, making a total of $1,635,000 for the eleven months ended January 31, it was disclosed.

FRANK W. MADDEN
Film Editor
Plaza 7-2667

California Commentary . . . !

- Networks are hearing the usual headaches over whether California will have daylight saving this summer. The job of arranging schedules to conform with eastern broadcast hours is a heavy one. . . . Clark Dennis is being set by GAC for a summer theater tour of the Midwest and East after his ABC Reverso Camera show plays the season. Jean Hersholt last week celebrated his 36th anniversary of his arrival in Hollywood as an actor and director. . . . KNBH tonight launches a new tele serial, "The Lightning Warrior," starring George Brent, Franklin Furnace and June thin Tin Jn . . . Pasadena Community Playhouse will present its first live production over KTTV or April 15 with Victor Jory starring in "Mambo". . . . Bruce Eells is back in town after a six-week tour on behalf of Broadcasters Program Syndicate, consolidating television planning in conference with Eastern members of his organization.

Hollywood

- KPCC's "Bargain Broadcast" added five new sponsors after being on the air only one day. . . . Leet Little, manager of CBS affiliate KUTC, Tucson, won a new station wagon as a result of his station's winning effort in a promotion campaign among CBS stations on behalf of the "Ford Theater" shift to CBS last Fall. . . . KLAC-TV today starts the "Mickey O'Day" show, starring Ventrolquist Glen Gregory and produced by the Nathanson Agency. . . . Local theaters are wooing radio giveaway shows for stage attractions. . . . Rumors around town are that Eversharp has laid down more than $50,000 for television story-idea options and has a year to decide on most of them. Harry James and his orchestra leave April 4 for an eight-week tour, opening in Milwaukee.

- "Double or Nothing" starts tape-recording today. This is the first of the five-day-a-week shows to use the new medium . . . KFWB's Harry Maltz is back from a two-week trip in New York. . . . N's a girl for the Marvin Youngs of Ruthner & Ryan staff here. . . . A big radio company conditioned a big variety show for a possible TV program on a major network. It deejays it, will be the most important of its kind to come out of Hollywood. . . . Hopper has a tele deal set. . . . California TV. . . . a couple of weeks ago said he could go to Minneapolis with the "Truth or Consequences" show. . . . "Suspense" now has guest stars set for six weeks in advance. Lineup includes Pat O'Brien, Edward G. Robinson, Clifton Webb, Ronald Reagan, Barbara Stanwyck and Nicole Rooney. . . . Cecil Underwood, radio chief of Warwick & Legler, was married Wednesday to Florence Mc Donald. . . . Alan Young is taking out U.S. citizenship papers. Young is a Canadian. . . . Work is about to start on ABC's television center here. Its KCET-TV is expected to start operating before summer.

Moving To Hollywood

San Francisco—Elmer Peterson, NBC western network commentator will move his program to Hollywood next month in order to devote more time to television activity in the film city. Peterson's first emanation from Hollywood will be April 15, and that will mark three of his broadcasts being taken over by a new, but as yet unknown, NBC affiliate.

WMOR Staff Named

Chicago—Jules Pewowar, program director of the new FM station WMOR, announces the following appointments to the station's production staff: Paul Damil, formerly with the Hammond (Ind.) Times as film director; Irving Deoc, formerly with KTRV, Bastrop, La., program manager; Stephen Miller, freelance film writer, continuity editor; Jack Pitman, formerly of WEA, Evanston, announcer; Maxi Angelou, formerly with WLEY, Elmwood Park, Ill., announcer, and Norma Lee Wood, WLS, Lansing, Mich., record librarian.

By NAI GREE

The CBS "Dr. Christian" program, starring Jean Hersholt, will be broadcast from the Grand Ballroom of the Palmer House on April 23rd. WBBM, This will be the first time in 12 years the program has been on the air that it has been broadcast from a city other than Hollywood or California. It will be a feature of the Better Business Bureau convention.

Myron Farg, son of Ervin Farg, well-known in the music publishing industry, has a disc jockey program on the new FM station, WNOB, which opened March 15.

ABC's "Jack Armstrong" series is offering an 11-day Caribbean cruise as grand prize in a three-week contest.

Advance showing of Paris fashions was seen over WGN-TV and described over WEAN in a special broadcast-telescan on March 13, under sponsorship of Morris B. Sadao, Chicago's local furrier, has signed a 52-week contract to carry a 15-minute program, featuring popular music, over WIND at 9:45 p.m. Monday through Friday, and from 11:05 to 11:20 a.m. on Sundays.

John Baker is doing a woman's interest program, "May About the House," on WLS Saturday mornings.

Greystone Press Corp., publishers of "The Practical Home Handyman," has renewed six-quarter-hour spots on WMAQ for the transcribed "Do It Yourself Club" program.

Buys News Participation

Bond Stores, Inc., New York, has assumed sponsorship of the 7:45 a.m. WCBX newz program featuring Harry Clark, on Tuesday, Thursday and Saturday, exclusive immediately after it was announced by Ron Miller, WCBX sales manager. Agency is Nett-Rogow Inc., New York.

Joins WGVY Staff

John S. Phillips, general manager of WGVY, Charleston, West Va., announces the appointment of Bud O'Connor to the WGVY announcing staff. Mr. O'Connor's past radio experience includes stints at WBLR and WHAR, Charleston, West Va.

22 E. 40th St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES

New York - Chicago - Los Angeles - San Francisco

www.americanradiohistory.com
MFS. SUE ZENITH OVER TELE ADS

TELE TOPICS

NCS’s “Television Screen Magazine,” usually a melange of odds and ends, was tied together this week through a deal with “Holiday” mag’s current issue on N. Y. and, on the whole, was a better show than usual. NCS’ latest special feature was a two-page spread devoted entirely to various aspects of “life in the big city,” but unlike the printed mag, the show had neither time nor space to do a thorough job. The program had a feeling of size and mobility through the use of five monthly-integrated film spots. For visual statements on N. Y. by a documaker at Fulton Fish Market; Moss Hart at the Royale Theater; a hansom driver at Central Park and John Reed Kilpatrick at the Garden. The most interesting, visually and aurally, was an interview by Bill Beres with a light bulb changer atop the Budweiser Spectaculas of Times Square. It was especially good when the camera angle showed the crawling traffic many stories below. All the films, incidentally, were of very high quality. Studio portions were rather static, consisting of talking and singing, neither very interesting. Overall production was good, much better, for two minor mishaps at the end. Larry Schwarz Jr., directs.

FOR THE PAST MONTH or two, I listened to “Who Said That?” on the radio, and enjoyed it immensely. This Sunday, I had the chance to talk on the radio and wish I hadn’t. The program is excellent radio, but on the screen it’s mediocre. It should improve; of course, when it is shown in color and in full color, the cast arrangement is dropped, but some drastic changes will have to be made to make it a visually entertaining show. Michael MacDougall, the authority on cards and other forms of gambling, has been named by Pioneer Telefilms for a new series titled “Gamblers Don’t Gamble.” James Ballis, formerly with Hal Roach studios, has joined the editing department.

The Roller Derby, which caused a minor sensation in New York when it was scanned by CBS last fall, has been signed by ABC for ten series of 30 pickups between Mar. 24 and July 2.

THE NEW YORK CENTRAL is making up a special train which it will place at the disposal of Fosse, Cone & Belding for a series of film spots. About seven different one-minute films will be shot by Roger Pryor and George Wolff this week for a heavy air skeg beginning in New York in a month or so. Robert J. O’Connor, of the WOR news staff, has been named director of sports for WOR-TV, which is slated to go on the air this summer. He’ll begin working on a sports lineup for the outlet when he takes over the post Apr. 1.

Stations Go To Public On “Obsolescence”

Two newspaper-owned stations and their parent organizations have taken the furor over possible obsolescence of sets into their own hands and have begun a campaign to keep the public fully informed on the subject.

KSDK-TV, St. Louis, carried a special program outlining the development of UHF and offering industry and trade press comment on the situation. On the same day, the Post-Dispatch carried a two-column story on the subject by WABA, on the Jack Poppele in which he said that the present channels “will be with us for years and years—and years—possibly forever.” Some of the broadcast script and the newspaper story were printed up in pamphlet form and distributed by the station.

Articles By WEBTW

In New York, the Buffalo Evening News, licensee of WENB-TV, published two articles explaining present channel assignments, the FCC freeze on applications and UHF. Lead sentence of one story said: “Leading manufacturers are engineering their television receivers to give years of satisfactory service,” while the other led off: “Many television channels automatically may be added to the radio spectrum, but that will not have any effect upon the present frequencies in Buffalo.”

Canada Dry Signs For ABC’s “Circus”

Canada Dry Ginger Ale, Inc., has signed with ABC for sponsorship of the show. The show, “The Cast of Thousands,” is divided into 13 weeks and is being held at the Newport Casino. The show opens April 3, Show is aired from 6 p.m., EST.

CBC Board May Defer Action On TV Station Applications

Montreal—The board of governors of the Canadian Broadcasting Corporation may reconsider TV applications from Montreal and Toronto at its April meeting, but it probably will postpone consideration of applications from other areas, a CBC official said yesterday. The board meets April 6-8 inclusive.

He said that among applications filed for licenses are two from Montreal, The Hamilton Spectator and CHML.

The official said that before the board considered applications from other areas, a CBC official said yesterday. The board meeting on the day.

There have been recurring reports that the Government will soon announce its new policy with respect to television. There have been indications that the Government plans to advance a loan to the CBC to help it in development work.

The Montreal applications for stations were made by CFCF (Canada Marconi) and CKAC (La Presse-owned). The Toronto applications came from CFRB, CKER, and the Leary and Famous Players Canadian Corporation. The Leary is a veteran in the Toronto radio field.

Organizational

Seventeen manufacturers of TV sets and components organized the Television Manufacturers Association at a preliminary meeting yesterday afternoon at the Advertising Club, Michael L. Kaplon, of Sightsmarter Corp., was named temporary president. Other temporary appointments included Herbert Meyer, of Empire Coil Co., as secretary-treasurer, and Robert G. Kranner of Remington Radio Corp., as v.p. None of the major TV producers were represented at the meeting.

2 Companies File: Seek $1,000,000 For ‘Damages’

(Continued from Page 1) during the pendency of the present action.

The complaint, in essence, charged that Zenith ad have resulted in “slander” and in loss of customers for both plaintiffs. Empire Coil Co. alleged also that the Zenith advertisements have and will continue to reduce the sale of receivers, “thereby seriously impairing the value” of the Cleveland, Ohio, station (WXEL) now under constuction by Empire

The complaint said specifically that Zenith had, beginning on or about March 6, 1949, "caused to be issued and disseminated, orally and in writing, to the public, throughout the United States and elsewhere, the false and fraudulent, disparaging statements relating to your products and good, that the Federal Communications Commission was about to change" the sale of TV sets and component parts thereof obsolescente and junk, that the defendants’ television receivers and component parts thereof were so constructed as to receive and transmit signals and that plaintiffs were concealing all this from their purchasers.

The purpose and effect of the aforesaid statements both as originally issued and disseminated and as repeated by the defendants, was to cause the sale of TV sets and component parts thereof manufactured, sold and distributed by the plaintiffs to become obsolete and junk and that to avoid this the public could safely and only should purchase the television sets and component parts manufactured and sold by the defendants and not those of the plaintiffs.”

Atwood Joins WBKB

Chicago—Lee Atwood, for the past three years advertising and sales manager for ABC Station WICC, Victor, has joined the sales staff of WBKB. A cavalry troop commander in the Pacific during the war, and early in his career was a radio character actor.

WTTR Power Boost

Richmond—WTTR this week increased its video power to 12,100 watts. Event was marked by a special program which included a brief talk by Wilbur M. Havens, owner and general manager of the station.
**RADIO DAILY**

**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 March 11-17, 1949**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>A Bluebird Singing In My Heart</td>
<td>Advanced</td>
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<tr>
<td>A Little Bird Told Me</td>
<td>Bourn</td>
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<td>A Rosewood Spine</td>
<td>Shappire-Strausen</td>
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<td>&quot;A&quot;—You’re Adorable</td>
<td>Lowel</td>
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<td>Always True To You In My Fashion</td>
<td>T. B. Harms</td>
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<td>Brush Those Tears From Your Eyes</td>
<td>Leeds</td>
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<td>Careless Hands</td>
<td>Melrose</td>
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<td>Clancy Lowered The Boom</td>
<td>Kenner</td>
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<td>Copa Rica</td>
<td>United</td>
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<td>Cruising Down The River</td>
<td>Harry Spiteri</td>
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<td>Dreamers With A Penny</td>
<td>George Simon</td>
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<td>For Away Places</td>
<td>Laurel</td>
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<td>Galway Bay</td>
<td>Leeds</td>
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<td>I Couldn’t Stay Away From You</td>
<td>Johnstone-Monate</td>
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<td>If I Could Be With You</td>
<td>Remick</td>
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<td>It’s A Big Wonderful World</td>
<td>Broadcast Music</td>
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<td>I’ve Got My Love To Keep Me Warm</td>
<td>Berlin</td>
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<td>Johnny Get Your Girl</td>
<td>Bourne</td>
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<td>Just Reminiscing</td>
<td>Encore</td>
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<td>Lavender Blue</td>
<td>Sontay-Joy</td>
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<td>Molly O’Reilly</td>
<td>Southern</td>
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<td>My Dream Is Yours</td>
<td>Wizak</td>
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<td>Once And For Always</td>
<td>Burke &amp; Van Haesen</td>
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<td>Powder Your Face With Sunshine</td>
<td>Lombarde</td>
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<td>Red Roses For A Blue Lady</td>
<td>Mills</td>
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<tr>
<td>So In Love</td>
<td>T. B. Harms</td>
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<td>Someone Like You</td>
<td>Harms</td>
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<td>Sunflower</td>
<td>Famous</td>
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<tr>
<td>While The Angels Was Ringing</td>
<td>Chas. E. Harris</td>
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<td>You Was</td>
<td>Crystal</td>
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**SECOND GROUP**

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<th>TITLE</th>
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<tr>
<td>Are You Kissing Someone Else</td>
<td>Cavalier</td>
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<tr>
<td>As You Desire Me</td>
<td>Words &amp; Music</td>
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<td>Beyond The Purple Hills</td>
<td>Goldmine</td>
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<td>Candy Kisses</td>
<td>Hill &amp; Range</td>
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<td>Dows By The Station</td>
<td>American Academy</td>
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<td>Every Where You Go</td>
<td>Lombardo</td>
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<td>Forever and Ever</td>
<td>Robbins</td>
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<td>Green-Up Time</td>
<td>Chappell</td>
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<td>I Don’t See Me In Your Eyes Anymore</td>
<td>Laurey</td>
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<td>I Got A Girl In Galveston</td>
<td>Republic</td>
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<tr>
<td>I Got Lucky In The Rain</td>
<td>Sam Fox</td>
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<tr>
<td>I Love You So Much It Hurts</td>
<td>Melody Lane</td>
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<tr>
<td>I Wish Somebody Cared Enough To Cry</td>
<td>London</td>
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<td>Look Up</td>
<td>Potner</td>
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<tr>
<td>My Darling, My Darling</td>
<td>E. H. Morris</td>
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<tr>
<td>Once In Love With Amy</td>
<td>E. H. Morris</td>
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<td>Tara Tolara Tula</td>
<td>Oxford</td>
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<tr>
<td>Underneath The Linden Tree</td>
<td>La Salle</td>
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<tr>
<td>Why Can’t You Behave</td>
<td>T. B. Harms</td>
</tr>
<tr>
<td>You Say The Nicest Things Baby</td>
<td>Sam Fox</td>
</tr>
<tr>
<td>You You You The One</td>
<td>Campbell</td>
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**PROMOTION**

Transit Radio Growing

Growth of Transit Radio as an advertising medium was demonstrated by the issuance last week of a compilation sponsored by salesmen of the new medium through the month of February, according to Frank E. Pellegin, national sales manager, Chicago. "One of the most enlightening aspects of the survey is the fact that many of these sponsors are new to radio," said Pellegin. "Most of these new comers are now attracted because of the crowded, guaranteed audience delivered by Transit Radio and also by its low cost per thousand impressions. Another significant feature is the number of leading department stores and other large retail houses on this early list, many of them with substantial schedules.

Children’s Book

With a promotion campaign geared to ABC’s Breakfast Club, Philco Corporation which sponsors the 3:45 to 5:00 a.m. staff program of the program five times weekly, is offering a 20-page coloring book built around the advent of "Ali" in Philco Land," the entire proceeding to the March of Dimes, Philco Corporation and its distributors have advertisements in the coloring book appearing and distributing the books which are offered at 10 cents each by Philco dealers. The book with covers depicting fairyland characters in humorous situations will continue on sale through April 15, and Philco hopes to sell their million copies through some 25,000 dealers in every state in the nation.

Radio Stations Selected For Award Consideration

Radio stations nominated for the three gold medal awards presented annually by the National Board of Philco dealers for outstanding public service in fire prevention were announced yesterday. The stations are: KONG, Alamosa, Col.; KNMC, San Francisco; KPH, Stockton, Cal.; WOR, Waterbury, Conn.; WJAX, Jacksonville, Fla.; WBY, Marrianna, Fla.; WHO, Atlanta, Ga.; WRA, Denver, Colo.; WAG, Evansville, Ind.; WWOR, Fort Wayne, Ind.; KFB, Nicholas, Kans.; KAYE, Louisville, Ky.; WWL, New Orleans, La.; WLS, Chicago; WJZ, Newark, N. Y.; WNB, Cleveland, Ohio; KDKX, Dickinson, N. D.; WJY, Dayton, Ohio; KVO, Birminghame, Ohio; KOE, Coeur D’Alene, Idaho; WP, Philadelphia, Pa.; WRL, Shalmaro, Pa.; KEO, States Falls Boro, N. J.; WAT, Oak Ridge, Tenn.; WAB, Norfoli, Va.; WAUX, Weedsaks, Wis.

Plan AFRA Antics

Chicago—The Chicago local of the American Federation of Radio Artists (AFRA) will present its annual Antics Tuesday, March 31, in the Grand Ballroom of the Sherman Hotel, proceeds to be used for the organization’s annual relief fund. As part of the entertainment a select group of Chicago radio actors will present a dramatized satire of "TV or Not TV."
WEB EXPANDS TV FILM DISTRIBUTION

TV-Owners Will Get Full Value—Johnson

Washington Bureau of RADIO DAILY
Washington—Simultaneously ending of the freeze on TV and opening up of the UHF band for commercial exploitation was the objective of Senate Interstate Commerce Committee Chairman Edwin W. Johnson said yesterday. "Eventually, they'll probably have to close the present channels entirely," he added, "but that's so far off we don't have to worry about that now."

Johnson said there is bound to be overcrowding when the UHF is opened up, but that the sooner (Continued on Page 6)

Name Brinkley Gen'l Mgr., Of Three N. Y. Stations

Francis H. Brinkley, formerly vice-president and general manager of WILM, Wilmington, Del., has been appointed to the newly-created post of managing director of WNEW, WNEW-FM, Binghamton-Endicott N.Y., WSDS and WDS-FM, Demonta, V.A., and WNIB, Stoughton, Pa., James H. Oltaway, president of the companies announced yesterday, continues as manager of WNEW and (Continued on Page 3)

Major Program Shuffle Being Made At WMCA

Ted and Doris Steele will become the new "Mr. and Mrs. Music" team on WMCA, New York, replacing Ben Wain and Andre Baruch, with a two-and-a-half-hour morning show on the board, effective April 18. In another major program change, station is disbanding its twelve-hour band of several small (Continued on Page 3)

Allen Producer By New Contract

Fred Allen is being given a guaranteed annual wage under his new contract under which NBC has the right to his exclusive radio and television appearances. Another major point of the contract is that Allen, in addition to doing his own show, will now have the service of NBC as an independent producer. While NBC announced that the comedian has wide latitude in deciding just what he wants to do, the result is a definite answer to the question of what is being done (Continued on Page 6)

Fellis Exits MBB; Baker Takes Over

Hugh Fellis, who originally planned to leave MBB April 15, stepped down from the president's chair yesterday and Don Herbert, MBB's advertising manager, was designated acting president. Suddenly development came during a meeting of the MBB executive committee, it was announced that Fellis (Continued on Page 3)

Quinones To Speak At NAB Convention

Jose Ramon Quinones, president of WAGM, New York, for 10 years, has been appointed advertising manager for WAGM. New York, for 10 years, has been appointed advertising and sales promotion manager for WAGM. It is announced by G. Richard Smith, general manager of the CBS key (Continued on Page 3)

Special Religious Program Set On Three Networks

Gregory Peck, Ida Lupino and Robert Montgomery will be stared in the new hour program titled "One Great Hour" which is being aired in behalf of world relief. Quincy Boulton is narrator of the program to be heard next Saturday, 11:15 p.m. EST, over ABC, CBS and MBS hundreds of independent stations. Broadcast will originate from Hollywood but will switch to Wash-

ingtion for an address by President Truman. Purpose of the program is to encourage all Americans to attend church the following morning and participate in one great simultaneous offering to carry out the work of America's churches overseas. More than 75,000 churches of all denominations are participating in the project.

Robert G. Patt, sales promotion and merchandising manager of WAGM, New York, for 10 years, has been appointed advertising and sales promotion manager for WAGM. It is announced by G. Richard Smith, general manager of the CBS key (Continued on Page 3)

500 MBS Affiliates To Meet In Chicago

The annual MBS meeting of more than 500 station owners and managers will be held at the Stevens Hotel in Chicago on April 10, it was announced yesterday by Earl M. Johnson, MBS vice-president of station relations and engineering. The meeting, which starts at 4 p.m., CST, will feature 14 discussions of daily-saving-time opportunities (Continued on Page 2)

Philadelphia Station Covers Court Session

Taking microphones into a Philadelphi (Continued on Page 2)

New WISX slogan WISX-WISX, boast cut out here, has adopted a new slogan, "Life To WISX" which is being used as a recorded staf (Continued on Page 3)

New WISX slogan WISX-WISX, boast cut out here, has adopted a new slogan, "Life To WISX" which is being used as a recorded staf (Continued on Page 3)
RADIO DAILY


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

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WEST COAST OFFICER
At Seattle, Washington
4425 University of Washington Building
Andrew H. Gilman, Director
216 University of Washington Bldg.
Phone: Wisconsin 2127

CHICAGO BUREAU
1417 Ashland Ave.
No. 2 Clark St.
Phone: State 3332

Entered as second class matter, April 3, 1927, at the postoffice at New York, N. Y. under the Act of March 3, 1879.

FINANCIAL

(March 22)

NEW YORK STOCK EXCHANGE

High Low Close

ABC 14.50 255 255

Admiral Corp. 16 15 13

Am. Tel. & Tel. 145 145 145

CBS A 10 10 10

CBS B 1.13 1.13 1.13

Foster T. & R. 11 11 11

Gen. Electric 37 36 36

Pbte 10 10 10

RCA Common 12 12 12

RCA 1st pf 72 72 72

Westinghouse 23 23 23

Zonith Radio 11 11 11

OVER THE COUNTER

Dunkan Lab. 64 64 64

Stromberg-Carlson 13 13 13

U. Tel. etc. 6 6 6

WCAQ (Baltimore) 22 22 22

WJR (Detroit) 6.5 6.5 6.5

Eight ASCAP Directors Are Elected To Board

(Continued from Page 1)

stein, II and A. Wallace Kramer, publishers; Louis Bernstein, Saul H. Bourne, Herman Starr and Gustave Schirmer. Eight directors of the board of 100 voting members are elected by the membership yearly.

10 YEARS AGO TODAY

From the Piles of Radio Daily Canadian Independent stations applied to the Board of Governors of CBC for permission to form a chain of their own. . . In the spirit of negotiation, several deals between NBC and major film companies, by terms of which latter are to supply features and shorts for television programs at the World's Fair. . . WCAU's international station to Europe. World War II with 15 hours weekly. . . The United Press added 12 new station subscribers.

COMING AND GOING

ALFRED M. TAURONE, national sales manager of the Columbia network outlet in Wetterton, N. Y., is in New York on business.

KATHRYN COLLE, supervisor of the information department at NBC, is in Saratoga Springs, N. Y.

BENEDICT GIMBEL, Jr., president of WIP, Philadelphia, will leave April 4 for Chicago to meet the Mobil network's board of directors. He'll be back in the Quaker City a week after.

FRED RAY, night executive officer in New York for NBC, yesterday went out to Minocqua, Wis., where he addressed the Kiwanis Club on the subject, "International Relations in Broadcasting."

LES TREMAYNE has returned from Philadelphia with the cast of "Detective Story." He'll be heard in "The Falcon" Sunday over WOR.

ADDISON AMOR, of NBC's Radio Recording division, will leave today for an NAB meeting in Boston.

LOUIS MANDEL, manager and agent for Larry Parks, Betty Garrett and others, is on a business trip to Hollywood.

ARCH ROBB, Jim Kovack and Paul Harisson, all of the NBC production department, leave today for Saratoga, N. Y., origin point of the program which the network has planned for the Spring meeting of the Association of National Advertisers. History Meng will be on.

GEORGE KLYMER, of CBS Radio Sales, is in Philadelphia on business.

EWING C. KELLY, general manager of KBTA, Sacramento, Cal., is in New York for conferences with NBC executives.

500 MBS Affiliates To Meet In Chicago

(Continued from Page 1)

2:15 p.m., CST. Other speakers at the TV session will be program director Jay Farahagar and engineering director Carl J. Meyers, both of MBS.

The MBS Board of Directors meeting has been scheduled for Chicago on April 8.

Quinones Will Speak At Convention Of NAB

(Continued from Page 1)

The Hotel Stevens in Chicago. Senator Quinones, as one of the organizers of the Puerto Rican Broadcasters Association, has been active in the private broadcasters' crusade against government entry into commercial radio in Puerto Rico. He recently addressed the Radio Executives Club of New York City and also was a guest of the Export Advertiser.

Philadelphia Station Covers Court Session

(Continued from Page 1)

Judge's bench before examiner Jay Elsman and the witness box, by Sam Serota, special events director of WIP. A traveling mike was used for convenience by Serota in the pickup of background color. WIP claimed it was the first time a radio station had microphones in a court room in the city of Philadelphia.

June Moon" On ABC

"June Moon," the Ring Lardner-George S. Kaufman hit play of 1929, will be produced by Theater Guild on ABC Sunday, March 27, at 8:30 p.m., EST. Principal roles in the play about a young native Montana song writer who seeks fame along New York's Tin Pan in his struggle handled by June Havoc, Eddie Albert, Kenny Delmar and Sam Levin.

Wm. C. SWARTLEY, station manager of WBZ, Boston, was a visitor at the Mutual network's board of directors meeting.

FRED WOOD, general manager of WBBZ, Vineland, N. J., is back from Bermuda, where he spent a short vacation.

FLETCHER WILLY, general manager of the Housewives Protective League on CBS, has left his West Coast offices for three weeks in New York and Chicago.

JACK BANNER and ED GRIFF, publicists, are back from Miami and Palm Beach, where they spent 10 days on assignment.

PETER DONALD has returned from Atlantic City and now is setting the stage for his new book, "Out of It," which will make its debut Mar. 30.

BERT LOWN, vice-president and director of station relations for the Associated Program Service, has returned from a month-long trip to Alabama, Louisiana, Oklahoma and Mexico City.

ANDY RUSSELL tomorrow will arrive by plane from the West Coast.

SHERLING OLIVER, producer of "The Wren's Nest" on ABC-TV, has returned from a vacation in Florida.

FRANKIE LAINES leaves New York via United Airlines today for a Lake City, Idaho.

Gulf Stream

That's a pretty picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warm Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few. And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners per dollar spent than any other station.

If you want to join other outboards looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.

INS has served

WQA 9 SAN ANTONIO WOAI FOR 9 YEARS

AM FM

W I T H

AM FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed
Fellis Exits BMB; Baker Takes Over

Baker Takes Over

Major Program Shuffle
Being Made At WMCA

(Continued from Page 1)

instrumental units, the total number of staff musicians remaining the same. This move is viewed to be in strict accord with the economic streamlining the station has been undergoing in recent weeks.

Ted Steele and his wife Doris will be heard daily from 9:30-11:45 a.m. They take over the 4-8 a.m. period now occupied by Duke Ellington. Mrs. Steele, who has been connected with the copy and production department at various agencies and is producer of her husband's television show, will be used strictly for women's-appeal commercials. Steele also plans to organize a quartet for his show.

Musical conductors hired to provide WMAA with several live music programs throughout the day are Steve Pitt, Ruth Smith, Jerry Shain and Johnny Gurrieri. Pitt will lead a quartet, starting April 17 under the banner of "Five Shades of Blue." Unit will fill two quarters-hour slots during the day. Probably new musical quartet will be announced early in April.

Faith News

Sheldon Signed By ABC

Irene Dunne On DuPont Show

Sockets

Electrical sockets, that is! In the 59-county WOWO area, 70 percent of farm homes are electrified, compared with a national average of 46.3 percent. And remember, WOWO's farm homes are way over par in plumbing and telephone installations, too.

Your program on WOWO reaches an audience more eager to listen, better able to buy, in city and country alike! To get results in the great Midwest, get on WOWO now! For details, call Paul Mills at WOWO, or Free A Peters.
Mainly About Manhattan . . . !

- - In order to have a showcase for new properties they want to try on the air, NBC is opening up the 11:30 to midnight time Mondays from Fridays later in the season. Looks like a flock of mysteries will be put on in that slot. . . . Frank Stanton, CBS prexy, has booked reservations for a European vacation and plans to sail on the 20th of April. Coincidentally enough, the sailing date falls on the same day the CBS board meets in N.Y.C., WOR has rented TV studios at ABC's 66th Street bldg. . . . Collier's may raging a special article on what farmers think of TV . . . Ann Rutherford, a Brunette, signed to succeed Penny Singleton in the "Blondie" series. . . . Bev Kelley, the fabulous publicist, wires us from Miami that Bert Lancaster, H'wood's favorite he-man, will return to his first love—the big top—when he opens in an acrobatic act with the Cole Bros. circus in Louisville, Ky., April 14th for a four-week date. . . . Did that caggy outfit drop that femme singer on account of listener gripes at some of the commentator. . . . Peter Donald, telling of a crumb comic at LeCavail, laughed and cracked: "He's tickled silly when his phone wire is tapped. It's the only way he ever gets any listeners!"

- - CBS may not know it, but they're making a lot of people (besides NBC) unhappy by their raids on the latter's talent. Ben Gross, dean of radio eds, has been getting a pile of mail from listeners in various parts of the country complaining that they can only get NBC affiliates on their sets and are now missing out on the shows that have switched over to Columbia. C'est la guerre!

- - AROUND TOWN: Herb Sheldon knows a woman on TV who's got such a terrible map that René McNally have been piecing her. . . . That enterprising duo, Wilbur Stark and Jerry Lorton, have done it again. NBC has just signed an option with them for "Sweepstakes," a giveaway series, which may get the coveted Sunday 7 to 8 p.m. slot opposite J. Benny and Ames 'n Andy. . . . Lou Cowan's "Stop the Music" ann'y party at 21 Club Monday brought out the ABC brass, trade press plus the usual sprinkling of gate Crashers. (Party gimmick was a "Stop the Music" contest with prizes including a drum map, a hunk of lead pipe and an order for a manicure for 2 fingers). . . . Radio Televisors' Lamplights illuminating the midnight hour with a guest appearance tonight at Bradley's Chef Moli. . . . Arthur Godfrey spent five minutes on his eyem show raving about another mel's TV show, "American Minstrel," produced by Jack Rubin. . . . Mary Margaret McBride profiled in the April issue of Woman's Home Companion.

- - THE MORNING MAIL: "Dear Sid," writes Ade Kahn. "Those nice words Hal Davis wrote, which you printed, praising the town's press agents, of which I'm one, were very easy on the ears. I might add that Mr. Davis is no slouch himself in this hectic field—quite the opposite. In fact, I might sum up that to be a good press agent these days, you have to work like Hal!"

- - In the NBC grab-bag of shows available for sponsorship is an audition pilot of a bright little comedy series tagged "They Live In Brooklyn," based on Nick Cosanti's well-known B'way play, "Moon Over Mulberry St." Young Robby McCarney, in the series, is ably portrayed by one of radio's busiest young juveniles, Jack Lloyd. For any other performer, the role would be a straight juice assignment—but for Lloyd it comes under the heading of "character part." Jack, who portrays the "all-American" boy of one of our biggest shows, arrived in this country from his native Holland just a little over 10 years ago with a vocabulary you could put on a three-cent stamp.
Convention Advertising

with Impact of Today's News Today

1,800 copies of Radio Daily will be delivered by hand daily to the 27th annual convention of the National Association of Broadcasters at the Stevens Hotel, Chicago, April 6th to 13th. This means your advertisement will get full display during the convention’s coverage as well as the regular circulation of the industry’s daily newspaper.

Get Your Convention Message Across day and date with spot news coverage of the Engineering and Management Conferences.

Advertising forms close for all RADIO DAILY convention issues on April 1st
Panel Sessions Set For CCNY Conference

(Continued from Page 1) publicity and promotion, respectively.

The overall theme of the one-day conference, to be held at the Hotel Roosevelt, is "Expanded Opportunities in Radio and Television" opening at 10 a.m. with practical discussions on the future opportunities and problems faced in the four segments of radio and TV being analyzed. The panels will report their findings to the afternoon session which begins at 2:30 p.m.

The complete panels in each category are:

Research: David E. Moser, associate director of the Radio Research Bureau, and Paul M. Kbreak, of the National Bureau of Broadcasting. thrift Division.

Advertising: Chairman; E. E. H. James, executive vice-president, Mutual Broadcasting System, moderator; L. C. Katz, CBS; Ed Evans, ABC; Kenneth Baker, NBC; Peter Langhoff, Young & Rubicam; and Samuel Northrup, Audience Research Corporation.

Station Rep Included

Sales: Earl Ryan, supervisor of Radio and Television Courses, City College School of Business, chairman; M. B. Grabhorn, associate vice-president, American Broadcasting Company, moderator; Lewis H. Avery, station representative; George Frey, NBC; Ralph Weil, WOV; Eugene S. Thomas, WOR; and David N. Stur-

CBS.

Programming: Seymour N. Siegel, director of communications, New York City, chairman; William T. H. Pettit, director of public information, Evening and Extension Division, City College School of Business, moderator; A. W. Grabhorn, director of advertising and promotion, NBC, moderator; Mas Wahllulait, WOR, N. W. Ayer & Son; Ed P. Farris; Louis Hausman, CBS; Jo Ranson, WMGM; and Frank Young, WPX.

MURRAY COX, WFJA, Dallas, Farm Director will be host to Farmers at the Regional Conference of Radio Farm Directors. The Southwest Regional District includes Oklahoma, Texas, Arkansas, Louisiana, Kentucky, Tennessee, Alabama, New Mexico, Mississippi, and Colorado.

Frank Harting, former Dallas newspaperman, has been appointed assistant to Myron P. Kirk, executive of the Kudner Agency, producer of several television programs.

It was believed that Texas citizens would continue to pay a two per cent state tax on the purchase of new radios. A bill introduced to repeal the tax has been "smar-"med." Last year radio taxes brought the state treasury in some $1,360,000.

Application has been submitted by KIVY, Lasalco, to the FCC for an increase in operating power. Re- quest would boost the power from 1,000 to 5,000 watts.

David Russell, associate professor of broadcasting at Southern Methodist University will discuss the new Poetry Book of the Month Club which was recently organized in Dallas when he visits Forrester, "News Concerning Women" column; over WFAA and WPA- FM. The program is to be heard at a new time starting this week moving from 10:00-10:00 p.m.

Bill Shoemate, WOAI, San An- tonio Farm and Ranch Director, is attending the convention of the Texas and Southern Cattle Station Owners Association in Houston to make tape recordings of interviews to be played on his weekly "The Farmer's Banker" program heard each Saturday.

Alec Cheesser, program director of KITE, San Antonio, has announced an evening interview series of broadcasts in Education by Radio to be aired in cooperation with the San Antonio Junior Leage. All local schools are equipped with radios and will receive the broadcast. Approval for this has been obtained from the local school board. Airings will be directed at the 4 to 5 age groups. Discussion manuals, maps and guide books will be furnished the teachers by the League.

"Dick West Reports" will observe its first year on the air this Sunday on WFAA and WFAA-FM, Dallas. West is an editorial writer for the Dallas Morning News and discusses the topics of the day in letters from his readers. The "Shoemaker, news analyst" on WFAA, Dallas, has returned with his nightly commentary following an absence of several months. He will be heard at 7:15 p.m. for 15 minutes.

The Marshall Webb Co., San An- tonio air conditioning unit sales and service organization, has signed for a 52-week contract to air the "Cav- adele of Music" each week over WOAI, San Antonio. This makes the eighth program sold by the RTSA sales staff since the first of the year. A total of seven local programs in one national program has been sold and eight local and na- tional spot campaigns are under way on the outlet.

KCTF, Cuero, took to the air re- cently. Outlet will operate daytime hours with 500 watts on 1800 kilo- cycles. A. M. Respondole is general manager of the outlet which is the first for the city.

The Home Furniture Co. of Dal- las are sponsors of "Music by Mar- tin" each Saturday morning for a half hour over KLRLI, Dallas. The program, "Music by Martin," features Eddie Martin's Band, The Martin Men and Glen Hughes, vocalist.

Charles Ballhorn, owner and manager of KITE, San Antonio, has introduced the "KITE Record-" phone" to local listeners. The device enables the recording of both sides of a telephone conversation. The unit is being used in presenting interviews by Glen Krauer, KITE news editor, with local name in the news.

Fees of the Gilmor-Aiken school reorganization plan now before the lawmakers at Austin, have announce- d that they plan to take to the air on a state-wide network to fight the proposal.

Evelyn Oppenheim, prominent Dallas book reviewer who appears on local outlets, will be interviewed and discuss her profession with Mrs. T. H. Healy over KLFL, Dallas. Mrs. John Carr, program director for KABC, San Antonio, has resigned his post. No replacement has been named as yet.

The complete coverage of the premiere of "Bad Boy" at the Majestic in Dallas was given over WRR, Dallas. A special stand was made in front of the theater and at the premiere from Hollywood as well as In- terstate Theater officials, Variety Club officers and local dignitaries were interviewed.

NEW WIL Transmitter

St. Louis — Station WIL com- menced regular operation on March 16th with 5,000 watts, fulltime, on 1430 kilocycles. The new transmis- sion in a transponder site is at North Duplo, Illinois, with studios in the Melbourne Hotel, St. Louis. Transmission is the latest type Gates 4 X 7 W. installation, with four Winchamre antenna towers set in a centralized array over St. Louis.

RADIO DAILY

SOUTHWEST SIDELIGHTS

TV-Owners Will Get Full Value—Johnson

(Continued from Page 1) shift gets under way the lighter Johnson bag will be dropped and TV licensees. When pressure for the channels force the eventual withdrawal of the current TV chan- nels entirely, he added, many sets will be not obsolete but actually obsolete. This will not happen, he believes, until the owners of the sets have had their money's worth, and more, from them.

The Senator said he has no legis- lation in mind now on the TV ques- tion, and that he thinks the FCC can work out the allocation and licensing problem within the frame- work of present law.

Multiple-ownership regulations should probably be retained, he said, even when the UHF is opened up, but he believes such matters as whether motion picture companies with records of anti-trust violations should be permitted into TV will become unimportant. "There is bound to be less monopoly if we have more channels," he said.

Owen promoted at WCAU

Carl Owen, veteran broadcaster and a member of the WCAU staff for the past eight years, has been named assistant commercial manager of the WCAU stations. In dis- cussing Mr. Owen's appointment as his assistant, Alex Rosenbaum, WCAU and WCAU-TV commercial manager, revealed that Owen will assist in administrative matters of AM and TV while James E. Coyle, assistant commercial manager since 1943, will concentrate his activities in sales of both media.

"Bright Remarks"

"Radio people are retrenching because of television!"

"Movie moguls see short frankenstein making faces at 'em on television!"

"Television's getting a bigger build-up from fear than from programs!"

Bob Bright

NEW AUDIO-MASTER '49

The MOST COMPLETE
HIGH FIDELITY PLAYBACK MACHINE

Plays 78s and 33 1/2's—only 15 pounds—Sturdy wood case—6 inch speaker—Featherlight pick-up—sened at $57.50

All prices F.O.B. factory.

The AUDIO-MASTER Co., 425 Fifth Ave. • N.Y.C. 16 • M.I. 6-4674
NBC FILM OUTPUT AT NEW HIGH

TELE TOPICS

FROM LONDON comes word that the
BBC is experimenting this week with
a camera installation aboard a launch to be
used Saturday to provide start-to-finish
of the Oxford-Cambridge boat race.
Equipment has been set up on the deck of
the river at several points along the
route to pick up the signals from the
launch and relay them, through special
Post Office lines, to Broadcasting House
and then to the Alexandra Palace trans-
mitter. To offset the vibration of the
boat’s engine, a special insulating mount-
ing will be used on the telephoto lens.
The problem of a power supply for the
camera seems to have been solved by the
use of a modified petrol electric generator
with a quiet exhaust, so that the engine
will not be drowned out. In addition,
seven land-based cameras will be used—at
start, finish and other vantage points
for a BBC record for coverage of a single event.

ONE OF THE BEST press releases to
cross this desk in a long while comes from
WMAR-TV and describes the station’s
coverage of the year’s first man-fo-for-all
wrestling match. Instead of the regular
commentary, excerpts from Tennyson’s
“Idylls of the King” were read and par-
toons of Wagner’s Ring of the Valkyries
provided the musical background. “While
the wrestlers flung each other about the
ring,” the headline reads, “the announcer
read lines from the epic of the battle.
...As the listener heard of
Launcelot’s gallant deeds, he saw a total
of nearly 20 pounds of flesh being
thrown around the ring with beefy abandon.”

VICTOR RATNER, CBS promotion vice-
president, really gave his all as producer of
the web’s film, “Television Today.” Ap-
ppearing in the movie are dancer Letitia
ide, in private life Mrs. Ratner; Stefan
Ratner, their 11-year-old daughter, and
“Chips,” the family dog. Locate of se-
ceral sequences was the Ratner’s Manhat-
 tan apartment home, the film taking ad-
 vantage on “Hollywood Screen Test” over
ABC this week, Joan McBride was signed
by Paramount for Doris Belack’s “Mary P."n. She’s the third actress to land a screen part because of the show.
...Paul Winchell has licensed a manu-
facturer to make hand puppets of Jerry MAHONEY. ...Henry Morley, of Dynamic
pictures, has been named ex-chairman of
the NTSC production committee and will pre-
side over the group during the current illness of chairman Jack Glenn.

Annual Production Of Kinescope Recordings
Now Exceeds Output Of Major Movie Studios,
Smith Says At Show of New Equipment

From Page 1

SMITH

radio equipment at Radio City,
Smith said the operation has in-
xcreased by over 100 per cent since
January and saw a comparable 100
per cent boost from November, 1948,
to January. The
week now produces 23 pro-
grams, a week, with the total
often reaching 30 hours.
Total output
by the major
pix producers, Smith said, was 550
features, or 500
hours, during
1948. NBC, said, is produ-
ing 700 or 700
hours a
year. An average of 223 prints a
week are shipped by the net to
stations throughout the country.
At the demonstration last night,
newsmen saw one of the four
recording cameras switched on at the
beginning of “Texaco Star Theater”
at 8 p.m., and when the show
went off at 9, they saw the recorded ver-
sion of the program.

NBC’s new equipment, installed
at a cost of $250,000, includes four
recording cameras, two of which
employ the double system (sound
track and picture made separately)
and the other two use either the
double or single system (sound
and picture recorded on same film).
N. Ray Kelly, assistant director
of the film division, is in charge of
the recording operation, assisted by
Frank C. Lepore and Victor Borsodi;
technical supervisor is Herbert
DeGroot.

Kelly said the web uses two de-
velopers for processing, one for the
picture, the other for the sound
track. Processing time for single
system is two to one and a half-hour
for each 15 minutes of program
time. Time for double system is
alightly longer.

According to O. B. Hanson, NBC
engineering vice-president, one experi-
mental recording a week was being
made a year ago. By the end of
1948, he said, a total of 3,800,000 feet
of 16 mm. film was used. This year’s
output is expected to be four or five
times greater, he added.

In addition, the net is now installing
a recording studio at its KNBH
Hollywood station, with its set of
 cameras, all equipped for single or double sys-
 tem. The studio will be ready for
operation within a month, it was
said. Its first use probably will be
a new show starring actress-column-
ist Hedda Hopper. Program will be
the first network program to origi-
nate from a city not on the cable.

Radio Reports Adds TV
In Detroit, Los Angeles

Radio Reports, Inc., which has been
covering TV in New York for some
time, has inaugurated video service
in its Detroit and Los Angeles
offices. It was announced yes-
terday by Edward F. Loomba, presi-
dent. Tele coverage will be expand-
ed soon to Washington, Chicago,
New England and Philadelphia, he
added.

Redmond Named Dir.
Of CBS-TV Operations

Richard J. Redmond, for the past
13 months, at the NBC-TV office
in charge of telev, J. L. Van Volken-
burg, has been named director of
tv operations for the web, it was
announced yesterday by Van Vol-
burg.

Redmond’s assignment is to newly
created one, aimed at more com-
plete departmental coordination
and more efficient overall operation. It
does not replace any present opera-
tional functions.

The new position, according to
Van Volenburg, “Mr. Redmond will
work in conjunction with Messrs.
Charles Underhill (pro-
grams), David Sutton (sales), and
Henry Grossman (technical and TV
sales).” He will work out
procedures for and supervising
everything except sales, creative
programming and technical and building
operations.

Redmond was in radio for almost
a decade before entering military
service in 1942. A native New
Yorker and a graduate of Hamilton
College, class of 33, he was associa-
ted with the sales promotion and re-
search departments of CBS from
1934 through 1938, after which he
was with Mutual in promotion, ad-
vertising and research until enter-
ing service.

Moore Operations Chief
For NBC-TV, Chicago

Chicago—Paul J. Moore, an NBC
engineering staffer here for almost
20 years, has been named tv opera-
sion supervisor for the web’s cen-
tral divisions and was announced yes-
terday by H. C. Luitgens, chief en-
gineer.

Moore replaces Charles L. Town-
send, who has been transferred to
New York as technical film director
for NBC there.

A graduate of the University of
Oklahoma, Moore served with the
Army Signal Corps during the war
and was discharged with the rank of
lieutenant colonel.

All-Mirror Set Unveiled

An all-mirror receiver with 15-
in. glass tube is now being deliv-
ered by Sightsmth Corp., it was
announced yesterday by Michael L.
Kaplan, president of the firm.

Named the "Pandora 15," the set
has safety glass mirror for sides and the
eight mirror on the viewing side. Retail price is $4.50.

Press-Time Paragraphs

Urgo Review Of Fox Trust Record

Washington—The Massachusetts Broadcasting Company told the FCC
at the week-end that the issues in the Boston TV hearings should be
enlarged to include the anti-trust record of 20th Century-Fox, and urged
that the Commission issue a petition of a week earlier for a de-
claratory judgment on the anti-trust issue. The company is not entitled
to the declaratory judgment, said the new petition, because the case
does not file up with the limited requirements for declaratory
judgment. In the event a declaratory ruling is granted, the petition
added, Massachusetts Broadcasting wants an extension of time in which to reply.

Bolles Named WKRC-TV Program Chief

Cincinnati—Appointment of Joe Bolles as program director of
WKRC TV, which goes on the air here April 4, was announced yesterday
by Hubert Talia, Jr., managing director. For 15 years a specialist in
market development, Bolles has produced industrial films, radio shows
and theatrical presentations.

www.americanradiohistory.com
NEW BUSINESS

WMAQ, Chicago: A brisk business week reported by WMAQ includes 170 station breaks and 26 one-minute announcements from eight clients. In a letter written to American Broadcasting Company through the Hixson-O’Donnell agency, contracted for three station breaks weekly for eight weeks starting March 29; Hall & Bell Co., through Henri, Hurst & McDonald, contracted for one station break a week for 26 weeks from March 17; the SOS Co., through McCann-Brockman, Inc., ordered three station breaks per week for 13 weeks effective April 4; Cleveland Cleaner & Dryer, through Ebyless-Kerr Co., two station breaks weekly for four weeks starting March 29; Holman Motor Co., through Brooke, Smith, French & Dorrance, three station breaks and two one-minute announcements to be aired between March 21 and National Red Cherry Institute, through Western Advertising Agency, one-minute announcements to be aired five weekly for four weeks on the “Early Bird” program, starting March 10; Capper Publications, through the Buechel Co., three one-minute announcements per week on the “Early Bird” program for two weeks starting March 16.

WCCO, Minneapolis: The F. W. Fitch Company has purchased “Time Out For Sports” for 10:15-10:30 Sunday, Monday, Wednesday, Thursday and Friday. Contract is for 20 weeks. Agency for the account is Campbell-Mithun, Inc. The company’s Own Hardware Company bought a quarter-hour 4:45-5:00 a.m. Monday through Friday. Program is called “Our Own” and features Bob De Haven, emcee, Sally Foster and Hal Garvin, vocalist. Contract is for 13 weeks effective March 17. 1949. Agency: Campbell - Mithun, Inc.

India Association Reelects All Officers

Indianapolis—Present officers and members of the board of directors of the Associated Broadcasters were re-elected at a recent meeting of the association held at the Columbia Club. Re-elected for a second term of three years are: President, L. T. Clow; vice-president, W. C. Bason; secretary, C. C. Park; treasurer, George R. Ochs. Re-elected at large for the coming year are: Bill Hersey, John O. White, Lloyd D. Hall, C. C. Park, and W. C. Bason.

Stork News

Ken Tredwell, assistant program director for WFT, Charlotte, N. C., and his wife Mary, who were born March 20, Baby, the second son for the Tredwells, is named Steveen.

COAST-TO-COAST

Gould Covers Marine Maneuvers

Jacksonville, N. C.—Lester L. Gould, recently returned from the Caribbean where he covered Second Marine Division maneuvers at Vieques for the American Broadcasting Company. Approximately 200 recorded broadcasts were made and presented over WNC and the network. Broadcasts were entitled "Ten Days Brief," and "Then and Now."

WFTW Signs AFRA Contract

Fort Wayne, Ind. — WFTW has signed a contract with the local of AFRA for one year, calling for basic wage increases of $2 to $3 per week and expansion of fee schedules for special services and better working conditions. Negotiations with the local, Tim O’ Sullivan, will continue on the contract.

WTIC Fashion Gallery

Hartford, Conn.—WTIC has a piecemat picture gallery, five of its studios designed by Jean Colbert, the station’s director of women’s activities, to supplement the style news on her “Radio Bazaar” program. One entire studio corridor is lined with pictures of latest fashions in every category of millinery’s interest. The gallery will be open to the public for a few weeks and a constantly changing display is planned.

KSFO Adds To Sales Staff

San Francisco, Calif. — An announcement has been made to the effect that Harold Gentile, formerly associated with KLX, Oakland, has joined the sales staff of KSFO.

KECA Special Kid Show

Hollywood, Calif.—A special show for youngsters on KECA was held at the end of March. Approximately thirty members of Cub Scout Pack No. 27, from Van Nuys guested and participated in a quiz session and game. Ralph Langley of KECA acted as emcee and with Dick Mulcahy as writer-producer the special show was a real party for the kids—complete with prizes, candy and peanuts.

WILM Tribute To DuPont

Wilmington, Del.—WILM recently presented a program dedicated to Mr. Du Pont, in whose name the Du Pont awards were made over ABC. The special point was that Mr. Du Pont was a resident of Wilmington and WILM thought it fitting to pay tribute to the man whose name bears the award. Script was written by William G. Frank and produced by Frank Gallaher, both of WILM staff.

Makah Tribal Chief On WSB

Atlanta, Ga.—Carleton Morrison recently interviewed Chief Fitz Tree, official chief of the Makah Indian tribe, on a newscast program via WSB. The chief, who is on a tour of nation’s schools, described the feeling between his tribe and the U.S. government as “satisfied” and reported that his people were living happily on their reservation. He also stated that there are now only 11,000 Makah tribe members alive.

KDKA “Sweet” Talk

Pittsburgh, Pa.—Homer Martz, agricultural director at KDKA is currently covering the annual Maple Sugar Festival and will take part in the final program March 25th at which time the “Maple Queen” will be crowned. Martz will record interviews with producers, visitors and farmers for use on his daily KDKA Farm Hour program.

King Shops For Prince

Cincinnati, Ohio—Princess Akinison of Lagos, Nigeria, 17-year-old African Prince, wrote to Nelson King, emcee of the four-hour program of folk music “Jamboree” heard over WCKY, requesting King to send him American T-shirts and an American wallet. In return he offered to send African products to King.

Singing Commercial

A new Sanitone singing commercial has been prepared by Emery Industries, Sanitone dry cleaning division, Cincinnati, and has been made available to Sanitone’s appproximately 700 licensees for use on local radio stations. Described as a “radio jingle which will take its place as a sales producer among the top singing commercials of all time,” the discs feature Marilyn Palmer, radio soloist. Frink Ferguson is the announcer, and Al Dem, well known pianist, arranger and conductor, is arranger and conductor for the spots.

Public Service Series

“This Is Your Public Servant,” a new series of public service programs dealing with the duties and responsibilities of public officials in and around the city of Chicago, has been inaugurated on WJID, Chic.

The program will begin with a series of interviews with local aldermen and the first guest will be Alderman Roy Ohlin of Chicago’s Eighth Ward. The responsibilities of the aldermanic offices, peculiar to the individual wards and the operations of the City Council will be described by narrator Marty Rogers and the various Aldermen to be interviewed.

...don’t forget-Thursday, March 24th

RADIO EXECUTIVES CLUB LUNCHEON

honoring

DREW PEARSON

Hotel Roosevelt

Hendrik Hudson Room

12:30 p.m.
COY SPIKES TV OBSOLESCENCE CLAIMS

TV Will Participate In Nat. Radio Week

Preliminary plans for the observance of National Radio Week during the week of October 29-30 or November 5 were formulated at a meeting held at NAB headquarters in Washington on Tuesday. The meeting brought together committeemen representing NAB, RMA and the U. S. Junior Chamber of Commerce.

William McGill of the Westinghouse stations, Philadelphia, who successfully staged the public relations campaign on the "Voice on (Continued on Page 3)

AT&T Explains Refusal To Handle FMA Show

Washington Bureau of RADIO DAILY
Washington — AT&T has denied any violation of the Communications Act or the anti-trust laws in refusing to make arrangements for networking of a special FM program during the NAB convention in Chicago last December. Such violations had been charged by FMA in a letter to the FCC Friday with respect to the GM station of a clarification is now being considered by the company, it told the (Continued on Page 2)

Oboler-Ziv Film Deci Reported Cancelled

Arch Oboler has agreed to buy back from Frederick W. Ziv Co., his African expedition films and transcriptions under what is described as a "Friendly and satisfactory" cancellation of the original releases and distribution deal. Ziv reported that it was not in a position at this time to handle the radio-TV releases for Oboler.

Giveaway Angle
The Kaiser-Frazer Sales Corp., sponsors of ABC's Walter Winchell, will open on March 27 a $145,000 two-week contest offering listeners the opportunity to win $1,000 toward the purchase of either one of the two cars. Contestants must visit dealers to receive a "fact sheet" on the two cars and must then write a 25-word statement about the Kaiser automobile.

FCC Would License Virgin Islands Station

Washington Bureau of RADIO DAILY
Washington — Preparing to open up new territory, the FCC yesterday proposed a change in its rules to permit licensing of the first commercial broadcast station for the Virgin Islands. It has hitherto been felt that there was insufficient commercial support for such a station, but William Greer has applied for permission to construct a station in Charlotte, on the island of St. Thomas, broadcasting on the 1440 band.

New AFM Policy Seen In MPS Paris Program

Mutual's imputation of the Maurice Chevalier show, "This Is Paris," produced and transmitted in the French capital, indicates there may have been a change in the former policy of American Federation of Musicians. Previously AFM has staunchly refused to allow any (Continued on Page 3)

State Dept. Denies TV Pickup Of UNESCO Session April 1

Cleveland — The State Department yesterday refused to allow the State Department to televise the April 1st evening meeting of the U. S. Commission for UNESCO in Cleveland's Public Hall.

No reasons were advanced for this refusal. James C. Hanrahan, WEWS general manager and Scripps Howard Radio vice-president, said the State Department refusal was relayed to him by Miss Helen Sommerling, who is in Cleveland as a liaison agent between the Department and the conference. W. Russell Burwell, who heads a Cleveland committee of 100 citizens for conference arrangements, last night said "I did not know this had happened. I hope it will not be true."

Shepherd L. Whitman, Cleveland World Affairs Council Director, said (Continued on Page 3)

FCC Chairman Tells Baltimore Admen Move To UHF Would Not Supplant Present Television Reception

Webs Making Plans For DST Operation

All four major networks are making arrangements for transmission of delayed broadcasts, to keep their programs on the same local time schedules as they are heard now when the Daylight Saving Time period begins April 1.

Last summer, CBS and NBC adopted for the first time the playing back of programs in those areas which remain on Standard Time. (Continued on Page 3)

RMA Chicago Agenda Set; Caphearth Speaker

Washington Bureau of RADIO DAILY
Washington, D.C. — Sen. Homer V. Capheart, Indiana Republican, will be the featured speaker at the May 19 membership luncheon of RMA during its silver anniversary celebration in the Sheraton-Chicago, it was announced yesterday. Capheart is a pioneer in the radio industry and a member of the Senate Interstate and Foreign Com (Continued on Page 3)

Nine CBS Packages Readied For Summer

Nine package shows for airing in the late spring or early summer are being developed by the program department of CBS. It was announced yesterday. Hoagy Carmichael in the role of a piano playing sleuth is being de (Continued on Page 2)

Satirical
Alcoa Television has recorded a 20-minute salute of "WQXR and its long hair" music for a special April Fool's Day broadcast by the station at 8:30 p.m. The program will include some inevitable tunes, a musical parody of a typical WQXR "doxy," complete with commercials, and a satire on the modern German "feder."

About Code
Justin Miller, president of NAB, is the author of a new booklet entitled, "What About NAB's Standards of Practice?" The booklet is designed to answer questions raised on the Code and its enforcement and is being widely distributed at the NAB convention in Chicago. Dr. Ruth Ingels is credited with aiding Miller in preparing the booklet.

www.americanradiohistory.com
STEPHEN LAIRD, London correspondent for WOAI in New York yesterday aboard the S. S. Queen Mary.

CHARLES E. DENNY, general manager of WRC, Erie, Pa., on NBC outlet, is in Gotham on network business.

FRED W. MILLER, president of the Miller Brewing Co. and former gridiron star at Notre Dame, dropped Milwaukee to be in New York, where he'll attend the opening of Lawrence Welk's orchestral engagement at the Hotel Roosevelt. Miller sponsors WKO and "Tommorow's Champions" on WJZ-TV.

CHARLES F. DILCHER, Chicago account executive for John Blair & Co., national station reps, and WELLS H. BARNETT, Jr., Blair radio department manager, visiting this week at KWW, Wichita Falls, Tex., and KEPO, El Paso.

JAMES MELTON, tenor, last night in Oklahama City, from which point 725 "Harvest of Stars" program was broadcast from the Municipal Auditorium.

CLAIR R. McCULLOUGH, president of WGGAL, Lenox, Pa., is in town for conferences at NBC, with which the station is affiliated.

BARBARA KEATING, script writer on the WCBS "Margaret Atwood" program, will leave town to tour for a vacation of two weeks in Guatemala.

JOSEPH MOSS, president of Moss Associates, advertising agency, is spending four days in Chicago. He is representing the Philadelphia Club of Printing House Craftsmen and will be held in the main ballroom of the Bellevue-Stratford.

DENNIS JAMES on Saturday will go to Philadelphia to attend a testimonial banquet for Walter Ansbacher, owner of WIP. Affair will be sponsored by the Philadelphia Club of Printing House Craftsmen and will be held in the main ballroom of the Bellevue-Stratford.

ROCCO TITO, director of "Sing It Again" on CBS, will have tomorrow for a short rest in Bradford, Pa., his home town. He'll be back next Wednesday.

Nine CBS Package Shows Readied For Summer

(Continued from Page 1)

developed by the coast office under the title of "Melody Morgan." Another program will feature Rudy Vallee as the part of a group of anthropology in a small college. This program is titled, "Dear Doctor.

Joan Davis is slated to be presented in a new comedy series titled, "Leave It To Joan" and Janet Waldo and Jimmie Laine have been cast for a comedy series called, "Young Love." Cy Howard is reported working on a new series, "Eddie and Anne," while another dramatic series titled "Make Believe Town" will feature Erskine Johnson as narrator.

Stock News

Sandy Becker, who has the title role in "Young Dr. Malone" on CBS, is the father of a nine-month-old, 10-ounce boy born Tuesday to Mrs. Becker at the Gotham Hospital. Newcomer will be named Curtis George.

Jersey Broadcasters Plan Meeting In Atlantic City

(Continued from Page 11)

year's program of the association, it was announced by president James L. Howe, who is also general manager of WCTC. New Brunswick, BBD&O vice-president in charge of radio, Arthur Pryor, will address the meeting on the future of small stations.

James Roosevelt Heard On New Radio Program

West Coast Bureau, RADIO DAILY

HOLLYWOOD—James Roosevelt, son of the late President, has inaugurated a new news series on KECO, local outlet of the Associated Press, heard Sundays at 4:45 p.m., PST, and will be extended to other ABC outlets in the areas of the west coast.

Booked for an initial 13 weeks, the Roosevelt broadcasts are sponsored by the Budget Code, through the Irwin-Moore agency of Hollywood.

Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries to termite... but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell!"

If you've got a sales problem in Baltimore and you plan to use radio, you'd be wise to use W-J-T-H. That's the successful independent that delivers more listeners per-dollar spent than any other station in this big town. 5th largest in the country. Remember the call letters W-J-T-H!
**RADIO DAILY**

**RMA ‘Silver Meet’ Agenda All Set; Capehart To Speak**

(Continued from Page 1)

Dolls Committee. He first joined RMA in 1929 when he was associated with the Capehart Automatic Phonograph Corp., predecessor of the Faccord Manufacturing Corp. He later became associated with the Faccord Manufacturing Co. of Indianapolis.

The all-industry banquet on the evening of May 19 will climax the convention.

Five industry groups will join RMA in this 23rd anniversary dinner which is expected to draw 2,000 or more radio manufacturers, jobbers and associates.

A nationally-known speaker and an elaborate entertainment program, with probable radio and television broadcasting pickups, are being arranged by an RMA convention committee headed by Leslie F. Muter.

Co-operating in the banquet celebration are the following associations: NAB, National Association of Broadcasters; National Electronic Manufacturers; Sales Managers Club, Eastern group; National Electronic Distributors Association; and the West Coast Electronic Manufacturers Association.

Another feature of the week’s celebration will be a dinner for all past and present RMA directors on Wednesday, May 18, at which slides will be used to review the industry’s early years.

**New AFCM Policy Seen In MBS Paris Show**

(Continued from Page 1)

transcribed musical show from abroad and the beginning of a new commercial series, although it has given a clear statement of the station’s interest in the broadcast from the beginning and the end of the program.

When asked for comment on this statement, Bert Hauser, MBS executive, said the matter was being handled by Ray Morgan, owner of the show, who is in Paris.

EASEMOTED UNLIKE

If AFCM allowed the foreign show to come in without special compensation it would be in direct conflict with all past union policies. It is not likely that AFCM has let down the banner as yet.

“This Is Paris” premieres March 31 at 9 p.m. EST. A co-op, it was close to signing by a French pub- licist late yesterday over WOR, New York.

**Commission Gets Petition Re: WPTR-WQXR Conflict**

(Continued from Page 1)

conditional grant by the FCC last March. An application for power from ten to fifty kilowatts, it told the FCC this week. It filed a petition opposing the request of WPTR to increase its power from ten to fifty kilowatts, and the petition asking for reconsideration of the power boost.

Of particular interest is the statement that WPTR has spent $17,500 for new construction and has contracted with GE to buy a new transmitter at a cost of $70,000 even though the grant of the power boost was made conditional upon eventual licensing of the station.

WQXR has applied for a power boost from ten to fifty kilowatts on the 1500-kilowatt band, but fears in effecting a change from WPTR, which is on the 1560 band. WPTR scoffed at the interference claim, and argued the importance of increased coverage in the Albany-mid-state area.

**New ABC Series**

(Continued from Page 1)

Bright Remarks!

Behold the miracle of progress! The sad-faced Organ Grinder and his cute-faced monkey will be more in demand than ever—TELEVISION!

Bob Bright.
Television time buyers know well that station selection becomes more difficult as the number of stations increases. To ease the task of station selection, NBC Spot Sales offers all of the information listed on the right for nine major television stations. It's all yours for a phone call.

IF YOU are looking for the complete story of the major television stations in the nation's major markets, call your nearest NBC Spot salesman. You'll find that he represents nine outstanding television stations, all of them in operation today. You'll find that seven of these stations are located in the ten largest U. S. markets. You'll find that many of these stations in such television centers as New York, Philadelphia and Washington are viewed by more people more often than any other stations in their market.

representing television stations: WNBG—New York • WNBR—Chicago • KNBH—Hollywood
Television Station Check List

COMPETITIVE POSITION

☐ popularity of programs
☐ size of audience
☐ extent of coverage
☐ quality of reception
☐ loyalty of audience ("most listening")
☐ network affiliation
☐ programs available
☐ rates
☐ promotion services

PERFORMANCE

☐ sales successes
☐ audience response
☐ advertisers using station
☐ advertiser testimonials
☐ commendations and awards

STATION FACILITIES

☐ size of studios
☐ number and type of cameras
☐ film studio facilities (35 mm and 16 mm)
☐ slide projectors and halopticon
☐ live and film studio crew
☐ mobile units
☐ art, scenery, set construction
☐ audio facilities

GENERAL INFORMATION

☐ channel
☐ effective radiated power
☐ transmitter height
☐ transmitter location
☐ management and ownership

You’ll find your NBC Spot salesman fully informed on the market, the station and the programs which interest you. You’ll find him and his associates to be the best-informed television representatives in the industry.

the nation’s major television stations in the nation’s major markets are represented by

SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO • WASHINGTON • DENVER

• WPIT—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB—Schenectady • WTVR—Richmond
By AL STEEN

JIMMIE SAVO has been signed by Larry Finley for a series of 13 comedy featurettes to be filmed on 16mm for television. Alfred Hansen has joined the copy staff of Erwin, Wasey & Co. He formerly was copy chief for C. J. LeBaron.

CBS has bought the "Merry-Go-Round," a 60-minute show starring Veronica Lake from Jack Cremony and Lee Strasberg. It will be an evening half-hour show next summer, Strasberg will produce.

A course in television at UCLA will be conducted next Fall by Richard Goggin, ABC-TV’s western division program director. Hollywood Athletic Club is donating office space to the Academy of Television Arts and Sciences. Pat Brady, formerly of Sons of the Pioneers, has been signed by Republic Pictures to play the comedy pal of Roy Rogers in future pictures of that show.

Jack Benny will emcee the Newspaper Guild Frolic in San Francisco Saturday night. Ed Gardner has completed arrangements with the Joanville Studio in Paris for space to house his forthcoming independent production, "Figleaf in Paris," which rolls July 1.

Golden Bear Productions has obtained the services of Irving Lermer, former OWI motion picture production chief, to direct its new tele film series, "Children of the West."

"What Difference Does It Make" will be the first of a new series of transcribed programs being added to the shows distributed by Broadcasters Club.

Frank DeVol is huddling with Merle Jacobs, of the Cleveland MCA office, on his "Music From Hollywood" plan to lease DeVol-styled arrangements to hotels and clubs throughout the country.

Carolina Cotten, the "Yodelling Gal From Arkansas," has been given a leave of absence from KMPC to join the Sons of the Pioneers on their barnstorming concert tour.

FRANK W. MADDEN
Film Editor
PLAZA 7-2667

NEW BUSINESS
KOAA, Denver: Marcus Motors, Inc. of Denver, Studebaker dealers and distributors, have signed a 26-week contract to sponsor "Who’s in Denver?" on KOA and KOA-FM, Wednesdays, 6:45-7:00 p.m., which started March 10. Program is broadcast direct from the lobby of the world-famous Brown Palace Hotel in downtown Denver. Kohler-McLester Co. of Denver have renewed their two 5-minute newscasts per week (Tuesdays and Thursdays, 10:30 p.m.) and added a third newscast on Mondays at 10:30 p.m. Agency is Arthur G. Rippey & Co., of Denver.


KROW, Oakland, Cal.: Vaughn’s men’s clothing, purchased an announcement schedule thru Brooke, Small & Gautreau Agency of Oakland. California Cotton Mills, to publicize Flaxtex, a new type rug, have bought announcements. The participations are scheduled in "Melodies for Milady" and "Nick’s Nolton Counter," programs designed specifically to reach a woman’s audience. Advertisers like the California Cotton Mills is Briscoe, Van Norden & Staff of San Francisco.


RADIO DAILY

Windy City Wordage . . . .

- Speaking of the rough landing encountered at London, England, last week on the start of her flight to Chicago, Rita Lynch, the Irish radio thumb, said: "I just think! I almost shed my blood in England. Wouldn’t that be terrific for an Irish lass!" . . . Allen Prescott, Gotham emissary, started his sub job on "Breakfast Club" this week and will continue as toastmaster until Don McNeill returns from his Florida Everglades vacation on April 4. . . . John Whalley, NBC central division business manager, left this week for a vacation in Jamaica; and Frances Clerck, press staff photo editor, is soaking up California sunshine. . . . Kenneth W. Sickinger has been elected vice-president and general executive of Henri, Hurst & McDonald, ad agency. . . . The J. Walter Thompson Co., has announced WMAQ as second-place winner in a promotional contest conducted by Elgin National Watch Co. for all NBC stations.

- Television station WNBQ began seven days a week operation on March 10. Since it began regular operations early in January it has been operating only on Sundays through Fridays. The expanded schedule increases the programming to approximately 35 hours a week. Jules Herberveux, television manager, says additional video features will be added to the Saturday evening schedule shortly, and that several of them will be NBC Chicago-produced programs.

- Patrick O’Riley and singer Joanne MacKenzie are building up an enthusiastic audience for their new daily series, “Pick-Up Time,” on WBBM, with their quarter-hour of tunes and topics. Thousands of Boy Scouts did a large-scale good turn for WMAQ last weekend by taking part in a house-to-house canvass to distribute a million cards promoting “It’s Your Life,” award-winning public health program. . . . Jean Hersholt, who plays the title role in CBS’ “Dr. Christian,” has signed a contract with the London Daily News for syndication of several Hama Christian Andersen fairy tales, hitherto unpublished, which Hersholt discovered on his trip to Europe last summer and translated into English. . . . Chesterfield cigarettes will be hallmarked on WIPD by Eddie Hubbard for another year. . . . John Fitzpatrick has been made production manager’s assistant, and Tony Risso a director at WENR-TV.

- When Dave Edelson, popularly known as Dynamo Dave, made the opening announcement on WMOR, new FM station, last week, it marked the fifth Chicago station the radio vest had opened since 1923. Edelson started as announcer on KYW. In 1923 he opened the short-lived WITL, two years later made the opening announcement on WCES, and in a few months switched to WSBC as station manager and opened the station. In 1926 he gave the initial send-off to WEDC, the Denenmark station. His connection with WMOR is his first FM venture.

- Kay Holmgren has replaced Ruth Kewler as ABC’s transcription supervisor for the Chicago offices, and Jane Nilles takes over as her assistant. . . . Paul J. Moore has been named television operations supervisor for the NBC central division, replacing Charles L. Townsend, who has been named television technical field director for NBC in New York. . . . Grant Turner has joined “Grand Ole Opry” as announcer. . . . Gwen Griffin, of maternal sales service, and Jean Lewis, of publicity, are to have parts in the presentation of “Stage Door” by the Northwestern University downtown campus drama group.
NO OBSOLESCENCE IN VIEW

TELE TOPICS

For NEARLY three-quarter of an hour Tuesday night, the "Texaco Star Theater" was no hit, entertainment, paced throughout, of course, by Milton Berle at his best. His entrance, in Roman costume, aboard a horse-drawn chariot was hilarious and his exit equally so. The acts, by and large, were also outstanding. The routine of Las Gantes, an acrobatic trio, was astounding. Announcer Luke handed the audience a skit with Berle that was rather weak in material, but the duo brought it off neatly. Making her first appearance here in the series, Eliza McRae showed why she is tops in musical comedy, even though a bad lighting job made her look pretty awful in several shots. Her "Friendship" duet with Berle was great showmanship and darn near stopped the show. Tap dancer Teddy Hale is by far the best of the type planes on the lead to date. His footwork produced a marveluous rhythm which he carried throughout his routine, and there was plenty of flashy acrobatic stuff also.

The Closing 15 or 20 minutes of the show, however, was terrible. Apparently no provision was made paid Miss McRae, this time devoted to "Songwriters On Parade" in which a number of tunemsters sang their most popular numbers. Songwriters were necessarily professional entertainers—a fact that was all too apparent Tuesday night. What was seen therefore was a shabby parody, made worse by the in-your-face-embarrassing. Only at the very end was there any relief. This occurred when Miss McRae appeared in flapper costume to sing "Varsity Drag" and was joined by Berle in blazer and bell-bottom trousers. Even if the entire bit had been on this level they would have had something.

A BC will do a special pickup from the Navy Special Services Center at Sands Point, L. I., on March 29, demonstrating the use of television for instruction of cadets. Program will be seen by a meeting of the Armed Forces Communications Association on sets installed at various Navy offices in and around Washingaon. The show will be presented by Mike and Robert Doyle will direct. Boris Karloff and Josephine Hull will do their original roles in "Arsenic and Old Lace" on Ford Theater Network, the show switches to Mondays at 5 p.m.

Frank Maxwell, production exec at WIXP, in detained the WNYW newsreel in "At War With the Army".... Dr. Allen D. DuMont will speak at a luncheon of the radio-television group of American Marketing Association at the Hotel Statler next Wednesday.

Use Of ASCAP Music Extended Again

The ASCAP board of directors voted yesterday to extend rights to TV use of its members' material April 30, pending continued negotiations between the society and the industry on performing rights contracts.

Until the end of 1948, TV had used of ASCAP music gratis, but these pacts were cancelled by the society on Jan. 1 with a 60-day grace period for negotiations. This later was extended to Nov. 30. Agreement is expected before the new extension expires. Pacts will be retractive to Jan. 1.

FCC Urges Denial Of KFAB Appeal

Washington The FCC has told the U.S. Court of Appeals that KFAB, Lincoln, has no ground for its appeal against the FCC's grant of a TV channel in Omaha, to KMA-Shenandoah, Iowa. The KMA grant for channel 3 was made May 13 of last year, while KFAB's application for channel 7 in Omaha filed several weeks after the KMA application was filed, was pending. On May 13 channel 7 was still available in Omaha, with no other applicant, but five days later the Central States Broadcasting Company, in Omaha, filed a competitive application which was designated for hearing along with the KFAB application. KFAB, however, has charged that the KMA application should have been set for hearing in competition with KFAB and Central States. The Commission argues that the Ashburger principle invoked by KFAB does not apply here, however, because May 13, when the KMA grant was made, KFAB was not aggrieved or adversely affected, and that therefore KFAB had no rights in the KMA situation.

FCC's Head Sees Receivers Good For "Years"

(Continued from Page 1)

pay for the development of a nationwide competitive system of television. He termed the whole question of obsolescence "something of a tempest in a teapot.

Coy said he thought the revised allocation plan which will come forth with the lifting of the freeze on TV should be completed in May or June, and he waxed enthusiastic over TV as an advertising medium which, on the basis of sales, "will bring results that will justify larger expenditures than other mediums."

Nobody buying a TV set today "was had a craze upon them," Coy said. "I can assure them that wherever a television signal is available, there will be demand for a VHF transmitter."

Coy said there will be demand for the service for many years and can be converted to render fine service for them in high frequencies are utilized for the present system."

At the same time, Coy said that the FCC "would not be taking the time to revise the standards for the presently available service if it had in mind eliminating, in the near future, the possibility of channels for television service."}

'48 Best Year Ever For DuMont Sales

Washington Bureau of RADIO DAILY

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State Dept. Denies TV Pickup Of UNESCO Session April 1

(Continued from Page 1)

the and Miss Sommering would attempt to have the decision reversed. Whitman had expressed hope that the projected telecast would not cut down attendance at public hall.

Arrangements Were Completed

Hammond completed local arrangements for the video coverage this Friday. Those arrangements included negotiations with Leo Rept, Mays, and John W. Bennett agreed to the televising of the Cleveland Orchestra which is to present the "Poets' Symphony" with the Cleveland Orchestra. WNEU, at a financial sacrifice, announced that all local and network commercials for the evening of April 1st. It planned to operates its cameras when the session opened at 8 and to continue to cover until adjournment.

The UNESCO meeting, global in scope, will draw more than 2,000 delegates. They will deliberate on matters through which the people of the world may gain a common understanding in educational, scientific and cultural achievements.

The First Session

The April 1st session, besides the Cleveland Orchestra and the Cleveland Orchestra Choir will have Eleanor Roosevelt, Mexico's Jaime Torres, UNESCO director general, and Milton S. Eisenhower, UNESCO Chairman for the United Nations Commission.

If "I lived in Baltimore, I would have no bickiness today in buying a television receiver."

"If I lived in Baltimore, I would have no bickiness today in buying a television receiver."
PLUG TUNES

"I'M A LONELY LITTLE PETUNIA" (IN AN ONION PATCH)
Rytmoc, Inc.
1535 Broadway
New York 19, N. Y.

PLUG TUNES

"AM I WASTING MY TIME ON YOU"
STASNY MUSIC CORP.
1619 BROADWAY
NEW YORK 19, N. Y.

ART MOONEY'S New Smash!
BEAUTIFUL EYES
DUCHESS MUSIC CORP.

From the Forrest-Lombert Smith Musical
"All For Love"
"Why Can't I Happen Again?"
y by Sammy Gallup and Mitchell Emer
CECILE MUSIC CO., Inc.
360 Fifth Avenue, New York City

Here it is—another "LAURA"
New Releases by
VIE DAMONE...Mercury
GORDON JENKINS...Decca
VERA LYNN...London
MEL TORME...Columbia

RADIO DAILY Thursday, March 24, 1949

WORDS AND MUSIC
by PINKY HERMAN

** • ** TIN PAN ALLEY OOPS.—Vaudeville Greats of yesteryear must have thrilled Tuesday night when, from their special box seats up in Valhalla, they viewed the vaudeville show staged at the Palace Theater by the newly formed New York Tent of the Variety Club...for four hours straight on the magic picture, radio and television fields pounded their palms in enthusiastic acclaim for the great show put on by headliners of the past and present and encored by Harvey Stone, Jack Carter and Myron Cohen...the program launched the new flicker, "Red Boy," which symbolizes the wonderful, humane and unselfish efforts of the Variety Clubs of America to help unfortunate...When Irving Berlin wrote "There's No People Like Show People" he could easily have had in mind members of Variety Clubs...** Sunset Music publishing "I Kissed A Girl and Made Her Cry," written by Joe Schuster and Eddie Michalove...song is a hit in England...** Sterling Skerwin and Hi. K. McClintock won the first round in their million dollar alleged plagiarism suit against the publishers of "Mambo" when Judge Weinberger ruled in the Federal District Court of L.A. that the plaintiffs had ground for action in claiming infringement on their song, "Midnight On The Ocean," published by Soukern...** Jefferson Music has a hit in "No Moon At All," penned by Red Evans and Dave Mann...** ★★★

** • ** Leeds Music has acquired the American rights to another British hit, "I Get Up Every Morning" (What Do I Do, What Do I Do, What Do I Do) penned by Joe Lubin and Edie Lisboa...** Former fist-fighter Lorenzo Pozzi, now writing songs, has a fine novelty, "Peek-A-Boo" (I see you) with Sammy Kaye's World Music...Johnny Moore and the Three Blazers' Exclusive Recording will help a lot...** Winnie Garrett knows a guy who's so dumb he thinks it's a splinter is a female disk jockey...** Because of his radio background and composing of shows like "Sons of Fun" and "Follow the Girls," Hal Block is being paged by two major agencies to head their television divisions...** Abe Olman played us a Gordon McRae platter of "The Right Girl for Me," written by Betty Comden, Adolph Green and Roger Edens for the MGMusical, "Take Me Out To The Ball Game."...So-o-oh, chalk up another hit for Robbins Music...** Last week, while guesting on Fred Waring's NBC show, contactman Sally Cohn, not only did a fine job in introducing James Music's newest ditty, "My Heart Goes With You," but his impromptu clowning proved the high spot of the program...** Despite the fact that too many commercials are worked into the questions asked of contestants, Red Benson's flip quips and glib ad-libbing make the MBSaturday nite at 8:30 series, "Take A Number," one of the drollest half hours on the nets...** Herb Sheldon says the average praise agent is a laudatory character...** Sam Fox has just published what we consider to be one of the finest compositions ever written about Mother..."Remember Mother's Day," by Benny Ryan, Harry Akst and Cyril Grody...** ★★★

** • ** ON AND OFF THE RECORD—Margaret Whiting CAPITALizes on two fine renditions of "Comme Ci Comme Ca" a slow-paced ballad, flipped with the brighter "Great Guns"...sustained by the Crew Chiefs and Frank DeVolta and Mace...this package will be a cinch for plenty of deejay attention...** Arc Records new album "Jimmy Daniels' Little Casino"...catches the atmospheric flavor of that Greenwich Village troupe of Sepia artists...item includes blues, bohop and calypso themes and deejays will find it handy and useful...** Deejay Ted Lawrence starts a platter shatter series over WLIB April 2...** New recording firm, Gold Medal Records, ies off with a commercial item in composer-arranger Jack Gold's waxing of two originals, "Any Time At All" and "I'm In Love With A Character." supported by Preston Sandler's orch...juke box cut should find him gold in them there titles.
FM NOW IN RANGE OF 100 MILLION—FMA

NAB Ignores 45 r.p.m. In ET-Standards Text

Washington Bureau of RADIO DAILY
Washington—With the 45 r.p.m. speed still ignored, NAB today will mail its members the text of the proposed new recording and reproducing standards to be passed upon at the convention in Chicago next month. The proposed standards have been adopted by the NAB engineering committee and the executive committee of the NAB record and reproducing standards committee from recommendations of the last group, included are standards (Continued on Page 6)

Dulles To Be Speaker At Brand Names Luncheon

John Foster Dulles, member of the U.S. delegation to the general assembly of United Nations, will be the principal speaker at the Brand Name Luncheon in the grand ballroom of the Waldorf Astoria, April 12, Ivor Kenvy, vice-president of ABC and chairman of the Brand Names luncheon arrangements committee announces. An attendance of 1,000 civic and business leaders is expected at the luncheon.

Korean Broadcasters To Study At Columbia

Four Korean broadcasters, including two top officials of the Korean Broadcasting System, arrived in New York on Wednesday to begin studies of radio in democratic countries at Columbia University's Bureau of Applied Social Research under a grant of the Rockefeller Foundation. They will be joined at the end of (Continued on Page 2)

Trammell Letter Answers CBS Claims

Niles Trammell, NBC president, has fired back with a five-page promotional letter to advertisers and agencies as a result of one circulated early this month by Frank Stanton, president of CBS. Stanton's letter, with some extensive help from the promotion and research department, attempted to place CBS' superior in the minds of advertisers and time buyers. In the NBC letter, Trammell quoted 19 direct ratings by CBS and added his own comments. This individual reply to CBS statements ranged variously from counter-arguments to the "yes but" rebuttal and sometimes complete disagreement. (Continued on Page 2)

Pearson Honored By REC Membership

Drew Pearson was honored in a testimonial dinner by the Radio Executives Club of New York for his work in promoting the Friendship Train which carried American gifts to France. The commentator was sick in his Georgetown, Md. (Continued on Page 6)

CBS '48 Report Includes Costs Of Talent Rights

Annual report for 1948 just issued by CBS contains several items of particular interest to the trade, one of which is a listing of $3,235,665 for "talent contracts, program rights, scripts, etc., less amortization." (Continued on Page 3)

FCC Approves Transfer Of WINX-FM To WTOP

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced its formal approval for the transfer of WINX-FM, to WTID, Inc., for $160,000, with the assignment conditioned upon surrender by WTID of its conditional FM. (Continued on Page 3)

ANJ Executives Support Continuation Of BMB Study

Hot Springs, Va.—Poll of advertising executives attending the meeting of the Association of National Advertisers here indicates that the admen favor the continuation of Broadcast Measurement Bureau as an audience research organization in one form or another. The agency men as well as some of the important advertisers believe that the First Study of BMB was helpful and that the second study will contribute new data which will be usable in evaluating markets. It is probable that ANJ's attitude will take the form of an resolution for consideration when the NAB convention meets in Chicago to discuss the future of BMB. Approximately 250 advertising executives attending the three-day session at the Homestead Hotel heard speakers the past two days. (Continued on Page 3)

Estimate Of Listeners To 720 Stations Will Be Presented At Friday Meet; Eastern Half Of U.S. Blanketed

Washington Bureau of RADIO DAILY
Washington—More than 100 million persons are now within the listening range of the nation's 720 FM stations, the Frequency Modulation Association reported yesterday on the basis of a new coverage map prepared for the organization by Everett Dillard, former FMA head. (Continued on Page 3)

TV Pickup Of UNESCO Gets State Dept. Okay

State Department officials yesterday took steps to rescind the action denying WEVS, Scripps-Howard TV station in Cleveland, the privilege of televising the opening session of the U.S. Commission for UNESCO which will be held in Cleveland April 1.

The action followed the obtaining of clearance from speakers, mustaches. (Continued on Page 6)

Membership Drive Planned By NARND Group

The membership committee of the National Association of Radio News Directors has completed plans for a nationwide campaign designed to triple the organization's membership within the next six months. This was announced jointly by (Continued on Page 3)

Public Service
Working on the theory that people will pay attention to accident victims, WOR is recording interviews in hospitals with persons recovering from accidents. The transcripts of interviews will be presented during Green, New York Safety Week, which starts Monday, March 27. John Wingo, WOR reporter, is recording hospital interviews. (Continued on Page 3)
**COMING AND GOING**

HELEN HAYES off to Nassau in the Bahamas. Her "Electric Theater," broadcast on NBC this Sunday will be wire-exchanged.

FRANK PAPP, producer at NBC, next Wednesday will be in Boston to cover the program "Singing in the Heart of the Nation." The program will be a "live" broadcast on CBS.

NORMAN KNIGHT, Eastern manager of stations, has returned from a business trip to Baltimore and Pennsylvania, during which he conferred with station managers.

G. RICHARD SWIFT, manager of WCBS, and DON MILLER, sales manager of the station, have returned from Chicago, where they spent a week on business.

**KOREAN BROADCASTERS TO STUDY AT COLUMBIA**

(Continued from Page 1)

The month by month Japanese broadcasters in the 20-week training program which begins Monday. The purpose of the training course, similar to the project of last year when six Germans were brought to this country to equip the broadcasters to perform their work more effectively in their countries.

The ten radio officials will spend the first five weeks in New York for an intensive study of American radio. They will tour stations throughout the country and will also study radio operations in Canada.

The two top Korean Broadcasting System officials now in New York are: Seng Young Ko, station manager, and producer-director and Park Kyung Ho, station manager, and producer-director and Park Kyung Ho, described as one of the top writers of Korea. Mr. Park is also a member of the Korean government's (South Korea's) Broadcast Planning Committee.

**Peabody Awards Set for Luncheon of REC**

(Continued from Page 1)

been screened by a committee of faculty members appointed by President Jonathan C. Rogers. The recommendations of the screening committee, nominating four programs or stations in each award category, have been submitted through the University's Board of Regents to the Peabody Board in New York, which will make the final selections.

**AVC Party**

Betty Anne Watson, Gerald Watson and "The 3 Flames" will be among the entertainers at the annual cocktail party being staged Sunday evening, March 27, at the Essex House by the Press Advertising and Radio Chapter of the American Veterans Committee. Jack Lacy of WINS will emcee the show with music for dancing provided by Eddie Davis and his orchestra. Party starts at 6:30 p.m.

**THE LONG ISLAND STORY LISTENING AUDIENCE**

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<thead>
<tr>
<th>Station</th>
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WHLI 1100 on the dial

Hempstead, L. I., N. Y.

Elias I. Godofsky, President

"THE VOICE OF LONG ISLAND"

**FINANCIAL**

(March 24)

**NEW YORK STOCK EXCHANGE**

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<td>Zenith</td>
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**OVER THE COUNTER**

| DeMont Lab | 144 | 144 |
| Strassberg-Carlton | 135 | 135 |
| WACC (Baltimore) | 22  | 22  |

**Stork News**

Mr. and Mrs. John Crosby are the parents of a daughter born yesterday at Doctor's Hospital in New York City. Father is radio columnist on the New York Herald-Tribune.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

Major E. N. Armstrong's frequency modulation was demonstrated at the Pupin Physics Building, Columbia University before members of the Radio Club of America. Following a meeting of the Board of Governors of Columbia University, broadcast programs will be retained on the air temporarily after April 1st under new restrictions.
Membership Drive
By NARND Group

(Continued from Page 1)

(Continued from Page 1)
Mainly About Manhattan, . . . !

- - - NBC's secret weapon for the Horace Heidt replacement is a giveaway gimmick which would tie in programs every night of the week. If the plan can be cleared, clues in the contest will be spotted throughout other shows . . . Canada is not averse to U.S. tourist dollars, so American stations will get a series of free-transcribed half-hour musical programs with Irving Berlin guest stars and leading Canadian talent to boost good neighbor travel this summer . . . Barbara Jo Allen, known more familiarly as Vera Vague, is star of "Merry-Go-Round," an audience participation show which CBS will put on for summer duty . . . Jimmy Durante and Bing Crosby will team their talents for a half-hour NBC special on behalf of N.Y.C. Catholic Charities . . . Paul Winchell leaves the Jane Pickens show on NBC this week after 14 weeks (he was originally signed for only 4 weeks) to ready its own series on that web . . . Local manufacturer to launch a 15-inch tube table model for under $300, plus unconditional 15-month guarantee . . . CBS sells show-business clinic starring Clifton Fadiman and directed by Irving Mansfield for 9:30-10:30 p.m. slot starting April 13th . . . Radio sponsors are preparing to resume the "mail in the top of the package and steen cents" routine in a big way . . . Potsicle picking up the tab on CBS' "Lucky Pup." . . . Herbert Hoover is urging that members of the FCC get out their bikes . . . Ben Grauer on his way to Guatamala, Panama and Mexico to make a news background survey, returning April 1st . . . Henny Youngman sees he doesn't mind having his phone tapped, but he really got sore when the tapper started tapping his gongs . . . The name of Sid Weiss appeared in the list of sponsors for the Cultural and Scientific Conference for World Peace. Whatever Sid Weiss refer to, we'd like the world to know it's not this reporter.

- - - Bea Wain and Andre Baruch haven't accepted as yet any of the dozens of offers that have been coming their way since they decided to quit their "Mr. and Mrs. Music" chores on WMCA. The talented team is giving their next move plenty of thought. Currently they're being sought for both radio and TV and there's even a possibility that they will continue their disc jockey show on another outlet.

- - - Around Town: Ethel Therson readying a Jaclav TV daytimer tagged "Window Shopping." . . . Burress Meredith doing TV specials with Marvin Baxter, new 20th Century-Fox find . . . Billy Swinyon, Sam Goldfish's talent director, in town for 4 weeks looking over the local talent . . . Earl Wilson reports that Mary Margaret McBride asked Henry Morgan about his weight and he said: "It varies. Sometimes I gain or lose 3 lbs. a day." So "Do I" sighed Mary Margaret, "only I don't lose." . . . CBS "Family Hour of Stars" originates from N.Y. for its April 10th airing, with Bette Davis starring in Arcl, Oboler's "The Word." . . . Mal Strauss back with Selzack handling radio . . . Melvyn Douglas to be interviewed tomorrow night by Bob Bright on WIZ . . . Bob Crosby and the Crab 15 crew planning a cross-country tour.

You Might Hire Twenty-five Bellhops
To Page You on the Hour—Every Hour
At the NAB Convention in Chicago!

But

Why Bother With Such Uncertain Circulation
When the Impact of Your Name and Message in
the Convention Issues of RADIO DAILY Will Do A
100% Job For You?

Remember

RADIO DAILY'S convention issues will present
today's news—1,800 copies delivered by Hand
at the Convention Sessions Guarantees that your
message will get complete Convention readership—

MAKE YOUR SPACE RESERVATION TODAY
Forms Close on April 1

NATIONAL ASSOCIATION OF BROADCASTERS
26th Annual Convention — Hotel Stevens
Chicago, April 6th to 13th, Incl.
REC Honors Drew Pearson, Emphasizing Freedom Train

(Continued from Page 1)

home but followed the proceedings and came on with his own commentary via a two-way line provided by ABC.

In telling the story of the Friendship Train’s journey across the nation last year, Pearson paid tribute to the fact that it got not only from ABC but from CBS, NBC and MBS plus stations in every city along the way. The commentator said he had trouble arousing the interest of AP and UP but that all broadcasters were eager to cooperate.

On behalf of Pearson, Mark Woods, ABC president, accepted a replica of one of the box cars in the Friendship Train. The French people sent back to the U.S. Embassy was made by the Lionel Corp.

Have in Jokes Presentations
Charles Haverlin, ABC president, who can always find a treasure in his historical collection to fit the theme of any REC luncheon, for his batting average yesterday with one of the few letters written in English by Lafayette, the French painter, this letter haphazard bound with gold lettering, was presented to Pearson as a gift from the REC. It was accepted by Harry Trenner, gave charge of radio for the William H. Weintraub agency. Trenner commented he would try to determine how to get to per cent of the gift before sending it to Pearson.

Other special guests at the luncheon also made short talks were station Edward Arnold and Ludovic Chancel, French Consul General.

Embarkation Office
William Hedges, chairman of REC’s nominating committee, announced that Carl J. Burkland of CBS had notified the club that he is unable to accept the nomination of president for the coming year. The committee expects to come up with another name within the next two weeks.

Other executives seated at the head table included John H. Boltaire, veep, Frank H. Lee Co.; William H. Weintraub, president, Weintraub agency; Dr. Everett R. Clinton; about NAB of local stock ofness and others; Haskell; Edward Gruskis, program director, French and Bach, and James W. H. Ellis, vice president of the American Broadcasting Company, and Assistant Vice President of the Allied Radio Group.

NEW BUSINESS


TELEVISION

FM • RADIO • ELECTRONICS

ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment.

For information, write, wire or call Employment Department.

"operated by leaders of the radio and television industry"

Visit the School or write for free catalog
RADIO-ELECTRONICS SCHOOL

OF NEW YORK

52 BROADWAY, NEW YORK, N.Y.

Boys' Branch 4-1129
PARA. ‘TRUST’ VIOLATOR, SAYS FCC

TELE TOPICS

NBC'S ANSWER to Ed Sullivan was unveiled Wednesday night on a new-type variety-type program titled "Show Business, Inc." As an added feature, Davey Walke is another prime reason why such chores should be turned back to the professionals. He projected nothing even remotely resembling personality. Had he been an unknown applying for the job he would have been told to forget about a career in show business and advised to tackle something that does not require much talent, say, writing a column. . . . As for the rest of the show, it was merely another succession of acts, neither better nor worse than any other, except that it was bagged down with too much talk. High spot was the singing of Martha Wright, a black-faced clowns girl who had a voice to match. The biggest letdown, I'm sorry to say, was Bert Wheeler's "Little Mooney" which was billed as a smash hit of 1924, but it lays an egg in 1949. Somewhere in between were Phil Regan, who has sounded better than he did Wednesday night; Peggy Wood's reminiscing, and Florence Reed's sleepy-walking scene from "Maschet," which was sadly out of place. . . . All were produced by Martin Jones and directed by Ralph Nelson.

A RATHER STARTLING challenge was made this week by Les Miller, president in charge of production of Sound Stages, Inc. His firm, he said, can produce film any 30-minute or hour dramatic or variety show for the same price, or less, than the cost of live production. Quality, he said, would be comparable to that seen on the air.

Three Crosley Outlets
To Be Linked Apr. 3

Cincinnati—When commercial operation of the Crosley television station, WLW-C, new Columbus television station of the Crosley Broadcasting Corporation, begins on Sunday, April 3, the third link in a video network will be completed. The television network includes WLW-T in Cincinnati, WLW-D in Dayton, and WLW-C in Columbus. All are linked by a microwave relay system and are programmed from the interchange of programs among stations.

Transmission Began Mar. 21
WLW-C began transmission of its test pattern on Monday, March 21. Regular transmissions from the station will be delayed until completion of relay system at Mechanicsburg, Ohio, where the video programs of WLW-T in Cincinnati will be boosted into the Ohio area. For WLW-C, telecast. WLW-C will carry between twenty-five and thirty hours of weekly programming, the greater part of which will consist of origination from WLW-T. Operating on channel 3, WLW-C will bring television programs for the first time to 1,030,000 people living within a 45 mile radius of Columbus.

Dayton—WLW-D, new Crosley station here, has instituted a 30-hour week after making its debut, according to general manager John T. Murphy. Station eased into operation on an experimental basis about a week ago. Three days later a full day's schedule was added and this week full time operation got under way.

Programming consists mainly of origination from sister station WLW-T, Cincinnati, and NBC kinescope recordings.

Decline In Sports Ratings
Noted In Three-City Survey

Virtual disappearance of sports pickups from the ranks of top-rated offerings was emphasized yesterday when The Pulse released its top ten figures for New York, Philadelphia and Chicago for March. Also reported missing on the lists are local studio shows.

In Chicago, a comparatively new network city, are sports in the top ten. Three are listed: Golden Gloses over WGN-TV, in third place with 45.0; wrestling over the same station, in sixth, with 40.0 and indoor pole over WENR-TV, in the tenth spot with 30.0.

In New York and Philadelphia, "Texaco Star Theater" is top show with 75.3 and 71.0 respectively. Top show in New York is Arthur Godfrey and his Friends with 65.0. Program is in second place in New York, 56.0, and Philadelphia, 61.0. Average quarter hour ets-in-use figures follow: New York-TV, 261, combined radio-TV, 34.0; Philadelphia, 28.1, combined, 38.0; Chicago, 29.6, combined, 40.4.

Three Crosley Outlets
To Be Linked Apr. 3

New Appointments To CBS Staff Announced

Arthur L. Rothafel, son of impresario Samuel L. "Roxy" Rothafel, will join CBS April 11 as assistant to the director of programs, it was announced yesterday by Charles Undercliff, program director of the network. Rothafel is currently general manager of WFBA, CBS affiliate in Manchester, N. H.

Rothafel, who has had a varied background of agency and radio experience, motion picture writing and editing and, theater operation, the latter, in association with his late father.

Sumer Promoted

Louis Sumer, with DuMont for the past year and former production head of Television-Radio Enterprises, Inc., has been appointed CBS-TV program sales coordinator, effective immediately. David Sutton, sales manager, announced yesterday.

As liaison between the net and program departments, Sumer will keep the sales staff abreast of all program planning and development. He also will assist salesmen in making program presentations.

Commission Holds Consent Decrees
Don't "Purge"

Washington Bureau of RADIO DAILY

Washington—It was not certain last week that the Federal Communications Commission would be able to "purge" three Paramount Pictures and other film companies seeking TV licenses that it is not bending to pressure resulting from new consent decrees, but the Commission yesterday reaffirmed its position that Paramount is guilty of anti-trust law violations as outlined by the Supreme Court last May. Paramount last week filed a petition denying that it was purged of its anti-trust sins by the consent decree. It signed with the Department of Justice a contract to "purge." Informed By Leete.

The Commission informed the company by letter that its action granting several routine extensions for Paramount video operations in New York and Los Angeles in no way prejudiced its right to later action to block the company from TV on the basis of the Supreme Court action.

'Tomorrow's Champions' Bought As ABC Co-Op

Amateur boxing matches seen over ABC Tuesday nights from 11 to approximately 11:45 p.m., EST.

Liste's "Champions," produced by A.T.B. Productions, is a cooperatively sponsored feature on five ABC-TV stations, including two of the network's owned and operated outlets, WJZ-TV, New York and WENR-TV in Chicago.

The sale yesterday of the program over WJZ-TV to Miller Broadcasting Company points up the rapid sponsor acceptance of Tomorrow's Champions, while leaving six booths each of scheduled three-round duration.

WSB-TV Acquires Rights
To Atlanta Baseball Sked

Atlanta—Rights for the entire home schedule of the Atlanta Crackers, Southern Association, have been purchased by WSB-TV. J. Leonard Rinse, managing director of the Cox radio and tele ensembles network, announced yesterday.

At the signing of the contract, Earl Mann, president of the team said, "We believe television will do for us what radio did—create more fans."

Thad Horton, WSB-TV sports director, will handle the play-by-play.

Section of RADIO DAILY, Friday, March 25, 1949 — TELEVISION DAILY is fully protected by register and copyright.

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Help them to help themselves

Every Easter Seal You Buy Helps a Crippled Child

Buy Easter Seals

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help themselves to lead useful, happy lives. This year, why not buy more Easter Seals.

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 South La Salle Street, Chicago 3, Illinois
**EXPECT 1,800 AT CONVENTION OF NAB**

**WNYC's Nite-Time Gets 6-Mo. Extension**

Washington Bureau of RADIO DAILY

Washington—New York City's representative on the FCC, Miss Frieda Harnish, came through in fine style for the city's municipally-owned station, WNYC, as another six-month extension of the outlet's special service authorization for early morning and evening operations. WNYC has never again for six years on the strength of six-month extensions, but last month the extension was for only 30 days and it was feared that the station would be bumped off the air in these hours, (Continued on Page 3)

**NBC Affiliates Group Meet With Web Execs.**

Plans for an extensive fall advertising, promotion, exploitation and publicity campaign by NBC and its affiliates were discussed at a meeting held Thursday at the network's headquarters in New York. Participating in the conference were members of the Station Advertising and Promotion committee and officials of the network. The network officials and affiliates laid the groundwork for an advertising and publicity campaign which (Continued on Page 4)

**Real Estate Firm Buys Series On N. Y. Indie**

Mastic Acres, the Long Island realty development, is making its first use of foreign language radio with four 15-minute segments a week on WHOM, New York. In previous years the realty firm has conducted campaigns on metropolitan radio stations.

**Record Intact**

Debuts—Keeping intact its 15-year record of never missing a broadcast, ABC sponsor Harry Wismer did his network program, Champion Bell Call. Friday night from his sick bed in the Henry Ford Hospital, where he is convalescing from pneumonia. Champion Spark Plug Company sponsors Wismer's Friday night ABC broadcast series.

**Maybe This Week**

Washington—The FCC last week tangled with, but failed to dispose of, the complicated question of what to do about giveaway shows. With pressure for the next step from the law department for adoption of the proposed rules knocking those programs from the air, the Commission deferred action in the face of several legal points raised by members of the Commission itself. The problem may be brought up again this week.

**Tall Named President Of Stromberg-Carlson**

Rochester, N. Y.—Robert C. Tall, v-p of the Mellon National Bank and Trust Co. of Pittsburgh, was named president of the Stromberg-Carlson Co. to succeed Dr. Ray H. Johnson, effective April 4. Dr. Johnson retired to become chairman of the board, replacing Westly M. Angle. The annual stockholders' meeting last week was addressed by Angle honorary chairman of the board.

Other directors re-elected were: (Continued on Page 2)

**Jack Kapp Dies Suddenly Founder Of Decca Was 47**

Jack Kapp, president of Decca Records, died suddenly late Friday of a cerebral hemorrhage shortly after having been taken ill in a taxi outside his New York home. Kapp, who founded Decca in 1926, has been a leader in the recording field for two decades. He is survived by his wife and two children.

**TV Gains; Radio Gains More, Says Craig, At ANA Meeting**

Hot Springs, Va.—Executives attending the annual spring meeting of the Association of National Advertisers were told by Walter Craig, radio and television writer for Ben- ton & Bowles, that white video has taken 1,000,000 homes away from radio the last medium at the same time it's added 3,000,000 homes.

Television may be the potential mass medium, Craig said, but at this time the masses are listening to radio. The official reiterated the complaints heard from those in the field during the last year, pointing out the lack of market information available for television sponsors, specifically dealing in audience sizes. Craig did not play down, however, the future advertiser benefits in television and went so far as to predict that if TV turns out to have (Continued on Page 3)

**Advance Registration Close To 1,000; Wayne Coy, Tom Clark Speakers; Resolutions Committee Named**

Chicago—With advance registration for the Management and Engineering Conference of NAB nearing the 1,000 mark, C. E. Arney, secretary of NAB, predicted Friday that the total reservations would reach around 1,800 when the 27th annual convention opens Monday at the Stevens Hotel, April 6-12. Interest in the convention this year centers in ways and means of stimulating commercial radio sales in a growing competitive media market.

**NBC Washington Staff Changes Announced**

William R. McAndrews has been named general manager of NBC's three Washington stations, WRC, WRC-FM and WNBW television. Frank M. Russell, vice-president in charge of the Washington offices of NBC, announced Friday, in a reorganization of the executive staff. George Y. Wheeler, NBC's Washington director of programs, was (Continued on Page 3)

**Call Letters Of KQW Will Change To KCBS**

San Francisco—Now that KQW is under the complete ownership of CBS the station will change its call letters to KCBS on April 3. Station is arranging for a special dedication show to be broadcast on this date.

Event will mark the second time (Continued on Page 2)

**Zenith Assures Dealers Of Fixed Set Prices**

Chicago—Zenith Radio Corp., has notified distributors that it guarantees its factory list prices on its radio and television sets to protect dealers against heavy losses resulting from factory overproduction, it was announced Friday by (Continued on Page 3)

**Record Crowd Attend Boston NAB Meeting**

Boston—Two hundred broadcast- ers and advertising men attended the luncheon at the Somerset Hotel on Boston Wednesday at the highlight of the one-day session of the 1st District of NAB. The luncheon was hosted by Maurice Mitchell, director of broadcast advertising for NAB, who admonished the broadcasters that the time has come for intensive selling.

**Anniversary**

Sen. Edwin C. Johnson (Dem., Colo.), the first Washington official to be interviewed on CBS’ "Capitol Clock Room," will be interviewed again and asked his opinions on current national problems, as the program celebrates its first anniversary Wednesday, 11:15 p.m., EST. Sen. Johnson is chairman of the Senate I. C. C.

www.americanradiohistory.com
**COMING AND GOING**

JOHN J. GILLIN, president and general manager of WOW, one of ABC's major stations, will return to New York last Thursday on business. He plans to remain here until the end of the week.

E. P. H. JAMES, vice-president of the Mutual network, will arrive Tuesday on a promotion, advertising and research trip to Chicago to deliver addresses to members of the Chicago Advertising Association. His subject, "Television's Immediate Future.

MAURAY ARNOLD, program director of WPEN, Philadelphia, a viewer in New York for conferences with his national colleagues.

ETHEL SMITH, organist, will arrive April 2 aboard the Queen Mary for London. She's scheduled for the Palladium.

WALLACE H. LANCOTON, television director for Jackson & Co., is in Detroit for hollidays with the film and television series of TV spots at the Jim Handy Organization.

**TAIL NAMED PRESIDENT OF STROMBERG CARLSON**

(Continued from Page 1) Frank E. Devanas, William Fay, Bernard E. Finucane, Lee McCane, Frank W. Moffett, Lloyd L. Spencer, George L. Todd and Frederic C. Young.

Officers re-elected were: McCanne as v-p and general manager, Spenner as v-p and general sales manager; Young as v-p in charge of engineering and research, Fay as v-p in charge of broadcasting; Sidney R. Curtis as v-p in charge of manufacturing, Gordon G. Hoit as v-p in charge of finance, Edwin C. Bowser as secretary and Wilbur W. Hetzel as treasurer.

**CBS Sales Representatives Meeting With Affiliates**

(Continued from Page 1) that CBS exec Arthur Bull Hayes has managed a key network station at the time it shifted call letters. Hayes headed up WABC, New York back in 1946 when it changed to WCBS. He recently moved to Los Angeles as v-p in charge of the west's operations in the Bay City.

Frank Stanton, president of CBS, will throw a special luncheon to be held Monday, April 2. Guest list will include representatives of sponsors and agencies on the West Coast. D. W. Thornburgh, CBS vice president in charge of the western division, also will be in attendance.

**ALTEC MIKE IN DEBUT**

Hollywood—The Academy Awards presentations Thursday night marked world premiere of Altec's new miniature microphone. The mike is size of a dime. It was used for first time by ABC in announcing the winners. Instead of normal mike, which is size of an open hand, the Altec condenser is so small it could not be seen in the stage. Two were suspended from cords dropped from the ceiling and two on gold stems on each side of podium.

CARL J. BURKLAND, general sales manager of CBS Radio Sales, and M. H. CHAPMAN, eastern sales manager of the division, are in Miami, Fla., for conferences with officials of WBT.

SHEILA O'MALLEY, partner in the video package firm of Sheila-O'Mally, left tonight from two weeks of business and pleasure in Hawaii.

ADE HULT, vice-president of WBS in charge of midwest operations, is back-and-forth from a Florida vacation.

MANIEE SACKS, vice-president of Columbia Records, is in Miami for business and to see his son graduate from University of Miami. In his absence his son will be heard via tape recordings.

**FINANCIAL**

**NEW YORK STOCK EXCHANGE**

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**NETWORK RATES**

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**WILL HE CARRY TO KCBS**

(Continued from Page 1) WABC is. Now, it is another station.

Attending the WRVA sessions from the New York offices will be James Burke, program service manager; T. B. Ellsworth, sales promotion manager; Alice Santi, head of program availability; and account executives Roy Hall, George Klaver and Fletcher Turner. Representing the Chicago office will be Charles Capp, Alan Axtell, John Nilson and Marie Plomin.

The group were joined on Sunday by Carl J. Burkland, general sales manager, Radio Sales; H. A. Carlborg, eastern sales manager; and Fred Mahlstadt, research manager, for the sessions with WBT officials to be held today. The group will move on to Birmingham for conferences with WAPI executives.

**BOSCOV JOINS MAGNAVOX**

Roy Boscow has been named general sales manager of the Magnavox Company, Fort Wayne, Ind., Richard A. O'Connor, president, announced Friday. Boscow was formerly a sales executive with the Ford Motor Company and Nash Motors.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

A regular board meeting of NBC, Niles Trammell executive vice-president, was elected to the board of directors of that network. The "Forces" magazine has concluded a survey to determine the advisability of running radio programs on NBC. NBC officials and, as a result it has been revealed that 3.7 per cent of the total population and the columns regularly, 33.6 per cent occasionally and 34.3 per cent do not read the columns at all. Two CBS ALL-CALL as old as radio stations owned by CBS scheduled for operation approximately April 8 and June 1. The All-Call will be available to U.S. clients using supplementary networks in Canada.
NAB's Regional In Boston Draws Record Attendance

(Continued from Page 1) and promotion of radio in competition with other media.

Horatio S. Fellows, general manager of WEWH, and President of the Radio Executives Club of Boston, has announced the civic of WEBS-LF and FM and chairman of the Engineering Clinic held Wednesday afternoon; Herbert Kreuger, vice-president and general manager of WGBH-FM, and chairman of the 1st District chairman of the NAB Sales Managers Committee and Treasurer of the Radio Executives Club of Boston; and Richard Doherty, director of Employee- Employer Relations for the NAB, Ed Shaia, director of radio of the James Thomas Chirurgie Company and treasurer of the Radio Executives Club of Boston, and Joanne Bennett, chairman of the National Public Relations Committee.

Broadcasters attending the 1st District meeting included:


The luncheon session of April 11 has stimulated registrations. Another important speaker who will be heard at the Tuesday afternoon session, April 12, is Jesse Rayon Quinones, president of WAPA, San Juan, Puerto Rico, who will address the convention on "The Threat of Government Radio Competition in Puerto Rico."

Another convention session which promises to bring a good turnout of independent broadcasters will be special radio discussion planned for Sunday, April 10.

Craig Supports Radio At ANA Convention

(Continued from Page 1) an impact four times greater than radio then sponsors will appropri- rate as much money for their budgets.

According to a special report issued by the American Radio News, good and industrial firms expect ad col to be larger in 1489 than it was last year. Among the larger companies—those with an annual volume upward of $100,000,000 per cent—are advertising expenditures would be expected to increase, with smaller companies said they expected ad budgets to go up 40 per cent.

NFC Washington Staff Changes Announced

(Continued from Page 1) appointed assistant general manager of the three stations and Eugene Jostler, former program manager of WFS, was appointed station manager. The announcement of Howard S. Cope, chairman of the board, that WAB is changing its name to WBS.

Charles Kellor continues as program manager of WNBW.

Greene Simon, business manager of WNBW television, has been appointed business manager for all three stations. Sanborn also assumes responsibility for NBC Washington personnel matters, relieving James Seiler who will now devote all time to research and development activities.

Charles de Lozier, formerly WBNB sales representative, has been transferred to the manager of sales for the three stations, and Stanley Bell of the sales staff has been assigned to sales administration duties, reporting to Washington manager of sales, Mahlon Glascow.

Russell also announced the appointment of H. Colla, former WBNB television operations supervisor, as WNBW operations supervisor.

The announced Washington staff assignments are in line with NBC's previously announced policy of joint integrated development of NBC radio and television broadcast service in Washington.

WNYC Mile-Time Period Gets 6-Month Extension

(Continued from Page 1) with only another 30-day extension to give it time to make the necessary adjustment.

Miss Henneck has been especially popular with the FCC to be on the air from 6 a.m. to 7 a.m. EST and from 7 a.m. to 8 a.m. EST and from 8 a.m. to 9 a.m. EST and from 9 a.m. to 10 a.m. EST and from 10 a.m. to 11 a.m. EST and from 11 a.m. to 12 p.m. EST and from 12 p.m. to 1 p.m. EST and from 1 p.m. to 2 p.m. EST and from 2 p.m. to 3 p.m. EST and from 3 p.m. to 4 p.m. EST and from 4 p.m. to 5 p.m. EST and from 5 p.m. to 6 p.m. EST and from 6 p.m. to 7 p.m. EST and from 7 p.m. to 8 p.m. EST and from 8 p.m. to 9 p.m. EST and from 9 p.m. to 10 p.m. EST and from 10 p.m. to 11 p.m. EST and from 11 p.m. to 12 a.m. EST and from 12 a.m. to 1 a.m. EST and from 1 a.m. to 2 a.m. EST and from 2 a.m. to 3 a.m. EST and from 3 a.m. to 4 a.m. EST and from 4 a.m. to 5 a.m. EST and from 5 a.m. to 6 a.m. EST.

The Commission also voted to extend its decision to June 1 of the special $75,000 grant to KOBI, Albuquerque, N.M., to stay on the 770 band with 50 kw. day and 25 kw. night, but the Grant indicated it hopes to be able to continue it beyond that.
behind the mike

Catherine Mastine, the tegnician singer and recording artist, being set for a series of concerts. Mr. Winx, apartment-dwelling 14-month-old St. Bernard belonging to Jerry Strebb, backstage WENY has signed with the blue ribbon at the National Capital Kennel Club's show last week.


Commentator Toney Jerry Halford's Monday night stand on WINS very easy on the ears. Herb Evers and Beverly Linet, WFOOD mag writer, working on a new series featuring B'way and WFOOD gossip.

Shorehaven Beach Club, three million dollar, 30-aere summer project located in the Bronx, will have its official opening May 30th featuring an amphitheater with a covered stage for broadcasting and televising special programs.

Carl Brisson a sock hit in his tele-debut via the Waldorf-Astoria the other Monday.

Ralph Edwards weighing offers to emcee a B'way musical show during the summer.

BBC Renews Its Offer For Phila. Orchestra
(Continued from Page 1)
tour of England, beginning the end of May.

In reply to questions submitted last week by RARE DAILY, BBC-cabled that it "has considered most carefully the price Harold Fielding requested regarding the Philadelphia Orchestra. BBC is unable to meet this request and has renewed its offer to Harold Fielding. BBC is now awaiting his reply." Fielding has received another two-hour broadcast out of the 28 British concerts planned by the orchestra at $4,000 each airing. He told reporters at that time that he expected to lose about $100,000 on the engagement. He said that he did not see why he should go to the expense of bringing the orchestra to England and then make "a present of it to the BBC."

Real Estate Firm Buys Series On N. Y. Indie
(Continued from Page 1)
tan stations but never by foreign language broadcasts.

Consequently, WVOJ (1500) is switching to 15- minute periods in Italian on Monday, Wednesday and Friday, 9:45 p.m. The 15-week contract was placed through Jasper, Lynch & Field. Title of the series is "A Boy and A Girl."

Stock News
A seven pound baby girl, their first child, was born to the Neal Hathaways at Presbyterian Hospital, last Friday. Hathaway is manager CBS program promotion division.

California Commentary . . . .

- - - Grant-Ralam resumed production of the American Tobacco Co. "Your Show Time" on Wednesday after a three-week hiatus, rolling a television film version of Charles Dickens' "The Cricket on the Hearth."

It's the 53rd Lucky Strike subject . . . When the "Adventures of Ozzie and Harriet" switches from NBC to CBS on April 3, the show will air via tape from 3:30 to 4 p.m. - - - William Calhoun, Young & Rubicam's New York contact on the General Electric account, arrives late this week for a three-day stay . . . For the third consecutive year, Mortie Halton and Joe Tocam broadcast the "color story" over WOR of the Academy Awards Thursday night, although ABC broadcast the presentation . . . Max Alexander Productions will make a series of 35 television films based on "Keeping Up With the Joneses" satirical strip by Pop Mollard. Alexander acquired the television rights to the property several months ago . . . Production on the "Syrt and Marj" video film, scheduled to start Tuesday, was set back 12 days because of technical problems, Roach & Beaudette Enterprises is producing . . . Charles L. Hutchings has been added to Erwin, Wassy's copy staff.

- - - The Wizard of Oz stories are in line for airing. Anne Whitfield as "Dorothy" and songstress Betty Thode taped auditions under the direction of Jaime del Valle, from a script by William Gordon . . . Joan Leslie has been signed to play the title role in "Terry and the Pirates" television show, "Poor Miriam," scheduled as a summer replacement for a network program by the Jack Kurtze agency. The agency has nine writers selected from the various Los Angeles college campuses . . . Reports around town are that radio budgets will be further trimmed next Fall - - - because of television . . . ABC's new layout at the old Vitagraph studio, will be about the most elaborate in town. The No. 2 stage will seat an audience of 600 for the KECA-TV shows. Opening is set for June with Dick Goggin in charge . . . Meredith Willson told three songs last week. His "Gone to Chicago" and "Every Day" went to Robbins-Felst-Miller and his "Indian Song" to Leeds.

- - - Homer Griffith, who recently disposed of his interests in Honor Griffith Co., national station representatives in Hollywood, has joined the sales executive staff of EDFY in Salt Lake City . . . KNBH's kinescope recording studio will be ready for operation within a few weeks. At the present time, seven and a quarter hours of the 19 hours of the NBC video air time here are telecast via kinescope recorded films made in New York. With the advent of kinescope recording at KNBH, many of the station's telecasts will be made available to the 33 other NBC affiliated stations throughout the country . . . The use of professional talent and the big jackpot are being eliminated from the "Punch With Buddy Rogers" TV show on KLAC. Instead, Rogers will assume a Major Bowes role and discover new talent. The show, produced by Maye Boyer, moves into its sixth week today. . . The Kay Starr auandge on ABC wins up tonight. The show may be revived at a later date . . . W. B. Mathes, president, and William Beggs, sales manager, of Roman Meal Co., Seattle, are in town for conferences in connection with their "Pass the Buck" series which makes its debut over the CBS Pacific Network tomorrow.
Goose? or Nest?

Which will you have?

For some reason, the goose egg stands for zero . . . exactly nothing.

The nest egg, however, stands for a tidy sum of money, set aside for your own or your children's future. It's unnecessary to ask you which you prefer.

But it is necessary to ask yourself what you are doing to make sure you don't end up with a goose egg instead of a nest egg ten years from now.

The simple, easy, and obvious thing to do is to buy U. S. Savings Bonds. Buy them regularly, automatically, on a plan that pays for them out of the month-to-month income you make today.

Millions of Americans have adopted this practically painless way to save up a nice nest egg for the needs and wants of the future.

In ten years they get back $40 for every $30 invested in U. S. Savings Bonds—bonds as safe and solid as the Statue of Liberty.

There's a special Savings Bond Plan for you. Ask your employer or banker about it today . . . and get started now.

You'll soon realize it's one of the most important and comforting things you ever did!

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

This space contributed by Radio Daily
Now the identity of "Madame X," the unknown in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing system—records and automatic player—the first to be entirely free of distortion to the trained musical ear...

The research began 11 years ago at RCA Laboratories. First, basic factors were determined—minimum diameters, at different speeds, of the groove spiral in the record—beyond which groove would occur; size of stylus to be used; desired length of playing time. From these came the mathematical answer to the record's speed—45 turns a minute—and to the record's size, only 6½ inches in diameter.

With this speed and size, engineers could guarantee 5½ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. Yet it plays as long as a conventional 10-inch record. The new RCA Victor automatic record changer accommodates up to 10 of the new records—1 hour and 40 minutes of playing time—and can be attached to almost any radio, phonograph, or television combination.

Not only records are free of surface noise and distortion—the record player eliminates faulty operation, noise, and cumbersome size. Records are changed quickly, quietly... RCA Victor will continue to supply 78 rpm instruments and records.

This far-reaching advance is one of hundreds which have grown from RCA research. Such leadership adds value beyond price to any product or service of RCA and RCA Victor.
WOR-TV leases space from ABC

TELEVISION DAILY

Section of RADIO DAILY, Monday, March 25, 1949

WOR-TV leases space from ABC

TELEVISION DAILY

Section of RADIO DAILY, Monday, March 25, 1949

High Program Quality For TV Seen By Barry

Commercial television programming is presenting and will continue to present a high level of entertainment and education, Charles C. Strickler, vice-president of the American Telephone and Telegraph Company, told Friday in an article published in the April issue of "Atlantic." Writing in answer to a piece by Gilbert Seldes expressing "his fears that broadcasters will yield to commercial pressures, real or fancied, that they will succumb to expediency, content with proved techniques and tested formulas; timidity before the untried and the new," Barry wrote: "I think these apprehensions are premature. If some soap king lurks behind the door with a club in his hand, he has not made his influence felt yet. Both the advertiser and the broadcaster are too busy and too self-satisfied to be interested in the untried and the new." Address of WOR-TV, following construction, will be 18 West 67th Street.

FM-TV Interference Eliminated In Jersey

CBS engineers Friday reported that the difficulty in the Pershing, N. J. area, which arose a month ago when hundreds of set owners complained that WCBS-TV was being interfered with by WNNJ-FM, Passaic, had been practically eliminated.

Investigation showed that the basic fault lay in the design and installation of receivers most of which were not designed for operating near an FM station. When this fact was brought to the attention of set manufacturers and servicemen, they were told to work out a scheme of wave traps and stubbing filters.

WNNJ-FM co-operated by several times shutting off its power to enable field tests to be made.

The Week In Television

Coy Spikes Set Obsolescence Claims

Promising that present channels will not be deleted, FCC Chairman C. W. Spiker has been quoted as saying that if present standards are adopted for UHF "the problem of obsolescence will be a relative minor one" and that the price to pay for the development of a nationwide competitive system of television... Meanwhile, Zenith, whose set is the only set on the market for UHF, and the Empire Corporation who charged that the Zenith ads resulted in "slander" and "false advertising" for both complainants... FCC redefined its position that Paramount's antitrust suit will be considered in deciding the firm's fitness for the box... CBC board of governors may defer action on station applications from area other than Montclair and Toronto at its April meeting... DuMont's annual report showed $4.8 million for the organization's best year ever with net income amounting to $2,701,767, compared to $1,637,777 for 1947.

Metro-Goldwyn Mayer has no intention of making films for television at this time," J. Robert Rubin, vice-president, told stockholders at the company's annual meeting Friday... As far as television goes, "we make our living producing pictures in theaters. We own 1,211 houses and cater to about 15,000 others. If we encourage people to stay home, we won't have anything to do with television," Rubin said, however, that the firm was keeping a constant watch on television developments and "will be equipped to enter the field when it seems advisable." He pointed out that the only profits being made in video are in manufacturing equipment... We areMGM says no TV films planned at present

TV Box Score

On the air.................. $8
CP's......................... $2
Applications............... 019

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**(COAST-TO-COAST)**

School's Out At WXYZ

Detroit, Mich.—With three-quarter hour of Amateur Program "Radio Schoolhouse" heard on WXYZ for the past 15 years has announced its final broadcast.

The program was one of the oldest heard in the area and many of its former participants are in today's spotlight.

Among formers are John Leveque, Desmond and Linda Ware, who were first "discovered" on the program.

**WRNY And FM Sign Baseball**

Rochester, N. Y.—A three-year contract has been signed by the Rochester baseball club and the Monroe Broadcasting Company operating WRNY and FM, which calls for expanded radio coverage of the Rochester Red Wings International League baseball games. Add Penfield, station's program and sports director, will handle play-by-play chores.

"Outdoors" Photo Contest

Lawrence, Mass.—Newspaper columnist William H. Ridings, also known as "Outdoors" columnist, has announced program "Rod and Gun Club," will inaugurate a photography contest on his April 15th program and will award prizes for the best pictures of outdoor life.

Competition will be open to everyone, regardless of age, and will continue through May 30.

**WJJD New Public Service Series**

Chicago, Ill.—A new series of public service programs began over WJJD on March 27th entitled "This Is Your Public Servant" and deals with the responsibilities of public officials in and around Chicago. The series started with local almonds as guests of Marty Harvey, radio personality.

Co-hosted monthly by the Mayor and his wife, the series is broadcast in their own wards and operations of the Chicago City Council.

**Griffith On KDYL Sales Staff**

Spark Lakes, Colo.—Home of Homer Griffith, who recently disposed of his interests in the Homer Griffith Co., national station reps in Hollywood, has joined the sales executive force of KDYL. Griffith was first identified in radio as the originator of the program, "The Friendlie Philosopher".

**WNAR News Service**

Norristown, Pa.—Today begins a series of daily programs from WNAR's newly established remote studio in Polstown. This show, which is part of the station's development program, will be known as "Voice of Montgomery County" and is the latest addition to WNAR's present news coverage.

**Cane Program Head At WSSW**

Pittsburgh, Pa.—Radio commentator George Kauffmann has been appointed program director of WSSW and moves to the new post from WDPY, Minneapolis, where he has had control of station operations. He will now fill the position which was vacated by W. Fred Flandermeyer, who was recently named in the field of television. Crane has also been associated with WIBW, KOWH, KOL, KFOR and WGDY.

**The WEEK in Radio**

NAB's Vote On Board's Code Power

By VAL ADAMS

NAB members voting by mail on referendum whether board should adopt or promulgate Standards of Practice. Referendum is sequel to petition circulated last year by Ed Breen, M. Fort Dodge, Ind., 259 signatures. Payoff on the year-long conference is that Breen, who crusaded his cause as a member of the NAB board, just lost out in the last election to Merrill Lindsay of WSOY, Decatur, III.

Radio and television set dealers have opposing viewpoints on the call for further pricing of installment buying restrictions. Some favor it, some oppose and others are indifferent. Wayne Coy termed TV obsolescence talk "something of a tempest in a teapot." He said VHF will be retained by the board. He also said price wars open up UFH. All four major networks to schedule transmitted delayed broadcasts for areas which are out of reach to Daylight Saving Time April 21.

Hugh Felts checked out of BMB three weeks ahead of schedule. Kenneth Baker now acting president by authorization of BMB executive committee. Fred Allen signed contract with NBC for remaining 13 weeks of radio and television appearances. He also becomes an independent producer for the network.

Zenith slapped with $50,000 damage suit for its obtuse ad by Sighlomber Corp. and Empire Oil Co. Sen. Edward C. Knowlton of Interstate Commerce Commission; check void, $300,000 times five, is closed "but that's so far off we don't have to worry about that now."

NAB ignoring the 45 p. m. record in its proposed new recording and reproducing standards to be passed upon at Chicago convention. More than 160,000 persons within listening range of station's 720 FM stations, according to FMA. Drew Pearson honored by Radio Executives Club of New York for his work in promoting Friendship Train.

**SOUTHWEST**

Larry Rascro recently joined the announcing staff of KFYM, San Antonio, Tex., and Kenneth Hymal. Rascro comes here from KEYS, Corpus Christi, where he was program director and chief announcer.

A psychological audience participation program will make its debut over WOAI, San Antonio, Monday, with leading a twosome of Dr. Leon Arons and Dr. Sidney Roslov. Addison Smith is producer-director-writer and will be assisted in the program by WOAI through the Compton Agency.

Orville L. Jenkins has applied to the FCC for a license to operate a new standard broadcast station at Quanah, to operate on 250 watts power daytime and 1,100 at night. Station would be built at a cost of $1,515. Jenkins heads the Jenkins Radio & Appliance Co., at Chickasha.

Sgt. Jerome M. Hayes, announcer for WLAD, voice of Lackland Air Force Base, in San Antonio, has been selected to play the role of Cadet Brown in the forthcoming film "New Wings for Peace" which is being shot at Randolph AFB here.

The FCC has approved a new Class B FM outlet for KWHO, Brownwood, which will operate on channel 290 or 106.9 megacycles.

The new transcribed Guy Lombardo Show will be broadcast over KTSB, San Antonio, each Sunday night. In its first year, it will be heard on KCAU, sponsored by Hertzberg, local jewelry store. Program has been heard for four years in New York and is also being heard on several Am. stations overseas. State Dept. furnishes the scripts. Don Ball named program director of WDCB, New York.

**New Giveaway Program**

Chicago—A new half-hour weekly program written and narrated by four members of WLS staff as their debut Sunday on WCFL under sponsorship of the Newhart Co., clothing chain. Titled "Remember You," each program will concentrate on a specific bygone year featuring the year's top songs, interpolated with comments and sidelines all devoted to original line events, and contrasting hair and clothing styles of the year with current styles. A mercantile chain in connection with the show, listeners are asked to select three of the chains. The winner, selected with the top tunes of the year, and winners receive merchandise prizes. William Putterman, advertising agency, handles the account.

**Dropping FM?**

WMCA, New York, last week was reported ready to drop FM broadcasting and said to be offering FM facilities for sale. Station recently retained Ralph Altiss of Chicago as an advertising consultant, and Alton Beery was named manager.
COY WARNS OF SPIES AND SABOTEURS

Special NAB Exhibits Set For Convention

Chicago—Delegates to the NAB convention at the Stevens Hotel here April 6-18 will find special interest in the many exhibits which will be shown in the exposition hall at the Stevens.

WGBS' new Multiscope, which has aroused much interest in the industry, will be displayed publicly for the first time at the convention. A complete demonstration of the machine will be staged by the United Press, leasing agents of the Multiscope for Sterling Televisión, Inc.

Stewart-Warner Electric, in co-op.

Chesterfield Considers “Sing It Again” On CBS

Several sponsors have suddenly shown considerable interest in Cole- tondale’s “Sing It Again” and for the first time the show is close to a sale. The sponsor nearest a decision to buy is said to be Chesterfield, although it is not known just what portion of the hour-long program the cigarette company is considering.

One reason for heightened interest is:

(Continued on Page 2)

Introduce Converter For 33 1/3 RPM Discs

A speed-reducing turntable, with one “featherweight” pickup arm for playing 10, 16, 24, and 78 records, has been developed experimentally by Charles Hall Wolfe, who will probably assist in naming the operation of the 78.

(Continued on Page 6)

Protest

Washington—New rules for the Western Union Bulletin relay are to be published in two weeks, and the group includes a number of changes in the rules as announced by the Midwest Baseball Network. The group includes some stations in Illinois, Iowa, Nebraska, Michigan, Indiana, Minnesota, and Wisconsin, which carry games originating with WIND.

Spin And Win?

San Antonio, Tex.—Bad Whaley, who announced and disc jockey on KJAK has announced that he will be “a disc jockey running on his record” for the position of mayor of the city in the forthcoming primary election. According to local political experts, Whaley is a good chance for the election. Whaley gave his reason for entering the race as based upon hundreds of requests from his listeners to do so. He wants to clean up the poor political picture for the past several administrations.

FCC Head Tells Armed Forces Group That A Profusion Of Transmitters Could Be Dangerous In War

P & G Discontinuing "Life Of Riley" Show

Proctor & Gamble will drop sponsorship of "Life of Riley" on NBC at the end of the season. The show was previously announced by📗

(Continued on Page 8)

Racing Sheet Sponsors WMGM Turf Series

Daily Racing Form will sponsor a delayed description of all horse races for the season at metropolitan New York tracks over WMGM starting in May 1, with the opening of the Turf Series will be

(Continued on Page 5)

A completely electrical programter designed to give an instantaneous second by second, audience reaction through the use of two buttons at the finger tips of 25 studio operators in a half hour has been

(Continued on Page 5)

Kobak Expected To Resign At Mutual Board Meeting

Edgar Kobak, president of Mutual Broadcasting System, is expected to bow out of the Mutual operation when the board of directors meets in Chicago next week and he will probably assist in naming his successor.

Kobak's decision to resign the MBS post is believed to be motivated in the interest of board harmony. It is said that he proposed to retire at the recent board meeting held in Chicago and expressed willingness to remain until a suitable successor has been chosen.

(Continued on Page 6)

Radio-TV Conference Skedded Tomorrow

Actor Edward Arnold has been added to the agenda of featured speakers at the annual Radio-Television and Business Conference Awards luncheon being held tomorrow, Wednesday, at the Hotel Roosevelt. Arnold will present the Tabor Television Award, while Ben Duffly, president of BBDO, will discuss how "The Advertising Agency Weights Radio and Television.

The one-day conference sponsor:

(Continued on Page 5)

OK Frequency Shifts; Other FCC Activities

Washington—The FCC on Monday announced proposed to permit two frequency shifts and power boosts in central and northern Pennsyl-

(Continued on Page 8)

Double Order

Edgar H. Jones, a producer, recently commissioned to create a spot for Marvin Bledis, submitted two different types of singing commercials to Creeden & Hedrick, Inc., the Marlin agency, for their choice. Sponsor and client could not decide which line they preferred. Result is that the campaign to buy and broadcast both spots.

www.americanradiohistory.com
COMING AND GOING

ROY BATTERSBY, member of the press department at NBC, is back from Hollywood, where he was handling publicity for "The Jackpot," and "Beat the Clock." He'll be in New York today.

LEE OTIS, news editor at CBS, is back on the job following a two-week holiday in Tampa, Fla.

ALLEN CAMPBELL, of Trendle-Campbell, Detroit, is expected to arrive in town today on business.

CHARLES COMPTON, ALAN AXTELL, JOHN NILLSON, and MARIE FLOMNIN, all CBS radio announcers in Chicago, are conferring with executives of WVOA, network affiliate in Richmond, Va.

ROBERT H. HINCKLEY, vice-president of the American network, is spending this week in Detroit observing operations at WXYZ-TV.

ROBERT SAUER, vice-president of ABC in charge of public affairs, is in Pittsburgh on network business. He'll be back in New York tomorrow.

Special NAB Exhibits Set For Convention

(Continued from Page 1)

The convention with Radio Inventions, Inc., will demonstrate their new display-type facsimile receiver. The demonstration will consist of a regular facsimile program originating in the exposition hall, carried by telephone lines to WMAQ-FM, broadcast by multiplexing and simultaneous reception of the facsimile broadcast and the sound program on the new receiver.

Stork News

Manchester, Conn.—A son has been born at Manchester Memorial Hospital to Mr. and Mrs. C. Robert Manby of South Coventry, Conn. Manby was formerly manager of WCON in Hartford, and is now connected with the Transit Radio Division of the Yankee Network.

A 6-lb. 15-ounce daughter, Linda, was born to Norman and Mrs. Kaplan on March 22 at the Booth Memorial Hospital in Manhattan. Mr. Kaplan is public relations photographer for both WMGM and M-G-M.

10 YEARS AGO TODAY

From the Files of Radio Daily

The NAB has set forth the details of a nation-wide drive by NAB-JA to sell American radio to the listening public. Drive is scheduled to get under way April 17th. . . . Colgate-Palmolive-Peet Co. large users of radio, realized net profits of $4,921,321, equal to $1.77 per share of common stock in 1937. . . . Neville Miller was given approval by the FCC to practice before the Commission. . . . McClellan Publishing Co. will have 18 stations in the "Peyton Place and Bob True Stories" series which is aired over NBC Blue network.

W-E-V-D

WEVD 5000 Watts 1330 Kc Programs of Distinguished Features in English Jewish Italian 3 Responsive Audiences 3 Markets Within The New York Metropolitan Area Send for WHO'S WHO Advertising Materials

WEVD 117-119 W. 46th St.  H. E. H. F. T. 19

The Pay-off

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

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

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

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.
**WWJ-TV**, first television station in Michigan, is firmly stamped on the minds of Detroiter's.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.
Mainly About Manhattan.......

- That giant giveaway stanza that NBC is riding against Jack Benny already reported to have a sponsor, but the web isn't talking. Jack Benny himself is expected to attend the event.
- Washington buzzers with talk that FCC's Wayne Coy may yet get the National Security Resources Board chairmanship. Wayne's acting coy about the whole thing—denying it to everyone. CBS and company seriously mulling the idea of shifting those Arthur Godfrey traveling units. Seems they're not doing the expected bit.... AFM clearance of the recorded Maurice Chevalier show from Paris via Mutual is based on a $100 fee per broadcast for standby musicians. That Lennsen & Mitchell gang (how 'ya like that?) is really on fine these days. They just wrapped up the 2nd half-hour of the TV version of "Stop the Music," scheduled to preem early in May, for Old Gold. Jack Benny in town hustling with Bill Pollay about his TV future. Latest TV wrinkle—that of receivers installed in autos—has raised quite a fuss in more than 20 State Legislatures throughout the country, with New York currently considering a ban. Interesting twist on the subject is that Motorola, first company to experiment with auto TV, has just come out with a statement against front seat installation, but predicting that TV will soon become commonplace in buses, trains, boats, and in the rear seats of cars.
- Decca's top race disc seller, Sister Rosetta Thorpe, is one of the hottest road attractions on the boards these days. Armed with her steel guitar (sometimes a piano) and her assistant, Marie Knight, Sister Rosetta plays ballparks and auditoriums, breaking records wherever she appears. Looks like Dave Tipp has one of the hottest "mane" package roadshows.

- FILLER-DILLERS: Good thing CBS hasn't grabbed the NBC Symphony orchestra points out Jackson (Philip Vance) Beck. Can you imagine the announcer saying: "This is CBS presenting the NBC Symphony." No. Pete set that Henry Morgan oughta refer to him as Friend Allen. Dick Colman, of Boston Blackie fame, is glad that NBC is entering the giant jackpot quiz picture. It's good to see them give something away besides comics. Vic Damone thinks the most difficult singing to harmonize with is that of the fellow who sings his praises.

- AROUND TOWN: Honny Youngman, in Buffalo, wired Milton Berle: "I was watching a television set here and saw a movie you made seven years ago. I gave your fondest regards to your old nose." "Mr. ace and JANE," reported as being dropped by CBS in May, has a backroller hot on the tail. Gen'l Mills has bought one-hour, one-time special airings over CBS April 17th, "Welcome Back, Baseball," starring Bing Crosby and his four lads plus an all-star cast of sports and film celebs. Stan Freeman, the pianist-commentator-comedian, has collided with M. Berle on a novelty tune, "No Fair Cryin'" with Shapiro-Bernstein publishing. Dennis James and his side kick, Sam Laane, doing a whale of a show televising the fights from White Plains, natch. Ed Hurley laid up in the Metropolitan Hospital with a busted leg. Television Guide, with its circulation soaring around the 50,000 mark, now available on the newsstands. Music Town excited about Alfred Drake's disc of "Malaguena." Who said there's no honest man's the noblest work of art? Bob Hope, who usually asks the questions on his "Who Said That?" quiz, was asked for the author of the above quote by a fan and has spent the past three days in the Public Library on a futile search. He is now wondering if any Main Streeteer might have the answer.
By NOEL CORBETT

GEORGE TAYLOR, who was a crooner in the crystal set days, closed the last day of the sale in the history of KGO last week when he sold "Melody Lane" to the J. E. French, Montreal, Canada, dealers. Show was a nightly half hour of transcribed semi-classical and pop concert music. Gil Freeman of KGO represented the station on the deal.

Sam Hayes, veteran coast news and sportscaster, has been signed for a year of nightly newscasts on the NBC coast network. Deal was handled by Hal Asby, NBC rep, and Walter Johnson of the Knott-Reeves Ad Agency and is sponsored by the Sperry Division of General Mills for 32 weeks.

Here's The... Jack Cowden, radio kid (as on KPO), now sales promotion manager for the CBS O&O stations, back in town to work with CBS shows. Hour Hall, Hayes on the call letters switched from KQW to KOB5. Cowden worked across the mike with kids like Keith Chadwell in the days when "One Man's Family" was starting its record run... Jack Daly, XCA Hollywood rep, in town to confer with Johnny Parsons of the Leo J. Meyberg Company. Television was the logic... Larry Allen back from Hollywood... Gayle Grube of KGO, ditto... Bill Pabst, Gen'l Mag. of KFRC to the film city... Albers Milling Company's Friskies will sponsor news analyst Elmer Peterson when he leaves the Big City to emigrate from Hollywood...

All the guys on Alcatraz watch for the seaweeds and think how swell it would be to be as free as a bird. Including a moppet, 13-year-old Warren Ledvith. He's the son of one of the guards on "the rock," and submits to a bout a girl's game of Lydia Perring broadcast on KMBK's "Story to Order." Incidentally, the kid commutes to a San Francisco high school and looks forward to going home to "the rock" each night. The place has a good view and good air. All of which adds up. Think of the guys in radio knocking themselves out trying to gather a few chips to pay for a Nob Hill apartment!

Radio-TV Conference Skedded Tomorrow

(Continued from Page 1)

sored by the Evening and Extension Division, City College of Business, will get under way at 10 a.m. with four panel sessions. These panels will be moderated by Seymour N. Siegel, WNYC; E. P. H. James, MBS; M. B. Grobhorn, ABC; and George Wallace, NBC. At the afternoon session, each moderator will report briefly on leading questions discussed and handle questions submitted from the floor.

The afternoon panel discussion is titled "New Frontiers in the Radio and Television Business." Panel members include William E. Ware, president of FMA; Elliott M. Sanger, general manager WQXR; Hubbell Robinson Jr., CBS program veep; and Marion Harper, Jr., president of McCann-Brockman.

Racing Sheet Sponsors WMGM Turf Series

(Continued from Page 1)

heard Monday through Saturday, 8:30 p.m.

Rates will be called by Fred Capossela, official announcer for the New York Racing Association. Capossela describes as it is run during the afternoon with recordings being made at that time. In addition, the program will feature interviews with jockeys, owners and other race track celebrities.

Special Passover Program

"This Year, Israel," special half-hour Passover drama starring Hollywood's Paul Muni, will be presented over CBS in cooperation with the United Jewish Appeal, Sunday, April 17, CBS, 4:30-5:00 p.m., EST. The original script is by Millard Lampell. Passover week begins April 14.

Agency Exec, Testing Electrical Programmer

(Continued from Page 1)

director of the radio and television department at AMFR.

The Wolfe programmer will be used at WNEW under the supervision of the inventor for strictly experimental purposes without any financial tie-up. Similar audience reaction tests were conducted previously by Wolfe at KNBD, CBS outlet in Waterbury, Conn., also on an experimental basis.

The Wolfe programmer, unlike other devices in that it is not electronic or mechanical, has two micro-switch buttons, one marked "like" and the other, "dislike." The audience may register indifference on the control panel by not pressing either of the two buttons.

Can't Be Sold Or Rented

Wolfe told Radio Daily yesterday that the machine cannot be purchased or rented. He pointed out that he has been selecting the programs to be tested.

"I am as much concerned about using other types of audience reaction as I am about my own machine," he explained. "I also want to know why an audience likes or dislikes certain programs. For this reason, I am experimenting also with the pencil-and-paper types of analysis."

Wheaties Welcomes BB Season With Net Show

(Continued from Page 1)

p.m., EST. The one-shot, to be em- bodied by Bing Crosby, is a continuation of the General Mills campaign to link Wheaties with baseball and other sports. In recent years the food company has had a policy of spotlighting a case of Wheaties to every player in organized baseball who has a home run. Crosby will be assisted on the show by his four sons. A big roster of song and movie celebrities are being lined up, perhaps to participate in the broadcast which may originate from several points around the country. Show will be aired two days before the official opening of the 1949 baseball season. Agency for General Mills is Knox Reeves Advertising, Inc., Minneapolis.

Beck Shoes Starting New Television Show


Howard G. Barlow, radio and television director, the Portland agency, which handles the Beck account, will produce the series which will be produced in Portland and integrated into an intimate revue format. Ben Ludlow is musical conductor.

John R. Allen has joined Grant Advertising, Inc. as vice-president in charge of television. Allen previously was head of his own television consultant firm, John R. Allen Associates. He was formerly radio and television director of Mar- shalls Field & Co. and for three years before the war a member of the television department of the National Broadcasting Co. He will headquarter in the New York office of Grant Advertising.

DONALD COOKE, Inc., national station representatives, on April 1 will open a Detroit office at 3472 Penobscot Building. Charles J. Sheppard will be in charge.

SCHOELOEPF, HUBER & GREEN, LTD., Chicago, has been appointed to handle advertising for the Frank J. Curran Co., Aurora, Ill., insecticide manufacturers. Radio, newspapers and magazines will be used.

Desist!

It's audience-response you're after? Then hear this! Evelyn Gardiner, now in her 20th year on the KDKA "Home Forum" (1:30-2:00 PM, Mon.-Fri.), aired a single appeal for used greeting cards for shut-ins. One announcement only, mind you! So many cards arrived that Miss G was snowed under. She had to beg listeners to STOP! That's only one example of KDKA's pulling power. For further facts on KDKA's sales ability... in the tri-state Pittsburgh market... call George Tons at KDKA, or Free & Peters.

50,000 WATTS

PITTSBURGH

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC

WIZN • WZKA • WWHO • KEE • KKY • KDKA • KZB-TV

National Representatives, Free & Peters, except for WDBZ-TV, for WZBZ-TV, NBC Spot Sales
Sarnoff Urges Aid For Armed Forces

Washington Bureau of RADIO DAILY Washington — Brig. Gen. David Sarnoff, RCA board chairman and retiring president of the Armed Forces Communications Asm., last night urged "all the large corporations and small businesses, together with their employees, to make "company and personal sacrifices to come to the aid of the preparedness planners."

In an address prepared for delivery before 500 executives of the communications and photographic industries, the well-known leaders of the armed forces, Sarnoff said, "We need the interest and experience of the best brains in American research laboratories and in industry to work out with our military planners." After pointing out that "communications plan a more and more vital part in warfare and must never be overlooked by the military leader who would achieve victory," he said, "It is our job in the communications art to make available to the appropriate military service. That is certainly one of the principal purposes of our association, to secure that as many companies and individuals are members."

He concluded his address before the annual meeting of the AFCA with the pledge "to our country, and to all services of the Armed Forces, to make available to the armed forces all the knowledge and assistance that we, as many companies and individuals, can contribute." Before the end of the meeting, Mr. Sarnoff was elected the fourth president of the AFCA.

In Birmingham, a woman wins the "Favorite Story Contest" of $1,000 on WBRC radio station. Mrs. J. J. Jones of Birmingham, Ala., won the contest with a story about her husband and his brief stint in the military service. The contest was sponsored by WJAC radio station.

Kobak Resignation From MBS Expected

recommendation of President Kobak and the action of the board in Chicago.

Lewis Allen Weiss, chairman of the board, will retire at next week's meeting. His retirement is predicted on two years service as board chairman. Theodore Streibel, president of WOR and vice-chairman of the board, will succeed Weiss.

Both Weiss and Streibel had been rumored at one time as possible choices for the presidency of Mutual. Since the recent board meeting they have declared themselves not available for the post.

Goodman With Associated

Al Goodman will record exclusively for Associated Program Service's transmissions, it was announced today by Richard S. Testut, v-p and vice-president for the organization. The first of the new discs will be released in April.

Emerson Dividend

Emerson Radio and Phonograph Corp., has declared a regular quarterly dividend, payable on April 25, of 30 cents per share, an increase of 10 cents per share over previous regular quarters.

Birmingham Woman Wins Favorite Story Contest

Cincinnati, Ohio — The nationwide "Favorite Story Contest" of $1,000 has been won by Mrs. J. J. Jones of Birmingham, Ala., selected as her favorite story, "They Asked for Bread," written by another resident of the same city, Rebecca Rogers.

As the winner also of the local contest, Mrs. Jones was awarded a Spring wardrobe for her trip to California as a guest of Ronald Colman by the sponsor of the Birmingham "Favorite Story Contest," the Burger-Phillips Department Store.

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

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

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

Section of RADIO DAILY, Tuesday, March 28, 1949 — TELEVISION DAILY is fully protected by copyright and register

CANADIAN GOV'T HAS TELE PLAN

Including $4 Million Loan, Provision For Web TV

Montreal — The Canadian Parliament will be asked to vote $4 million as a loan to the Canadian Broadcasting Corporation for the establishment of television production centers and transmitting stations in Montreal and Toronto. A joint House and Senate committee, headed by Hon. J. McCann, Minister of National Revenue, announced the House of Commons this afternoon.

The Minister further stated that the Government has adopted an "interim plan" for television which will be limited to programs for which there is a demand, and that it is hoped to have a program of educational and cultural interest. The Minister also announced that the Government will consider the request for a license for private broadcasting.

Network Arrangements Provided

The Minister stated that no arrangement has been made for the transmission of television signals, whether by cable or microwave link. The Government, he said, has no power to make such arrangements.

While it would be some time before there were enough receivers in circulation, the Minister said, it was hoped that the Government would be able to make arrangements in the case of radio broadcasting.

The Government's plan, he added, by no means provides for the exclusion of non-Canadian material from Canada's television channels. The public would wish Canadian programs, he said, and it was hoped that within a few years the national television stations would become self-supporting from fees and commercial revenue.

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P & G Seeking Video Films

By Indies Here And Abroad

Books For Private Organizations

The Government, he said, "believes that this national plan provides for the minimum amount of positive support and co-ordination necessary to provide the adequate development of television in Canada." The Government, he said, "will contribute to the building of a nation-wide Canadian television service, at the same time being assisted in good program by the national system."
OK Frequency Shifts; Other FCC Activities

(Continued from Page 1)

The Commission also proposed a grant of the application of KTHS, Hot Springs, Ark., to move to West Memphis, Ark., for broadcast with 50 kilowatts, day and 25 kilowatts, night, on clear channel 1090. It is now on that channel in Hot Springs, ten kilowatts, day, and one kilowatt, night. At the same time the FCC rejected the application of the Mutual Broadcasting System, for a station at Mendenhall, Miss., to shift from 1450 kc. to 1090 kc., boosting its power from 250 watts to one kilowatt, because it would mean serious interference with several urban and Dominican Republic stations.

New Station Approved

The Commission also approved the licensees of KTHS, headed by the Byrnes family, formerly of New Orleans, and licensees of KWKH, Shreveport, and a new station in Hot Springs on the 560 band, with one kilowatt, night, and five kilowatts, day.

Commissioners Water, Hyde and Jones all favored the application of the Hot Springs Broadcasting Company, headed by former Arkansas Governor Carl Bailey, for the 1600 channel in Hot Springs, with 50 kilowatts, unlimited. They would have KTHS permitted to move to the 560 channel with one kilowatt, night, and five kilowatts, day, as proposed, but would not permit it to shift the present KTHS to West Memphis. "The location of a station at West Memphis is not within either the spirit or the letter of the reservation of the frequency 1090 for the State of Arkansas," Walker wrote.

The Commission majority predicted increased service both within and beyond the Arkansas boundaries by the location of the clear channel station at West Memphis.

Circus Buys Spots In N. Y.; Plan To Use ET'S On Tour

Ringling Brothers & Barnum & Bailey Circus, opening an engagement at Madison Square Garden on Wednesday, is using a spot advertising campaign on New York's radio stations and plans to use recorded spots in key center cities during the coming road tour. Bill Ares, radio director with the circus, arranged the spot advertising campaign.

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. Peetman, Director.

Surrey Week of March 18-24, 1949

A Bluebird Singing In My Heart .................. Advanced
A Little Bird Told Me .................. Bourne
A Rosewood Spinet .................. Shapiro-Bernstein
"A"—You're Adorable .................. Laurel
Buttons And Bows .................. Famous
Careless Hands .................. Melrose
Cruising Down The River .................. Henry Sperke
Down By The Station .................. American Academy
Far Away Places .................. Laurel
Galway Bay .................. Leeds
Great Guns .................. Feist
I Got A Gal in Galveston .................. Republic
I Love You So Much It Hurts .................. Melody Lane
It If I Could Be With You .................. Remick
I've Got My Love To Keep Me Warm .................. Berlin
Johnny Get Your Girl .................. Bourne
Love Me, Love Me, Love Me (Or Leave Me Alone) .................. Miller
My Darling, My Darling E. H. Morris
No Orchids For My Lady .................. Leeds
Powder Your Face With Sunshine .................. Lombardo
Red Roses For A Blue Lady .................. Mills
So In Love T. B. Harms
Someone Like You Harms
Street's Of Laredo Famous
Sunflower Famous
Take Talcott Tels Oxford
Underneath The Linden Tree La Salle
When You're In Love Crawford
While The Angelus Was Ringing Chas. K. Harris
You Broke Your Promise Pic Music
You Was Crystal

Second Group

A Million Miles Away ................. Paxton
Again Robbins
Always True To You In My Fashion .................. Harms
As You Desire Me .................. Words & Music
Candy Kisses Hill & Range
Dreamer With A Penny George Simon
Everywhere You Go Lombardo
Forever And Ever Robbins
I Don't See In Your Eyes Anymore .................. Laure
I Get Up Evry Morning .................. Leads
I Got Lucky In The Rain .................. Sam Fox
It's A Big Wide Wonderful World Broadcast Music
Lavender Blue Sam Joy
Look Up Patman
Mississippi Flyer Mellin
My Dream Is Yours Whitmark
Once And For Always Burke & Van Heusen
Once In Love With Amy E. H. Morris
So Tired Glenmore
These Will Be The Years Of Our Lives Robbins
Who Wouldn't Love You Fremont

P & G Discontinuing "Life of Riley" Show

(Continued from Page 1)

gram after May 27 came suddenly and was a surprise advance warning. There may have been some significance in Smith's pointing out the fact that other P & G products all have not been rated radio commercials, a statement which could mean the soap company is forced to shave its budget. Taking off on Red Skelton's last fall was an expansion for P & G. Skelton, however, is far more costly to the advertiser than "Riley" while the latter pulls up a rating equally as good as the former.

P & G will continue its big spot campaign for Pren, another factor which may have figured in the decision to discontinue "Riley." The shrimp, incidentally, reportedly has found a skyrocketing sales climb since the damage claim was filed by Tullulah Bankhead.

Meantime, Benton & Bowles is toying with the idea of General Foods in picking up "Life of Riley." Agency is well pleased with the show and will make every effort to interest another client.

Entries in Ad. Contest Will Close on April 10

St. Louis, Mo.—The fifth annual contest for the Erna Proetz Awards of the Women's Advertising Club of St. Louis will close April 10, it was announced by Mrs. Elmer C. McCaddon, chairman.

Five advertising executives have been chosen to select the "most outstanding creative advertising work in art, research, radio, copy, television or other fields, produced by women between March 31, 1948 and April 1, 1949. The first three prizes of $100 each with suitably inscribed plaques will be presented at a dinner to be held in conjunction with the St. Louis Exhibit of Advertising on May 13.

Judges for the contest will be: Frederick W. Boulton, v-p of J. Walter Thompson; Leo Burnett, president of Leo Burnett Co., Inc.; Willard Smart, v-p and art director of D'Arcy Advertising Company; E. F. Hascall, Jr., v-p of Henrie, Hurst & McDonald, and Budd Gore, advertising manager of Marshall Field & Co.

Army Day Broadcast

Secretary of the Army Kenneth Royall speaking on the significance of Army Day in 1949 will be heard on the four major networks on Wednesday, April 6, from 11:15 to 11:30 p.m., EST.

Children's Program Sponsored

San Francisco—"The Children's Corner," presented by Uncle Clint Sherwood, program director of KSAN, has been signed up by the Honir Cooper agency for sponsorship by Hofam Bread. Program is heard daily by through Friday from 2:30 to 5:30 p.m.
WASHINGTON WEDNESDAY, MARCH 30, 1949

WOMEN LISTENERS LEAD IN "U" SURVEY

NAB Meet Will Stress Radio Advertising Sales

Washington Bureau of RADIO DAILY

Washington—A full afternoon session on radio advertising sales will feature the opening day of the NAB convention at the Stevens Hotel, Chicago, Monday, April 11, the NAB advertising director, Maurice B. Mitchell, said yesterday. The session is planned to aid broadcasters in their selling problems in the highly competitive market of today, said Mitchell, who added, "This session is designed to bridge the gap between the platform and the man in the store."

(Continued on Page 8)

Emerson Account Set
By F. C. & B. Agency

Emerson Radio and Phonograph Company yesterday announced the appointment of Boedde, Cone & Belding as its advertising agency. The company uses radio and television to promote its line of home radio, phonographs and television sets as well as newspapers and magazines.

(Continued on Page 8)

Name Pearson Defendant in U. S. Court Action

Washington Bureau of RADIO DAILY

Washington—Attorney General Fred N. Howser, of California, filed suit here yesterday in the United States district court for $300,000 damages from columnist Drew Pearson for broadcasting and writing "false, false and defamatory"

(Continued on Page 8)

$10,000,000 K-F Account Goes To Weintraub Agency

Placement of the Kaisser-Frazer corporation account with the William Weintraub Agency for all media was announced yesterday by Edgar F. Kaisser, president of the automobile company. The Kaisser-Frazer agency's 12-month payroll earned $2,000,000 and this year are expected to pass the $10,000,000 mark. Agency was formerly handled by Morris F. Swainey, Inc.

The K-F account is not new to the Weintraub agency. The agency was instrumental in negotiating the deal for Walter Winchell and has handled the company's programming on ABC, the Pacific coast radio time and spot campaigns.

Heavy Registration

Registration for the annual one-day Radio TV conference of CCNY which will be held today at the Hotel Roosevelt had passed the 300 mark yesterday and it is expected that over 400 will be in attendance at the awards luncheon this noon. Leaders in radio, TV and advertising will participate. Agenda on Page 8, of this issue.
COMING AND GOING

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, is expected to attend the Second National Conferences of the U. S. National Committee of UNESCO. Sessions will continue through Saturday.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is in Gotham today on Mutual business.

CRAIG LOWE, director of news and special events for WSGN, American network affiliate in Birmingham, Ala., and MARY CHILDMAN, promotion and publicity manager of the station, are in town for the "Junior Town Meeting" broadcast which will be heard today on ABC.

FORREST H. BLAIR, sales manager of KOIL, Omaha, Neb., is here today, working with officials of ABC, with which the station is affiliated.

HAROLD CHRISTIAN, sales manager of WXYZ, Detroit, has left on a trip to Chicago, Los Angeles, San Diego and San Francisco. He will be back in the Automobile City on April 15.

KABR Ends Operations By Action of Stockholders

(Continued from Page 1)

in the radio field in South Dakota's second largest city.

With the suspension of KABR, the newspaper station, KSDN, will become the Mutual web affiliate. KSDN first went on the air April, 1948. Its frequency is 990 kilocycles with 1,500 watts power. Byron McEliggott is manager.

Annenberg Gets Award For Radio-TV Progress

Walter H. Annenberg, editor and publisher of the Philadelphia Inquirer and owner of WPTL and WPTL-TV, was honored Saturday by the Philadelphia Club of Printing House Craftsmen at the organization's 19th annual reception and dinner. For his achievements as a publisher and for his contributions to the advancement of radio and television, he received the club's 1949 Gold Medal "Share Your Knowledge" Award.

10 YEARS AGO TODAY

From the Files of Radio Daily

The CBC has set a wide list of restrictions upon broadcasting during the forthcoming visit of the King and Queen to Canada. All broadcasting activities of the visitors will only be allowed when authorized by the CBC. . . . The exhibit of "Gang Busters" at the World's Fair in Chicago, which starts May 28, will be complete with radio devices and the latest in scientific police equipment and according to details recently concluded will cost more than $75,000. . . . The announcement of exhibits and programs is currently under study by agency executives, although few definite commitments have been made.

Right smack on the head!

If you're driving nails, there's only one good place to hit them — right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.

FINANCIAL

(March 29)

NEW YORK STOCK EXCHANGE

High Low Close Chg.

ABC 8 7 7 1

Admiral Corp. ... 4 3 3 1

Am. Tel. & Tel. . . . 14 13 13 1

CBS A .... 14 13 13 1

CBS B .... 10 9 9 1

Farnsworth T. & R .... 1 1 1 1

Gen. Electric .... 31 27 28 1

Philco ...... 32 29 29 1

RCA Common .... 11 10 10 1

RCA Preferred .... 7 7 7 0

Stearn-Welch .... 4 3 3 1

Westinghouse .. 24 21 21 1

Zenith Radio .... 11 10 10 1

OVER THE COUNTER

Bid Asked

DuMont Labs .... 1 1

Stromberg-Carlon .... 1 1

U. S. Precision .. 1 1

WJR (Detroit) .... 60 50

Stork News

Bert Parks, owner of "Stop the Music" and "Break the Bank" over ABC, is the father of a baby girl born to his wife March 24 in Greenwich, Conn. Baby, which weighed 6 pounds, 4 ounces, is named Annette; it's the third child in the Parks family, the other two being twin boys.

INS has served

WSAM SAGINAW, MICH.

FOR 8 YEARS

AM FM

W I H

Baltimore 3, Maryland

TOM TIMSLEY, President

Represented by Headley-Read

JOINS NBC PRESS

Miss Ursula Halloran, formerly in the advertising department at Gimbel's, Pittsburgh, has been appointed assistant trade editor of the NBC press department, it is announced by Joel C. Dine, director. She will assist Michael Dann, trade editor. Miss Halloran at one time was a community promotion and publicity director for the Golden Boy Playhouse, Carmel, Calif., and while attending the University of Pittsburgh was a feature writer for the Post Gazette

CARLETON D. SMITH, director of television operations for NBC, is in Chicago conferring with network affiliates. He'll return to New York city on Friday and will be back in New York the next Monday.

ELMER BAYIS, American network commentator in Washington, will broadcast his program from New York. He'll return to the Capital the 21st.

JAMES MELTON, former host of the Columbia network's "Harvest of Stars," will broadcast tonight from the Municipal Auditorium in Denver, Colo.

COL. HARRY C. WILDER, president of WXYZ, Syracuse; WRT, Troy, and WEL, New Haven, who, with NAS, WILDER, has been reacquiring in Phoenix, Ariz., is expected back in Syracuse on Friday.

JAMES BURKE, program service manager for CBS, T. B. ELLSWORTH, sales promotion manager for the network, and ALICE SMITH, head of program availability for the web, have joined other Columbia executives in Birmingham, Ala., for conferences with officials of WAPI.

Higher-Priced Receivers Continue To Be Reduced

(Continued from Page 1)

were shaved to $259.95 and $249.50, respectively.

The Westhousenge reductions, according to J. F. Walsh, sales manager of the home radio division, affect a total of nine different models. Representatives-wise, the cuts range from 20 to 50 per cent. A table radio-phonograph combination—the 16 inch cabinet—was cut from $449.95 to $439.95. Another 10 per cent reduction was made for a radio-phonograph console formerly selling at $129.00 and now priced at $99.95.

Westhousenge is the second major manufacturer to make big price cuts in recent weeks for the spring season. A few weeks ago Phileco announced reductions up to 50 per cent.

"Hit Parade" Switching To New York June 4

(Continued from Page 1)

to television has been jinked, at least for the time being. It may be that the Lucky Strike program will make its video debut next fall but before that can happen the radio version must be adapted in a big way to dress it up for the visual medium.

Announcers are still being auditioned for "Your Hit Parade" when it switches to New York this summer. Neither has a singer been picked as replacement for Frank Sinatra.

Joins NBC Press

Miss Ursula Halloran, formerly in the advertising department at Gimbel's, Pittsburgh, has been appointed assistant trade editor of the NBC press department, it is announced by Joel C. Dine, director. She will assist Michael Dann, trade editor. Miss Halloran at one time was a community promotion and publicity director for the Golden Boy Playhouse, Carmel, Calif., and while attending the University of Pittsburgh was a feature writer for the Post Gazette.

www.americanradiohistory.com
Radio-TV Praised For Public Service

Women-Listeners Lead Poll Conducted by Illinois 'U'

(Continued from Page 1) survey revealed that women listen to radio more than men—not only during the day but in the evenings and on Sundays. Dr. Charles H. Sundage of the University of Illinois declared.

Nearly 100 individual programs received special analysis. They were chosen to illustrate radio drama, audience participation and home making, and listeners were classified by educational area of residence, age and sex. Only women listeners were included in comparing listening by educational groups.

The results revealed:

1. -Women listeners do not care especially for classical music. Among the listeners classified as "classical" by their educational background these were only 2% of the listeners as compared with 60% of the listeners classified as "popular".

2. -Men, generally, turn to 

"Town Meeting" and "World. Front" for a large percentage of their listening in the college groups. Among the women, many college women listened to these programs as grade school women.

3. -Companionship drew the greatest proportion of women's audience from the less educated groups.

In general, those with more education listened to the better dramatic shows although there were some exceptions.

Criticism Noted

Commercials were made by 43 per cent of those who returned their daily radio listening diaries. One half of the unfavorable comments were against commercials, of which one third were related to price, the other two thirds to poor quality of advertising.

The major objection seemed to be to mystery show broadcasts before the children's bedtime. Several made a plea to have such programs scheduled at late hours and to eliminate those written to attract youngsters.

Soap operas were criticized primarily by women, 26% of all unfavorable comments being directed against this type of program. Criticism was primarily against subject matter and not format.

Although only 8.1 per cent of all men offered any criticism, their unfavorable comments on commercials were second only to criticism of mystery shows directed toward children. They disliked some singing commercials and those that interrupted the types of programs they were listening to. The excess length of some commercials was also made about the excessive length of some commercials.

(Continued from Page 1) the reported interest in procuring a suitable network television show. Their TV sponsorship was the Ama- the Creates a new post of vice chairman of the board of directors. Henry J. Kaiser becomes chairman of the board of directors.

Heffernan In 20th Year Elizabeth City, N. C.— William P. Heffernan, manager of WGAJ, Elizabeth City, is celebrating his 20th year in radio this month.

extent to which specific commercial messages move people to act favorably or unfavorably toward the firm advertised. Effective techniques can be developed to reach all the people mentioned. They will be accumulated more rapidly if both moral and financial support are given by the radio industry, advertisers, and organized research centers.

For Profitable Selling—Investigate

WDEL WILMINGTON DELAWARE
WEST EASTON PENNSYLVANIA
WRAW READING PENNSYLVANIA
WALNUT HARRISBURG PENNSYLVANIA
WGBK KOBRO YORK PENNSYLVANIA

Clair R. McCollough, Managing Director
Represented by ROBERT MECKER ASSOCIATES
Chicago San Francisco New York Los Angeles

www.americanradiohistory.com
KGW's magnificent new studio facilities now matched by all new transmitter equipment

LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest.

THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years. Arthur H. Bean joined the station August 1, 1931; Clyde Bruyn, September 3, 1933; and Clarence M. Carlquist, December 26, 1925.

EASY DOES IT! This shot shows one of the units of the new KGW transmitter being derrick through a second story window of the transmitter house. The new installation will give KGW the most efficient transmitting equipment yet developed by the radio industry.
OREGON'S GOVERNOR DOUGLAS MCKAY (at right) receives final instructions from KGW Manager H. O. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McColough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a $1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.

THESE "Healthy" Kilowatts WILL CARRY YOUR ADVERTISING MESSAGE TO HOMES THROUGHOUT THE NORTHWEST

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.

KGW and KGW-FM PORTLAND, OREGON COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Mainly About Manhattan...!

- Press arrangements for coverage of the NAB convention in Chicago have been completed by Robert K. Richards and Jim Dawson of WBB. They'll set up headquarters at the Stevens Hotel Monday. Dave Kapp reported slated to succeed the late Jack Kapp as president of Decca. Edward Green, of Fort Dodge, Iowa, may have his own rump indie convention in Chi... Bugle Blows, circus events can't make up their minds as to how much of the circus can be televised this year. Ralph Weil and Arnold Hanley of WOJ, have their fingers crossed awaiting an FCC decision on their bid for the Bolvar station. Could it be that Edgar Kobak will accept an important NBC executive post when he retires from the MBS presidency next week? Jimmy Savo signed for new TV series for Ford starting April 10th. C. F. Flippens heads up a likely summer series for CBS tagged "Earn Your Vacation." Auditions now going on for a new ool singer to be set mainly on the Jimmy Durante station. FCC is not too keen about being in the middle of that hassle between station reps and net network inroads on affidavits' bids, and will probably claim it's not their headache. Eversharp has plunked down close to $100,000 for TV. Raymond Scott contemplating his own recording company. What's the story about FCC investigating Western Electric-A.T.&T. operations?

- In yesterday's col'm, Bob Trout, quizmaster of "Who Said That," admitted that he couldn't come up with the author of "An honest man's the noblest work of art" and asked the Main Streeters if they could come up with the answer. Ralph Austrian and Bernie Green, the tireless exploiter, both phoned in the right answer this morning. It's a quotation from Alexander Pope's "Essay on Man"—only it reads: "An honest man's the noblest work of God" (and not art). Any other problems, Bob?

- AROUND TOWN: Radio stars may wonder at this, but Mark, the H'wood beatnician, in his list of the month's top ten eye-off lenses, claims that Lassie has the most intelligence of them all. CBS auditioning a 15-minute serial series with Ginny Simms and Harry Babbitt called "Song In Your Heart." Arthur Pine and concert pianist, Doris Pines, heading for a summer wedding. Mort Nusbaum, producer and emcee in WUM, Rochester, reminds us that he, too, is a former press agent who has gone on to better things. If Hal Davis will pardon the expression... RCA-Victor mailing over a plan to wax its Sunday air show starring Robert Merrill and release it in album form. NBC has been pitching in the direction of Red Benson, whose two MBS series have been building up impressive ratings... Comic Morey Amsterdam burning up the wires between N.Y. and Cuba negotiating for a sizable hunk of property in Havana. It's a baby girl at the Bert Pops. Pop's the "Stop the Music" emcee... Pabst Blue Ribbon negotiating a half-hour across-the-board on Willie Bryant and Ray Carroll's nightly swing sessions via WROM... Hallmark Playhouse not planning a summer hiatus—but will probably replace 'same talent with AFRA requires,... Recommended: Dan Seymour's enceasing on "We the People."
ABC BUYS 'TV CENTER' PROPERTY

ABC has purchased the site of its Television Center, 7 West 66th St., New York, from Webb & Knapp, Inc., it was announced yesterday. Purchase of the site will provide for expansion, renovation and equipment investment of more than 1500 employees. The block-long site, previously under 21-year lease from Webb & Knapp, comprises four buildings with a frontage of 200 feet on 66th St. and 125 feet on 67th. It occupies 200-foot block just off Central Park West. The site was leased by ABC in July, 1948.

Four studios are now in operation at the site, and others are in the press on the main studio, which will have a ceiling height of 45 feet and a floor area of nearly half an acre. Total occupied area is planned for stores, carpenter shops, scene designing and painting lofts, prop and storage facilities and offices. A wholly-owned subsidiary of ABC will take title to the property. Executives Robert Kintner said. In anticipation of the purchase, ABC last week leased to WOR-TV, scheduled to go on the air this summer, 10,000 square feet of space on the 67th St. site of the center.

Goldwater & Flynn represented the Webb & Knapp and Kintner & Wood represented ABC as attorneys.

D-F Agency Absorbs Production Subsidiary

Dissolution of Show Productions, Inc., radio and tele producing subsidiary of Dancer-Fitzgerald-Sample, was announced yesterday by H. M. Dancer, agency president. None of the personnel or departments are to be affected by the agency's decision to liquidate and absorb the corporation which produces 15 radio and 12 television programs. In its new status, it will be identified as the Radio and Television Department of Dancer-Fitzgerald-Sample. Admiring Samias, formerly president of Show Productions, has been named vice-president and director of radio and tele for the agency.

"Greatest Fights" On NBC

The "Greatest Fights of the Century," five-minute film show featuring outstanding ring battles will be sponsored on NBC Fridays beginning April 1 by Chesbrough Manufacturing Co. Set, will be aired following regular boxing pickups.

ABC's TELEVISION-DAILY: March 30, 1949

Section of RADIO DAILY, Wednesday, March 30, 1949 — TELEVISION DAILY is fully protected by register and copyright.

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ABC's TELEVISION-DAILY: March 30, 1949
NAB Meet To Stress Radio Advert'g Sales

The agenda for the fifth annual Radio-Television Business Conference sponsored by the College of the City of New York and American Radio History held today at the Hotel Roosevelt, follows:

MORNING SESSION: Panel Program

Subject: Competitive Programming of AM and TV.

Research Panel

Subject: Competitive and Qualitative Research and Their Effect on Programs and Sales.
  Speakers: S. E. Meier, College City School of Business; E. F. Fishburn, Mutual Broadcast System; Kenneth H. Baker, National Association of Broadcasters; Edward F. Evans, American Broadcasting Company; Oscar Katz, Columbia Broadcast System; Peter Green, Sales and Rentals, Inc.; Samuel Norcross, Audience Research, Inc.

SALES PANEL

Subject: Selling Radio and Television Programs.
  Speakers: Earl Ryan, College City of New York; M. E. Quine, Columbia Broadcasting System; Lewis H. Avery, Avery-Knodel, Inc.; Donald E. Burd, Mutual Broadcast Company; Arthur E. Duram, Columbia Broadcasting System; Richard E. Sisk, Independent Television Station WOGC; Salim N. Weil, WOR, New York.

Publicity and Promotion

Subject: Balancing of Publicity and Promotion from the Sales Standpoint.

CBS Affiliates Group Plan Chicago Session

(Continued from Page 1)

meetings will include: Joseph H. Bunn, General Manager, CBS News, v-p and general executive, and Howard S. Seilhan, v-p and general executive.

Other participants: W. J. Akerberg, v-p in charge of station relations; H. Leslie Atlas, v-p in charge of central division manager, station relations in charge of Washington offices; William C. Gittinger, v-p in charge of network sales; Arthur F. Mull Hayes, v-p in charge of San Francisco office; William B. Lodge, v-p and director of general engineering; Victor M. Ratner, v-p in charge of advertising and sales promotion; J. Kelly Smith, v-p and director of station administration; Donald W. Thromberg, v-p and advertising and sales manager, Chicago office; J. L. Van Volkenburg, v-p and director of television operations. 

And, Carl J. Burdick, general sales manager, Radio Sales; William A. Schott, Jr., director of station relations; E. H. Hall, eastern division manager, station relations; John M. Winn, western division manager, station relations; Neal Mahaway, manager of program production, CBS News; William A. Schott, Jr., Chicago office; C. E. Midsley, sales service manager; Oscar Katz, director of research.

New Quarters Of WRNL Will Be Opened Today

Richmond, Va. — "Radio Center," new home for WRNL, WRNL-FM, Richmond, Virginia's 5,000 watt ABC affiliate, will be officially opened today. The building, four stories tall and constructed of cream brick, polished agate granite and trimmed with coral sandstone, incorporates both public and studio facilities, as well as architectural features.

The 250-seat studio auditorium, the two-story studio to be used in the future when WRNL enters the television field, and the four broadcast studios have been designed with construction features which make possible the finest in acoustical effects. The theater auditorium has been equipped with a lighting system comparable to those of the finest theaters, and capable of producing any intensity or effect in stage lighting.

WW, Theater & McGees Head Hooper Ratings

(Continued from Page 1)

followed by "Radio Theater" (27.7) and Fibber McGee and Molly (23.3).

Henry Morgan, showing up in a sweepstakes effort for the first time in years, returned to the top with NBC, registered 9.6, a figure which was compiled during his second appearance on "Radio Theater" when he played the role of Punse Allen pulled 10.8, nearly three points better than his previous rating.

Among Hooper’s "First Fifteen"—actually 16 this time—eight of the programs are on CBS, five on NBC and one in common.

The "First Fifteen," starting with...
WHITE MAY SUCCEED KOBAK AT MBS

Canada Broadcasters Critical Of Gov't's TV

Ottawa—T. Jim Allard, general manager of the Canadian Association of Broadcasters, said that private broadcasters were critical of the Government's television policy announced by Hon. J. J. McCann, Minister of National Revenue.

The broadcasters made it clear they had no prior knowledge of the announcement and had not been consulted, said Mr. Allard.

He added: "This is all the more surprising because the independent stations..." (Continued on Page 3)

Ziv Promotion Set For Menjou ET Series

A sales campaign on the new Frederick Ziv series, "Mee the Menjous," will be launched during the NAB convention in Chicago. The series featuring Adolph Menjou and his wife, Verree Teasdale, will be a 15-minute transmitted product offered on a five day-a-week basis.

First recordings were recently made in Hollywood and the program has already sold to WOR, New York, on a five week basis, starting April 25.

NAB Declares FCC Move To Limit Use Of 540 Kc.

Washington Bureau of RADIO DAILY

Washington—NAB yesterday registered with the FCC a strong protest against the Commission proposals to limit the use of the 540 kc. channel, claiming that the Commission "would rejudge the disposition of this frequency" even though the forthcoming NABBA session is in progress.

Exchange Series

Exchange programs during which American and English teenagers compare notes, will be featured on KDKA's "Youth Looks at the News" program beginning April 16, according to Vicky Corey, educational director of the Pittsburgh Western Pennsylvania station. The special programs will be recorded at BBC London.

Holding Out

Ringling Bros.-Barnum troupe opening next Wednesday night at Madison Square Garden was still a television holdout last night and indications were that TV coverage was granted only on special features would be televised. Circus officials are said to be against full coverage of the show as was done last year by CBS-TV. They argue that black and white TV doesn't do justice to the circus' colorful pageantry.

Noble, Woods Lead ABC Execs. To Chi.

Top executives of ABC headed by Edward J. Noble, chairman of the board, and Mark Woods, president, will attend the forthcoming convention of the National Association of Broadcasters meeting in Chicago April 10 through 13. The network's convention headquarters will be located in Chicago's Stevens Hotel.

Attestant of Noble and Woods will be Robert E. Kintner, executive

(Continued on Page 2)

FMA Prexy Opposes Merger With NAB

William Ware, president of the FMA Association, yesterday refuted rumors that the FM broadcasters would merge with NAB this year and that the action would take place at the forthcoming NAB convention in Chicago.

"As a matter of fact," Ware said, "no one has approached us from NAB." (Continued on Page 2)

Columbia Records President Sought By MBS Board As Successor To President Edgar Kobak

Frank K. White, president of Columbia Records, Inc., may become the next president of Mutual Broadcasting System succeeding Edgar Kobak, as president of the web.

White's name ranks No. 1 among the list of presidential prospects canvassed by the MBS board of directors and he is expected to receive a formal offer at the conclusion of Mutual board meeting in Chicago next Friday.

In event the plans of Chairman Lewis Allen Weiss and other members of the Mutual board work out as anticipated, White will be summoned to Chicago next weekend and will be presented to the MBS board meeting on Sunday, April 10, by President Kobak as his successor.

The consensus of Mutual board members is that Frank White is thoroughly qualified as a business administrator to take over the network helm. His long experience as a vice president and treasurer of Columbia Broadcasting System and his present post as president of Columbia Records fits him admirably for the job.

All-Day TV Session Set For NAB Confab

Washington Bureau of RADIO DAILY

Washington—NAB said yesterday that George B. Storer, president of the Fort Industry Company, will head a panel on the operational problems of television stations and networks during the 27th annual NAB convention, which begins next week in Chicago. The session is slated for Wednesday, April 13. All of that day will be devoted to TV, closing the convention.

Storer has chosen to appear on the TV panel Myron P. Kirk, vice-

(Continued on Page 7)

CCNY Conference Looks Ahead At Radio And Video

Frontiers of radio and television were verbally shoved several years ahead yesterday as industry reps at CCNY's annual Radio-Television and Business Conference rolled out plans of opinion on the medium of broadcasting. As customary at such gatherings, each speaker was bullish on his particular segment of the Industry but at the same time the conference brought out a good deal of stimulating statements. At the awards luncheon, Ben Duffy, president of BBDO, weighed radio and television from the agency viewpoint and found that video is not necessarily in competition with radio, at least at this time. "Television is in the chorus line," Duffy said, "and the star has not been picked yet."

But looking toward that new frontier, Duffy said that according to

(Continued on Page 8)

Easter Service

For the sixth successive year, the Easter service service service held annually in the Garden of the Gods near Colorado Springs, Colo., will be broadcast on CBS on Easter Sunday, April 17, 8:30 to 9:00 a.m., EST. The ceremony is the most important of any that any service service that service to have ever been organized before an audience of service service.
**COMING AND GOING**

ROY HALL, GEORGE KLAYER and FLETCHER TURNER, account executives of CBS, yesterday visited radio station WAR in Burlington, Vt.

WILLIAM E. RINE, managing director of WWJ, Wheeling, West Va., is back at the station following a trip to New York for conferences with station men and Fort Industry Co. executives.

DONALD C. HAMILTON, assistant program director of WOR, has left for a two-week's vacation in the South.

TOM HARKER, national sales manager of the Fort Industry Co., is back at his desk in New York following a two-week trip through the southern states.

**FMA Prepares Opposes Merger With NAB**

(Continued from Page 1)

NAB任何一个 merger. Talk to the effect that a merger is in process must have originated with some of the members of the FM radio.

The president of FM now considering FM a growing service and is pleased with the increased acceptance of it throughout the country.

**Terre Haute Station Joining CBS Network**

Station WTHI, Terre Haute, Indiana, joins CBS as a basic supplementary affiliate effective September 23, it was announced yesterday by William A. Schuett, Jr., director of station relations. This brings the total number of CBS affiliates to 181. The Terre Haute station is now an affiliate of ABC.

WTHI operates with 1,000 watts day and night on 1480 kilocycles. Antun Holman, Jr., is president and member of WBBH with Joseph Higginson, general manager.

Kirkpatrick WCOV Manager

Montgomery, Ala.—Fred Kirkpatrick, WCOV manager of WORD, John W. Kirkpatrick, has been appointed manager of WCOV. Kirkpatrick has been involved with radio broadcasting since he was with WSPA and WGSTC.

**Noble And Woods Head ABC Execs. Going To Chi.**

(Continued from Page 1)

vice-president, Joseph A. McDonald, vice-president and general attorney; Robert H. Hinckley, vice-president; Ted Oberfelder, director of advertising and promotion; and Edward F. Evans, director of research.

Ernest Lee Jahneke, ABC's vice-president in charge of station relations and Otto Brandt, national director of station relations, will head the contingent from this department of the network who will also be in Chicago for the NAB Convention.

**Toscanini To Be Heard Over NBC Web April 20**

The NBC Symphony orchestra under the direction of Arturo Toscanini, with Rose Bampton and Set Svanholm, will perform at Carnegie Hall on April 20, 8:30 p.m., to earn the benefit of the City College Centennial Fund. proceeds of which will be used toward construction of a Student War Memorial Activities Building at the college.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

Grunen Watch Company signed with WMCA for 26 time signals a week for 52 weeks on a non-cancellation basis. . . . Solomon Sowall, head of Seaphony Television, characterized as "sheer nonsense" the suggestion made by CEA engineers that television systems have reached their upper limit. . . . Large screens were considered . . . . The ways and means for more closely cooperating with the NAB in development of the presentation of radio as a successful medium of advertising in general was discussed at a recent 9th district meeting of NAB.

**RADIO DAILY**

Thursday, March 31, 1949

Vol. 46, No. 65

**John W. Alicotce**

FRANK BURKE

**Marvin Kirsch**

Business Manager

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Ferry Elected V-P Of LaRoche Agency

(Continued from Page 1)

Chicago office of the organization. Ferry, formerly with Young & Rubicam, was assistant director of OWI during the war and subsequently had his own agency before joining the LaRoche organization as executive assistant to the president, Chester J. LaRoche.

John F. Reeder, vice-president of the organization, has been named general manager. Formerly head of C. J. LaRoche, West Coast, Reeder became vice-president and general manager of Walt Disney Productions after serving as a commander in the Navy during the war. Prior to the war he was with Young & Rubicam in New York as vice-president in charge of the contact department.

D. E. Robinson, vice-president of LaRoche in charge of research, has also been put in charge of the media and merchandising departments. He is chairman of the National Council of A.A.A.A. and past president of the Market Research Council.

Winegar, chief of the agency's Chicago office, has been named vice-president. Before joining the agency in January, 1947, he was a member of the copy staff at BBDO, Chicago, and copy chief, MacWhinna, Cole & Weber, Seattle. He also spent two years as advertising manager of Tradewell Stores Inc.

**AGENCY NEWSCAST**

**WILLIAM G. WHITE,** formerly with Benton & Bowles, will join Pedlar & Ryan, Inc., on April 4th as chief time buyer. He replaces John J. McSweeney, who has resigned to join the sales staff of WNOA, New York.

**YOUNG & RUBICAM, INC.,** announces the appointment of Harry B. Leni, formerly a copywriter, as a copy supervisor.

**HENRY R. POSTER** is joining the sales staff of Waddell-Reed effective immediately. Poster was a time buyer with the Biow Company from 1941 to 1943. From 1943 to September 1946, he was assistant director of promotion and research for MEBS and ABC. From September, 1946, to October, 1948, he was in the sales and promotion departments of WNEW, and more recently a salesman with Thomas B. Noble Associates.

**STERLING FISHER,** manager of NBC's public affairs and education department, has been named to the board of governors of the Institute for Democratic Education. He fills the vacancy created by the death of Dr. James Bowland Angell. Fisher also is now a member of the education committee of the Radio Corporation of America.

**ARTHUR W. DAVIS,** general manager of WOR, one-callaway independent in Canton, Ohio, has announced the appointment of Robert S. Keiser, Jr., as national sales representative, effective March 30th.

**MELTON ADVERTISING AGENCY,** Dallas, Texas, has named the Henry M. Haney Advertising Co., and has consolidated the two, now operating under the same name, Melton Advertising Co. The organization will move into new quarters in the Liberty Bank Bldg., Dallas.

**ALBERT ZUGSMITH,** executive vice-president of The Smith Davis Corporation, newspaper and radio station brokers, has been elected to the board of directors of Business Corporation of America, it has been announced by George Romano, president of the national network of business brokers.

**Named Sales Supervisor For 3 Upstate Stations**

Scheneecady, N. Y.—Eugene P. Weil has been appointed supervisor of sales for WGY, WGFPM and WRGB. It was announced by G. Emerson Markham, manager of the General Electric radio and television stations. Weil was formerly sales and promotion manager of WABY, Albany, N. Y.

**Canada Broadcasters Critical Of Gov't TV**

(Continued from Page 1) have already offered television without taxation, The Canadian Association of Broadcasters regrets that the Government announcement adopts a system which will require many millions of tax dollars. Independent broadcasters believe also that the restrictions of one television station in each area except Montreal and Toronto will cripple development of quality entertainment.

"Television is a reality in the United States, where 80 independent stations are now operating full time. Many more will be on the air as soon as construction can be completed. Because of Government delays, most more Canadians are already regular listeners to U. S. television outlets, without noticeable contamination."

"The logical way to protect Canadian development would be to grant television licenses to all qualified applicants."

**Importation**

Joe Rosenfeld, Jr., conductor of the disc jockey-audience participation show over WNIG, New Orleans, titled "Big Joe's Happiness Exchange," is currently in New York negotiating with two stations. The program may be signed for television.

**why WOR sells more at less cost to more people than any other station of equal power in America today**

**1.** Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

**2.** Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.

**3.** Because WOR can sell an advertiser's product or service to the majority of 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

**4.** Because WOR is heard by more people during the day and during the night, than any other station in America.

**5.** Because WOR carries more—and more complete—news programs than any station in America. And because twice as many people prefer to listen to this station's news casts than to those of the next highest-ranking major new station in New York.
Windy City Wording . . . !
- A lull in Chicago radio activities the past week gave station personnel plenty of time to swap rumors, which ranged from Jim Farley being the choice for the top Mutual post, and imminent changes in some central division offices, to discount reports of a fifth network—most of 'em with nothing substantiated to back up the rumors.

Chicago

Plans for a Chicago radio baseball league this year appear to have fallen through, as only three stations were represented at a meeting called to organize . . . Janet Kern, who has had a wealth of experience in radio and television, and recently was radio and television director of the "Dr. I. Q. Junior" show for Grant Advertising, Inc., has joined the creative staff of Harri, Runt & McDonald . . . Frank Falknor, WBBM manager, just back from a western business trip and hopped off again to Bootes and other eastern points . . . The roller derby currently under way in both New York and Chicago have been added to the weekly telecasting schedule of WGN-TV.

- Johnny Rodgers, former star in the Dick Tracy serial, is set for ABC's new comic strip "Dick Tracy" this fall.

- Grace Wilson, WLS vocalist, who will guest star in the National Barn Dance" Saturday, has been with the station since it was established back in the 30's by Sears, Roebuck, and she still rates the title "Girl With A Million Friends." . . . The World Is Yours," new movie serial featuring a large female cast, is reported to have been bought by the-World Is Yours Motion Picture公司.

- The Caples Co., ad agency, was still checking mail last week on one of the most phenomenal mail responses in the history of WMAQ. Norman Ross, who conducts the "400 Hour" program sponsored by the Chicago & North Western Railway, on March 14 asked listeners to give their opinions on proposed changes in the program's format. Within 24 hours over 5,000 letters came in, and the peak was reached on March 21 when 15,000 pieces of mail were received. By midweek the total had passed the 50,000 mark.

- "Funnyman" Jack Carson is right back where he started from—his hometown, Milwaukee, where he opens a week's engagement Friday at the Riverside Theatre. Carson is setting up his usual act which he has south of the Mason-Dixon line. Carson is setting up his usual act which he has south of the Mason-Dixon line.

- Happy Birthday, Chicago's too hot music spot, will be guest of Eddie Hubbard, Friday, on the ABC tele network's "Vaudette Variations."
MBS Board Seeking White As Successor To Ed Kobak

(Continued from Page 1)

Mutual post, a spokesman for the network said yesterday.

White Is Non-Committal

White was non-committal on the Mutual deal yesterday. He admitted having heard that his name had been mentioned for the Mutual presidency but said no formal proposition had been made to him.

The prospective Mutual president became treasurer of CBS in April, 1937, and vice-president in October, 1942. On January 5, 1940, he resigned as CBS treasurer to succeed Edward Wallester as president of Columbia Records, Inc. He continued to serve as director of Columbia.

White was born September 24, 1899, in Washington, D.C., the son of Mary K. and William W. White. After attending Washington-

Schwerin To Address REC Luncheon, April 7

Horace S. Schwerin, president of Schwerin Research Corp., will present a "capsule" report on the findings of more than ten thousand tests of radio programs, at the Thursday, April 7th luncheon meeting of the Radio Executives Club of New York at the Hotel Commodore. The highlights will illustrate what people like and dislike about radio, and why.

The findings of the Schwerin System have never before been released to the trade and according to Schwerin the showing will be the result of a ten-year study and survey. He plans to center the theme "The Radio Sponsor In A Buyer's Market." A staff of seven members worked six months to prepare the presentation and findings for the REC and subsequently will probably be released to the trade.

Schwerin predicts a "boom" in qualitative research as a necessity of the time and as a direct result of the efforts of pioneers in the field. He gives credit to the work of such researchers as Paul Lazarsfeld, Frank Stanton, Herta Hertzog, Hugh Beville, Oscar Katz, and others.

Stock News

A son was born to Emerson Buckley and Mary Henderson, Sunday, March 27, 1949, at the Metropolitan Hospital, New York. Named Robert Allen Buckley, the boy weighed 6 pounds, 10 ounces. Buckley is associate music director at WOR. His wife, Mary Henderson, is the Metropolitan Opera Company soprano. It is their first child.

NAB Decries FCC Move To Limit Use Of 540 Kc.

(Continued from Page 1)

addition, General Counsel Don Pet-

The FCC proposals would, Petty said, "constitute a waiver by the United States of the use of the fre-

frequency for broadcasting purposes."

He attached a series of four U. S. maps to his petition, showing the limiting effect of the FCC proposals and the effect of the use of the frequency by broadcasters in Canada and Mexico. The frequency is already being used with 50 kilowatts at San Luis Potosi, Mexico.

FRANK W. MADDEN
Film Editor
Plaza 7-2667

The Mailbag

Claims To Be First

Your Hollywood sleuths reported in Radio Daily of March 28th, that the dime size Allen microphone was first used on the network, via ABC's program of the Oscar Awards from the West Coast, Thursday night, March 24th. As a matter of fact, the first network use of this microphone was on the "Sherlock Holmes" program of March 21st, 8:30 to 9:35 p.m. MBS, at which time the little gadget was given a thorough work-out and proved itself mightily successful as an instrument of broad-

casting.

We do not wish to minimize the good efforts of anyone, but we do appreciate a little credit for a lot of hard work that was put into making a good broadcast with the newest of equipment.

Further, we used the microphone again on the "Sherlock Holmes" show of March 28th and hope to continue its use.

Theodore Gannon, Director of Radio, Wm. Weintraub & Co., Inc.

Realistic new rate card
makes WMCA your best buy
in New York!

HERE'S CASE No.1

<table>
<thead>
<tr>
<th>WMCA Independent Station A</th>
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<tbody>
<tr>
<td>One-Minute Spot Announcements (minimum national rate)</td>
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<tr>
<td>Cost-per-thousand homes 8:00 AM to 11:00 PM</td>
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<tr>
<td>Quarter-hour programs (minimum retail rate)</td>
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<tr>
<td>Cost-per-thousand homes 8:00 AM to 11:00 PM</td>
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Your WMCA or Free & Peters salesman has all the rates and ratings to prove how price-fixed WMCA is now the smartest buy in the market!

Based on February Puls (Sunday-Saturday, 8:00 AM to 11:00 PM) average ratings non-premium time and Metropolitan District Radio Homes, BMA.
PLUG TUNES

ON RECORDS AND TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)
RyvoC, Inc.
1585 Broadway
New York 19, N. Y.

A Great Novelty Song!
I KISSED A GIRL
AND MADE HER CRY
Recorded on VICTOR
(Jimmy Brown & Joe Biviano Orch)
SUNSET MUSIC PUBLISHERS, Inc.
1674 Broadway
N. Y. C.

From the Forrest-Lambert Smash Musical!
"ALL FOR LOVE"
"Why Can't I Have It Again?"
by Sammy Gallap and Michel Emer
CECILE MUSIC CO., Inc.
580 Fifth Avenue, New York City

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

ART MOONEY'S New Smash!
BEAUTIFUL EYES

DUCHESS MUSIC CORP.

A PROGRAM NATURAL!

RODGERS & HART'S

SPRING IS HERE
(from "I Married An Angel")

ROBBINS MUSIC CORPORATION
799 SEVENTH AVE., NEW YORK 19, N. Y.

PLUG TUNES

WORDS AND MUSIC

By PINKY HERMAN

- - - TIN PAN ALLEY OOFs--Two Nashville Orch Pilots: Beasley Smith, co-writer of "Beg Your Pardon," and Francis Craig, whose "Near You" was a sensational hit two years ago, have collaborated on a tune titled, "Tennessee Tango" which Robbins Music is going to work on. . . . - In the same vein as "Nature Boy," is the now Campbell song, "Bianlau," written by Harry Coleman and Arden Clark . . . with semi-spiritual lyrics set to an Afro-Cuban tempo, this song is different and can't miss getting a concentrated play by singers and orchestras. . . . - Lyle Engel will publish a new bi-monthly fan mag National Jamboree, (first issue to be released next week) catering to Hillbilly and western song fans. . . The Kandle Co. will handle national distribution. . . . - A quarter of a century ago, two up and coming songwriters, Charles Wynn and Mike Lando, wrote a tear-jerker, "It's Nobody's Fault But Your Own," which was published by L. B. Curtis last week. Johnny Atkins sang the number over WNEW and the response was terrific. . . looks like Burke & Van Heugen might find a surprise hit on their hands. (they acquired the L. B. Curtis catalogue some few years ago). . . . - Radiolite Athens Lorde whose voice was dubbed into the flicker, "I Was There," has been signed to narrate the forthcoming Educational picture, "Kitty Cleans Up." . . . - Leo Feist will publish a full concert orchestration of the standard "Alice Blue Gown." . . . - Hollywood's most eligible bachelor, Jimmy Stewart, may soon become a Benedict . . . the got's name is Gloria McLean. . . .

- - - Mogull Music has acquired American publishing rights to the British ballad, "A Kiss And A Rose," written by Tommie Connor and Patrick Toohy and published by Unit Publishing Co. . . . More truth than poetry--Peter Donald observes: "When you find yourself constantly out on a limb, make the best of it--turn over a new leaf." . . . - If Paramount gets its asking price of $10,000,000 for its Dumont Television stock, it'll prove that there is money in Television after all . . . in-the-knowers claim that Paramount's original investment was $164,000. . . . - Dreyer Music has a possible hit in the ditty, (Ay Ay Aay) "Gotta Love You Till I Die," penned by Dennis Ewart, Akron Bloom and Ed Kasper, the latter executives of Kasper-Gordon. . . . - Keen competition among major TV set manufacturers is expected to pinch off smaller indie TV set makers. . . . - Comes May 30, new commentator Sidney Walton celebrates a double event . . . his 34th birthday and his 17th year in Radio. . . . - George Dalin, after 13 years with the Big Three, starts as professional manager for Regent Music Corp. Monday . . . firm's current plug number is a walls, "While We're Young," composed by Bill Engvick, Alex Wiler and Morty Palitz. . . . - Al Buettner's quip platter chatter and WTMJive on his "Music Till Past Midnight" series, is making him an important plug around Milwaukee. . . . - Louigail, France's Irving Berlin, is quite excited about the way his "Mademoiselle Hortensia" is starting to click for RyvoC Music . . . deejays are clamoring for Guy Lombardo's Decca waxing, which was released two years ago (before an English lyric was written). . . .

- - - ON AND OFF THE RECORD--Funny how small recording execs discover and then let fine talent slip away . . . latest proof is Bullet, allowing a lad named Joe Costa to go to another waxing, after releasing Joe's platter of "Don't Wanna Let You Go" flipped with "I Knew It Was Gonna Be Love." . . . this lad is a cross between Frankie Laine and Nat King Cole and is definitely going to be heard from. . . . - Key Starr continues to shine for Capitol . . . her latest, pairing "How It Ties," backed with the standard folk tune, "Wabash Cannonball," is a natural, the topside for dooeyes and the flipover for juke box ops. . . . - Columbia has an ace in Harry James' pairing of "Hurry, Hurry, Hurry," backed with "Don't Cry, Cry Baby."
DuMONT URGES COAX EXPANSION

TELE TOPICS

THE PROBLEM of the middle commercial in a half-hour dramatic show is best demonstrated by "Suspend," the first regularly scheduled mystery series which began on NBC for Electric Auto-Lite a few weeks ago. In any 30-minute drama a break for a middle commercial disrupts the mood of the show, and in a mystery program announces the break so much more glaring. Middle plugs either should be eliminated or else devised in such a manner that interest is sustained. Then too, the live-and-film commercial seen Tuesday night was not especially well done and seemed very long. Opening and closing plugs on film, are a sad imitation of American Tobacco's cigarette advertisements. Marching storage batteries are not as easy to do as... The "Suspend" play this week, "Cain B," by John Dick Carr, adapted by Robert Wallsten, received rather good production but suffered from the length of 76 minutes. The performance of Ennora Lynn was the brightest. Those of Charles Korwin, Richard Cogan, Steve Cochran and Paul Hebert were, for the most part, obvious and stiff. Robert S. Stevens is producer-director, and Rex Marshall announces. Agency is Newell-Emmett.

BUICK HAS AUTHORIZED a production budget of $20,000 for the Olson & Johnson show due to start in May, according to a report received by a letter from Detroit. Priscilla Dodge is still receiving raves, and offers, after her stint on "Easy Does It" last week. The red-haired "Olivia" and Girard did the 25-minute show on less than 24 hours notice. The fan magazine Radio and Television Beat, soon will begin a trial spot campaign on N. Y. stations. Films will be used with Guy Lebow handling the narration. Lanny Ross celebrates his first anniversary on the new show tomorrow night. To mark the occasion, he will receive a cake from Milton Millicent, right in the mush, according to the NBC Flasher. Other guests will be Bob MacDonald, Bob Smith and Earl Wrightson... Janet Spencer, of the WPTRA newsroom staff, will appear in "Stuart Little," the ABC tomorrow night, with Marshall Brickman. The cast is sent to William Carey, of The News. The wedding is scheduled for May.

SAN-NAP-PAK MANUFACTURING CO., for Doeksin tissus, will bankroll the Jack Eisen show taped over WABD in its first television venture. Federal agency set for March 20. "Stars of the Century," a N. Y. Athletic Club, featuring the West Point Glee Club, will be scanned by NBC. The Rev. Frank W. Dickin directing. At the AAMJ convention yesterday, Dr. DuMond stated that 20 per cent of all Brooklyn homes now have receivers (highest concentration in the country) while 14 per cent of all homes in the N. Y. area have installations.

Frank Russell, Of NBC, Named To TBA Board

F. M. Russell, vice-president of NBC, has been elected a director of the Television Broadcasters Association. It has been announced by J. R. Poppele, president. Russell, who is in charge of NBC's offices in Washington, succeeds Noran E. Kersia, formerly of NBC, who resigned from the TBA board in January. Russell will continue until the next annual meeting of the association next December.

All-Day TV Session Set For NAB Confab

(Continued from Page 11) president of the Arthur Kudner Agency, which produces the Milton Berle TV show; Henry Grasman, CBS manager of TV; E. Y. Flanagan, vice-president in charge of operations, WSPD and WSPD-TV,ledo; Elaine Phillips, manager of film procurement for the TV department of the Fort Industry Co., and Stanley Hubbard, president of KSTP-KSTP-TV, St. Paul, Minn.

FBI Agents Use TV In Baltimore Man Hunt

Baltimore-FBI agents here yesterday used TV facilities to alert residents to be on the lookout for a "badly-windowed" bank robber.

The man sought was Clyde Milton Johnson, 30, of Glendale, Calif., who escaped from the 1st floor of the Miami City Jail March 2, less than an hour before he was to be flown to Memphis where he was wanted for a $4,000 bank robbery.

FBI agents, who said it was known Johnson and his girl had been in a Baltimore night club sight that time, asked WMBE to carry pictures and descriptions of the couple.

Parr Upped At CBS-TV

Allen Parr, formerly program coordinator for CBS-TV, has been appointed to the newly-created post of program manager, it was announced yesterday by Charles Underhill, program director. In his new post, Parr will be responsible for production, management and budget control of all shows.

New Large Screen Projection System Evolved By Philips

A new projection unit capable of producing pictures as large as four feet by three feet from a small cabinet containing a complete TV receiver was announced yesterday by North American Philips Co. The system will be available to manufacturers for incorporation in receivers of their own design, and may be produced for home use, the company said.

The unit is a development of Philips' Proteolam system which yields a 20-inch diagonal picture from a two and a half-inch cathode ray tube. A wide variety of picture sizes, ranging from 192 to 234 square inches in conventional cabinets with built-in screens to the newly-announced 1,789 square inch picture can now be produced from one basic projection system unit using the two and a half-inch Proteolam tube, it was said. The tube, when paired, "substantially less than the cost of replacement for a 10-inch direct view kinescope, Philips said.

The new system is now being demonstrated to manufacturers in various parts of the country, and will be placed on permanent display at the firm's New York salon next week.

Additional Cities And Stations To Lower Costs

The industry's greatest need, at present, is to add new cities to the coaxial cable network and to get stations to go on the air in cities already on the hookup. Dr. Allen B. DuMond said yesterday at a luncheon meeting of the American Marketing Association in the Hotel Shelburne. Such additions, he said, would reduce cable costs per station and would make network television "very feasible" economically.

Present cable costs, he pointed out, are $60,000 a month, or about $59 an hour for each of 20 stations on the net. This hourly rate will go down steadily as more stations join the web and as more network time is carried, he said.

The industry has been doing "everything we can" to get new stations but has been slowed down because of the freeze. One of the reasons for the freeze was the co-channel interference problem, he said, but this has been solved through the use of carrier synchronization.

The freeze probably will be lifted in a month or six weeks, DuMond said, after which construction of new stations will accelerate.

By 1954, DuMond predicted, there will be 1,000 stations on the air in 140 cities covering 85 per cent of the population. Sets will be in between 60 and 70 per cent of all homes. The network will cover the entire country and will be able to carry pictures and descriptions of the couple.

Clinic For Crippled Kids ‘Live’ On WMAL Tonite

Washington Bureau of RADIO DAILY

Washington — WMAL-TV, Washington, tonight will claim a television first — it will screen a clinic for crippled children from its studios. Dr. Winthrop M. Phelps, of Baltimore, will conduct the "live" program between 5 and 6:30 p.m. in cooperation with the Easter Seal Drive of the District of Columbia Society for Crippled Children.

Dr. Phelps will examine some small children suffering from cerebral palsy and diagnose treatment. The program will then broadcast a portion of the treatment needed by the patient.
RADIO DAILY

COAST-TO-COAST

WBZ Program Supervisor
Boston, Mass.—Veteran radio announcer George Creamer has been named as WBZ program supervisor according to recent announcement. Creamer returns to Hub radio after a six-year absence. He produced and directed top NBC network programs and was program manager at WWINX, Washington, D. C., for the past two years.

Announcer On Hospital Staff
Saginaw, Mich.—Don Andrews, chief announcer at WKNX, has been appointed to the staff of the Saginaw County Hospital as supervisor of broadcasting activities. Andrews will carry on hospital activities along with his present position at WKNX.

WNOC Staff Changes
Norwich, Conn.—Noel C. Breault is now representing WNOC as sales manager. Breault, with George Hollingbery Co., station reps, and recently on WFCT's staff in Providence, R. I., Jack Pur- rington, program director at WNOC has been moved up to the sales department. Newcomer to the technical staff of the station is technician Howard Barrett who comes from WLD, Danbury.

WPTF Staff Replacements
Raleigh, N. C.—Replacing Alice Holiday who resigned to become program director of WCKB, is Frances Alexander, who joined the continuity department of WPTF, along with Mary Graham who replaces Frances Tucker on the program department staff of the same station.

KSFO Programs Cited
San Francisco, Calif.—The American Association of University Women Radio Listener's Committee have selected KSFO's 'Business News,' 'Mail Bag,' 'Hour of Melody,' 'California Council Table,' 'Majorie Bump's Interviews' and 'Tunes for Tots' among the outstanding programs of the year. These programs were selected as a result of planned listening during the past year and are the outcome of a majority vote of the Committee.

"New Futures" Series On KVOO
Tulsa, Okla.—A public interest series of broadcasts entitled "New Futures" is currently being aired on KVOO, with the programs carefully planned and designed to help the child mentally handi- capped to overcome disability.

DON'T FORGET YOUR DATE TOMORROW

to attend
...the down-to-brass-tracks
Clinic on Frequency Modulation
"What's What in FM"
COMMODORE HOTEL, NEW YORK CITY
Friday, April 1, 1949
Morning Session 9:30-12 noon
FM Facts of Life........................................Everett Dillard
How We Sell FM........................................Herbert George
2 Million Sponsors.....................................Millard C. Faught
Tragic Radio.............................................William Eminick
Luncheon Session 12:30-2:15
FM — Why Not........................................Edgar Kobak
Demonstration and discussion of tape recording, coverage comparisons
FM vs AM...............................................Major E. H. Armstrong and Everett Dillard
Afternoon Session 2:30-4:30
FM From the Agency Point of View........Linea Nelson
Station-Dealer-Manufacturer cooperative promotion programs for FM...Ted Leizell, Zenith
FM and Radar..........................................G. L. Rook, General Electric
Grass roots reports on How FM Sells Products in Nebraska, Indiana, Ohio, Pennsylvania, New Jersey and elsewhere among the 100 million people who can hear FM

The Date is April 1, But There's No Fooling About FM

Laundry Tieup
A mutual promotion agreement has been reached between WWRL, New York, and the Unit System Laundry of Brooklyn and Queens, of the Laundry Corp. of Nassau under which the station will air spot announcements for the laundries in return for station testimonials on trucks, shirt bands and circulars. WWRL will also be given the front cover of "Unit News," a four-page house organ with a reported circulation of 50,000 per issue. The promotion was worked out by Walter Kaner, the station's publicity direc- tor.

NBC Press Junket
Chicago—The NBC central divi- sion will play host to radio editors, columnists and trade press representa- tives in the Chicago area on April 1 on a junket to Milwaukee to attend Ed Caster's broadcast. J. E. Showerman, NBC vice-president, expects to be among the NBC exec- utives who will make the trip. The pressmen go to Milwaukee be- cause the Pabst Brewery Company at the famed Pabst rathskeller for a buf- fet supper and interviews with Cantor Jack Ryan, NBC Chicago press chief, is in charge of arrange- ments for the party.

PROMOTION

CCNY Conference Looks Ahead At Radio And Video

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ATTENTION INDEPENDENT RADIO PACKAGE PRODUCERS

IF YOU HAVE AUDITION RECORDS or completed series of Transcriptions, call Mr. Nelson, WJ, 7-4755 for an appointment.

DON'T FORGET YOUR DATE TOMORROW

to attend
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Clinic on Frequency Modulation
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Station-Dealer-Manufacturer cooperative promotion programs for FM...Ted Leizell, Zenith
FM and Radar..........................................G. L. Rook, General Electric
Grass roots reports on How FM Sells Products in Nebraska, Indiana, Ohio, Pennsylvania, New Jersey and elsewhere among the 100 million people who can hear FM

The Date is April 1, But There's No Fooling About FM

Laundry Tieup
A mutual promotion agreement has been reached between WWRL, New York, and the Unit System Laundry of Brooklyn and Queens, of the Laundry Corp. of Nassau under which the station will air spot announcements for the laundries in return for station testimonials on trucks, shirt bands and circulars. WWRL will also be given the front cover of "Unit News," a four-page house organ with a reported circulation of 50,000 per issue. The promotion was worked out by Walter Kaner, the station's publicity direc- tor.

NBC Press Junket
Chicago—The NBC central divi- sion will play host to radio editors, columnists and trade press representa- tives in the Chicago area on April 1 on a junket to Milwaukee to attend Ed Caster's broadcast. J. E. Showerman, NBC vice-president, expects to be among the NBC exec- utives who will make the trip. The pressmen go to Milwaukee be- cause the Pabst Brewery Company at the famed Pabst rathskeller for a buf- fet supper and interviews with Cantor Jack Ryan, NBC Chicago press chief, is in charge of arrange- ments for the party.