



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 13

NEW YORK, THURSDAY, OCTOBER 20, 1949

TEN CENTS

POLITICAL TIME SALES SHOW BIG GAINS

Tax Credits Granted Many Broadcasters

Washington Bureau of RADIO DAILY
Washington — The Treasury this week announced sizeable tax credits for a number of broadcasters during the fiscal year ending in June, with additional excess profits adjustments won by several dozen stations.

The largest return listed was \$408,033 to the A. H. Belo Corporation, Dallas, licensee of WFAA and publishers of the Dallas Morning News. There was no breakdown of the amount to indicate how much

(Continued on Page 5)

CBC Int'l Service Opens Songwriting Contest

Montreal—The Canadian Broadcasting Corporation has announced here that because of a lack of distinctive Canadian songs its International Service is sponsoring a national song-writing competition with \$2,500 in prize money for the best ten entries.

Ira Dilworth, general supervisor of the CBC's International Service, said the International Service has been "constantly asked by broad-

(Continued on Page 3)

Court Asks FCC For Info In KECA-KTHT Dispute

Washington Bureau of RADIO DAILY
Washington — The United States Court of Appeals this week asked the FCC for additional information to enable it to decide what to do in the appeal of KECA, Los Angeles, against an FCC grant of increased night time power to KTHT, Houston, Texas. The Houston station was granted increase to five kilo-

(Continued on Page 2)

Charity Auction

Big Joe Rosenfield of WOR's "Happiness Exchange" will auction off, for the benefit of the national "Fight For Sight" fund, a celebrity-autographed "Kigmy," a three-foot-high replica of Al Capp's newest comic character. The "Kigmy" will be presented to Big Joe on Oct. 26. President Truman has indicated he will add his signature to the list.

Rumor Denied

Rumors prevalent in the New York trade that the Yankee Network has been sold, were denied by officials of web in Boston yesterday. It was said that the web had received no offers and had no asking price.

Pioneers To Launch 'Radio Hall Of Fame'

Outstanding industry figures of the past will be enshrined in a "Radio Hall of Fame" under a plan adopted yesterday at a meeting of the Radio Pioneers Club, held at the Hotel Roosevelt, New York.

Also discussed at the meeting was the establishment of a group of annual awards to prominent living broadcasters for service to the industry. A committee headed by ABC president Mark Woods has been exploring the matter and will present

(Continued on Page 2)

Hill, Former NBC Staffer, Dies In Elkhart, Ind.

Elkhart, Ind.—Max Hill, former NBC war correspondent and commentator, and more recently an executive of the Wade Advertising Agency, died in his hotel room here on Tuesday. He was 45 years old.

Hill started his newspaper career on the Denver Post and became city editor in 1932. In 1934 he joined the Associated Press and worked in the New York and Washington bureaus, becoming head of the New York

(Continued on Page 2)

SBC Cites Class-Room Radio And Teachers Using Medium

Chicago—Teachers utilizing radio in their class-rooms were cited yesterday in awards presented by George Jennings, director, at the School Broadcast Conference luncheon at the Sherman Hotel.

Commercial stations whose programs were utilized by the teachers were: KWY, Philadelphia, in co-operation with the University Museum for the program series "Once Upon A Time"; WEW, St. Louis, for the

Radio, TV Stations In Eastern Areas Cashing In On Local And State Fall Political Campaigns

By IRV MARDER

Staff Writer, RADIO DAILY

Radio and television are playing a major role in the New York and New Jersey political campaigns, with rival candidates and their supporters taking to the air in unprecedented numbers as the November elections approach. Although one New York City station—WNEW—is making

(Continued on Page 8)

'Radio Theater' Leads Hooper And Nielsen

"Lux Radio Theater" took first place in both the October 15th "Program Hooperatings (19.9) and the Sept. 11-17, extra-week National Nielsen - Ratings "Top Program" (22.7).

Jack Benny was second in the Hoopers with 19.6, but 10th in the Nielsen's with 14.2. Arthur Godfrey's "Talent Scouts" was second in the Nielsen's with 19.1 and fourth

(Continued on Page 3)

Wattrick Heads Sports Broadcasters In Detroit

Detroit—Don Wattrick, sports director of station WXYZ, Detroit, this week was elected president of the Detroit Sports Broadcasters Association. Other officers are vice-president Paul Williams of station WWJ; secretary Joe Gentile, station WJBK; and treasurer, Bill Silbert of WXYZ.

New Stations Sought For Canadian Cities

Winnipeg applications for permission to set up four new radio stations were made to the CBC board of governors at public ses-

(Continued on Page 2)

BMI Board Reelected At Annual Meeting

All incumbent members of the board of directors of BMI were re-elected at this week's annual stockholders' meeting.

The meeting was highlighted by a BMI officers' report which pointed up "the polls which revealed BMI heading all lists in popularity and sales" (sheet music and records);

(Continued on Page 5)

New Package Firm Formed By Jack Barry

Jack Barry and Dan Ehrenreich announce the formation of a new package producing firm, "Jack Barry Productions, Inc." with headquarters at 104 East 40th Street, New York City.

The new firm will engage in the (Continued on Page 5)

TV Campaigner

Boston—Mayor James M. Curley is turning to television in his campaign for re-election next month. On his behalf, the Build Boston Committee will sponsor eight 15-minute telecasts on WNAC-TV, Boston, starting on Tuesday, Oct. 25, at 7 p.m. The last in the series is scheduled for Monday, Nov. 7. Harry M. Frost Co. is the agency.

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MARVIN KIRSCH : : Business Manager

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CHICAGO BUREAU
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Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Oallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 19)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	8 7/8	8 1/2	8 7/8	+ 1/4
Admiral Corp.	28 7/8	28 3/8	28 1/2	- 1/4
Am. Tel. & Tel.	144 1/2	144	144 1/2	+ 1/2
CBS A	23 3/4	23 1/4	23 1/4
CBS B	23 1/4	23	23
Philco	31 1/4	30 3/4	30 3/4	- 1/2
RCA Common	13 3/8	13	13 1/4
RCA 1st pfd.	72 1/4	72 1/4	72 1/4	- 1/2
Stewart-Warner	12 3/4	12 5/8	12 3/4
Westinghouse	28 7/8	28 1/8	28 7/8	+ 1/2
Westinghouse pfd.	99	99	99
Zenith Radio	29 3/4	29 1/4	29 1/2	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	14 1/2	13 3/4	14 1/4	+ 7/8
Nat. Union Radio	3	2 7/8	3	+ 1/8
OVER THE COUNTER				
DuMont Lab.		Bid 143 3/4	Asked 153 3/4	
Stromberg-Carlson		12 1/2	13 3/4	
WJR (Detroit)		7	7 3/8	

WOR To Air Forum

The first two sessions of the annual New York Herald Tribune Forum will be broadcast by WOR, Oct. 24 and 25, 10-10:30 p.m. Leading Democrats and Republicans will participate in panel discussions on party issues.



RCA INSTITUTES, INC.
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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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New Stations Sought For Canadian Cities

(Continued from Page 1)
sions here. Stations are in the West. R. M. Cantlon asked permission to set up a 250-watt station at Saskatoon and David M. Armstrong asked for a license to operate a similar station in Victoria, B. C. Their applications were opposed by existing stations in those cities. The other submissions were by G. Stirling, for a station at St. Johns, Nfld., and Henri Lagufux for one at Thetford Mines, Que. Cantlon's application was his third for permission to establish a Saskatoon station. A. E. Murphy, president of CFQC, now the city's only station opposed the request on the ground that Saskatoon cannot support two stations. A similar protest was raised by M. V. Chestnut manager of CJVI, Victoria, against the operation of a second station in that community.

Hill, Former NBC Staffer, Dies In Elkhart, Ind.

(Continued from Page 1)
bureau in 1938. He was chief of the Tokyo Bureau and was on duty there when the Japs attacked Pearl Harbor. He was interned until June 2, 1942, when he returned to the United States. Hill joined the National Broadcasting Company in 1943 and for two years covered the war in North Africa, Italy, Turkey, and Greece. Later he served as a radio news commentator.

Scholarships Awarded On WMCA's Quiz Show

"Alexander's Quizdom Class," current events and history quiz for New York City high school students which originated on WMCA in 1944, will return to the air on Friday, 9:03-9:30 p.m., under the sponsorship of Alexander's Department Store in the Bronx. College scholarships valued at \$2,000 annually are awarded to successful contestants who survive the early elimination rounds. Joe O'Brien serves as quizmaster. William Warren Advertising Agency handles the account.

Stork News

David Levitan, consultant on the American network's "On Trial" program, is the father of a girl born to Mrs. Levitan Monday at Le Roy Hospital, New York. Mother is Judith Morely, writer and broadcaster on "Voice of America." The baby, which weighed six pounds, one ounce, at birth, will be named Barbara Lane.

Harriet Davis To Speak

Harriet Davis, research specialist on "Living, 1949," NBC program, today will address the members of Institute of International Education at that organization's headquarters, 2 West 45th Street, New York.

Court Asks FCC For Info In KECA-KTHT Dispute

(Continued from Page 1)
watts day and night, with directional antenna, instead of five kilowatts day and one kilowatt night, on the 790 band. KECA claims that this means 90 per cent of the people between its normally projected contour and the limits of the area it actually reaches with primary service will experience interference from KTHT. This will mean, it said, the loss of good ABC service in the area, since other ABC service is not available to these listeners. Commission position is that comparable service—from other networks—is available to these listeners and that the value to the public of the KTHT increase outweighs the importance of the loss in the KECA area.

Pioneers To Launch 'Radio Hall Of Fame'

(Continued from Page 1)
a report at a Radio Pioneers meeting to be held in January. William Hedges, NBC vice-president who is president of the Pioneers, disclosed that 30 additional members have been accepted by the club, bringing total membership well over the 300 mark. He disclosed also that the annual banquet will be held in March, at a time and place to be decided later.

COMING and GOING

MERLE JONES, general manager of KNX, Los Angeles, and WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, are at Arrowhead Springs, Calif., attending the western-area meeting of the American Association of Advertising Agencies.

ROBERT J. BENTON, vice-president of BMI in charge of publisher relations, has returned from Pinehurst, N. C., where he attended the meeting of District 4 of the NAB.

HERMAN GURIN, staff engineer for NBC, went out to Bloomfield, N. J., this week to attend a meeting on lighting at the Westinghouse plant.

JOHN ELMER, president of WCBM, Baltimore, has returned to Maryland after having attended the New York meeting of the BMI board of directors.

MILTON CROSS, American network musical authority, between broadcasts is touring the South with the Red Path Bureau operatic quartet. Today they're appearing at the Agricultural and Technical College in Greensboro, N. C. CATHY MASTICE is the soprano with the quartet.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is spending today and tomorrow in New York on station and network business.

TONY MOE, promotion chief at WCCO, Columbia network outlet in the Twin Cities, is spending this week visiting the CBS headquarters in Hollywood.

WILL O. MURRELL, JR., promotion manager of WORZ, Orlando, Fla., and his wife, "Delores," well known as a virtuosa on the Hammond organ, are on the way back to the station following a short business trip to New York.



"Well, I'll be darned!"

Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.



W-I-T-H
BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

★ **AGENCY NEWSCAST** ★

PHILADELPHIA CLUB OF ADVERTISING WOMEN saluted Sears Roebuck and Company, with guest speaker M. Z. Kissileff, Philadelphia sales manager of Mail Order, at their second meeting of the Fall season at the Poor Richard Club. The meeting was presided over by PCAW president, Alice Mooney.

FREDERIC W. ZIV CO., of New York, Cincinnati, Chicago, and Hollywood, producers of transcribed radio programs, has appointed Tom Privette as Southeastern division sales manager. Privette, who has been with the Ziv Co. since 1944, working out of their Atlanta, Ga., offices, will continue to make his headquarters in that city.

HOWARD SELGER has joined the promotion department of Edward Petry & Company, Inc. For the past 15 years he had done sales research for NBC and ABC.

STANLEY HOME PRODUCTS, INC., manufacturer of household products, has selected the Charles W. Hoyt Company, Inc. as its advertising agency, it is announced by Mr. F. S. Beveridge, Stanley's founder and president. Stanley's forthcoming campaign will mark its initial entry into the field of American advertisers.

STUART B. GREENFIELD ASSOCIATES, publicity and public relations firm, announces the opening of their new offices in The Empire State Building.

PRESBA, FELLERS & PRESBA, Chicago ad agency, announces the inauguration of a New Product Division, complete in itself, having laboratory creative and testing facilities with a staff of specialists capable of originating brand new products, rejuvenating old ones, styling the package, creating the trade mark and/or slogan and predetermining product acceptability and markets before the start of advertising and sales efforts.

T. H. CLACK & BEMPORAD COMPANY, manufacturers of American Lady Rugs, have appointed Wilson, Haight & Welch, Inc., New York office, as their advertising agency. Television and other media will be used.

WILLIAM H. DAVIDSON, since 1947 in station relations with the American Broadcasting Company, has joined the New York office of Free & Peters, Inc. as an account executive. His agency associations have included J. Walter Thompson and Benton & Bowles, both in New York.

ALLEN DUCOVNY has joined the radio department of Kenyon & Eckhardt, Inc. in a Radio-TV production capacity. He was formerly associated as a producer-director with Robert Maxwell Associates and as director of public relations with Superman, Inc. . . . New additions to the K&E copy staff are Robert W. Garrison who joins the Detroit office, and Toni Block, who joins the New York office.

CBC Int'l Service Opens Songwriting Contest

(Continued from Page 1)

casting organizations in other countries for Canadian songs. . . and has been embarrassed by their parity."

The competition began this week and is open to all composers domiciled in Canada. Its basic idea is to try to secure "vocal settings of words by Canadian poets."

"Canadian music is more highly regarded by listeners overseas than most Canadians imagine. The instrumental compositions broadcast by the Voice of Canada have been generously acclaimed in other countries," he said.

Most compositional styles would be acceptable, he said, and accompaniments may be for piano, small string group or small mixed instrumental group.

The contest closes January 6, 1950 and each entry must be accompanied by an appropriate form obtainable from the International Service here, it was announced. A contestant is not limited to one entry.

"This is not an exclusively high-brow competition although serious music is invited and will be given

'Radio Theater' Leads Hoopers And Nielsens

(Continued from Page 1)

in the Hoopers with 18.0. "Fibber McGee & Molly" was third in the Nielsen's with 18.5 and fifth in the Hoopers with 16.7.

Bob Hope was third in the Hoopers with 18.4 but did not appear in the Nielsen ratings because he had not returned to the air in time to be included in the latter. In this connection, it must be borne in mind that the Nielsen report was for the middle of September while that of Hooper was for the middle of this month.

"Crime Photographer" took fourth place in the Nielsen's with 16.5 and 13th place in the Hoopers with 12.9. "My Friend Irma" followed the "Photog" with a close 16.4 in the Nielsen's and took seventh place in the Hoopers with 15.5.

Walter Winchell returned to the air with a 13.4 rating in 15th place in the Nielsen's. He ranked sixth in the month-later Hoopers with 15.6.

the fullest consideration. It is hoped that as a result of this competition much authentic Canadian material of high quality will be made available for use by the C.B.C."



Minister Without Portfolio Travels Light

He — and members of his staff — get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so . . ."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—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 Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1410 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

SOUTHWEST

THE promotion department of WBAP-TV, Fort Worth, taught a new trick to Sally Rand, admitted master in the art of free publicity, when she was guest on Wilma Rutherford's "What's New Ladies" show. Department was able to persuade papers to change program listing for the one-time shot, to "What's Nude Ladies." La Rand was fully clothed for her TV appearance, prompted by visiting Fort Worth friends cultivated during her 1936 Nude Ranch Show during the Frontier Centennial.

KFJZ, Fort Worth, has expanded the local sales staff by the addition of Clyde Smith, former manager of KSEL, Lubbock, and L. P. (Buster) Perkins who comes to radio from retail sales and merchandising in the shoe and jewelry trade. According to Clyde Pemberton, commercial manager of the Fort Worth MBS outlet, the additional personnel is the result of increased accent on the local picture.

Bobby Bragen, youthful manager of the Texas League Fort Worth "Cats" turned sports commentator when he inaugurated a quarter-hour strip at 8:00 p.m., across-the-board on KFJZ, Fort Worth. "The Bobby Bragen Show" will feature inside sports stuff and has Blackie Sherrod, from the Fort Worth Press sports department as assistant in the series.

Clyde Rembert, managing director of KRLD-AM-FM-TV, and his entire executive staff, were guests of the Dallas Advertising League at its weekly luncheon. Club was given a preview of the KRLD-TV plan of programming and shown the CBS television promotion film which had special KRLD-TV produced trailer added. Rembert told that KRLD-TV expected to be on the air shortly after November 1st or as soon as the new antenna, described as the first 6 bay assembly, could be erected. The KRLD studios and offices will be moved to the new location at Herald Square as soon as building is completed. Executive group attending with Rembert were Bill Roberts, commercial manager, Jim Crocker, assistant manager, Roy George, program director, Roy Flynn, chief engineer, and Ves Box, chief announcer.

Announcing a new policy of "block programming," Bill Weaver, manager of KLIF, Dallas, flagship for Liberty Network, has filled his 9 to 10 a.m. period with transcribed features. Easy Aces, Career of Alice Blair, Editor's Daughter, and Linda's First Love will be regular Monday through Friday fare on the Dallas independent.

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service

MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● George Jennings can take a well-deserved bow for his excellent handling of the 13th annual School Broadcast Conference which winds up its successful three day meet at the Sherman Hotel today. . . . Zenith's Phonovision demonstration today

Chicago is expected to start a lot of yackety-yak among the educators. They can visualize Shakespeare's three act dramas being presented for the youngsters at a fast two-bits per hour's viewing. . . . Biggest exhibitor here at the conab is Mills Recording Co. of Chicago. Manning the exhibit are owner Ron Mills, Gene Cleary and Bob Shapiro. . . . Beg pardon. It was "Sock" Hettler who resigned from WOK's sales offices here and not John Shelton. And WOR's Al Schroeder here says our reports about the New York station closing their Chicago office are untrue.

★ ★ ★

● ● ● NBC's Bill Ray didn't let CBS' Don Kelley get away with the Pandit Nehru scoop. The Indian biggie made an exclusive appearance here on WBBM. Bill Ray countered with an exclusive appearance of Sam Engel, the man who mulcted millions from amorous damsels. NBC even footed the phone bill for Engel's long-distance call to his wife in New York State. . . . Larry Fotine has been signed to do another set of tunes for World Broadcasting System. . . . Matt Hale has resigned from Harmony Records to team up with his buddy—Tower disc-owner Dick Bradley. Their first joint coup d'etat was selling the Teddy Phillips Tower record of "Charley, My Boy" to London Records. . . . Jerry Campbell has resigned as Chicago manager for the Donald Cooke rep firm to devote full time to his expanding Campbell-Cahill TV film production firm. The new Donald Cooke offices have been moved to 228 N. La Salle Street with Fred R. Jones and Fred Symanski in charge. The Fred duo also represent the Alaskan network.

★ ★ ★

● ● ● "Kukla, Fran and Ollie" couldn't attend the 4 A's meet at the Drake Hotel last week so they sent transcribed messages. The Burr Tillstrom troupe were in Washington demonstrating their puppetry in color for the FCC. Though not here in person the ad-men guffawed at the extremely clever advertising film of "Kukla, Fran and Ollie" which they had done on a previous NBC telecast for RCA-Victor. It showed that it takes advertising to move goods—no matter how good the product is. . . . Latest addition to the disc jockey ranks is ex-Chicago "Sun" columnist Dale Harrison. He spins the platters for a half-hour at mid-night across the board over WENR. Local restaurateurs are his sponsors with Ray Freedman and Associates handling the account. . . . And Dirk Courtenay is back on WENR with his quarter-hour deejay show at 12:30 a.m. nightly for the Clark (always open) Theater. W. B. Doner is the agency.

★ ★ ★

● ● ● Will DuMont continue to televise Al Morgan's shows when he leaves Helsing's Vodvil Lounge for a 13-week midwest tour next month? . . . Frankie Laine snuck into town over the week-end and recorded a new "sleeper" at the Universal studios here for Mercury. Art Talmadge and the Mercury boys are keeping mum but their grins indicate that they may have a new "Lucky Old Sun" on their hands. . . . WGN and Mutual are getting the bird for the 23rd straight year. In this case, though, it pays off. American Bird Products, Inc., through Weston-Barnett, Inc., Chicago, sponsoring "American Radio Warblers" over WGN and Mutual for 23rd year. Quarter hour show is broadcast on Sundays.

PROMOTION

Merchandising

Prior to the return of Duffy's Tavern to the air under the sponsorship of Blatz Brewing Co., of Milwaukee, Blatz distributors and salesmen in the WOAI, San Antonio, listening area met in the studios of WOAI to discuss plans for helping Ed "Archie" Gardner sell "Milwaukee's finest beer." Dallas P. Wuant, WOAI promotion manager, and Frederick A. Krivan, state manager for Blatz, addressed the meeting. Philip M. Kerr, district manager for Blatz, was host at a barbecue supper following the meeting.

WCAU And Radio Sales Join Hands At Waldorf

The joining of WCAU and WCAU-TV, Philadelphia, with CBS Radio Sales for representation in New York was formalized this week at a luncheon at the Waldorf-Astoria.

Among the speakers at the luncheon, which simultaneously honored WCAU's new president, Don Thornburgh, were Bennet Larsen, director of TV operations; Norris West, assistant program director; Alex Rosenman, sales manager; Robert N. Pryor, promotion manager, and John "Chick" Kelly, publicity director.

In making their sales pitch, the WCAU officials used slides to demonstrate the station's "umbrella" coverage, its "top" program ratings, and its emphasis on local programming and local personalities. The station's beginnings and its development were cited by several of the speakers.

'Dallas' 12 Years On Air

"Stella Dallas," NBC's daytime serial drama, will begin its thirteenth year on the air Monday, October 24.

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

Tax Credits Granted Many Broadcasters

(Continued from Page 1)
was intended for the broadcast and how much for the newspaper property. The company paid in an additional \$174,452 in adjusted income tax returns, however, cutting the overall benefit to less than \$235,000. The credits covered several years during the period when the excess profits tax was in force.

The largest credit clearly attributable to broadcast operations was \$112,247 for KIRO, Seattle, with the additional income tax payment \$49,053.

Other sizeable figures listed include the following, with the credit and the resultant increase in income tax set forth: KRLD, Dallas, \$75,307 and \$32,274; WHK, Cleveland, \$73,909 and \$35,770; WPTF, Raleigh, \$59,244 and \$27,250; KRNT, Des Moines, \$45,225 and \$18,642; KLZ, Denver, \$42,249 and \$17,584; American Broadcasting Station, Inc., Washington, \$39,977 and \$21,752; WGAL, Lancaster, Pa., \$33,244 and \$14,450; WMAL, Washington, \$29,146 and \$20,573; WAVE, Louisville, \$28,986 and \$12,205; KQV, Pittsburgh, \$28,483 and \$13,770; WIBC, Indianapolis, \$21,581 and \$12,756, and WWDC, Washington, \$18,382 and \$7,669.

New Package Firm Formed By Jack Barry

(Continued from Page 1)
creation and packaging of AM and TV productions, and is currently engaged with producing "Juvenile Jury" on the Mutual network for General Foods, and "The Joe DiMaggio Show" on CBS for M&M Limited. A third show, "Life Begins at Eighty" which recently had a year's run on Mutual, will appear as a simulcast on another web in a short time. Two additional shows are in the audition stages, and will be presented to agencies within a month.

Barry is president of the new firm, and Ehrenreich, former program operations manager at WOR, is its new vice-president.

Will Address Meeting

Seymour N. Siegel, director of WNYC, New York, and Erik Barnow, president of the Radio Writers Guild, will address a meeting of the American Social Hygiene Assn. at the Hotel New Yorker on Friday morning.

Four More Take 'Blackstone'

Four new markets have been added to the list carrying "Blackstone, Magic Detective," transcribed series, for Blackstone Washington Machine dealers, it is reported by Charles Michelson, Inc., New York.

The new additional stations are: KOWB, Laramie, Wyo.; WATN, Watertown, N. Y.; WEPG, Atlantic City, N. J., and WNDR, Syracuse, N. Y.

SBC Cites Class-Room Radio And Teachers Using Medium

(Continued from Page 1)
and also for "The Science Story Teller Series."

Highlight of today, the final session, will be the annual luncheon hosted by the NAB's Association of Women Broadcasters (ninth district) at which FCC Commissioner Frieda B. Hennock has been invited as honored guest. If Miss Hennock is able to attend it is expected that she may touch upon television channels to be allocated for educational purposes. It is believed that Miss Hennock favors allotting one of the present VHF channels for educational purposes and at least 10 to 20 of the UHF channels when they are made available.

Miss Hennock, together with other FCC Commissioners, may also announce here today the Commission's plans to go to San Francisco to see the color television system invented by Doctor Crane of the University of California.

Another highlight of today's session will be the showing of a 25-minute movie titled "Phone-Vision," which will demonstrate the potentialities of Zenith's pay-for-what-you-see television plan. This will be explained here by Ted Leitzell, director of advertising and publicity for the Zenith firm.

Dr. Dunham, chief of the radio section of the U. S. Office of Education in Washington, told RADIO DAILY that his office is now releasing a new booklet for educators interested in radio, outlining the potentialities of the 10-watt FM station. Booklet also gives complete breakdown of exact-

ly what it will cost a school to set up its own FM station. Dr. Dunham's breakdown says a school can set up its own FM 10-watt station at a cost ranging from \$4,500 to \$7,000. He said more than 50 10-watt (FM) stations have been licensed by the FCC the past year, making a total of 57 now in operation.

Dr. Dunham also said that his office will issue a 250-page transcription catalog next month as well as a 600-page catalog on radio scripts. He is also now at work compiling radio and television bibliography.

Gertrude Broderick, radio specialist in the United States Office of Education and secretary of the Association of Education by Radio, is also here from Washington.

Radio stations indirectly contributed to a portion of the School Broadcast Conference program when a 30-piece Chicago Federation of Musicians band demonstrated how music is being utilized in Chicago schools. Musicians regularly broadcast over the Chicago Board of Education's FM station, WBEZ, and also give concerts at Chicago schools. Seventy-five concerts interpolated with musical appreciation talks are also presented annually at schools.

Frank Fawlett was appointed as director of this 30-piece band by the musicians union head, James C. Petrillo. Budget for this all-year-round musical appreciation program comes from the record and transcription fund contributed in great measure by the commercial station operators of this country.

Hearing On Transit Radio Before FCC October 27

Washington Bureau of RADIO DAILY
Washington—The District of Columbia Public Utilities Commission will hold a hearing on transit radio October 27, it was announced last week. The whole question of consumer reaction to enforced broadcasts on street-cars and buses will be explored, as a result of steady pressure on the Commission to review its decision of this spring permitting installation of the equipment.

WWDC-FM has been furnishing programming for several months for equipped cars and buses, and there have been objections by what is generally believed to be a vocal minority.

4-H Victor On WTIC

Hartford, Conn.—Michael F. Kupernik, Jr., 19, of Suffield, will leave on Nov. 26 for the National 4-H Club Congress at Chicago as a guest of station WTIC. Kupernik was chosen as the 4-H Club member who has been doing the most outstanding job during 1949 in the WTIC Farm Youth Program. His expenses for an entire week in Chicago will be paid by the station.

Tennessee AP Group Headed By Stone

Memphis, Tenn.—Tennessee Associated Press Broadcasters held their organization meeting in Memphis last week.

Harry Stone, general manager, WSM, Nashville, was elected chairman; Leslie R. Brooks, WTJS, Jackson, and Cliff Goodman, WETB, Johnson City, were elected vice-chairmen.

The following statement of purpose was agreed upon as the primary aim of the association.

To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state.

A continuing study committee will be appointed to achieve this aim, and to work out mutual problems with a three-man committee already selected by the state AP newspapers.

Contest Winner Starts Series

Kathryn Day, former Arthur Godfrey "Talent Scout" winner, has started a weekly series, "Songs By Kathryn Day," featuring ballad hits of the day, Wednesdays, 2:45-3 p.m., over WWRL, New York.

BMI Board Re-elected At Annual Meeting

(Continued from Page 1)
the report cited, as an example, the fact that four out of the seven hit songs on last Saturday's "Hit Parade" were BMI licensed tunes.

In commenting upon the meeting, BMI president Carl Haverlin said: "The stockholders were particularly pleased with the current alignment of affiliated publishers and were enthusiastic about the new BMI 'Writers Plan' encouraging new song writing talent."

Re-Elected Directors Listed

The directors re-elected for another one-year term are:

Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc., and James E. Wallen, MBS.

Strumer Takes Sales Post With Package Firm

Louis M. Stumer has joined Mark Goodson-Bill Todman Productions, radio and television package producers, as director of sales, effective immediately. Stumer was program sales coordinator for the CBS Television Network, until he resigned that post to accept his present appointment. Prior to working for CBS, Stumer was assistant manager of operations for the DuMont Television Network.

Molander Gets Promotion

Hugh Baillie, president of the United Press, announced yesterday the appointment of Carl B. Molander as assistant business manager. Molander, until receiving his new post, was commercial manager, in charge of communications and the supervision of contracts for both newspaper and radio clients of the United Press. He now will assume further duties in the news service's operations. Before joining it in 1922, as a cost accountant, he studied architectural engineering at Pratt Institute.

New Chi. FM Station

Chicago—Brad Eidmann, WAAF manager, revealed that WAAF-FM will go on the air November 1st with 38,000 ERP. New studios are located on the 33rd floor at 221 N. La Salle St. (AM studios are on the 5th floor). Station will be in operation from 3 to 9 p.m. daily. From three till WAAF's sunset sign-off both AM and FM shows will be aired simultaneously. After WAAF's sign-off, the FM sister station will broadcast alone till 9:00 p.m.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

**WHERE ARE
 YOU BLUE EYES?**

Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

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

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

**THAT LUCKY
 OLD SUN**

recorded and featured by

BOB HOUSTONM-G-M
FRANKIE LAINEMercury
DEAN MARTINCapitol
VAUGHN MONROEVictor
SARAH VAUGHANColumbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Looks like Campbell has a hit ditty in the British novelty hit, "I've Got A Lovely Bunch of Coconuts," acquired from Irwin Dash Music Co. . . . number was penned by Fred Heatherton. . . . ● Edwin H. Morris & Co., starting to work on "The Things We Did Last Summer," written by Sammy Cahn and Julie Styne and originally published in 1946. . . . ● Tenoriole Frank Saunders has a new characterization, an Irish Singing Philosopher, which is a fine bet for a TV spot, begorrah. . . . ● Beryl Richards' thrilling trilling on the Eddie Albert NBC series mornings is a must. . . . ● Several Maestri including Al Goodman and Ray Bloch volunteered to conduct this Saturday's "Hit Parade" program with the monies to be turned over to Mark Warnow's family. . . . a grand gesture. . . . however, Mark's brother Raymond Scott will probably baton the show. . . . ● Mel Allen is currently offering the nets a 15-minute sports series, "How About That?" written by Lawrence Klingman and produced by Jackson Leighter. . . . ● Several weeks ago Russ Offhaus, WPIT deejay spinned the Ed Farley (Delvar) platter of "Music Goes Round and Round" resulting in a tie-up of the station's four trunk lines. . . . look for this number to come back as strong as ever.

☆ ☆ ☆ ☆

● ● ● In the untimely passing of Mark Warnow, Tin Pan Alley lost a true friend and a great delineator of its music. . . . his every thought was about music and in the 15 years that this reporter has known him intimately, Mark never permitted fast-talking, or over-enthusiastic publishers to deter him from programming songs strictly on merit, a practice other orchestra leaders may, for the sake of better programs, very well emulate. . . . the music and radio world was enriched by his having been a part of it.

☆ ☆ ☆ ☆

● ● ● Bennie Benjamin and George Weiss follow their "Keep The Love Light Burning In My Heart" with "Wedding Bells Will Soon Be Ringin'." . . . same pubbery, Laurel Music. . . . ● Jean V. Grombach, transcription exec., has written a tome, "The Saga of Sock," which is being published by A. S. Barnes and will be nationally released next month. . . . Jack Dempsey says it's the greatest book on prize fighting he's ever read. . . . ● The Charles Pauls (he's composer and musical director of "Mr. & Mrs. North" and "Martin Kane, Private Eye.") are infanticipating. . . . ● Ben Bloom Music has a beautiful waltz in "Come With Me," penned by George Blake and Dick Liebert. . . . ● Barry Bernard, director of the Chevrolet NBTelecasts, who was brought East from Hollywood, has been renewed for another three years at a great increase in salary. . . . Ned, 15-year-old son of Announcer Don Hancock will ride two of Don's show horses at the National Horse Show next month.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Dinah Shore's latest Columbia effort, pairing "Dear Hearts and Gentle People" with "Speak A Word of Love," is labeled 'Deejay Special' in our book. . . . Harry Zimmerman Ork and Chorus back up strongly. . . . ● Tower Records comes thru with a surprise click (remember "How Soon?") in Teddy Phillips' slick platter of "Charley My Boy" flipped with "Are You Kissin' Someone Else?" . . . both sides feature fine warbling by Lynn Hoyt and the Phillipaires supported by clean-cut rhythm by the band. . . . ● Two-Ton Baker, whose Mercury platter of "I'm A Lonely Little Petunia," is a steady seller, will cut "If I Had A Million Dollars" for Mercury next week. . . . ditty is headed for the top. . . . ● Tom Shanahan, Disk Jockey at WEMP, Milwaukee, spending two weeks in town. . . . ● Gene Autry, whose Columbia platter of "Rudolph The Red-Nosed Reindeer," is making a lot of noise, has a live 'Reindeer' prancing around at the Rodeo while he warbles the Johnny Marks ditty. . . . ● Russ Carlyle will wax two originals, "Isle Beyond The Sea" and "Sing Alumma Lay" for Coral today. . . . Russ cleffed both words and music to both.

PLUG TUNES

THE MEADOWS OF HEAVEN
LAUREL MUSIC CO.
 1619 Broadway New York City

SOME DAY
 (You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

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

I WISH I KNEW
 Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆◆—

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

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 20, 1949—TELEVISION DAILY is fully protected by register and copyright

COLOR-TV CONVERTERS ATTACKED

TELE TOPICS

FROM A PRODUCTION VIEWPOINT, the initial simulcast of "Band of America" on NBC Monday nite was a slick job on all counts. Writer-supervisor Hal James and director Herb Swope, Jr., gave the show just about as much visual appeal as is possible within the restrictions of AM duplication and a half-hour of band music. But the result was like seeing a fine suit of clothes on a scarecrow; the dressing is fine, but there's not much underneath. And no matter how many gimmicks are employed, there is very little visual appeal inherent in a 48-piece band. Gimmicks seen this week included a brief film clip of cadets marching as the band played the West Point March, heavy use of superimpositions and the appearance, at the end, of five drum majorettes. Most interesting bit visually was a turn on eight differently-tuned drums by Chauncey Morehouse, aided considerably by an elevated camera angle. Music, conducted by Paul Lavalle, is probably the best band stuff on the air, although personally, we preferred Lavalle's work with a woodwind octette on the fondly remembered "Basin Street" ailer. . . . Film commercials for Cities Service were of high caliber. Agency is Ellington.

MANY MOONS HAVE PASSED since last we laughed as hard at anything on TV as we did Tuesday nite when Dean Martin and Jerry Lewis guested on the Berle show. Dean and Jerry are just about the best comedy team in the business these days and we'd like to see much more of them. NBC made a big mistake in placing them on radio, where they laid a bomb, instead of TV, where they are no less than sensational. . . . John Nasht has returned from Europe with a film of a Parisian revue which he is auditioning today for one of the webs. Program can be done film or live, he says, with Air France flying acts back and forth if latter method is chosen. . . . Transfilm has been signed by Consolidated Edison for a series of ten one-minute films for use on the WPIX newsreel. . . . Eugen Sharin, Ambassador Films prexy, back from a three-month trip abroad where he did a series of shorts in Salzburg and Vienna.

TV-PROGRAMS, INC., holding open house at Squadron A armory tonite to kick-off its indoor polo season. . . . Frank Wiener has been named division supervisor for the Theater Wing's radio-tele classes. He'll also assist Carl Beier, AM-TV chief. . . . WATV has snared TV rights to the 19 home basketball games of Seton Hall College. . . . The rich voice doing the Buick commercials on the O&J show belongs to Ralph Paul, one of the busier players around town. . . . INS Projectall is being installed at KNBH, Los Angeles, third NBC outlet to order the device.

To Show Use Of Video As Public Health Aid

Uses of video in public health education will be demonstrated for more than 5,000 public health and medical leaders attending the annual convention of the American Public Health Association in New York Oct. 26.

Sterling Fisher, NBC public affairs and education manager, will emcee the session which will show a recording of an NBC variety program utilizing techniques of drama, puppetry, cartoon and song to get across the message.

With Irving Caesar as emcee, other talent in the program includes Shirley Dinsdale, Michael Armstrong, 15-year-old cartoonist, and a dramatic group from American Theater Wing.

Dramatic portion of this program is titled "The Man Who Cares," a one-act play produced in cooperation with the New York City Cancer Committee.

Other NBC recordings will include a special film featuring "Howdy Doody"; and "Isotopes in the Service of Human Health."

WFIL-TV Names Driscoll

Philadelphia—William C. Driscoll, veteran newsman with more than 20 years in the field, has been named director of the WFIL-TV newsreel and manager of film productions. Sponsored by RCA Victor, the newsreel has been on the air since the station began programming two years ago.

4-A's Board Meeting To Vote On TV Authority Formation

International board of Associated Actors and Artists of America will meet Oct. 26 at the Hotel Astor to vote on a motion to authorize organization of Television Authority, Paul Dullzell, president of the board, announced yesterday.

Five Unions In Favor

With five eastern talent unions—Actors Equity, Chorus Equity, AGVA, AGMA, and AFRA—in favor of TVA and the two western members of the 4-A—Screen Actors Guild and Screen Extras Guild—opposed to the plan, the question of jurisdiction over TV performers in various branches of the entertainment industry will be left in abey-

UN Coverage

Ceremonies in connection with the laying of the cornerstone for the permanent United Nations headquarters in New York will be scanned by a four-network pool Oct. 24, 12-1 p.m., EST. Participants will include President Truman, Carlos Romulo, president of the General Assembly, Secretary-General Trygve Lie, Gov. Thomas E. Dewey and Mayor William O'Dwyer, of New York.

Murphy To Head Crosley TV Operation

Cincinnati—John T. Murphy, manager of WLW-D, Dayton, has been appointed director of tele operations of the Crosley Broadcasting Corp., it was announced yesterday by R. E. Dunville, vice-president and general manager.

H. P. Lasker, sales manager of WLW-D, becomes general manager of that station, and program director Donovan Faust becomes assistant manager, retaining his program duties.

In his new post, Murphy, who has been WLW-D manager since early this year, will have general supervision of the firm's outlets in Cincinnati and Columbus as well as Dayton.

Murphy, who is 36, broke into radio 18 years ago as an NBC page in New York and moved up through the web's commercial traffic and station relations departments.

They're Unsightly And Makeshift, Says Sleeper

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday heard an all-out attack on converters for color TV from Dr. George Sleeper, inventor of the color television system of Color Television, Inc. Spurning converters as "makeshift," Sleeper said CTI is working on three designs for a direct-view tube capable of bringing in black and white or color interchangeably—and for the first time he hinted that his firm might be able to demonstrate such a tube before the FCC next month in San Francisco.

Sleeper admitted ruefully that he has not yet seen pictures broadcast and received on CTI equipment except in the laboratory.

Questioned By Jones

Commissioner Robert F. Jones pressed Sleeper on the reasons for CTI's failure to bring equipment to Washington for demonstration, but Sleeper could not be shaken from his insistence that the equipment might not survive a cross-country trip. It is old and battered, and barely held together in San Francisco, he said, adding that it had taken 200 men to set up the RCA demonstration here last month.

Converters won't sell, and factories won't make them, Sleeper said. He referred to FM converters to prove his point, and added that he does not believe converters to permit present TV sets to bring in UHF channels will sell. Conversion to bring in the CTI color system would be costly, he said, and in addition converters of the nature of that provided for CBS color would mar the appearance of receivers as items of handsome furniture. The public would not buy whirling discs to destroy the lines of their handsome TV cabinets, he said.

On the other hand, he estimated that projection sets made to CTI specifications need cost little more than black and white projection sets today. For conversion to the present CTI-type projection color the cost would be about \$200, he estimated. With a single direct-view three-color tube such as CTI, RCA and Dr. Charles Willard Geer are now working on, conversion might cost only \$75, he said, but he still would not look for wide sales.

WOR-TV Names Herud

Eric Herud, WOR radio engineer for the past 15 years, has been appointed theater manager for WOR-TV.

NEW BUSINESS

WCBS, New York: Lamont, Corliss & Company for Nestle's "Quick," has purchased two participations per week on Wednesday and Saturday in the Margaret Arlen program for 13 weeks beginning Oct. 26 through Cecil & Presbrey. Vick Chemical Company, through Morse International, also contracted for Margaret Arlen announcements, Tuesday, Thursday and Saturday for 13 weeks. Interwoven Stocking Co., through United Advertising, signed for three weekly participations, Monday, Wednesday and Friday in the Jack Sterling program, for a 13-week period.

Crosley Corporation (Shelvador Division), bought three participations, Monday, Wednesday and Friday, in the Jack Sterling program for three weeks, through Benton & Bowles. Brown & Williamson Tobacco Corp., for Kool Cigarettes, also purchased Monday, Wednesday and Friday participations for a 13-week period in the Jack Sterling program through Ted Bates, Inc. Procter & Gamble for Duz, purchased nighttime station breaks, Monday, Wednesday, Friday and Sunday for five weeks, through Compton Agency. Daytime station breaks, three per day on weekdays and one on Saturdays, purchased by S.O.S. Company for Scouring Pads, the business being placed through McCann-Erickson, Inc.

WWRL, Woodside: River Brand Rice Mills, Inc., through Donahue & Coe, New York, has purchased two spot announcements daily for an indefinite period in behalf of "Carolina Rice."

J. Strickland & Co., through Getz Greshaw Adv. Agency, Memphis, has purchased two spot announcements daily for one year on "The Afternoon Swing Session" in behalf of Royal Crown Hair Pomade. Quaker Oats Co., through Ruthrauff and Ryan, Chicago, has purchased three 15-minute periods weekly for an indefinite period beginning Nov. 7. Program was the "Afternoon Swing Session" featuring Phil Gordon. Product involved is "Aunt Jemima's Self-Raising Flour."

WGN, Chicago: Peter Paul, Inc., Naugatuck, Conn., has renewed the sponsorship of "Robert Hurleigh and the News," 8 to 8:15 Monday, Wednesday, and Friday, for 52 weeks. The Peter Paul, Inc. agency is Platt-Forbes, Inc., New York. Seek and Kade, Inc., New York, for "Pertussin," will sponsor three weekly announcements in the "Virginia Dale" program, 9:30 to 9:35 a.m., Monday through Friday. Erwin, Wasey, & Company, New York, handles the account. The Kellogg Company, Battle Creek, Mich., for "Pep," will sponsor three weekly one-minute announcements for 52 weeks. The advertising account is handled by Kenyon & Eckhardt Company, New York.

Political Parties Buy Time For Fall Elections In East

(Continued from Page 1)

"free and equal" political time available to all parties on non-commercial basis, virtually all other local stations are selling time for hard cash, during peak listening periods, to all legally-constituted parties. The elections involve city, state, and Senatorial posts in New York, and the gubernatorial chair in New Jersey.

Radio-wise, the various committees for the election of Herbert Lehman, the Democratic Senatorial candidate, and Sen. John Foster Dulles, GOP candidate, were more active than the others, since the Senatorial contest promises to be the closest. Among the candidates making use of television is Oren Root, running for the borough presidency of Manhattan, who is appearing over WNBT in a weekly 15-minute panel discussion series, sponsored by the Republican-Fusion Party.

Here is a station-by-station rundown of paid political broadcasts, including recent, current, and future programs:

WMCA: To the Wine, Liquor and Distillery Workers Union, two quarter-hours; the ILGWU, two quarter-hours; the Transport Workers Union, one quarter-hour; the American Labor Party Municipal Campaign Committee for Marcantonio for Mayor, seven quarter-hours, 24 30-second spots; the ALP Citizens Committee for Marcantonio, 25 quarter-hours, one half-hour; Coordinating Committee of Independent Democrats for Lehman, 12 half-minute spots; Independent Citizens Committee for Lehman, 12 quarter-hours; Republican State Committee, four quarter-hours; Oren Root, Jr., Dinner Committee, one quarter-hour; N. Y. Council ALP for Ewart Guiner, five quarter-hours; Brooklyn Citizens Committee for Abe Starke, 11 quarter-hours, 45 one-minute spots; Committee of Neighbors for Newbold Morris, 20 five-minute spots; Citizens Committee for Morris, one half-hour, 26 quarter-hours; Harlem Communist Election Campaign Committee, one quarter-hour, 19 10-minute spots, 45 half-minute spots; Social Labor Party of America, three quarter-hours; Fair Deal Democrats, 48 half-minute spots; Ind. Citizens Committee for Robt. Wagner, Jr., 12 half-minute spots; Ind. Citizens Committee for O'Dwyer et al, 13 one-minute, 19 half-minute spots; Joint Labor Committee for O'Dwyer, nine half-minute spots, 10 quarter-hours; N. Y. State Rep. Committee for Dulles, 15 one-minute spots.

WQXR: To the Independent Citizens Committee for Lehman, six quarter-hours; to the Women's Division of the Citizens Committee for Lehman, five quarter-hours; to the Campaign Committee for Morris, Uviller & Deserio, ten quarter-hours;

to the Republican State Committee for Dulles, three quarter-hours; to the Joint Labor Committee for the Re-election of O'Dwyer, Joseph, and Impellitieri, three quarter-hours.

WCBS: The Citizens' Committee for Lehman has bought a total of ten 15-minute periods. The New York State Republican Committee for Dulles has bought six fifteen-minute periods, and two half-hours. Broadcasts for both Dulles and Lehman will be carried on a state-wide CBS network, as well as WCBS. The Independent Citizens' Committee for the re-election of Mayor O'Dwyer has bought one half-hour and one 15-minute program, plus a schedule of rotating station breaks heard last week.

WMGM: Five 15-minute periods and one half-hour to the Committee for John Lundy for Queens Borough President; one half-hour to the Kings County Democratic Committee for Lehman, Cashmore, and O'Dwyer; one half-hour to the Independent Citizens' Committee for O'Dwyer; 15-minutes for Oren Root; nine 15-minute periods to the United Labor Committee for O'Dwyer, Impellitieri, and Joseph; spot campaigns for the various candidates.

WBNX: (English and foreign-language) A total of 51 spots, in English, for O'Dwyer; for Dulles, five 15-minute periods in German, three five-minute periods in French, three in Italian, 12 spots in German, one in French, and 12 in Italian.

WOR: Four 15-minute periods to the New York AFL for Lehman; three 15-minute periods to the New York Liberal Party for Newbold Morris; three quarter-hours to the N. Y. GOP Committee for Dulles; three quarter-hours to the New Jersey State GOP for the re-election of Gov. Driscoll.

WNBC: Nine quarter-hours to the Campaign Committee for Morris, Uviller & DeSirio; two quarter-hours for Robert Wagner Jr.; one quarter-hour to the N. Y. Liberal Party for Morris and Lehman; one quarter-hour to the Independent Citizens' Committee.

WJZ-ABC: To various GOP organizations, a total of 19 broadcasts aggregating five hours on a New York state network; to the Democrats, one 15-minute broadcast on the state-wide web; on WJZ only, eight broadcasts totaling 65 minutes for Democratic candidates, nine broadcasts totaling 150 minutes for the American Labor Party, ten broadcasts totaling 175 minutes for the Independent Citizens' Committee, 13 broadcasts totaling 195 minutes for the Liberty Party, and two broadcasts totaling 45 minutes for the Joint Labor Committee; over WJZ-TV, one 15-minute telecast on behalf of Liberal Party candidates.

COAST-TO-COAST

Olga Naranjo Joins WCOP

Boston, Mass.—Olga Naranjo has joined the staff of station WCOP as secretary to promotion manager John Wilkoff. She formerly was employed at WEEL, local CBS outlet.

Phane Conversation Broadcast

Houston, Tex.—Major Oscar Holcombe attending the International Conference of Mayors at Geneva, Switzerland, telephoned the first of a series of reports to Bob Gray, news editor of KXYZ. The entire conversation between Gray and the Mayor was rebroadcast later in the evening.

Jain KOAC Staff

Corvallis, Ore.—KOAC announced recently the addition of two new staff members, Elizabeth Dotson, formerly with the State Library, Salem, as director of the Oregon School of the Air; and Donald S. Somerville, formerly director of radio at the University of Wyoming, as School Specialist in Radio. Both of the new staff members participate in educational features of the station which are part of its school broadcast service.

Brown Celebrates Anniversary

Hartford, Conn.—Carlton Brown, transmitter engineer at WDRF-FM is observing his tenth anniversary with the station during October. Brown joined the FM outlet in 1939, and has his headquarters at the Meriden Mountain transmitter of the station.

New Addition To WMTR

Morristown, N. J.—WMTR announced this week the addition of Charles S. Herman as full-time continuity writer. Herman, a resident of Elizabeth, is a 1949 graduate of Rutgers University. His previous experience has been with a large Newark advertising agency and with the magazine, "Television World."

Program For Women On KOAC

Corvallis, Ore.—KOAC, educational broadcasting service, announced the new series of programs "Especially For Women" directed by Lee Stringfellow Nelson, in charge of women's programs for the state station. The new schedule began last week, and features twice-daily programs in co-operation with the School of Home Economics at Oregon State College and the Agricultural Extension Service, as well as daily features in co-operation with women's organizations.

WNJR Broadcasting Games

Newark, N. J.—Harry Goodwin, general manager, announced that WNJR will broadcast play-by-play descriptions of all the home basketball games of Seton Hall College, South Orange. The first game will be aired December 5th with Harry Nash and Bill Moore handling the broadcasting.