



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 22

NEW YORK, WEDNESDAY, NOVEMBER 2, 1949

TEN CENTS

EXPLOSION SUSPENDS FCC'S HEARINGS

Army-Navy Football On MBS And NBC-TV

The Army-Navy Football Game, Nov. 26, 1:15 p.m., EST, (15 minutes before the kickoff) will be carried exclusively on radio by MBS and on television by the NBC-TV network, under the sponsorship of Gillette Safety Razor Co., it was announced yesterday by Joseph P. Spang, Jr., president of Gillette.

Over 400 MBS stations are scheduled to carry the traditional classic. It also will be shortwaved by AFRS, sans commercial. The announcers will be named later this week.

Foote, Cone & Belding Expanding Below Border

Foote, Cone & Belding International Corp., New York, has announced the completion of working arrangements with seven Latin American advertising agencies, on an exclusive basis.

The deal was handled by Luis G. Dillon, executive v-p in charge of the firm's Latin American operations, who returned to New York this week from a three months' stay in Latin America. FCBI had previously announced the appointment of

(Continued on Page 3)

"Dr. I. Q." Moves To ABC As Sustaining Feature

"Dr. I. Q." formerly heard on NBC under sponsorship of Mars Candy Company, will become an ABC web feature on Wednesday, November 9, and will be heard at 8 p.m., EST. Lew Valentine will continue as emcee and the audience participation show will be offered for commercial sponsorship.

Sound Effects

A recording session of "Martin Kane, Private Eye" in the WOR studios the other day was interrupted by a strange rustling, as of mice in a haystack. The director called a halt, and asked who was 'mousing up' his show. Dead silence. Finally a hard-bitten actor stepped forward and confessed: he was wearing taffeta shorts.

Family Interest

Boston—When Rudolph O. Marcoux, sales promotion manager of WCSH, Portland, Maine, registered for the 1st District NAB meeting, he also registered for Mrs. Marcoux. Together they attended all sessions of the two-day meeting and took special interest in all the sales promotion clinic discussions. They were the only "Mr. and Mrs." team at the sessions.

Miller Prophecies Regarding Color TV

Boston—Justin Miller, president of NAB, told a press conference during the 1st District NAB meeting yesterday that "another ten years would be needed before perfect color television could be expected."

Judge Miller believes that the government will have to release some of the ultra high frequency channels controlled by government agencies, for private use before

(Continued on Page 8)

Philco Sales Rallying As Production Mounts

Sales and net income of the Philco Corp. for the third quarter of 1949 fell off sharply from last year's totals, due principally to "a two-week shutdown in midsummer for factory vacations in the television and radio division, and heavy starting costs involved in getting production under way on the new 1950 line," it was announced yesterday

(Continued on Page 3)

Blast And Fire In Post Office Building Destroys Commission's Files; Delays Hearing Plans

Says FCC Can't Rule On 'Transil' Legality

Washington—FCC observers were on hand yesterday for the fourth day of the local hearing on street-car radio, but Assistant Attorney General Harry Plotkin said the Commission could not attempt to comment on the legal questions involved. The matter has never actu-

(Continued on Page 6)

WTOP's Tape Recorder At Wash. Airplane Crash

Washington—WTOP, CBS' outlet in the nation's capital, claimed a tape recorder first yesterday in the coverage of the collision of a P-38 with an Eastern Airlines DC-4 at National Airport yesterday with the loss of 54 lives.

Stephen Laird, CBS commentator, (Continued on Page 6)

IT&T Prexy To Address New York REC Thursday

Gen. William H. Harrison, president of IT&T, will be the guest speaker at this week's luncheon meeting of the Radio Executives (Continued on Page 2)

Washington Bureau of RADIO DAILY

Washington — Indefinite postponement of all hearings scheduled for Washington was ordered yesterday as FCC members and employes prepared to try to find out just what documents and files have been completely lost and what may be recovered. In addition, a large part of the commis-

(Continued on Page 8)

BBC's American Staff Cut In Economy Move

Staff of the North American office of the British Broadcasting Company in New York has been reduced from 29 to 14 members because of the recent devaluation of the pound, it was announced yesterday by Norman Luker, North American BBC director, who recently returned from a BBC conference in London.

Among the executives who will (Continued on Page 2)

NARND Agenda Set For Two-Day Confab

More than 200 newsmen are expected to attend the annual convention of the National Association of Radio News Directors at the Commodore Hotel, Nov. 11-13.

Allen Martin of WPIX, New York; (Continued on Page 2)

Radio Progress Highlighted As Nat. Radio TV Week Opens

Radio's remarkable progress during the last 29 years—"the most phenomenal growth ever recorded in a single industry"—was reviewed this week by the NAB in a report coinciding with the opening of National Radio and Television Week, Oct. 30-Nov. 5.

Gordon Gray, of WIP, Philadelphia, and W. B. McGill, of the Westinghouse Radio Stations, Inc., have been named co-chairmen of a joint

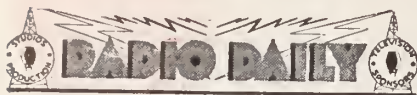
committee to arrange the celebration of radio's 29th birthday. The event is co-sponsored by the NAB and the Radio Manufacturers Assn.

Dealer participation will center on joint sponsorship of full-page advertisements in more than 500 cities and towns, tied in with local displays of radios and TV sets. RMA thus far has filed orders from 574 daily and weekly newspapers for

(Continued on Page 6)

Presentation

Francis Cardinal Spellman was the recipient yesterday of a floral presentation from 13 year-old Betty Clark, ABC's blind singing star, in commemoration of National Flower Week. Betty, who was chosen as national "Flower Girl" by the Society of American Florists, is presenting many similar floral gifts to hospitals in the Cardinal's name.



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- WEST COAST OFFICES**
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
- SOUTHWEST BUREAU**
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(November 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	77 7/8	75 5/8	77 1/2	+ 1/4
Admiral Corp.	27 1/2	27 1/4	27 1/4	+ 1/8
Am. Tel. & Tel.	144 3/4	144 1/2	144 3/4	+ 1/4
CBS A	24	23 3/4	24
CBS B	24	23 3/4	24
Philco	28 5/8	27 3/4	28 3/4	+ 1/4
Philco pfd	81 1/2	81 1/2	81 1/2	+ 1
RCA Common	12 3/8	12 1/8	12 1/4	+ 1/8
RCA 1st pfd.	71 3/4	71 1/2	71 3/4	+ 3/8
Stewart-Warner	12 5/8	12 5/8	12 5/8	+ 1/8
Westinghouse	29	28 5/8	28 3/4	+ 1/8
Westinghouse pfd.	100 1/2	99 3/4	100 1/2	+ 1/2
Zenith Radio	27 3/4	27 3/4	27 3/4	- 1/4

NEW YORK CURB EXCHANGE

	27 3/4	23 1/4	23 1/4
Nat. Union Radio	27 3/4	23 1/4	23 1/4
OVER THE COUNTER				
DuMont Lab.		14	15	A-ekd
Stromberg-Carlson		13 3/4	15	

Radio Week in Ohio

Portsmouth, O.—Local activities in connection with the observance of National Radio Week include a special program by the Portsmouth Amateur Radio Club on Saturday night, and a speech by Hugh M. P. Higgins before the Kiwanis Club. Higgins is vice-president and general manager of WMOA, Marietta, O., and was formerly assistant director of broadcast advertising for the NAB.

THIS IS KGW'S BANNER YEAR

KGW PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

★ COMING AND GOING ★

GORDON GRAY, vice-president of WIP, Philadelphia, yesterday was in New York on station business.

WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, is on a business trip to San Francisco.

PETER DONALD has returned from a series of charity appearances in Connecticut and has resumed his daytime comedy series, "Talk Your Way Out of It," also his weekly comedy appearances on "Can You Top This" broadcast over WOR.

TED ABER, of Mohawk Carpet Co., sponsors of the Roberta Quinlan "Showroom" series on TV, is in Amsterdam, N. Y., planning the convention at which Roberta will sing.

WILLIE SHORE, comedy dancer, is due from Buffalo for his guest spot this Saturday night on the television program, "Cavalcade of Stars."

WILLIAM BRENNAN, manager of network sales in Hollywood for CBS, is spending a two-week vacation in San Francisco.

HAL HUDSON, manager of the CBS network television department in Hollywood, has arrived in Gotham on business. He'll be here for ten days.

CHET HUNTLEY, news analyst for KNX and the Columbia Pacific Network, left Monday for a six-week tour of Europe. **BILL COSTELLO**, chief of the CBS Far Eastern news bureau, who recently arrived in the U. S., is now on the West Coast to substitute while Huntley is abroad.

ARTHUR CHURCH, general manager of KMBC, Kansas City, Mo., a visitor this week at the headquarters of CBS, with which the station is affiliated.

G. RICHARD SWIFT, general manager of WCBS; **DON MILLER**, sales manager of the station, and **DON BALL**, program director, off for Asbury Park, N. J., to attend the meeting of District 2, NAB.

WILLIAM ADLER, radio-TV violinist, is in town for some personal appearances and to fill an engagement at La Vouvray.

JOHNNY O'CONNELL, account executive for Associated Program Service, will attend the NAB regional meeting in Asbury Park tomorrow, Thursday and Friday.

EDWIN PIERCE, president of the dancing schools bearing his name and who has appeared from time to time on television programs, has returned from a business trip to Washington, D. C.

NARND Agenda Set For Two-Day Confab

(Continued from Page 1)

John Madigan of ABC; Phil Newsom of the United Press Radio; John Cooper of INS, and Ad Schneider of NBC will participate in a special discussion panel on TV news problems. All radio and TV newsmen, members and non-members, will be welcomed at the various panels.

A special pre-convention tour of the United Nations has been scheduled for Nov. 10 at the invitation of UN officials headed by Benjamin Cohen, assistant secretary general of public information. The convention, itself, will be highlighted by talks by Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and CBS newscaster Edward R. Murrow.

Discussion sessions will be devoted to profitability of news room operations, and coverage of disasters. In addition there will be a demonstration session on TV news and a debate between ABC news broadcaster Elmer Davis and New York advertising executive Charles Hull Wolfe, on the future of AM news in a period of TV ascendancy. Business sessions will feature the election of officers for 1950 and the possible adoption of a new and stiffer code of standards for news operations.

"Voice" To Shortwave Alex Dreier Newscasts

The Voice of America broadcast to European countries by the State Department, will carry portions of scripts prepared by Alex Dreier, NBC newscaster, for his daily program originating from Chicago, and heard at 8:00 a.m., EST.

Dreier recently returned from a five-week tour of nine European countries, and incorporated his on-the-spot observations into his daily commentary. His material currently is being translated into several languages for use on Voice of America.

BBC's American Staff Cut In Economy Move

(Continued from Page 1)

leave the BBC office next Monday is Alice Stamatis, publicity director who has been with the operation six years. Others include Heleyne Pauling, in charge of traffic and Harold Burns, head of administration.

Henry Stracker, assistant to Sam Slade, North American program director, has been recalled to BBC headquarters in London. No curtailment of program service to stations in the United States is contemplated at this time, it was said.

IT&T Prexy To Address New York REC Thursday

(Continued from Page 1)

Club of New York, to be held on Thursday at 12:30, at the Hotel Roosevelt. His topic will be "International Communications."

Other special guests will include Frank White, president of Mutual; James Seward, CBS vice-president in charge of operations; Oswald Buchanan, IT&T treasurer, and J. M. Mathes, president of J. M. Mathes, Inc.

Celebrated Anniversary

Hartford — WCCC, Connecticut's Good Neighbor station, owned by William and Max Savitt, celebrated its 2nd Anniversary on October 26th by holding open house in their studios at the Hotel Bond. Air time from 3:00-5:00 was devoted entirely to personal interviews with sponsors, public officials, officers and members of the staff of the station led by Syd Byrnes, program director. Douglas J. Bennet, executive secretary to Gov. Bowles led the air kick-off followed by Hartford's Mayor, Cyril Coleman. Both Hartford Newspapers were represented by top officials.



Great Protector

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great protector.

W-I-T-H is a great protector, too, for advertisers in the tough, competitive market of Baltimore. W-I-T-H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W-I-T-H delivers more loyal home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H! That means that a little money does big things on W-I-T-H.

Call in your Headley-Reed man today and get the whole W-I-T-H story.

WIT-H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

★ **AGENCY NEWSCAST** ★

KEN R. DYKE, vice-president in charge of publicity and public relations for Young and Rubicam, Inc., has announced that Peter McGovern, New York publicist and former newspaperman, will join the agency's radio-TV publicity department on November 1st.

JAMES J. DELANEY has been appointed advertising manager of the Sinclair Refining Company. He formerly was a vice-president of Morey, Humm & Johnstone, Inc., and prior to that was an account executive with McCann-Erickson, Inc.

WIREWAY CORPORATION OF AMERICA, manufacturers of Wireway magnetic wire recorders, and the Wireway "Secretary" dictation recorders, have appointed Chas. Dallas Reach Co., Inc., New York and Newark, N. J.

SPENCER HARE has been named to handle publicity, promotion and public relations for Peter Puppet Playthings, Inc., of Long Island City, creators and manufacturers of hand puppets and marionettes.

RUTHRAUFF & RYAN, INC., has been named by United Florist Trades, Inc., for a campaign in the New York area featuring "take-home specials" in bouquets and corsages. United Florist members include flower growers, retailers, and wholesalers.

HASKELI, BLOOMBERG, for 15 years exclusive local sales representative for the Merrimac Broadcasting Company, owners and operators of radio stations WLLH, Lowell; WLLH, Lawrence; and WLLH-FM, Andover, has, in addition, been named exclusive national sales representative for these stations.

BERMINGHAM, CASTLEMAN & PIERCE, INC. has been appointed by the Monarch Wine Co., Inc., Brooklyn.

ERWIN, WASEY & CO., has been named by the Le Blanc Corp., Lafayette, La., manufacturers of Hadacol.

JOHN D. FITZGERALD, formerly with CBS-TV, has joined the executive staff of Alley & Richards, Inc.

Foote, Cone & Belding Expanding Below Border

(Continued from Page 1)

other associates in Mexico, Cuba and Brazil, and some of the smaller Latin American countries.

The newly-added associates are: Pueyrredon Propaganda of Argentina; Puerredon, Rey Kelley, Behrens & CIA., S.R.L., of Uruguay; Publicitas of Chile; Publicidad Causa of Peru; Propaganda Epoca Limitada of Colombia; C. A. Publicidad Laif of Venezuela, and Publicidad Astra of Puerto Rico.

AFRS Officer Transferred

Major Klyde E. Kraft, officer in charge of the New York office of the Armed Forces Radio Service, has been transferred to a new assignment with the Army Medical Dept., Stuttgart, Germany. Kraft, who has been with the AFRS since the Spring of 1947, is scheduled to sail for Europe next week.

Major Ernest M. Magee, formerly with the U. S. Air Forces in Europe as a public relations officer, has replaced Kraft as officer in charge of AFRS in New York.

William Artzt

Funeral services were held Monday for William Artzt, musical director for the CBS radio series, "The Goldbergs," at Park West Memorial Chapel, New York.

Mr. Artzt died Saturday, Oct. 29, in his apartment at the Oliver Cromwell Hotel after a heart attack. He was 53.

The musical director also was associated for nine years with the "Blondie" radio series.

Philco Sales Rallying As Production Mounts

(Continued from Page 1)

by William Balderston, Philco's president.

Third quarter sales totaled \$46,776,000 this year, and net income amounted to \$508,000, as against third quarter sales of \$69,539,000 and earnings of \$2,416,000 in 1948. In September of this year, however, production of Philco's new television models increased rapidly, and earnings for that month were \$802,000, Balderston said. "The marked improvement in earnings which set in in September is continuing in October," he added.

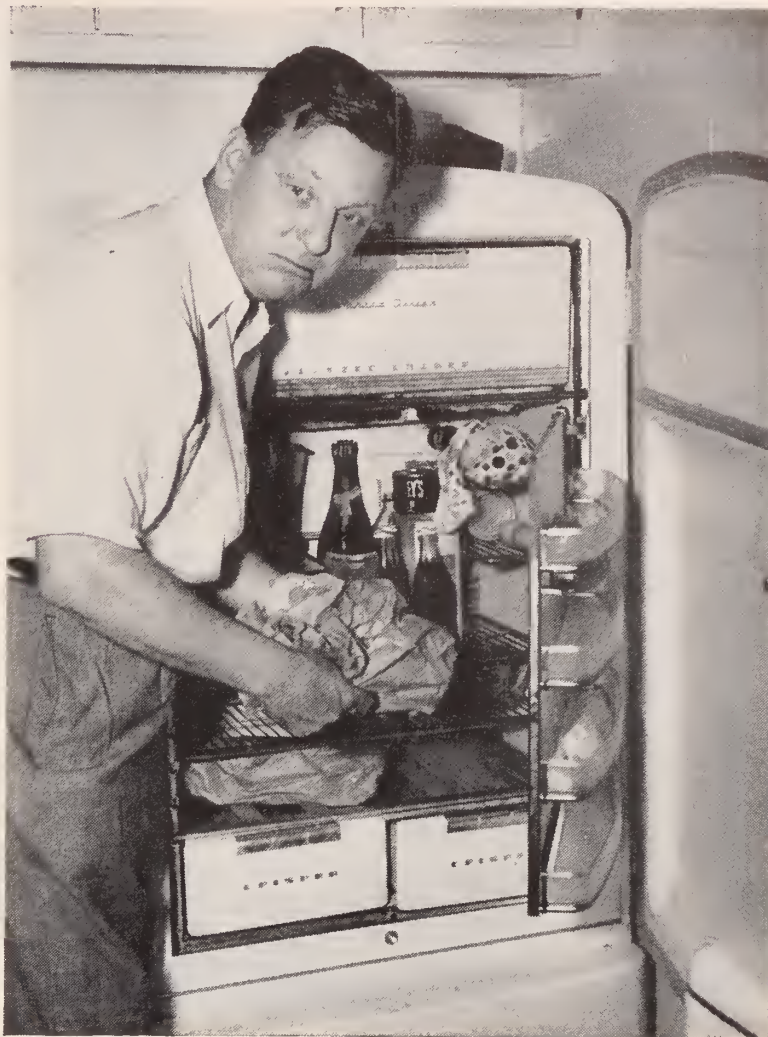
WLIB Airs 2½-Hour Hospital Benefit Show

WLIB, New York, aired a 2½-hour benefit program in behalf of the United Hospital Fund, Oct. 30, 7-9:30 a.m., featuring speeches, music and variety entertainment.

Hal Jackson, a disc jockey on WINX, Washington; WOOK, Washington; WEAM, Arlington, Va.; and WSID, Baltimore, served as emcee on the program. Other participants included Dr. Cecil Marquez, president of the Mt. Morris Park Hospital; Dr. George Cannon, national secretary of the Physicians Forum; "Doc" Wheeler, mc of the Apollo Theater Amateur Hour; and the Syncopators, a singing group.

Wedding Bells

Robert Wood, sales service manager for KNX-CBS, Los Angeles, was married Oct. 29 to Nan Harwell at All Souls Episcopal Church.



Disciple of Free Enterprise Caught in the Act

He sings the praises of the "Free Enterprise that the Founding Fathers farsightedly bequeathed us" — and practices what he preaches. Whether he's getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: "In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as 'liberals' and 'champions of the people,' his (Lewis') lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans."

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, 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).

SOUTHWEST

KFJZ, Fort Worth, and the Texas State Network joined to present the week's outstanding public service schedule in Texas. Programs, carried on full TSN net, were: live remote from "Wheel Chair Chapel" on grounds of Warm Springs Foundation, Gonzales, Texas, featuring Lions Club Orchestra from Midland; half-hour United Nations broadcast prepared by Radio House, University of Texas, and Goliad State Park program, with Gov. Allan Shivers and Brig. Ainsworth, from this shrine of Texas history. United Nations and Goliad programs were tape recorded.

KTFS, Texarkana, has renewed and extended its contract for use of the World Library, according to Dave Segal, owner of the Texarkana Mutual affiliate and WGVM, Greenville, Mississippi.

The WFAA, Dallas, "Early Birds," the oldest live talent breakfast variety show in radio, as far as this department knows, hung up a new record in contest mail pull with a total response of over 30,500 entries in only three weeks. Contest involved naming a pig that was a recent gift to the "Early Birds" comic character, "Little Willie" from Texas Swine Breeders Association.

First prize will be a new Chevrolet sedan with 175 other merchandise prizes going to aspiring pig namers.

Bill Ring, featured in "Bill Ring Time" programs for Taystee Bread, was guest on "Hoffman's Hayloft" popular television program from the studios of WBAP-TV, Fort Worth. Ring's regular AM stint is heard on WBAP regularly and he made a flying trip from Houston, where his program originates in the studios of KXYZ, to make the guest shot on WBAP-TV.

What was the most unusual merchandising display seen in these parts for many a moon, has just been dismantled by WFAA, Dallas, where it was on display at the Texas State Fair. Exhibit followed the new ultra-arty art form of "mobile sculpture" in which multiple shapes, planes and figures are suspended in motion. The WFAA "mobile" displayed a total of 130 products advertised on the Dallas NBC-ABC outlet, each product in motion but never touching its neighbor. Complicated machinery weighing 150 lbs and containing 487 moving parts—all suspended from a single point, was designed and executed by Ray Huffer of the WFAA promotion department.

ATTENTION: AGENCIES

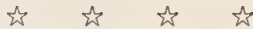
Top Flight Radio Producer-director with 12 years' experience seeks staff affiliation with agency radio department. All details on request to:

RADIO DAILY, Box # 282
1501 Broadway New York City

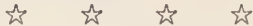


Mainly About Manhattan. . . !

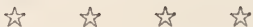
● ● ● Metropolitan station in a Sunday Times classified ad offered to "risk time, talent and facilities" and "for one year guarantee daily publicity to product or service that has merit." Station's call letters were omitted from the ad, with blind box number inserted. . . . With all the furor over color TV, postcards Alan Sands, one shade the nets would like to see go is red—right off their books. . . . Les Mitchel, producer-host of new CBS series, "Skippy H'wood Theater," off for London to record six programs for the series starring top British actors, including John Mills, Clive Brook, Margaret Lockwood and Jean Simmons. . . . Walt Framer, who started in this biz some 21 years ago as a quizmaster and sidewalk interviewer and has since gone on to producing and packaging his own shows, returns to his first love as emcee of a TV quizzer, "Flashbacks." . . . Jim Boles believes in supplying his own competition. At 9 p.m. tonight he'll be playing a killer on Kraft Television Theater. Opposite him at the same hour will be his bride, Athena Lorde, also playing a killer on DuMont's "Plainclothes Man." . . . Boris Karloff being set for a B'way musical—and Bill Bertolotti wonders if it'll be titled "Call Me Monster."



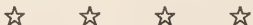
● ● ● Harry Hershfield, the most beloved guy in show biz so far as we're concerned, knows a joke when he comes across one—especially if he originated it himself. Which is by way of saying that that wonderful crack attributed to Groucho Marx (about his resigning from the Friars Club because he wouldn't belong to any club that would accept him as a member) appeared in Harry's "Abe Kabibble" strip 28 years ago.



● ● ● Zendon C. (Jess) Barnes, former veepee and sales manager at Mutual, will be associated with Calkins & Holden ad agency as of Jan. 1st. He joins the agency as a full partner along with J. Sherwood Smith, Rene Clarke and R. P. Clayberger. Prior to his service at Mutual, he was veepee of Gen'l Outdoor Advertising Co., and during his seven years at the network sales rose in an all-time peak. . . . Success of Mutual's Sunday afternoon operations can be largely attributed to him. Calkins & Holden, who number among their clients such firms as Gulf Oil, Oakite Products, etc., haven't centered their activities too widely on radio in the past, but it's fairly certain that with the acquisition of Jess Barnes, the radio and television dep't will be swiftly expanded.



● ● ● NBC simulcast series of Ted Granik's "American Forum of the Air" got off to a lively start with Sunday's preem. The debate between Sec'y of Labor Maurice J. Tobin and U. S. Chamber of Commerce prexy Herman W. Steinkraus on the steel strike broke the front pages all over the country as well as radio newscasts the following day.



● ● ● THAWTS WHILE THINKING: One of the greatest little shows on big time radio is Maggy Fisher's delightful "Piano Playhouse" sessions. It's celebrating its 6th ann'y on ABC this month with its co-op line strongly on the up-curve. . . . Sid Shalit doing a terrific job of radio coverage with Ben Gross vacationing for a month. . . . Frank Gallop, Radio Row's best-dressed gent, no doubt eyeing Paul Douglas' fabulous screen success with a jaundiced eye, took a flyer on "H'wood Screen Test" the other night and emerged as a combination Herbert Marshall and Otto Kruger. Hollywood—open up those golden gates. Here comes the new Frankie.



CHICAGO

By HAL TATE

SKELLY OIL COMPANY is considering using spot announcements in a limited number of markets. Account is handled by Henri, Hurst & McDonald, Chicago.

American Bakers Institute is mulling over the idea of starting a network show. The idea would be to promote the sale of bakery goods nationally. Foote, Cone & Belding, Chicago, handles the account.

Marty Hogan emceed a half-hour show at the opening of Chicago's newest theater—the Telenews at Rush and Oak Streets. Program went out over WCFL. Producing the show were Bob Platt, Frank McGivern and Lee Petrillo. Celebrities on the show included movie star James Dunn, here for the starring role in "The Golden Gloves Story" which is being made in Chicago by movie producer Carl Kreuger. Latter was also interviewed together with State Senator Abe Marovitz, Federal Judge Michael Igoe, Alderman Dorsey Crowe, Realty king Arthur Rubloff, Jim Thompson, prexy of the Chicago Hornets pro football team, and Telenews executives Herbert Sheftel, Alfred G. Burger and Sylvan Goldfinger.

Chicagoans are mourning the death of the former AFRA treasurer Al Stracke, who passed away last week in Seattle, Wash. His brother, Win Stracke, is well-known in local radio circles.

An original three-act play called "The Peanut Whistle" and dealing with life and experiences of the personnel of a 250-watt station will be presented by the nationally known little theater group, The Peoria Players next Monday night (Nov. 7). Charles E. Barnhart of the group's board of directors has invited trade papers and New York drama critics to view this satire of a small-station operation.

Out of the five national winners in the Army's contest to choose a theme song for that branch of service two were Chicagoans. They were Thomas J. Filas, who won 2nd prize with his song "It's the Army" and Mrs. Iola Nancy Warren who won 4th prize for her "Three Cheers for the Army." Band leader Vaughn Monroe copped top honors for his "Men of the Army."

1906 1949

Henri
CONFISEUR

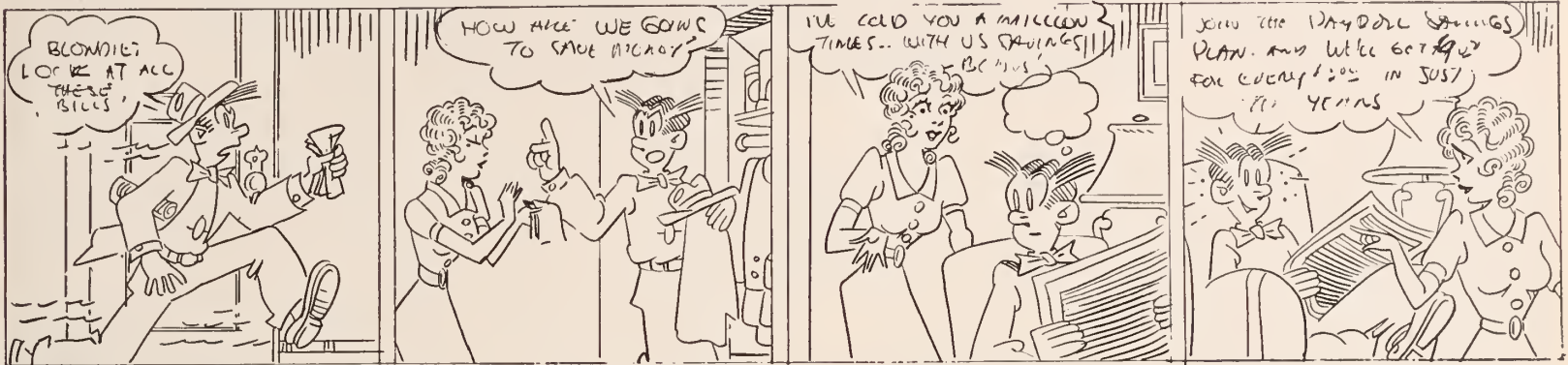
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies

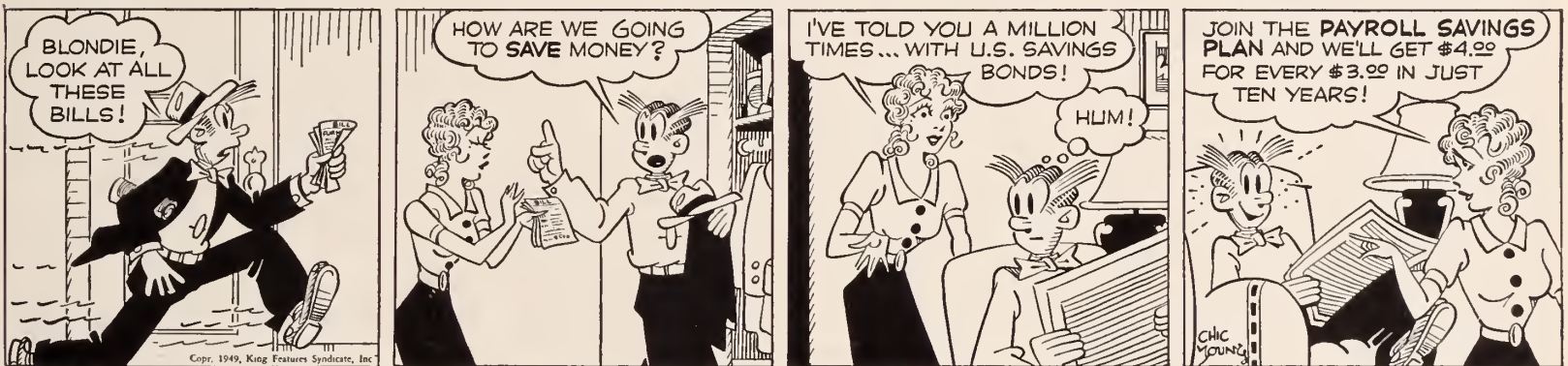
15 East 52nd St.
AIR CONDITIONED



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP...

that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set

aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

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



THIS SPACE CONTRIBUTED BY RADIO DAILY

PROMOTION

KOMA Storm Warning

All grocers in the KOMA, Oklahoma City, trade area have received a promotion piece announcing a "storm warning." Piece stated that, like most storms, this one would come from the air but would be a storm of demand for Nash Coffee because of the 12 o'clock news on KOMA sponsored across-the-board by the Nash-Finch Company of Oklahoma City. To garner even greater audience, grocers were told that KOMA would use billboards, transit ads, newspaper space and plug announcements on the air. Promotion urged grocers to make special displays of Nash Coffee and gather entire personnel for free photographs that would be made and presented to all who were in the picture. "Storm Warning" was just one of many stunts planned by the 50 kw, CBS affiliate to accent promotion and merchandising aids to advertisers using the station.

Says FCC Can't Rule On 'Transit' Legality

(Continued from Page 1)

ally come before the Commission, he said.

Ross H. Beville, chief engineer of Washington Transit Radio, Inc., told the local public utilities commission yesterday that the audio quality of the installations in 215 Washington buses and trolleys is the best possible. There has been some "tempering," he said, but large sums have been spent to insure the best receiving equipment for the FM signal.

Consideration For Driver

Beville explained that sound has been kept low in the front of the vehicles in order not to interfere with the drivers.

Dr. Clifford Stanley of the Virginia Theological Seminary appeared yesterday to tell the PUC transit radio "is an affront to human dignity."

Page To Plug Radio At Camping Group Meet

Thomas J. Page, WNBC's farm program director, will be the guest of honor and the principal speaker at a meeting of the public relations directors of the American Camping Association, November 3 at Bear Mountain, N. Y.

His speech will be titled "Radio As A Public Service Medium."

"Cisco" In Canada

The Frederic W. Ziv Co., announces that the Wm. Wrigley of Canada Ltd., Toronto, has started a three times weekly, thirteen week test campaign for popular "Cisco Kid" western thriller. Program is being heard via CKEY, Toronto. Agency is J. Walter Thompson Co., Ltd., Toronto.

Radio Progress Highlighted As Nat. Radio TV Week Opens

(Continued from Page 1)

1,025 full-page advertising mats for joint dealer sponsorship. Special sections are being used by a number of newspapers.

Broadcasters are planning special programs, spots and transcribed talks to call public attention to national radio and television week and the "Voice of Democracy" contest for high school students.

Surveying radio's role in U. S. life as the medium begins its 30th year, the NAB notes that more than 39,000,000 families, or 94 per cent of all U. S. families, listen regularly to programs aired by the nation's 2,800-odd stations. An estimated 34,000,000 additional radio sets are in use in stores, institutions, hotels, and offices, plus 10,000,000 automobile radios.

Music Popular

As for programming, the NAB reports that 41 per cent of all broadcast time is devoted to music and variety programs; 16 per cent to drama; 13 per cent to news, including spot news, commentary, and features; 6 per cent to educational material; 4 per cent to talks and forum discussions. The remaining air time is devoted to farm programs, business and financial information, household programs, and miscellaneous material.

Set sales have kept pace with broadcasting's growth, the NAB points out, totaling more than 2,000,000 annually. The number of sets in use has more than doubled in the last decade—from 40,000,000 in 1939

to an estimated 83,000,000 in 1949.

Television, judging by its beginnings, "is engaged in matching that growth," the NAB says. "About 1,350,000 television sets have been made in 1949. Over 2,500,000 have been made since the end of the war, and about 2,225,000 of these are in use in homes."

All of the networks and many stations have scheduled special announcements and programs in support of Radio Week's observance. As a special feature of the celebration, this year as before, high school students throughout the nation will compete for four college scholarships to be awarded for the best radio scripts on the subject, "I Speak for Democracy," to be voiced by the contestants. National finals will be held during the week of Dec. 15. The four national winners will be chosen from among 48 state finalists by the following judges: Associate Justice Tom C. Clark, of the Supreme Court; James Stewart, the film star; J. Edgar Hoover, director of the FBI; Douglas Southall Freeman, editor and historian; Edward R. Murrow, CBS news analyst; Andrew Holt, president, National Education Assn., and George V. Allen, newly-appointed ambassador to Yugoslavia and former assistant Secretary of State for Public Affairs.

The winners will get their awards at a luncheon in Washington on Feb. 22, and later will meet the President and participate in a worldwide Voice of America broadcast.

WTOP's Tape Recorder At Wash. Airplane Crash

(Continued from Page 1)

rushed to the scene of the crash shortly after noon with a tape recorder. Laird claimed he was first on the scene with any recording equipment and at 3:30 p.m., WTOP fed a special news broadcast of the crash to the CBS network, direct from the Gulf Oil docks, near the airport. Laird's recordings of eyewitness interviews, and reports by Charles Collingwood and Allan Jackson were included in the broadcast. Bill Shadel read the casualty list of persons killed in the crash.

New Kaye Series

"Sammy Kaye's Sunday Serenade," will be heard over the CBS network as a Sunday afternoon feature starting Nov. 13, 1:30-2:00 p.m. Program will be presented in cooperation with the U. S. Treasury Department.

Wedding Bells

Geraldine (Gerry) Simpson, assistant to Bob Jennings, producer of ABC's Sunday evening "Chance Of A Lifetime" program, will wed ABC staff producer Bob Steen in Hanover, Pa., on Saturday, Nov. 5.

Chesapeake AP Unit Elects Sartain As Head

Baltimore — Denis Sartain, news editor of WWDC, Washington, was elected chairman of the Chesapeake Associated Press Radio Association at its annual meeting here, Oct. 19.

Other officers chosen were: First vice-chairman, Matthew Warren, program director of WEAM, Arlington, Va.; and second vice-chairman, Edwin Hinkle, program director of WTBO, Cumberland, Maryland.

Max Fullerton, AP chief of bureau in Baltimore and head of the cooperative's news service in Maryland and West Virginia, was renamed secretary.

News Problems Discussed

News personnel from AP member stations in Maryland, Virginia and the District of Columbia participated in a discussion of mutual news problems. Leading the informal discussion was William Conhurst, of WCAO, Baltimore, chairman of the Association's news committee.

The group heard a report of U. S. Weather Bureau services by George Brancato, director of the Baltimore weather office, and directed that a study be made of the cost of obtaining and transcribing detailed weather reports to all parts of the Chesapeake Bay area. By resolution, the

NEW BUSINESS

WEWS, Cleveland: Esquire Theater, participating spots on "Dinner Platter," five times, thru Ohio Advertising Agency. Electric Consumers Service Company (De-Frost Automatic Unit), participations on "Distaff," two a week. Direct Contract. Dodge, one-minute spots, Monday through Saturday, thru Ruthrauff & Ryan, Inc. Reeve's Cleaners, one-minute spot, once weekly, November 13 through February 5, 1950. Agency: Marcus Advertising. Cleveland-Sandusky Brewing Company, 10-second spots, once weekly, 13 weeks. Agency: Carpenter Advertising Agency. Hamilton Watches, five-minute program, three times weekly. Agency: Batten, Barton, Durstine & Osborn.

KDKA, Pittsburgh: Contract for "Sunday Serenade," transcribed musical show with Ed Schaughency, has been renewed by Clearfield Furs, Inc., Clearfield, Pa., through the James A. Stewart Co. A half-hour program, it is heard each Sunday afternoon at 1. Station break schedule for Pictsweet Frozen Foods has been signed through Brisacher, Wheeler & Staff of San Francisco. One-minute announcements in Mid-nights' Club has been taken by L. & M. Company of St. Louis, through Shaffer-Brennan-Margulis Adv., St. Louis.

WCBS, New York: Standard Brands, for Chase & Sanborn Regular and Instant Coffee, has contracted for 52-week participations in "Hits and Misses" and the Phil Cook Show. Chase & Sanborn announcements in the "Hits and Misses" program starring Harry Marble will be aired Monday through Friday effective immediately. Program is broadcast across-the-board at 5:30-6 p.m. Participations in the Phil Cook Show have been purchased for Tuesday through Saturday effective immediately. Program is aired Monday through Saturday, 8:15-8:30. Agency for Standard Brands is Compton Advertising, Inc.

Association also directed that the possibility of increasing the volume of regional news be studied.

Prior to the business session, the Chesapeake delegates attended a luncheon of the Baltimore Advertising Club, at which Jake Embry, vice-president and commercial manager of WITH, Baltimore, presided.

Among those present were: Charles Truitt, WBOC, Salisbury, Md.; William F. Hardy, WFMD, Frederick, Md., retiring chairman of the Association; Dave Stickle, WMAR, Baltimore; Martin Edwards, WITH, Baltimore; Walton Rock, T. Stanley Smith, John Mine and Fullerton, AP, Baltimore; Howard L. Kany, AP radio representative, Washington; Brancato, Sartain, Warren, Hinkle, and Conhurst, and two guests, Greg Halpin of WCBM, Baltimore, and John Alderson of WFBR, Baltimore.

TELEVISION DAILY

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DuM. AGAINST 'DELAYING' COLOR

TELE TOPICS

ALL IS NOT WELL in the Department of Defense, the public prints tell us in reporting the current and recent inter-service feuding, but you'd never know it from watching "The Armed Forces Hour," which bowed on NBC Sunday. Perhaps the series was undertaken to counteract the effects of the news from Washington, or perhaps it merely demonstrates that unification can work and that a happy wedding has occurred in the Radio-Television Branch, Office of Public Information, which produces the program. These weighty questions we'll leave to the seers and pundits; what we're interested in is the show itself. . . . The kickoff program was titled "Your Defense Dollar," and explained where the money used by the Department comes from and how it is used. Following brief intros by top Department officials, the exposition was accomplished through films and charts. Similar treatment for the Army-Navy and Air Force became a bit repetitious, but on the whole the visual material was so well selected and presented that the show was a most interesting and informative documentary.

PRODUCTION WAS EXCELLENT all down the line. Film opening, accompanied by stirring background music, commanded one's attention immediately. Timing was perfect, with nary a fluff in the many switches from live to film all the way through. As good as the opener was, future installments should be even better, if production remains on the same high level, because the subject matter will allow more dramatic impact. . . . Series is produced by Maj. Robert Keim, USAF, and Lt. Benjamin Greenberg, USNR. Director is Charles Christensen, of NBC, and Charles Colledge, chief engineer of WNBW, is technical supervisor. Lt. Cass Bielski, USAF, and Ensign Jack Siegal, USN, are the announcers.

THE RUMOR MILL keeps grinding out reports about Lucky Strike's program plans, one of the latest being a dramatic series with Robert Montgomery. What is definite is that the firm has looked at just about every available show and apparently has not yet made a decision. . . . CBS is readying a weekly half-hour show to star Red Barber for debut around the first of the year. . . . Ted Steele, of CBS, and Morey Amsterdam, of DuMont, will be among this month's guests on NBC's Roberta Quinlan show. . . . DuMont prepping a network shopping show for Kathi Norris similar to her local WABD stanza. . . . Harold Barry, who guested on Versatile Varieties last week, has been signed as permanent emcee of the show. He just finished a four-month run at the Hotel Biltmore.

AGVA In Peace Move Withdraws AFM Suit

The suit of the American Guild of Variety Artists against the AFM was withdrawn yesterday by the former organization in a move to bring a peaceful settlement to the dispute between the two unions. Announcement of the withdrawal was made last night in a joint statement issued by offices of the two unions.

AGVA had brought its action against the AFM in an effort to stop the musicians union from forcing its members to quit the variety performers union. Last night's statement revealed that AGVA has refunded the \$50 initiation fee collected from Lee Norman, musician, some months ago. It was the payment of the Norman fee that brought the dispute between the two unions to a head.

In a statement issued from his Chicago offices, James C. Petrillo, head of the AFM, hailed the action taken by AGVA as creating "an atmosphere in which I hope and believe this labor dispute can be settled."

CBS Ups Schimmel

Clarence de Bruyn Schimmel, associate director at CBS for the past year, has been promoted to director. He has been with the web since 1937 and was in the shortwave division until his transfer to TV in September, 1948.

Film Council Names Committee Chairmen

Appointment of chairmen and vice-chairmen for seven National Television Film Council committees was announced yesterday by Melvin L. Gold, president of the group. In addition, William S. Roach, NTFC vice-president, was placed in overall supervision of the activities of the various committees.

Committee Heads Named

Gold named the following committee heads: Distribution, chairman, John Mitchell, United Artists Television; vice-chairman, W. W. Black, Official Television, Inc. Production, chairman, Henry Morley, Dynamic Film, Inc.; vice chairman, Jules Bricken, Screen Gems, Inc. Station, Robert Paskow, WATV, Newark; vice chairman, Helen Buck, WCAU, Philadelphia. Membership, chairman, Jerry Albert, United World Films; vice chairman, William Holland, Hyperion Films, Inc. Film Clearance Bureau, chairman, Paul White, International Trans-Video Inc. Film Production Clinic, chairman, J. A. Maurer, J. A. Maurer Inc. Program, chairman, Irwin Shane, Televiser Magazine; vice chairman, Helen Buck.

Sally Perle, recently elected NTFC secretary and formerly chairman of the press relations committee, was named press representative for the council.

Zenith Dampens Color Claims, Says No System Acceptable

Kansas City, Mo.—There is not in existence today a color TV system with which "both the public and the industry could live" and there is no answer to the question of when commercial color will be available, H. C. Bonfig, vice-president of Zenith, said here yesterday in an address before the Co-op Club of Kansas City.

Long a storm center in the manufacturing field, Zenith had been generally considered to be in the CBS color camp because it has cooperated with the web in building equipment for polychrome demonstrations.

The impression was forcibly dispelled by Bonfig yesterday when he revealed that Zenith "had suffered a net loss of \$15,400" on the CBS order for 22 color sets at a contract price of \$1,000 each. He added that

these sets, which cost Zenith \$1,700 each, "differed very little" from color receivers that the Zenith organization had built "in our laboratories years earlier."

Replying to Bonfig's speech, CBS prexy Frank Stanton said the web's color system "is ready now . . . and can be offered to the public within a few months" after FCC authorization.

"It is misleading to compare the cost of handmade models with those mass produced," Stanton said, estimating that a 10-inch color set would retail at \$220. If the FCC okays the CBS system, he added, "manufacturers will find that the problems which they are now conjuring up will disappear in their eagerness to give the public this superior service."

Goldsmith Queried Re Laboratory Advances

Washington Bureau of RADIO DAILY

Washington—There may be radio manufacturers who would like to see color TV delayed, Dr. T. T. Goldsmith, DuMont research director, said yesterday — but DuMont is definitely not among them. Goldsmith was on the stand all day yesterday as the homeless FCC peppered him with questions concerning the possibility of early color findings in DuMont laboratories.

The hearing got under way in the Commerce Department auditorium shortly after the fire and explosion at the Post Office Building occupied by the Commission two blocks away.

Dr. Goldsmith said he could conceive of expenditure by manufacturers to buy up the color tube under development by Dr. Charles Willard Geer, for instance, or to buy up the Color Television, Inc., process. Then, in discussion with Commissioner Frieda B. Hennock, he allowed that a purpose of buying control of these developments might be to shelve them.

The DuMont research chief stressed that he was making no charge that this was in the mind of any competitors—simply that it was a possibility.

Goldsmith refused to commit himself to any time schedule as Miss Hennock and Commissioner Robert F. Jones sought to get an estimate from him when DuMont's experiments with color might go beyond the laboratory stages. He said his company has been working on a direct-view tube since 1945, then under questioning by Jones admitted that for the most part the developmental work has been by a single engineer.

DuMont attorney, William Roberts, interrupted the questioning during this period to protest that some of the matters Goldsmith was quizzed on could not properly be discussed publicly in view of delicate patent problems. He said his company did not mind discussion of things already patented—but that a certain secrecy concerning other laboratory matters not yet patentable had to be maintained.

Goldsmith said Roberts was referring especially to matters now being worked out between DuMont and the Polaroid Company.

The committee on comparative demonstrations met last night to work out details regarding the comparative showing of CBS and RCA color and DuMont black and white. The tests are slated to begin Nov. 14.

Operations Of FCC Suspended By Fire

(Continued from Page 1)

sion's law department and other employees must seek temporary quarters as the result of yesterday's explosion and fire which threatens to keep them out of their offices for from six to eight months.

Fire broke out yesterday in a dynamo near the docket section and spread rapidly. When firemen trained water on the burning dynamo, several explosions followed and the building sprinkler system was thrown out of control.

Top Three Floors Hard Hit

The result is that the top three floors of the seven story building—almost entirely occupied by FCC offices—is a shambles. It was impossible to determine yesterday what the story is on the files, but it was assumed that original and duplicate copies of many documents might be completely destroyed. Nearly all original notarized copies of applications and other documents were probably damaged, if not destroyed, by the fire or water.

The entire law department was forced to vacate, and the Washington fire chief estimated yesterday afternoon that it might be as long as eight months before the offices can be reoccupied. These offices, flooded by tons of water, were jammed with files on pending cases—the crowding was so serious that the corridors were filled with filing cabinets dealing with active cases.

William Massing, head of the FCC license section, said last night the damage to Commission files might not be as extensive as had at first appeared. Some engineering records were doubtless lost, he said, but chances that there are duplicates elsewhere are good.

Massing Not Pessimistic

Massing's statement appeared to mean that actual loss of papers was comparatively small—although observers claim that a substantial quantity of paper flew out windows or floated around Commission corridors. The extent of the damage to the Commission files themselves—to what extent water damage will make papers illegible was still undetermined.

One probable result of yesterday's conflagration will probably be a strong move to require the micro-filming of government documents.

Correction

Through a typographical error, a story in yesterday's RADIO DAILY gave the erroneous impression that the price of the Charles Michelson transcribed package, "Blackstone, Magic Detective," has been reduced. The facts are these: instead of the customary 50-50 cooperative split, all Blackstone washing machine dealers will henceforth be charged 1/3 of the costs. The factory will share with the wholesale distributors the remaining 2/3 of the costs.

COAST-TO-COAST

WISN Program Changes

Milwaukee, Wis.—New afternoon and evening programs added to WISN's schedule have re-arranged the line-up and brought important changes. "Ma Perkins" has been moved to 3:30 p.m. so that "Rosemary," new daytime serial, may be heard at 3:15 p.m. Starting Nov. 1st, "Escape," is now heard every Tuesday at 8:00 p.m. On November 5th, "Broadway Is My Beat," will return each Saturday at 8:30 p.m.

WSM Artists Go To Europe

Nashville, Tenn.—Headline acts of the WSM Grand Ole Opry, as well as NBC and WSM shows, are now going to Europe. A twenty-day tour of installations in England, France and Germany will be made by the shows beginning November 13th. The Opry group will be flown overseas and be quartered by the USAF for a number of gratis performances before military personnel and civilians employed by the U. S.

Fall Program Aired

Milwaukee, Wis.—With the first broadcast last week, WISN's program "Your Common Council" opened the fall season. The program is heard each Saturday at 5:30 p.m. Municipal problems of current interest will be discussed each week. The program is produced by the Radio Committee of the City of Milwaukee Common Council.

Air Dramas Mark Record

Philadelphia, Pa. — "Within Our Gates," the dramatic story of man's contribution to all mankind, presented each week by the Philadelphia Fellowship Commission on WFIL, has established new record in the city's radio career in reaching its 250th consecutive broadcast. The drama series heard each Sunday morning at 11:30 a.m., marked the record Sunday, October 30.

WDRG Interviews Politician

Hartford, Conn.—When Republican National Chairman Guy G. Gabrielson of N. J. came here for a major speech to GOP women, he was interviewed over WDRG on party conditions and prospects. Gabrielson said GOP prospects look "very good" in 1950 around the country. Jack Zaiman, political writer for the Hartford Courant, was the interviewer.

Hollace Shaw Visits WRNL

Richmond, Va. — Hollace Shaw, soprano songstress who is known as "the golden voice of Vivien" on "The Hour of Charm" will make her debut today as guest artist for the month on "The Sauer Show," musical variety program. The program is aired from 7:30 to 8:00 p.m., Tuesday through Friday, from the stage of WRNL Radio Center Theater.

No Germs

St. Louis, Mo.—WIL's Sunday afternoon "Dancing Party" show claims to be first audience-participation program in U. S. to broadcast from a germ-free origination point. Vern King, program director, arranged to have Glycol cereseal vaporizers scattered throughout Melbourne Hotel's Colonial Room to filter and purify the air.

Direct From Rome

Hartford, Conn.—A description of an audience with Pope Pius was broadcast direct from Rome over WDRG by U. S. Representative A. A. Ribicoff. Ribicoff's talk was by telephone, and it was recorded in the WDRG studios. During his six-week's tour of Europe, Ribicoff is calling in to WDRG from various capitals.

WRBL Adds Staff Members

Columbus, Ga.—George P. Murray and James W. Biggers, Jr., both Columbus men, have joined the sales staff of WRBL, CBS affiliate. Ed Johnson, WRBL sales manager, stated that the addition of Biggers and Murray to the staff was necessary to provide full coverage of the expanding Columbus metropolitan area.

Miller Prophecies Regarding Color TV

(Continued from Page 1)

color television will receive full development. In the meantime, he added, black and white TV is making great advances and rendering a satisfactory commercial service.

Discussing propaganda broadcasting, Judge Miller told reporters that America must spend "much more money" on radio propaganda to keep up with the Russians' propaganda in foreign lands. He said that Russia had almost 200 transmitters that "hopped all over the spectrum" and that Russians were effectively jamming Voice of America programs.

Stresses Propaganda Value

Elaborating, Miller declared that United States technicians are becoming increasingly alert to radio as propaganda medium and that they have developed a technique called "cuddling" which he defined as "getting a program on a frequency immediately adjacent to a frequency domestically used in Russia."

Judge Miller was the guest of honor at a small private dinner last night at which the heads of key Boston industries heard him discuss the advantages of radio advertising. Guests included bankers, heads of industries and members of the legal profession.

29 today!

29 years ago today.. November 2, 1920.. the world's first regularly-scheduled radio program was broadcast over KDKA.

Big things have happened since then.. to KDKA and to Pittsburgh. Even bigger things are on the way! Today, throughout the rich Pittsburgh market-area, you'll hear the riveter and see the steel skeletons of new plants and skyscrapers. Huge civic and industrial projects and great housing developments are rolling ahead. It's really a happy birthday for KDKA. And every sign points to "many prosperous returns" for advertisers who use KDKA's 50,000-watt voice to reach this vast and growing market!

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

KDKA



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