



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 33

NEW YORK, MONDAY, NOVEMBER 21, 1949

TEN CENTS

GOV'T PLANS SET FOR ANTI-TRUST SUIT

Standing Committees Of NAB Cut To Nine

Washington Bureau of *RADIO DAILY*
Washington — Carrying forward the streamlining process which got under way earlier this year, the NAB board of directors last week voted to cut the number of standing committees to nine, with an overall total of 53 members.

The following will have five members each: Association of Women Broadcasters Committee, Broadcast Advertising Committee, Employee-

(Continued on Page 2)

Guy Named President Of The IRE For 1950

Raymond F. Guy, manager of radio and allocations engineering for NBC, has been elected president of the Institute of Radio Engineers, it was announced this week by the Institute's Board of Directors. Sir Robert Watson-Watt, governing director of Sir Watson-Watt & Partners, Ltd., of London, was elected vice-president.

Mr. Guy had been a broadcast engineer for thirty years, having started as a radio amateur in 1911. He joined WJZ in 1921 and has been with NBC since 1929.

Sir Robert, 1947 IRE Fellow
(Continued on Page 2)

Lemmon Makes Comment On FCC Investigation

Walter S. Lemmon, head of World Wide Broadcasting Corp., Friday, said that the proposed FCC inquiry into the operations and ownership of international radio stations WRUS, WRUX, WRUL, WRUW, and WRUA, all located at Scituate, Mass. was concerned with an application by

(Continued on Page 2)

Nice Gesture

WTOP, Washington CBS affiliate, last Thursday night got an emergency call for a spot announcement asking for blood donations to save the life of an NBC television engineer ill at Gallinger Hospital. The CBS affiliate, canceling a station break, put the request on at 9:30 p.m., and within a matter of minutes received forty calls offering aid. One was from Connecticut.

Mutual Billings Rise; \$3,800,000 Is Added

With the sale of three hours of new programs and renewals of two hours and forty-five minutes of commercial programming weekly, Mutual has added \$3,800,000 in billings to the network. A. N. Hult, sales vice-president of MBS, announced Friday.

The American Federation of Labor, new to Mutual, and Miles Laboratories, now in its fifth year of association with the net, will each spend more than a million dollars in 1950.

The A. F. of L. begins sponsorship
(Continued on Page 2)

"Greatest Story" Honored By Freedom Foundations

Valley Forge, Pa.—A Freedom Foundations award for outstanding contribution to the American way of life went today to "The Greatest Story Ever Told," inspirational program sponsored by the Goodyear Tire & Rubber Co. on ABC. Second

(Continued on Page 5)

Stage Ready For Action Against Webs; Believe D. Of J. Will Prosecute In Spite Of FCC's Apathy

Say Constitution Aids Religion-On-Radio

Washington Bureau of *RADIO DAILY*
Washington—The Constitution not only does not rule out, but it lends encouragement to, the establishment of a religious broadcasting service, the FCC was told Friday by the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas. These

(Continued on Page 8)

Southwest Station Reps Form New Association

Dallas—Newly formed Southwestern Association of Broadcast Representatives were hosts to over 100 advertisers, agency and station personnel at a special luncheon in the Baker Hotel last Thursday.

Recently formed SABR is composed of George Harding, Branham
(Continued on Page 2)

Benson Leaves Mutual; Was Nat. Sales Manager

George Benson, national sales manager of Mutual, resigned on Friday. Benson has been with Mutual for the past four years. Prior to then he was sales manager of the ABC web. No successor at Mutual is contemplated with Ade Hult taking over the department's activities.

Washington Bureau of *RADIO DAILY*
Washington — With its investigative work already done, the Department of Justice now is marking time before proceeding with an all-out anti-trust battle against the three major networks. The FCC is reliably reported to have been cool to the idea of anti-trust action, but its own moves to

(Continued on Page 5)

Sedgwick Favors Can. Radio Changes

Toronto—Declaring that the Canadian Broadcasting System should be free from limitations which commercialism imposes, Harry Sedgwick, president and general manager of CFRB, Toronto, in an appearance before the Royal Commission on National Development on Arts, Letters and Sciences, suggested that the government network be devoted to public service programming.

Sedgwick's brief called for a di-
(Continued on Page 8)

'Whistler' Coast Rating Tops Nielsen Report

"The Whistler" was again the leader in Pacific Nielsen Ratings for September, with 16.8. "Lux Radio Theater" was second with 16.2, followed by "People Are Funny," "Ad-
(Continued on Page 5)

Anniversary Party

George Frey, recently named director of television sales at NBC, was the guest of honor at a party celebrating the 25th anniversary of his association with the network, which was held Thursday night at the Rainbow room, RCA, building. Frey was presented with a watch by 50 of his NBC sales associates with Sid Eiges acting as emcee.

BAB Study Reveals Similarity Of Radio, TV Rate Practices

Shorter rate guarantee periods, higher charges for shorter program periods in relation to basic hourly rate and extra charges for studio use were among the major differences between TV and AM station rate practices revealed in a survey by the Broadcast Advertising Bureau and mailed to BAB members over the weekend.

Made at the request of the BAB-TV Standardization group, the study

covers discounts, time classifications, relationship of rates for various program and announcement lengths, facilities charges, rate protection, agency commissions and related subjects. It reported a large degree of similarity between AM and TV rate customs.

The shorter rate guarantee periods, BAB said, reflect "the constant and rapid increase in the number of
(Continued on Page 7)

Thanksgiving Show

Mrs. Ralph Bunche, wife of the United Nations mediator, related the story of the first Thanksgiving to a group of children from other lands, on the CBS-TV religious series, "Lamp Unto My Feet," Sunday, Nov. 20 at 4:30-5:00 p.m., EST. The first Thanksgiving was portrayed in a 15-minute drama, which included an authentic Indian prayer.



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WEST COAST OFFICES

Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonoga 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 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/4	71 1/2	73 1/4	+ 1/4
Admiral Corp.	30	29 5/8	29 5/8	+ 1/4
Am. Tel. & Tel.	146 1/4	146 1/8	146 1/4
CBS A	25 1/4	24 1/4	25 1/4	+ 3/8
CBS B	25 1/4	24 1/2	25 1/4
Philco	30 1/2	29 1/2	30 1/2	+ 1
Philco Pfd.	83 1/2	83	83 1/2	+ 1 1/2
RCA Common	12 7/8	12 3/8	12 7/8	+ 1/2
RCA First Pfd.	73	73	73	- 1/8
Steward-Warner	117 1/8	117 1/8	117 1/8	+ 1/8
Westinghouse	28 1/2	27 7/8	28 1/2	+ 3/4
Westinghouse Pfd.	102	102	102	+ 1/8
Zenith Radio	29 3/8	28 1/4	29 3/8	+ 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 5/8	14 5/8	- 1/4
Nat. Union Radio	2 5/8	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13 1/2	14 3/4
WCAO (Baltimore)	17	21
WJR (Detroit)	7 3/4	8 1/4

Southwest Station Reps Form New Association

(Continued from Page 1)

Agency; Frank Brim, Katz Agency; Howard Dunavan, Lone Star Chain; Buell Herman, Edward Petry and Co., Inc.; Clyde Melville, Taylor-Borroff, Inc.; Ken Sibson, Ra-Tel representatives, and Clarke Brown, Texas State Network, spot sales division. According to Paul Girard, Paul Girard Company, general chairman of the new group, the purpose of SABR is to further increase the effectiveness of spot radio and broaden the service scope of station reps.

Standing Committees Of NAB Cut To Nine

(Continued from Page 1)

Employer Relations Committee, Engineering Committee, FM Committee, Government Relations Committee, and Un-Affiliated Stations Committee.

On the Radio Committee and the Television Committee there will be nine members each, representing management, programming, sales, research, public affairs, standards and education.

The NAB president is authorized to appoint alternates, with two for each of the five-man bodies and three for the nine-member committee. The alternates will be former members of the committees.

The board also approved the appointment of an *ad hoc* board committee to outline rights and privileges of associate members of the NAB for district directors and others interested. This committee is to report at the board's February meeting at Phoenix, Ariz.

The *ad hoc* group is also to study and submit to the February meeting a recommendation on whether or not non-member stations and others should be made eligible to attend future district meetings and national conventions.

The Standards of Practice and Education Committee is to be known hereafter as the Standards and Education Committee.

Mutual Billings Rise, \$3,800,000 Is Added

(Continued from Page 1)

of a five-a-week news program on January 2 over a coast-to-coast hookup and Miles Laboratories will continue its five-a-week sponsorship of "Queen For A Day."

Other new advertisers include the Hallicrafters Co. of Chicago which will sponsor "Hollywood Quiz" starting Dec. 10, and the Chamberlain Sales Corp. who will pick up the tab for "John B. Kennedy and the News" starting Dec. 24. Double-day & Company, book publishers, will sponsor a six-day-a-week program starting January 2. Program details have not yet been worked out.

Other new deals include the Benjamin Moore Company's sponsorship of "Your Home Beautiful" starting in March.

"The Fishing And Hunting Club of the Air" has been renewed for sponsorship by the Mail Pouch Tobacco Company, and two religious programs have retained sponsorship; the Christian Reformed Church will continue "Back To God" for another 52 weeks and the Radio Bible Class will also stay for 52 weeks.

Sportscasters Honored

Cleveland — Jimmy Dudley and Jack Graney, who aired the Cleveland Indians games on WJW during the past season, have been given a special award by the Cleveland Junior Chamber of Commerce for "outstanding service to the community beyond the call of duty."

Lemmon Makes Comment On FCC Investigation

(Continued from Page 1)

World Wide for an FCC permit to boost the power of WRUW from 20,000 watts to 250,000 watts. He said that the stations had been relicensed on Sept. 30 at their present power level for a period of six months and that his organization had not applied for new licenses at this time.

FCC's Side Stated

In announcing the proposed inquiry into World Wide's operations, the FCC said that the stations had applied for license renewals and that before renewal action was taken it would hold hearings to determine:

1. The nature of non-Governmental program material.
2. If operations conform to international broadcasting regulations.
3. Whether the frequencies have been used for domestic broadcasts.
4. Whether the renewal applications contain "full and complete disclosures relative to the real party or parties in interest."
5. Whether the "persons in control . . . have correctly represented their monetary investments in the licensee corporation."
6. And the interrelationship of World Wide Broadcasting Corp.; Radio Industries Corp., a Lemmon Company, and the World Wide Broadcasting Foundation, a non-profit organization.

World Wide is the only one of seven international broadcasting licenses which has been developing its own program packages for beaming overseas, according to Mr. Lemmon. However, he continued, most of its broadcasting hours are devoted to Voice of America programs.

Guy Named President Of The IRE For 1950

(Continued from Page 1)

Award winner, is considered Britain's foremost radar authority.

Elected as IRE directors-at-large for the 1950-1951 term were William R. Hewlett, v-p of Hewlett Packard Company, and James W. McRae, director of electronics and television research of Bell Telephone Laboratories.

Regional directors who were elected include: in the North Atlantic Region, Prof. Herbert J. Reich, Yale Univ.; in the Central Atlantic Region, Prof. Ferdinand Hamburger, Jr., of Johns Hopkins; in the Central Region, John D. Reid, manager of research, Crosley Division of Avco Manufacturing Corp.; in the Pacific Region, Prof. Austin Eastman of the Univ. of Washington.

IRE has an international membership of 25,000. It was founded in 1912 to foster the advancement of theory and practice of radio and electronics.

Chase Visiting Europe

Cincinnati—Milton Chase, WLW news commentator, has begun a six-week tour of seven European countries to gather material for WLW broadcasts. He plans to visit England, France, Portugal, Spain, Italy, Germany, and Austria.



Be careful, Dobbin!

This little kitten could easily get hurt playing around the stable. But faithful old Dobbin takes great care to protect his tiny pal.

The best way you can take care of any sales problem in Baltimore is to put your advertising on W-I-T-H, the BIG independent that gives you a BIG plus audience. In addition to the biggest home audience at lowest cost in town, a survey supervised by the Johns Hopkins University proved that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

That's why W-I-T-H produces low-cost results. That's why W-I-T-H should be on your list! That's why you should get the whole W-I-T-H story from your Headley-Reed man today.



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



The
FARM STORY
a WWJ
daily feature

From 6:30 to 7:00, five mornings a week, farmers take time off from their chores to listen to John Merrifield, WWJ's capable farm editor. He not only presents weather news, market data, farm commentary, and other farm news of usual interest, but he has traveled more than 45,000 miles the past year through the prosperous farm areas of Michigan, Indiana and Ohio to make 159 transcribed and direct-wire broadcasts of unusual on-the-farm happenings.

To make "The Farm Story" the most listened-to and most authentic of all farm

programs, John Merrifield has talked to several thousand farm people and farm leaders, visited numerous farm houses, attended fairs and expositions, cattle sales, etc. He has entertained almost 500 guests and experts, spoken before 26 farm organizations, sat in with more than 70 farm planning meetings and spent countless hours in research. And he has interviewed on his program a diversity of personalities that run the gamut from the Governor and State College specialists to farmers, their wives and their children.

"The Farm Story" is another example of why WWJ—The Detroit News is first in public service and first in public acceptance of its programs and the products advertised on it.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

TONY WEITZEL, Chicago Daily News columnist, began a five-minute series on WBBM Monday, November 14. The show is heard Monday through Friday from 10:55 to 11:00 p.m. The new program will present the newswriter with informal stories of people and events in Chicago.

Chicago is now more famous for Fran Allison's dragon than for Mrs. O'Leary's cow, points out ABC singer Johnny Thompson.

Maestro "Hot Lips" Page proud of his new television set. It doesn't have the biggest picture, but it has the tallest repairman.

Four promotions in the production and engineering department of WMOR, Chicago FM, have been announced by president Bernard I. Miller. Jack Pitman, chief announcer, has been upped to assistant program director and Stephen Wood from continuity editor to program manager. Both men will assist program director Jules Pewowar. Robert Schakne, former PM and INS reporter, has been named acting news director. Frank Goldstein has been upped to assistant chief engineer under David B. Pivan.

Mr. and Mrs. Russell Stebbins are the parents of a son, Paul Michael. Mr. Stebbins is a member of the WBBM sales staff.

Mrs. Mary Rodenkirch has been promoted from the sales secretarial pool at WGN to the sales promotion department.

The Chicago area will soon have its first new AM station in several years. It will be WWCA, 1000-watt station on 1270 kilocycles located in Gary, Indiana. Dee A. Coe is president and general manager. Studios and offices will be located in the Hotel Gary. No plans have been made to date for Chicago studios. No representative has been appointed to date.

NAB Sets Bulk Prices For Engineering Book

In response to "heavy demand," bulk purchase prices for the NAB Engineering Handbook have been established by the National Association of Broadcasters.

Additional copies of the 700-page compendium of information, charts, tables and articles for broadcast engineers may be purchased by member stations and by individuals and firms not eligible for NAB active or associate membership at the following prices:

One to nine copies, delivered, \$17.50 each; 10 to 20 copies, shipped to one address, \$15.00 each; 20 or more copies, shipped to one address, \$12.50 each; and 10 or more copies, F.O.B., NAB, Washington, \$10 each.

Stations eligible for NAB active membership, but not members, and persons or firms eligible for associate membership, but not members, are not eligible for the Handbook.



Man About Manhattan. . . !

● ● ● Vice President Barkley's tribute to radio, TV and the press for consideration given him and his bride was one of the highlights of the NBC-TV coverage of Friday's wedding. . . . The 'veep' was most cooperative and the radio-TV returned the courtesy by doing a dignified, comprehensive reporting job. . . . Watch for a possible deal whereby Hooper takes over the operations of Broadcast Measurement Bureau under the supervision of the AAAA, ANA, and NAB. . . . Hooper has been interested for sometime in acquiring the audience measurement organization. . . . Radio and video megaphoners after the rights to Bob Sylvester's coming tome, "Second Oldest Profession," a newspaperman thriller and Bob's third effort. H'wood already has three bids in for it. . . . "Cavalcade of Stars," the Jack Carter Sat. nite TV opus, will also be visible Sundays at 6 over Channel 13 starting Dec. 4th. . . . Engineers studying the acoustics at the Ted Lewis apartment in preparation for projected "At Home" program on TV. . . . Herb Sheldon, whose first U-I film featurette, "You Don't Say," proved a click, will make several other film comedies along the same lines. . . . Jerry Cooper drew plenty of raves at the Philly opening of "Gentlemen Prefer Blondes." . . . Ben Gross, Daily News radio ed, will portray himself (which is pretty good casting) on Bob Monroe's "John Steele, Adventurer" over Mutual on the 22nd and WOR on the 28th.

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● ● ● When Lawrence E. Spivak, the editor-publisher and "Meet the Press" panel expert, was asked what three guests he'd most like to question, he selected Churchill, Stalin and Hirohito. Of Churchill: "Who was responsible for the sell-out of Poland to Stalin?" Of Stalin: "Why don't you trust the Russian people with a free press?" Of Hirohito: "Whose idea was Pearl Harbor, and what did Japan hope to accomplish by it?"

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● ● ● **THEY SAY:** Canceling war doubts is more important than war debts—Louis Nizer. . . . The Kaiser-Frazer "Name-the-Car" contest guarantees \$100,000 to the Runyon Fund. Please help us find the Canswer!—Walter Winchell. . . . First official fall ratings indicate that the trend is away from radio's giveaways. It's estimated now that the giveaways are good for about another nine months—Cedric Adams. . . . The Government boys continue to be irked at Ed Gardner's legal method for evading income tax (by living in tax-free Puerto Rico). They haven't yet figured out how to collect some of his earnings, but they're still trying—Dorothy Kilgallen. I've worked Jolson up to where he is old enough to play himself—Larry Parks.

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● ● ● Bill Coffman, director of the East-West football game; Bernie Bierman of the U. of Minnesota; Tuss McLaughry of Dartmouth and Andy Kerr of Colgate, converging on N. Y. to pick the Eastern team, will make a number of radio and TV appearances over the Nov. 26th week-end. The East-West game, now in its 25th year, has raised nearly two million dollars for Shriners' hospitals.

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● ● ● **OUR HAT'S OFF DEPT:** Lisa Kirk's debut on the RCA-Victor label with "Charley My Boy," backed by "Shame On You." . . . Sammy Kaye's Sunday Serenade via CBS. . . . Bobby Coll's vocals on WINS. . . . The musical score from Geo. Jessel's latest technicolor job, "Dancing in the Dark," due to open at the Roxy Dec. 2nd. . . . Smith-Foley's new song click, "Up in the Balcony." . . . Ted Granik's moderating on "American Forum of the Air." . . . Ralph Young's disc jock & juke box-office click, "Azar," a Star record.

AGENCIES

JULES KOPP has been appointed chief art director of Erwin, Wasey & Company, Los Angeles, it was announced by Fred M. Jordan, executive vice-president in charge of the agency's West Coast operations. Kopp had formerly been associated with J. Walter Thompson, Campbell-Ewald and other advertising agencies. He also has been consulting art director for the Ford Motor Company.

MELCHOR GUZMAN CO., INC., has been appointed by Radio Programmas Continental, network of the Republic of Panama, as its U. S. and Canadian representative.

STREET & FINNEY, INC. has been named by the Chattanooga Medicine Co., for its Cardui account, effective Jan. 1.

THE S. R. LEON CO., INC., has been appointed by Milton L. Ehrlich, Inc., housing development builder.

THOMAS O. HOPKINS, formerly with Kenneth Banghart Productions, has joined the radio department of the Branham Co., New York.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC., has signed for National Nielsen Radio Index Class "A" Service.

GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, the Post-Dispatch radio and television properties, has been elected secretary of the Better Business Bureau of St. Louis.

New Hooperatings Give CBS Four Leaders

The most recent release of Hooperatings gives CBS four of the first five positions, eight of the first ten ratings, and a total of twelve of the first seventeen. The release covers the period of Nov. 1-7.

CBS programs in the first four are "Lux Radio Theater," "Arthur Godfrey's Talent Scouts," "Jack Benny," and "My Friend Irma."

"Fibber McGee and Molly" took the number five spot for NBC and number six went to ABC for Walter Winchell. CBS took spots seven, eight, and nine with, respectively "Crime Photographer," Bing Crosby (Bob Hope was guest star), and "Suspense." "The Charlie McCarthy Show," CBS, was in position ten.

"F.B.I. in Peace and War," CBS, was rated eleventh, and NBC got the nod for twelfth, and thirteenth place with, respectively, Dennis Day, "The Bob Hope Show."

"People Are Funny," NBC; "Mr. and Mrs. North," CBS; "Amos and Andy," CBS; and "Mr. Keen, Tracer of Lost Persons," CBS, were rated fourteen, fifteen, sixteen and seventeen even though all four had the same rating of 14.7.

Of the twelve shows placed by CBS, seven were network packages.

Plans Of Gov't Laid For Anti-Trust Suit

(Continued from Page 1)
force the nets to comply with the chain broadcast rules, for instance, have been adjudged weak by Justice Department lawyers. Chairman Wayne Coy is said to have asked for additional funds in the coming fiscal year to police these rules, but the anti-trust lawyers feel that the Commission is hamstrung because it does not have licensing authority over the nets themselves.

As recently as the early part of this month Coy is said to have sought to discourage early filing of the suit. There is reason to believe that the notices several weeks ago that pending renewals of the owned-and-operated stations of ABC, CBS and NBC have been granted only temporarily were connected in some way with the Justice Department's reported anxiety to move in with a complaint.

Among the matters on which the anti-trust lawyers are said to be prepared to base their case are the essential similarity of network contracts with stations and with advertisers, the whole pattern of network-station relationships—including alleged network dictation of station time rates and availabilities, and spot sales by networks.

That the case has come as far as it has is evidence that the Justice Department clearly feels the chain broadcast rules have not succeeded.

Pressure for the burying of the case has been strong, but there is considerable Congressional support for the action. Among those said to be interested is Rep. Harry Sheppard of California, long a foe of the nets.

FCC Okays WKAQ Deal; P. R. Publisher Takes Over

San Juan, P.R.—FCC approval of the sale of WKAQ to the El Mundo Broadcasting Company by IT&T was announced here yesterday. Purchase price of WKAQ was reported to be \$325,000. Angel Ramos, publisher of El Mundo, Puerto Rican daily newspaper, who has operated WEMB, will exploit the new station as "Radio El Mundo."

'Whistler' Coast Rating Tops Nielsen Report

(Continued from Page 1)
ventures of Sam Spade," and Burns & Allen.

The average rating for Nielsen's Pacific "Top Twenty" was 13.9, as compared with a 14.5 average rating for the "Top Twenty" group nationally.

Bernie Sobel Gagsters Guest

Bernie Sobel, editor of the Theater Handbook, will be guest tomorrow at the luncheon meeting of the Gag Writers Institute to be held at the Headquarters Restaurant.

★ THE WEEK IN RADIO ★

Board Revamps NAB Operations

PLANS to suspend operations of the Broadcast Measurement Bureau on December 31 except for servicing operations on the Second Study were announced after a meeting of the Bureau's executive committee. The decision to suspend was made unanimously by BMB's three component organizations — NAB, AAAA, and ANA. The NAB board of directors met a day later and administered the coup de grace to BMB, but voted to set up a new corporation to take over its assets and functions. The new organization will have the same tri-parite sponsorship. The board also voted to invite the FM Assn. to join NAB, and top FMA officials indicated that the offer probably would be accepted. . . . Jack Shelley, of WHO, Des Moines, was elected president of the National Assn. of Radio News Directors, succeeding Sig Mickelson, as the NARND ended its annual convention in New York.

The day of "unseen radio buying" is over, Bob Dailey, radio director in McCann-Erickson's Cleveland office, told 121 station executives attending a two-day sales clinic in that city sponsored by the Ohio Assn. of Broadcasters. Among the types of information now required by agencies and advertisers eyeing the radio market, Dailey listed data on station coverage and popularity, program appeal, audience listening habits, audience types, composition, and loyalty, cost per listener, program promotion, and merchandising cooperation. . . . Hal Davis, publicity director of Kenyon & Eckhardt, New York, was named a vice-president of the agency. Two other K & E executives were upped to v-p's at the same time. . . . The Texas Company will sponsor the Metropolitan Opera's Saturday afternoon broadcasts on ABC for the tenth year starting Nov. 26.

Dean John E. Drewry of the University of Georgia announced that Jan. 9 is the deadline for entries in this year's Peabody Awards competition. Winners will be announced at a luncheon meeting of the Radio Executives Club of New York on May 4. Peabody Awards for outstanding television programs will be made this year for the first time.

The Gillette Safety Razor Co. announced plans for the radio and TV sponsorship over CBS and CBS-TV of the Rose Bowl game to be played at Pasadena, Cal., on Jan. 2. . . . The NAB is prepared to throw its full weight behind the fight to prevent local taxation of radio stations, General Counsel Don Petty said. This week the Association will file a brief as friend of the court to support the petition for re-hearing by KGHI and KARK, Little Rock, Ark. which have been carrying the ball in the legal battle against the \$250 annual tax on stations and the \$50 personal tax on time salesmen. The U. S. Supreme Court refused to reverse a State Supreme Court de-

cision which had upheld the Little Rock city authorities who levied the taxes.

Benjamin Cohen, assistant secretary-general of the UN, paid tribute to "the outstanding coverage of United Nations during the past year by the broadcasters" at a luncheon in the Rainbow Room of the RCA Building, New York. Said Cohen, "Through this public service alone they have evidenced their dedication to the public interest, convenience."

WNEW, New York, 10-kw indie, was sold for a reported \$2,000,000 to a new corporation headed by Bernice Judis, vice-president and general manager, and Ira Herbert, vice-president in charge of sales, in association with six Providence, R. I. businessmen. Arde Bulova and Milton Biow were major stockholders among the former owners of the station.

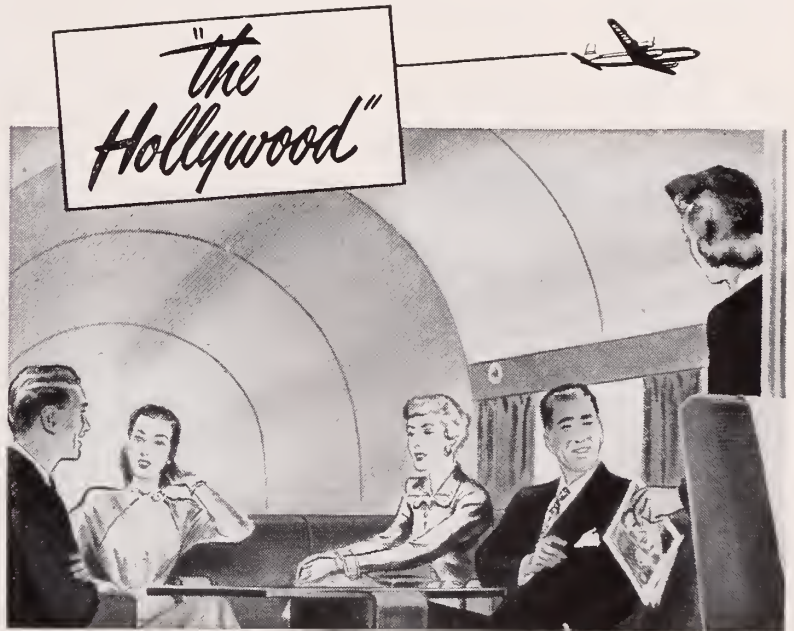
'Greatest Story' Wins Freedom AM Award

(Continued from Page 1)
place in the radio category was won by "Cavalcade of America," sponsored by the E. I. duPont de Nemours Co. on NBC.

The two program series were among some 200 American organizations, productions, and individuals which received cash awards and medals from the Freedoms Foundation in what will become an annual event. The award categories ranged from comic strips to sermons. The radio division prizes are \$2,000 for first place and \$750 for second place, plus a gold medal.

Joins CBS Radio Sales

Harold Davis has been appointed an account executive for CBS Radio Sales, effective immediately. Formerly assistant commercial manager for WCAU, CBS affiliate in Philadelphia, he replaces Edward Larkin, now with Radio Sales-Television.



**you'll wish this trip
to Los Angeles lasted longer!**

A flight to Los Angeles on "the Hollywood" is a short one no matter how you look at it. Actually, you leave at noon and arrive at 8:30 p.m., stopping only at Chicago en route.

But the timetable is hard to believe. What with the superb service aloft, United's delightful hospitality (including delicious full-course meals), and the pleasant companionship of your fellow-passengers, the flight seems even shorter.

UNITED AIR LINES

Commission Asks FM Frequency Shifts

Washington Bureau of RADIO DAILY

Washington—A reshuffling of FM channel assignments in several areas was proposed by the FCC yesterday, with Philadelphia to lose three to Wilmington, which in turn gives up three other channels. The Commission explained that the changes are designed to cut down adjacent channel interference. December 19 is the deadline for comments on the proposed changes.

The changes call for frequency changes for three stations with two in Wilmington. These are WAMS-FM and WDEL-FM, moving respectively from Channel 241 to 243 and from 229 to 279. The third station required to shift would be WRFL, Winchester, Va., moving from 223 to 236.

The allocation changes proposed follows:

CHANNELS		
GENERAL AREA	DELETE	ADD
Gadsden, Ala.	226	264
Ventura, Calif.	248	248
Bridgeport, Conn.	277	248
Coram, N. Y.	229	243
Wilmington, Del.	241	279
	297	295
	243	
Philadelphia, Penn. ...	279	
	295	
Baltimore, Md.	294	293
Winchester, Va.	223	236
Frederick, Md.	268	260
Front Royal, Va.	236	
Harrisburg, Pa.	259	
Holyoke, Mass.	282	
Keene, N. H.	300	282
Batavia, N. Y.	235	
Bristol Center, N. Y. ...	236	
Columbus, Neb.	268	
Sunbury, Pa.	284	
Concord, N. C.	243	
Laurinburg, N. C.	243	
Milwaukee, Wis.	251	255
Madison, Wis.	255	251

AM Radio Business Reported Good By CKLW

Detroit—Ted Campeau, president of CKLW, Detroit and Windsor, says that "AM radio is far from being on the way out," and cites sales figures to prove it. CKLW's business, Campeau disclosed "is 28 per cent of a year ago, and both local and national commitments already made for 1950 point to a banner year."

He added: "The recent sharp upturn in retail sales of AM sets in the Detroit area ties in perfectly with our own station's business increase. It proves that both advertisers and listeners are accepting AM broadcasting as the mass-appeal medium for a long time to come."

Use Telephone Technique

Making use of the beep telephone conversation technique in the broadcasting of election returns, Lou Frankel, public relations director of WFDR, New York, FM station, was able to rebroadcast telephone reports on election results furnished by nine radio stations in upstate New York. Frankel made arrangements last Tuesday night for pickups from the upstate broadcasters at 8:30, 9:30 and 10:30 p.m.

PICTURE OF THE WEEK



(Photo by Sy Friedman, NBC Television)
This photograph of Vice-President Barkley and his new wife at their wedding reception was made off an NBC television screen in New York City. The cameras of NBC's St. Louis affiliate KSD-TV, picked up the event from the time (11:45 a.m., EST) the Veep and his bride arrived at the church until the wedding luncheon, at the home of Mrs. T. M. Sayman, began, 1 p.m., EST.

Tito Named By Mutual To Production Post

Rocco L. Tito, former CBS producer-director, has joined Mutual as assistant director of production, it has been announced by William Fineshriber, v-p in charge of programs.

Started in 1929

Tito entered radio in 1929 as a CBS staff announcer. He later became an associate director of several CBS shows including "Let's Pretend," "Crime Photographer," "Strike It Rich," and the Norman Corwin series.

Takes WNAX Sales Post

Robert B. Donovan, sales promotion manager for WNAX, Yankton-Sioux City, has been moved to the sales department of the same station. Moving into Donovan's spot as department manager is Dick Harris. Donovan has been with WNAX for 18 months. He was formerly with WLS, Chicago, as assistant promotion manager. He will be located in Sioux City.

Kid Show Rating High

"Straight Arrow," over Mutual, is the first children's radio program to be given a top ten rating in daytime listening by the Nielsen Radio Index, recent figures released reveal. Mutual claims one reason for the high rating is large amount of coin spent this year in promotion and publicity aimed at the kids. Show is sponsored three times a week by the National Biscuit Company for its cereal products.

Seven 52-Week Contracts Added To WHLI's Roster

Four new and three renewal contracts, all for 52-week periods, were signed between Long Island advertisers and WHLI & WHLI-FM, Hempstead, L. I., during the last two weeks of October, it was announced last week by Joseph A. Lenn, v-p in charge of sales at the station.

New Deals Listed

The new deals were: Apparel Shop, Inc., of Hempstead, for four 10-minute programs weekly, 9:35 to 9:45 a.m., on "Rendezvous With Romance"; Coronet Cleaners, Inc., of Glen Cove, Levittown, West Hempstead and Hempstead, for four 10-minute programs weekly, Tuesdays, Thursdays and Saturdays, 8:05 to 8:15 a.m., on "Commuters' Time" and Sunday, 10:35 to 10:45 p.m., on "Melody Caravan"; Monarch-Spahn Co., Inc., of Manhattan, with stores on Long Island, seven 15-minute programs weekly, 3:00 to 3:15 p.m., on "Musical Playhouse," and Wayside Bedding of West Hempstead for three 10-minute programs weekly, 8:35 to 8:45 a.m., on "Commuters' Time."

Renewal contracts included three 52-week agreements with the Mineola Rug and Carpet Co., four 10-minute programs weekly, 2:35 to 2:45 p.m., on "Music That Lives"; Hempstead Bank for six five-minute newscasts weekly, 8:00 to 8:05 a.m., and Second National Bank and Trust Co. of Hempstead for seven 15-minute programs weekly, 3:45 to 4 p.m., on "Musical Playhouse."

The Long Island Lighting Co. re-

TV Set Manufacturers Using Co-op Air Time

A spot check survey of ten major television receiver manufacturers conducted last week by RADIO DAILY revealed that paid radio time to promote the sales of TV sets was being bought either on a cooperative (manufacturer and dealer splitting the nut) basis or by dealers who lumped TV products in with other merchandise being pushed. The general consensus of manufacturers' ad chief's opinion was that the greater part of the money being spent was going to local stations.

Heavy coin, however, was going into TV advertising on a national basis, it was ascertained, and several manufacturers admitted mulling plans for even greater radio and TV time expenditures during the coming year.

Some Cut TV Commercials

Several manufacturers, already sponsoring network AM programs for their other products, are cutting TV commercials into the regular show in cities with TV facilities.

One exception to what seems to be the general rule in the industry is Pilot Radio who recently bought the Lyle Van 11 p.m. news over WOR to plug its anniversary television receiver. Pilot also uses spots over WQXR.

Bogert Named Vice-Pres., Of Hooper Organization

C. E. Hooper Inc. has announced the election of John Lyman Bogert as vice-president and technical director. Bogert, who joined the Hooper firm last April, began his advertising career in 1920 as director of sales and advertising for the Waltham Watch Co. At one time he was director of market research for Lever Brothers.

Hughes Resigns Post

Lawrence M. Hughes has resigned as editor of Sponsor magazine effective December 31st. Hughes succeeded Joe Koehler to the post two months ago and was formerly associated with the trade paper Advertising Age.

Coincident with the announcement, Norman Glenn, editor-publisher of Sponsor, announced three additions to the publication's staff. Ellen Davis has been named managing editor and two new senior editors, Hope Beauchamp and Irv Marder have been added.

newed for another 13 weeks its sponsorship of "This Is Your Long Island," Mondays through Fridays, 10:45 to 11 a.m., for familiar music and notes on points of historic interest on Long Island.

New Spot Business

New spot business included The Frock and Bonnet Shoppe of Hempstead, King Kullen Grocery Co. of Jamaica with stores throughout Long Island, Nassau Bicycle Exchange of Mineola and the New York Times.

TELEVISION DAILY

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BAB SURVEYS RATE PRACTICES

TELE TOPICS

THE WEEK'S WASH: As part of its holiday promotion, Ronson will simulcast "Twenty Questions" over the NBC-TV web, WOR-TV and the Mutual AM hook-up for five weeks beginning Nov. 26. Program is aired Saturdays, 8 p.m. Grey agency handles the account. . . . Chevrolet Dealers in Boston are really going all-out in TV. Already bankrolling all 35 home games of the Bruins pro hockey team over WBZ-TV, the group has just signed with the station for a five-a-week quarter-hour variety show. The dealers sponsored Braves and Red Sox baseball over the Westinghouse outlet last season and will repeat next year. . . . WCAU-TV has upped its local class A hourly rate to \$700. Its CBS network rate is \$1,000.

THE NOTRE DAME-NORTH CAROLINA clash last week walked all over its TV competition according to a special Hooper survey. Carried by Du Mont, the game had a rating of 22.2, with 75.1 share of audience. Army-Penn game on NBC was rated 5.5; "Of Human Interest," a film on WATV, had 1.1, and the Navy-Columbia contest on CBS had 0.8. Total sets-in-use in combined AM-TV homes was 34.7 per cent, with video accounting for 29.6 per cent. . . . The Henry Souvaine office, which has been producing intermission features for the ABC Saturday afternoon airings of the Met for the past nine years, will perform a similar chore at tonight's coverage, supervising the pre-curtain and two intermission pickups.

A WEEKLY nite-time half-hour will be made available by WOR-TV early next year to agencies and package firms as a showcase for new programs, Julius Seebach, station's program veepee is looking for a sizeable number, so that "when we start we shall have lined up enough acceptable programs to assure the continuance of the series." . . . New issue of Look mag, out tomorrow, applauds Dr. Allen B. Du Mont as the "Father Of Television." The bit about him is placed next to one about Paul Douglas, former CBS announcer. . . . Allardale Productions has completed four films in a projected series of 26 featuring Ken Niles and titled "Hollywood Startime."

TWO DAILY RACES at Bowie will be aired by WNBW, beginning today, for Gunther Brewing Co., through Ruthrauff & Ryan. Station, owned by NBC, will feed the races to WAAM, ABC affiliate in Baltimore, which carries a daily afternoon sports show for Gunther. . . . Pathe Cine is introducing a 16mm. camera "designed to fill the needs" of TV films. Priced under \$400 and weighing less than five pounds, camera has a full frame focus which permits viewing the picture through the lens while shooting.

Comparative Testing Begins Today In D. C.

Washington Bureau of RADIO DAILY
Washington—Comparative demonstrations of RCA and CBS color and DuMont black-and-white TV will get under way before the FCC today and will continue through tomorrow.
The Commission at the weekend announced the schedule of program material to be scanned. Included are wrestling, boxing, interviews, advertising scenes, chorus singing, variety shows, puppet shows, cooking instructions, flower arrangements and numerous other types of presentations.

To Resume In February
The demonstrations will conclude the initial phase of the Commission's color hearings, which will be resumed in February with demonstrations of the Color Television, Inc., system and additional comparative tests.

Automotive Firms Heavy In Newsreel Sponsorship

Sponsorship of the Telenews-INS weekly newsreel over WHEN, Syracuse, by two local Chevrolet dealers brings to nine the number of markets in which the reel is sponsored by an automotive firm. The others are Detroit, Los Angeles, Minneapolis, New York, Omaha, Schenectady, San Diego and Toledo.

Exploitation

About 3,000,000 children and their parents are expected to see NBC puppet star "Howdy Doody" who will be featured in three Thanksgiving Day parades in the Gimbels parade in Philadelphia, Bob Smith will lead the procession in an open car followed by floats picturing the show's cast. New York's Macy parade will feature a 13½-foot replica of the puppet, while Clara-bell, the show's clown, will lead the Bamberger parade in Newark.

Bloomington, Ind. Is Smallest TV City

Bloomington, Indiana — Pride in bigness is an American trait. Thus when a community takes pride in lack of bigness, it's news.

That's the case with Bloomington, a city of 7,300 families, which is proudly claiming to be the smallest city in the nation with a TV station.

The outlet, WTTV, is owned and operated by Sarkes and Mary Tazian and has been on the air since Armistice Day.

Although WTTV was the first in the state to apply for a video license, it followed WFBM-TV, Indianapolis, into operation because chief engineer Morton Weigel and his staff made most of the major equipment used in setting up the station.

Reveals Similarity Between TV, AM Rate Cards

(Continued from Page 1)
sets served." Six months is the most frequently accepted rate protection period in TV, the report said, although considerable variation does result from different methods of measuring the six months. Largest group of stations guarantees rates from the date notice is given of an impending change, while the second of the two largest groups protects only for six months from the date the series contracted for actually begins.

Short Periods Come Higher
Also noted was a tendency among TV outlets to charge more for shorter program periods in relation to their basic hourly rate than the generally accepted ratio in radio. Most TV stations find it necessary to charge 25 per cent of their basic hourly rate for five minute segments, for example, while 20 per cent is the radio recommendation of NAB. For longer periods of time, however, the ratios tend to be identical.

Only nine of the 75 stations whose rate cards were studied do not make any extra charge for use of their studio or film projection facilities unless an abnormal amount of rehearsal time is required. Largest group, 37 stations, make no charge for film projection facilities but do charge extra for live studio shows. The study was done by Charles A. Baston, assistant director of BAB for tele.

Members Listed

Members of the standardization group are Eugene Thomas, WOIC, Washington, chairman; Arthur Gerbel, Jr., KJR, Seattle; Henry W. Slavick, WMCT, Memphis; E. K. Jett, WMAR-TV, Baltimore; Louis Pead, WDSU-TV, New Orleans; John E. Surrick, WFIL-TV, Philadelphia; James T. Milne, WNHC-TV, New Haven; George W. Harvey, WGN-TV, Chicago; E. Y. Flanagan, WSPD-TV, Toledo; William B. Ryan, KFI-TV, Los Angeles; George Moskovich, CBS; James V. McConnell, NBC; Harold L. Morgan, ABC; Edward Codel, Katz Agency; William H. Weldon, Blair TV; Russel Woodward, Free and Peters, and Henry I. Christal, Edward Petry.

WBNS-TV Sells Hoop Sked

Columbus, Ohio — David Davies Packing Co. has signed with WBNS-TV for sponsorship of Ohio State University's home basketball schedule of ten games. Marty DeVictor will be behind the mike.

The Week In Television

TV Authority Voted Into Existence By 4-A's

International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field. Five eastern unions approved the measure, which was opposed by the two film guilds. The step was taken "with the express understanding" that TVA would "mediate all matters that may be in dispute with" the western unions. . . . FCC said it will grant no more okays for TV relay for "non-experimental exhibition purposes," thus cutting off use of channels for theaters until action on applications for frequencies by several movie groups. . . . Madison Square Garden peddling three winter sports packages without success, because of price tags said to be excessively high by both stations and advertisers. . . . Plans are being formulated for construction, atop Empire State Bldg., of a master transmitter antenna mast which could accommodate all stations in the N. Y. area. Only two outlets, WCBS-TV and WOR-TV, are believed definitely not interested in the project. . . . Great Britain was drawn into the war between RCA and CBS when Dr. Peter Goldmark returned from London and announced that BBC would begin experiments with the CBS color system. RCA then released a statement by a BBC topper to the effect that Britain was equally interested in all systems and that no arrangements had been made. Goldmark immediately retaliated with the statement that "RCA is again attempting to ride CBS' coattails in color television."

Sedgwick Favors Can. Radio Changes

(Continued from Page 1)
vorceiment of government radio and private broadcasting to the extent that CBC operations would be cultural and educational and other private radio enterprise in Canada would take over commercial broadcasting.



SEDGWICK

Commenting on the advantages of separating the CBC from commercial radio, Sedgwick summed up his belief as follows:

(a) "It is the type of activity they were originally designed to perform;

(b) "They can devote their time and staff to the development of distinctively Canadian talent and programmes;

(c) "It will avoid the everlasting criticism from people who like to listen to their radio free from all commercialism;

(d) "Private stations will be put on their toes in an endeavour to measure up to the type of non-commercial public service broadcasting originated by the CBC;

(e) "The continuous friction between the private stations and CBC will disappear;

(f) "As has been said the CBC has a capable staff and they should not be hampered by the limitations imposed by the advertising business."

Wants Indies Free

The Toronto broadcaster said he concurred with the proposal of other Canadian broadcasters "that independent radio stations should be completely free from control and regulation by the Canadian Broadcasting Corporation."

Turning to television he said: "In my view television is a part of broadcasting and TV channels should be made available to broadcasters as soon as possible in order to ensure that Canada does not lose any part of its position on the TV spectrum."

KCMO-FM, Kansas City, Testing Transit Radio

Kansas City, Mo.—Details of a Transit Radio test being conducted by KCMO-FM, Kansas City, in conjunction with the Kansas City Public Service Co., have been disclosed by E. K. Hartenbower, general manager of KCMO and KCMO-FM.

The test started Nov. 1, and is to continue for 30 to 60 days. Thirty motor busses, trolley busses, and other vehicles have been equipped with FM receivers for the test. KCMO-FM will air background music from 6 a. m. to 7 p. m., Monday through Saturday, with news every half-hour.

COAST-TO-COAST

WKAP Building Under Way

Allentown, Pa.—WKAP, 1000-watt independent, has started construction on its new building on North Seventh Street here. The building will be a \$35,000 structure with studios and transmitter combined. Broadcasting is scheduled to start from the new building in March of 1950.

Ball Pro Joins KXOK Staff

St. Louis, Mo.—Ken Johnson, left-handed pitcher for the St. Louis Cardinals, has joined the sales staff of KXOK-FM, the Transit Radio station. Johnson, like many other Cardinal players, has made his home in St. Louis, although he is originally from Topeka, Kansas.

"Homicide" Program On KFWB

Hollywood, Calif.—The subject of "homicide" was discussed on the special Police Dept. show "On The Beat" heard recently over KFWB. A typical homicide policeman and his duties were described. The Police Band under the direction of Edmond Burr, also took part in the program.

KITE Has School Room Program

San Antonio, Tex.—The Junior League is sponsoring the transcribed series "Books Bring Adventure" over station KITE each Thursday afternoon. Programs are aired for special in school listening for children in the 8 to 14 age groups.

Football Banquet On WHBC

Canton, Ohio—Jim Muzzy has done 20 play-by-play scholastic football broadcasts this season for the Sugardale Provision Company in that city. Marking the close of the football season will be the fifth Annual WHBC Football Award Dinner, Tuesday, November 22, at which time the outstanding players will be honored and recognized.

Midnight Disc Show For WTTM

Trenton, N. J.—WTTM extended its 7:00 a. m. to midnight shift by one hour, recently, with the addition of a 60-minute disc-show running up to 1:00 a. m. This new show, "Sepia Express," will be jockeyed by Kid Swingster, well-known Negro radio and nightclub personality.

New WNLK Series Schedule

Norwalk, Conn.—A "Know Your School" series of programs will be given over WNLK every Thursday night from 9 to 9:30 effective December 1. The programs will be in the form of interviews by Nora Walker with members of the Board of Education, school officials, teachers, parents and members of the teachers' union.

WHHT Add Members

Durham, N. C.—Bob Yongue, sports editor; Don Lloyd, announcer; Bob Byrd, vocalist and platter spinner, and Bernard Baker, disc jockey, are the new members of the WHHT staff.

KGVO Construction Under Way

Missoula, Mont.—Construction work on KGVO's new transmitter location now in third week of progress. Bases have been poured for the two new towers and the contractor has already started construction work. Construction cost will approximate \$75,000.

Baron At New Post

Albany, N. Y.—Paul Baron, who joined WOKO as promotion manager and continuity editor in April of this year, has been appointed program manager. He was formerly with WHUC, Hudson, N. Y., and KFMB, San Diego, Calif. in the same capacity.

WLLH Fifteenth Celebration

Lowell, Mass.—Radio stations WLLH of Lawrence and Lowell celebrated their 15th birthday recently. Originally WLEY in Lexington, WLLH moved to Lowell in October of 1934, and since that time, with local service and programs their aim, they have continually increased both their service and coverage.

Joins WABI Staff

Bangor, Maine—Milton Chapman, former senior account executive at WPOR, Portland, has joined the sales staff at WABI in Bangor. This is the third edition in a month to this 5,000 watter which is awaiting FCC approval of new ownership by Maine's ex-Governor Horace Hildreth and Murray Carpenter, WPOR's ex-president and general manager.

KSL Sponsor Contest

Salt Lake City, Utah—The third annual "Voice of Democracy" contest, enabling high school students to express their views on the American way of life, was conducted recently by the Junior Chamber of Commerce and KSL. In order to spark interest in the contest through the whole inter-mountain area, KSL ran spot announcements urging students to enter.

WBT Man Honored

Charlotte, N. C.—Grady Cole, commentator and early morning humorist of WBT, will be honored by the citizens of Alexander County, N. C., upon completion of their new hospital in Taylorsville. A room in the hospital will be named after Cole, who has worked diligently for months helping raise \$100,000 through public donations to pay for the hospital.

Bible Series Set

Norwalk, Conn.—A talk on the Book of Job, Nov. 21, to be given by the Rev. Paul Schade of the Community Baptist Church, will initiate the WNLK series of 12 broadcasts on "The Bible as Literature." The broadcasts have been organized in co-operation with the Norwalk Ministerial Association and will be given every Monday night from 9 to 9:30.

Say Constitution Aids Religion-On-Radio

(Continued from Page 1)
two groups have applied for permission to construct a series of low-powered non-commercial FM stations. Hearing has been ordered by the FCC on Constitutional grounds.

Methods of advancing the cause of religion are actually entitled to preferential treatment under the First Amendment, attorneys Leonard Marks and Bernard Koteen said for the Baptists. They argued that "the free exercise" of religion, as set forth in the First Amendment, "is in a preferred position and must therefore be afforded every opportunity to fullest expression."

Radio channels must therefore "be made available to religious groups to further the purposes of the First Amendment, in the absence of contrary compelling considerations" they argued. They quoted from the Commission's controversial Scott decision—which declared the right of atheist Robert Harold Scott to seek time to answer attacks upon atheism—the statement that "freedom of speech can be effectively denied by denying access to the public means of making expression effective—whether public streets, parks, meeting halls or the radio—as by legal restraints or punishment of the speaker."

In other parts of the lengthy brief filed Friday, they pointed to mailing preferences, draft law preferences, travel exemptions, social security exemptions, tax exemptions and various other means whereby the Government constantly aids religious institutions. Included also was a list of AM and FM stations licensed to religious groups. The point was made that if it is unconstitutional to grant the Baptist applications, then the licenses of other stations owned by religious groups should be withdrawn.

WLW Plans Xmas Shows

Two Christmas programs from Europe will be broadcast over WLW by a Cincinnati woman visiting shrines in Europe. Mrs. Toni Merland will prepare the programs for WLW's Special Broadcast Services department. She plans to visit shrines in France, Portugal, Spain and Italy, stopping in Rome for the opening of Holy Year on Christmas Eve. Mrs. Merland will prepare the two WLW programs from her observations of Christmas activity in European countries.

Roller Derby On ABC

"The Roller Derby," featuring descriptions of roller skating at armories in New York and Philadelphia, will be aired as a special ABC feature on four successive Monday nights starting Nov. 21, 10:30-11 p. m. Joe Hasel and Ken Neidl, who have been handling the commentary on ABC's "Roller Derby" telecasts, will do the same for the radio version.