



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 38

NEW YORK, TUESDAY, NOVEMBER 29, 1949

TEN CENTS

NARFD NAMES OFFICERS, LISTS AWARDS

Mitchell Talk Feature Of Dist. 16, NAB, Meet

Phoenix, Ariz.—The 16th District, NAB, convention opened here this morning with greetings from Hon. Dan E. Garvey, Governor of Arizona. The meeting was called to order by Calvin J. Smith, NAB district director, and Austin Joscelyn, KNX, who introduced Maurice B. Mitchell, director of BAB. Mitchell gave his famous "Mitch's Pitch" on "Increasing Radio's share of the Advertising Dollars," "National Spot Business" and "How to Turn People into

(Continued on Page 8)

Hedges Named Chairman Of March Of Dimes Drive

William S. Hedges, NBC vee-pee in charge of planning and development has been named chairman of the Radio & Television Broadcasting Stations Division of the fund raising drive for the National Foundation of Infantile Paralysis, it was announced by Emil Schram, chairman of the greater New York 1950 March of Dimes. Mr. Hedges is also president of the Radio Pioneers.

According to Mr. Schram, a quota

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GOP Publicity Director Dies Suddenly On Sun.

Washington Bureau of RADIO DAILY Washington—William C. Murphy, Jr., 51, publicity director of the Republican National Committee, died on Sunday in his sleep of a heart ailment.

Murphy assumed the Republican party post in May, 1945, after having served for 25 years as a political reporter in Washington. His news-

(Continued on Page 8)

Reticent

Washington — Assistant Attorney General Herbert A. Bergson, head of the anti-trust division of the Justice Department, has refused comment on reports that his division must decide shortly whether it will proceed with an all-out anti-trust suit against the three major nets. Bergson was absolutely unwilling to answer questions regarding the probe.

Nightlifers

After midnight radio programs draw American tourist trade. Corey Thompson, manager of CKVL in Quebec, told the Massey Commission on Arts, Letters and Sciences. He submitted to the Commission that all state-owned transmitters should give service 24 hours a day to attract holidaying Americans in Canada.

Col. Records Sets Radio Spot Campaign

Columbia Records will use spot radio in local markets throughout the country in a special pre-Christmas campaign to plug their LP line. The spots will be in addition to the regular co-op shows used by local record dealers.

The radio advertising will be supplemented by ads in local newspapers and national magazines, according to Ken McAllister, Co-

(Continued on Page 2)

Hearing By FCC Dec. 20 On WHOM Shift To N. Y.

Washington Bureau of RADIO DAILY Washington—The FCC has scheduled oral argument for December 20 on its proposal to deny the application of WHOM to move its studios from Jersey City to New York, it said yesterday. The studio shift had appeared to be merely a matter of formal approval, but ran into a policy shift during the long period in which it was pending. An initial decision is now out denying the change.

W. U. Hits AT&T 'Monopoly' At Hearing On Video Relays

Washington Bureau of RADIO DAILY Washington—The right of AT&T to monopoly in TV relay was examined by the FCC yesterday, as it held hearings on its initial decision ordering the company to permit inter-connection with privately-owned relay systems for the intercity sending of TV programs. Western Union registered a stiff protest against the Commission order as drawn, on the ground that

Roy Battles Prexy; Phil Alampi Veep; 10-Year Farm Broadcasters Cited; Association 'Handbook' Ready

New England Group Form Regional Web

Boston—Twenty-one stations in six New England states have formed the New England Broadcasting System, Kettle-Carter, radio representatives in Boston, has announced.

NEBS says the stations will be sold as a single unit, or by parts. The newly formed network is holding a sales meeting at Boston's Ho-

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WJR Aids Farm Directors With Mobile Studio In Chi.

Chicago—The complete facilities of WJR's mobile studio again were made available to the nation's radio farm directors meeting in Chicago for the National 4H Congress and the International Live Stock Exposition. The studio is lo-

(Continued on Page 2)

KHQ Tower Damaged In Northwest Wind Storm

More than 400 feet of the 826 foot tower owned by station KHQ, NBC outlet in Spokane, Wash., lay crumpled on the ground following the severe wind storm which last Saturday lashed the Pacific north-

(Continued on Page 8)

Chicago—Roy Battles, farm director of WLW, Cincinnati, was elected president of the National Association of Radio Farm Directors at the group's sixth annual convention held here at the Stevens Hotel over week-end. Some one hundred and twenty-five farm directors were present here for the

(Continued on Page 5)

Fax Presentation Made To Columbia 'U'

A facsimile transmission and receiving system has been turned over to the Columbia University Graduate School of Journalism by the New York Times, Dean Carl W. Ackerman announced yesterday.

The equipment will enable students to study the techniques in the field of electronic communications, according to the dean. He says the

(Continued on Page 5)

Taylor Denies Charges Of 'Monopoly' By FTC

Henry J. Taylor, ABC news commentator, yesterday denied Federal Trade Commission charges that his Package Advertising Company "tended to create a monopoly" in unpatented wax paper wrappers which Taylor is alleged to have

(Continued on Page 5)

Anniversary

The second anniversary of the establishment of the State of Israel by the United Nations will be observed by a special broadcast over WLIB today. The station will broadcast recorded excerpts from UN proceedings two years ago when the state was approved. The program will also include music appropriate to the occasion.

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WEST COAST OFFICES

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WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager
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SOUTHWEST BUREAU

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Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(November 28)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-------------------|---------------------------------|---------------------------------|---------------------------------|----------|
| ABC | 73 ³ / ₈ | 71 ¹ / ₄ | 71 ¹ / ₄ | |
| Admiral Corp. | 29 ³ / ₄ | 29 | 29 | |
| Am. Tel. & Tel. | 146 ⁷ / ₈ | 146 ⁵ / ₈ | 146 ⁷ / ₈ | + 1/4 |
| CBS A | 25 | 24 ⁷ / ₈ | 25 | |
| Philco | 29 ⁷ / ₈ | 29 ³ / ₄ | 29 ⁷ / ₈ | |
| RCA Common | 12 ³ / ₈ | 12 ¹ / ₈ | 12 ¹ / ₄ | |
| RCA 1st pfd. | 73 ¹ / ₂ | 72 ⁵ / ₈ | 73 ¹ / ₂ | + 1/2 |
| Stewart-Warner | 11 ⁷ / ₈ | 11 ⁷ / ₈ | 11 ⁷ / ₈ | + 1/4 |
| Westinghouse | 28 | 27 ¹ / ₂ | 27 ¹ / ₂ | - 5/8 |
| Westinghouse pfd. | 102 ¹ / ₂ | 102 ¹ / ₂ | 102 ¹ / ₂ | |
| Zenith Radio | 28 ³ / ₄ | 28 ³ / ₄ | 28 ³ / ₄ | + 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------------------------------|--------------------------------|--------------------------------|-------|
| Hazeltine Corp. | 15 ³ / ₄ | 15 ¹ / ₈ | 15 ³ / ₄ | + 3/4 |
| Nat. Union Radio | 2 ¹ / ₂ | 2 ¹ / ₂ | 2 ¹ / ₂ | - 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------------------------------|--------------------------------|
| DuMont Lab. | 14 ¹ / ₄ | 15 ¹ / ₄ |
| Stromberg-Carlson | 13 ³ / ₄ | 15 |

GOODWILL GESTURE BRINGS IN RETURNS

Hollywood — Goodwill promotion of stations throughout country via special Christmas shows sold at flat price in all markets was reported to be in final stretch by Joseph F. MacCaughtry, president of Cardinal Co., radio-TV production firm.

Organization packaged top names in four quarter-hour programs tailored for one-time broadcast during coming holidays. Labeled "Xmas-4" the entire package has been made available to all markets for flat price of \$20.00. Response to this station promotion has been terrific, according to MacCaughtry. Indications are a minimum of 400 stations will carry Cardinal Christmas shows during holidays.

Four shows are designed to be broadcast as late as December 25th, if not before.

Company is filling orders from its Hollywood headquarters at 6400 Sunset Boulevard, Hollywood, Calif.

★ COMING AND GOING ★

A. E. JOSCELYN, director of operations for CBS in Hollywood, and MERLE JONES, general manager of KNX-Columbia Pacific Network, are returning to the film capital after having attended NAB's District 16 meeting in Phoenix, Ariz.

EARL MULLIN, publicity manager of the American network, is back at his desk following a week-long vacation.

HERMAN GUERIN, development-group administrative assistant in the engineering department of NBC, is in Camden, N. J., attending a meeting on television lighting.

MORTIMER W. LOEWI, director of the DuMont network, is resting up for awhile in Hollywood, Florida.

JOHNNY LONG and the members of his band are in New Bedford, Mass., another stop in their current series of personal-appearance engagements.

PHIL ALAMPI, farm director at WJZ, is due back today from the annual meeting of the Radio Farm Directors, which was held at the Stevens Hotel in Chicago.

WJR Aids Farm Directors With Mobile Studio In Chi.

(Continued from Page 1)
cated across the street from the Stevens Hotel. Last year 42 different stations transcribed programs at the WJR studio for re-broadcast over their own stations. The records and facilities were offered at no cost to the radio stations as a Goodwill station public service. Many types of programs were recorded varying from transcriptions of 4H Club and Live Stock Exposition news highlights to interviews with local winners of National 4H Club and Livestock awards.

General Manager Harry Wismer led a WJR delegation consisting of Farm Editor Marshall Wells, promotion manager, James Quello, and producer engineers Bert Vangeisen and Keith Kinney. The WJR studio usually functions under the direction of Farm Editor Wells to bring radio to the farmer and to rural Michigan and Ohio areas. It has been a popular feature at many state and county fairs and agricultural conferences.

Arch Kepner

Arch Kepner, continuity editor of WQXR, died Sunday at New York's Mount Sinai Hospital after a two-month illness. Kepner was born in Frankfort, Kentucky and graduated from Princeton University. He joined WQXR in 1937 as an announcer and was chief announcer for the station when he joined the Navy. After his service, Kepner returned to WQXR as head of the continuity department.

A champion bridge player, he reached the quarter finals of the 1949 Vanderbilt knock-out team-of-four national tournament.

Wedding Bells

Mike Dann, NBC trade publicist, and Joanne Himmell, of WNBC's "Tex and Jinx" staff will be married Friday, December 2. The newlyweds will honeymoon in Nassau.

W. W. CHAPLIN, commentator for NBC and narrator on the network's "Report to America," is expected back tomorrow from Houston, Texas.

MAURICE B. MITCHELL, director of the Broadcast Advertising Bureau of the NAB, today is in Los Angeles to address the Advertising Club of the movie city on the subject, "Increasing Broadcasting's Advertising Dollars."

GORDON GRAY, vice-president of WIP, Philadelphia, is in Chicago on business. He'll be there through tomorrow.

JOHN DERR, assistant director of sports at CBS, back from South Bend, Ind., where on Saturday he directed and produced the network's broadcast of the Notre Dame-Southern California game.

GEORGE CASE, manager of WNAO, Raleigh, N. C., is spending some time in Gotham on station business.

JOE WEIL today is flying to Hollywood to supervise production of a special film trailer and several television spots.

Hedges Named Chairman Of March Of Dimes Drive

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of \$4,000,000 has been set as the goal of the 1950 drive in the greater New York area. The national case load of infantile paralysis is expected to reach 40,000 with nearly 2500 cases in New York City alone.

Col. Records Sets Radio Spot Campaign

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Columbia's manager of distribution and promotion. He says the ads will concentrate on the new LP model 103, the older 102 model and LP records in general.

Columbia is also working on film spots to be used for television, but there is doubt that this media will be used before Christmas.

Noma Using TV Spots To Sell Xmas Novelties

Noma Electric Corporation is using TV for the first time to advertise their line of Christmas decorations. The first of the one-minute film spots appeared last night and others will be run over 32 stations in 11 cities throughout the country from now until December 21st.

H. J. Williams, advertising manager for Noma, says this is the first step along this line. He adds that radio was tried some years ago, but with little success. Williams says that color television might make television ads for them much more effective. The Albert Frank-Guenther Law Co. is the Noma agency.

He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business! W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

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

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



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Jamison has something on his mind...



As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has *plenty* on his mind.

Although he is much more salesman than statistician, he has a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a *service* business. We don't actually own anything but the furniture—Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time—the *right time*—either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."



Weed
and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of William Ross Fry as a creative supervisor in the Detroit division. Fry, a graduate of Columbia University, has had 23 years' experience in the advertising field with General Motors, Chrysler, the Geare-Marston Agency in Philadelphia, and Campbell-Ewald in Detroit.

MANNIE GREENFIELD ASSOCIATES, publicity, now handling singer Jo Stafford in collaboration with the Margaret Ettinger office of Hollywood. The Greenfield organization has also added Capitol Records' musical director, Paul Weston to its stable.

PAUL ROBERTS, formerly a radio director at NBC, has joined the radio department of Benton & Bowles as script editor and radio director.

THE ADVERTISING COUNCIL will give radio bulletin and car card support to the American Heart Association next February during the drive for funds that month.

DAVIS BROS. FISHERIES COMPANY, INC., of Gloucester, Mass., has selected James Thomas Chirurg Company, Boston and New York, as its advertising agency to promote two of its products in nation-wide markets. These products are a new cat food and a new addition to the famous Deep Sea Dave line: fresh-frozen fish filets. Davis Bros. will be served through the Chirurg Boston office.

VISION-CRAFT CO. of Newark has named H. W. Hauptman Co. to handle television shows and other advertising.

D. C. BERRY, advertising manager for McKesson and Robbins, Inc., has been promoted to vice-president in charge of advertising.

JOHN W. CUNNINGHAM has joined Sloane-Stoll, Inc., as an account executive.

INSULINE CORPORATION OF AMERICA of Long Island City, radio electronic parts manufacturer, has named Bass and Co. as their agency.

FRANK BRINE has been named advertising manager of The Babb Co.

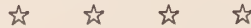
Sales Executive TELEVISION and RADIO PACKAGE SHOWS available

Excellent contacts with Agencies and Sponsors of Big Time programs. Write or Wire Box Number 289, RADIO DAILY, 1501 B'way, N. Y.



California Commentary...!

● ● ● Absence of broadcasters who are attending the NAB District convention at Phoenix leaves radio row rather deserted this week. . . . practically all of the top broadcasters made the Arizona trek. . . . Pat Patricoff, former Steve Hannigan publicist, showed the film colony a trick or two when she produced a movie short, "Santa's Workshop" and planted it as an entertainment feature on 40 TV stations. . . . Pat's film was a plug for North Pole, N. Y., on Whiteface Mountain in the Adirondacks and carried a smart plug for a new line of toys. . . . "Kornegie Hall" comedy TV musical show, featuring Freddy Fisher and his Snicklefritz orchestra, has been added to the program sked of KLAC-TV. . . . Joseph T. Ainsley, director of the "First Nighters" for the past 15 years is handling the new Jay Lee Rocca-Hal Davis production. . . . Irene Ryan begins her third year on the Bob Hope show with tonight's broadcast on NBC. . . . west coast staffers of NBC are betting that more executive changes will be made in the radio department of the network in New York before January 1st. . . . Glenn Langan plans to halt transcriptions of his "Mystery is My Hobby" on the Mutual web and to go "live" around January 1st under Knox pharmaceutical sponsorship.



● ● ● There are now better than 260,000 TV receivers in the Los Angeles areas. Figuring five viewers per set, this gives a total of 1,300,000 regular TV fans. Statistics are really jumping. . . . MJB Company, coffee, and American Tobacco Co., have renewed on Don Lee TV-KTSL. Coffee Co. account is placed through John Blair Co. & BBD & O agency, San Francisco. . . . Bill Shaw, KNX-CPN assistant sales manager, returned from a three-week trip to New York and Chicago on a sales stint. . . . Teddy Hart has entered the TV producing field through Teddy Hart Production, which will make thirteen subjects, 15 minutes each. Studio space now is being set, with shooting to start late in December. . . . Radio Station KSJO, San Jose, California has renewed their contract with World Broadcasting System for use of their transcribed library service. . . . Jerry Devine is recording his December 2, 9 and 16th ABC "This Is Your FBI" broadcasts, so that he can take a combined business and vacation trip to New York with his family. Jerry needs a well deserved vacation. . . . The Lyon Van & Storage Co., Los Angeles, will sponsor a 13-week series of six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs featuring Knox Manning. Order was placed through Smalley, Levitt & Smith, Inc., Los Angeles. Meredith Pratt is the KNX account executive.



● ● ● Sterling Drug, Inc., has signed a 52-week renewal of "Bride and Groom" broadcasts over 222 stations of the American Broadcasting Co.'s radio network effective January 2nd, 1950. Show is emceed by John Nelson and produced by Marvin Beck. Jack McElroy is singer-announcer. Dancer-Fitzgerald-Sample, Inc., handled the deal. . . . The famous Santa Claus Lane parade, in which NBC and KNBH stars appear, was televised by KNBH, from the corner of Sunset and Vine, Hollywood, on last Wednesday. . . . Larry Finley Productions will open another office in Portland, Ore., this week as distribution center of radio stations in the Pacific Northwest. . . . Bill Gillett, v.p. and director of TV for Young and Rubicam, Inc., agency, is in from New York to visit Hollywood office for ten days. . . . Les Mitchel, producer-director of "Skippy Hollywood Theater," returned to Los Angeles after three weeks in London, England, where he produced six special "Skippy" shows to be heard over CBS.

SOUTHWEST

RALPH WIDMAN, Sports Director of WFAA, Dallas, was the unwitting originator of a new "bowl" game to stop all further trends in that direction. A mere mention, on one of his sports broadcasts, of the interest in several Eastern "midget games" brought forth an open challenge from the little town of Gause, Texas, which boasted an undefeated and untied "midget" football team. San Saba, Texas, promptly challenged the challengers and when Midman told the story, the Cameron, Texas, Chamber of Commerce was flooded with demands for sponsorship, with the result that the "Milk Bowl" game was arranged for December 10. WFAA, Dallas, will carry the entire game and give the little fellers the same treatment they accord Southwest Conference games. The future grid stars, who will shine in the first "Milk Bowl" fracas, are all under 13 years and under 100 pounds.

Roy Hofheinz, President of KTHT, MBS outlet in Houston, was honored speaker, at-the-breakfast-table, before the Executives Association of Houston. Bill Bennett was program chairman and introduced Hofheinz to the club which holds regular breakfast meetings at 7:30 AM each week.

Bob Hope will make a personal appearance in Fort Worth December 2 at Will Rogers Coliseum. Proceeds from the show go to the Free Milk and Ice Fund of the Star-Telegram WBAP's newspaper affiliate. The entire production, publicity and promotion of the show is being handled by station personnel. In addition to his personal appearance, Hope is in Texas to look after oil interests, go bird hunting, attend the Notre Dame game and a smoker, and to play an exhibition golf match at Rivercrest Country Club in Fort Worth. He arrives by plane Wednesday, November 30.

WEVD
3000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Tele-Set Production Rapid, RMA Reveals

Washington Bureau of RADIO DAILY
 Washington—Production of television receivers by RMA member companies is going along at a rapid rate, with the weekly turnout for the month of October amounting to 76,193 for a total of 304,773 sets during the month. This was about 35 per cent better than the September total—and RMA estimates that non-member companies turned out enough sets to push the October figure to more than 360,000. This brings the year's figure to 1,707,613 sets for members, with total production for the first 10 months probably well over two million sets.

FM-AM and FM-only sets turned out last month totalled 83,013, compared with only 70,936 the month before, with FM bands on 50,545 of the TV sets which came off the lines last month. The year's high was chalked up in the production of AM-only sets, with 587,267 reported.

October total for all three kinds of sets was 975,053 sets—the 1949 high.

Taylor Denies Charges Of 'Monopoly' By FTC

(Continued from Page 1)

licensed on a royalty basis, other wax paper manufacturers to use. The FTC said that Mr. Taylor, who purportedly collected \$1,300,000 in royalties in the years 1931-'45, manufactured and sold under his own trade mark, Ad-Seal-It, printed inserts and outserts used by bakers for advertising media in transparent wrappers.

Taylor Denies Charges

Taylor stated yesterday that the FTC was late in bringing the charges to light and said that he had "nothing to cease and desist from" since all licenses referred to by the Commission had been rewritten two years ago. He likened his situation with that of a lessee in an apartment who had a dog and who, after signing a lease and moving in, found that a new apartment regulation prohibited dogs. "The only thing to do," said Taylor, is to rewrite the lease, and, in our case, we did that more than two years ago."

A commission spokesman said that the proceedings had started in 1946 and that the FTC found that Taylor held two patents, one covering the method of applying the advertising bands to the wrappers and the other covering the package resulting from use of the method patent. However, the FTC charged, Taylor does not own any patent right which gives him control over the manufacture and sale of Ad-Seal-It bands.

The proceedings were brought under the FTC law which charges the commission with enforcing the statute against unfair trade practices.

Taylor said that the FTC charges were "entirely academic" since the

Battles Named President Of Radio Farm Directors

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meet. Other officers elected were: Phil Alampi, WJZ, New York, vice-president, and Chris Mack, WNAX, Yanktown, South Dakota, secretary-treasurer.

Panel discussions occupied a major part of the confab with members agreeing that with increasing economic competition the farm department of a station could no longer be a luxurious step-child but from now on must stand on its own two feet. In summing up the panel discussions Sam Schneider of KVOO, Tulsa, said that successful farm programming is not a one man job but must be a co-ordinated effort from all departments of the station including sales, publicity, programming and promotion together with the co-operation of the advertiser and agency.

Citations were awarded farm directors who have served as agricultural broadcasters for more than ten years. Special recognition was given the following at the annual banquet here Sunday night, for more than twenty years service: Arthur C. Page, WLS, Chicago; John Merryfield, WWJ, Detroit; Wallace Kadderly, KGW, Portland, Oregon; George C. Kister, KMMJ, Grand Island, Nebraska; Bill MacDonald, KFAB, Omaha; Ken Gapen, United States Department of Agriculture, and Charley Stookey, KXOK, St. Louis.

Ten-Year Men Listed

Farm broadcasters receiving citations for more than ten years service were: Herb Plambeck, WHO, Des Moines; Jim Chapman, WTAM, Cleveland; Harry Campbell, WBBM, Chicago; Sam Schneider, KVOO, Tulsa; Charles Worchester, WMT, Cedar Rapids; Glenn C. Lorang, KHQ, Spokane; Layne Beatty, WBAP, Fort Worth; Amos Kirby, WCAU, Philadelphia; Everett Mitchell, NBC, Chicago; Phil Evans, KMBC, Kansas City and Emil Farmer Bill, WMBD, Peoria.

For the first time regional meetings will be held with farm broadcasters from each respective area as well as colleges and others being invited to participate. Regional chairmen who will conduct the area confabs sometime during 1950 are: Mel Hanson, WOW, West North Central; Glenn C. Lorang, KHQ, Pacific Northwest; Henry Schact,

Producer On "Sardi's" Today

Frances Scott, radio and television producer, today will be one of Bill Slater's guests on "Luncheon at Sardi's" over WOR at 1 p.m.

licensing agreement referred to had terminated in March along with the patents of the bread wrapping method. His company, which also manufactures the wrappers, issued licenses without charge, Mr. Taylor said, and required from the licensees a uniform royalty on sales actually made.

KNBC, Pacific Southwest; Homer Martz, KDKA, East; and a chairman to be selected for the East North Central region.

Chuck Worcester, chairman of the professional guidance committee, and farm director of WMT, Cedar Rapids, Iowa, announced that work has been completed for the groups' "Radio Handbook of Farm Broadcasting" and will be available shortly after the first of the year. Believed to be the first work of this kind ever assembled, the handbook will be of immeasurable aid to stations desiring to set-up a farm department, for new stations, colleges and others.

Now comprising one hundred and seventy-five members, a drive will be instituted under the chairmanship of the new secretary-treasurer, Chris Mack, to increase the group's membership. The NARFD will also get together in Washington this summer, prior to Congressional adjournment, for meetings with the Department of Agriculture, Farm Congressional committees and farm organization people. Next year's annual confab will again be held in Chicago, just as this year, in connection with the 4-H Convention and International Livestock Exposition.

Fax Presentation Made To Columbia 'U'

(Continued from Page 1)

apparatus has been installed in the Journalism Building on the Columbia campus.

The gift includes a complete scanning assembly for recording of copy and 16 console receivers, spare parts and special paper for facsimile transmission. The equipment was manufactured by the General Electric Co.

Calvin B. Conway

Calvin B. Conway, 36, staff organizer for WFAH, Alliance, O., and well-known dance band leader in that area, was killed Nov. 22 in a head-on automobile crash five miles east of Canton, O. He was also formerly employed by WHBC, Canton. Conway had his own orchestra in Canton for many years. His wife and two children survive.


Will Sponsor Basketball

Newark—Atlantic Refining Company has signed as sponsor for the twenty-one home basketball games of Seton Hall College over WNJR, it was announced by Harry Goodwin, station general manager. Bill Moore, WNJR sports staffer, will do the play-by-play with the second man yet to be named.

Fashion Note

Can you name the *only* radio personality who was (1) a speaker at the 1949 Fashion Designer Lecture Series at Carnegie Institute, (2) elected a regional director of the Pittsburgh branch of Fashion Group, Inc., (3) invited to accompany a recent Fashion Study Tour of France and England? Answer: Janet Ross, director of the KDKA Shopping Circle (9:30-10:00 AM, Monday through Friday). Can you give the number of replies pulled by two recent announcements on the Shopping Circle? Answer: 3,375, from 86 counties. Do you know how economically you can get *your* product on the Shopping Circle? For the answer call KDKA or Free & Peters.

PITTSBURGH **KDKA**
50,000 WATTS
 NBC AFFILIATE

 **WESTINGHOUSE RADIO STATIONS Inc**
 WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
 National Representatives, Free & Peters, except for WBZ-TV;
 for WBZ-TV, NBC Spot Sales

PROMOTION

News Program Contest

Promotional contest for "Wendy Warren and the News" over CBS is under way for a thirteen week period, according to an agency spokesman at Benton & Bowles.

Contest calls for the submission of women's news items by women news commentators to Wendy Warren. Items selected for broadcast by Wendy Warren will earn a handsome Benrus desk clock for their originators. One item will be used each week and, at the end of thirteen weeks, the item selected as best will earn a week's visit in New York as guest of Wendy Warren for its originator. No limit is set as to the number of items that may be submitted by any one contestant.

News items will be judged by Wendy Warren, Doug Edwards, CBS newsman; and Mrs. Betsy Talbot Blackwell, of Mademoiselle.

Observe Hockey Anniversary

Radio station KOWH and its sports director, Jack Sandler, remembered the 10th anniversary of hockey in Omaha. On Wednesday, November 16, 1939, the first professional hockey game was played in Omaha with the Omaha Knights defeating the Tulsa Oilers 3-2. Ten years later, November 16, 1949, the Omaha Knights celebrated the occasion by beating the Louisville Blades 6-1.

In addition to the ice presentation, a special 30-minute radio program was aired over KOWH Sunday, November 20, consisting of a wire recording of the ice ceremonies and the presentation of the birthday cake.

Special RCA Brochure

RCA recorded program services have prepared a brochure to call local advertiser's attention to the new Claude Thornhill Win a Holiday show being presented on the Thesaurus label. The listeners will take part in the recorded program by identifying an untitled melody played by Thornhill. RCA services explain how prizes will be awarded in the local-national contest.

WOHI On 1490-Kc.

WOHI, East Liverpool, O., will begin broadcasting Dec. 1 on a 1490-kilocycle spot recently vacated (11-27) by WWSW, Pittsburgh, which will switch to 970 kilocycles. WOHI is owned by the East Liverpool Broadcasting Co., with Richard V. Beatty president and general manager. Station will have a staff of 17.

Anniversary Album

WRBL of Columbus, Georgia, has published a radio album marking the 21st anniversary of their station. The booklet includes details of WRBL's new studios, the Columbus market, and the station's coverage in the area.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of November 18-24, 1949

| TITLE | PUBLISHER |
|--------------------------------------|----------------------|
| A Dreamer's Holiday | Shapiro-Bernstein |
| A Thousand Violins | Paramount |
| Ain't She Sweet | Advanced |
| Bye Bye Baby | J. J. Robbins & Sons |
| Crocodile Tears | Johnstone-Monteil |
| Dear Hearts And Gentle People | E. H. Morris |
| Don't Cry Joe | Harms |
| Huckle Buck | United |
| Hush Little Darlin' | Michael |
| I Can Dream Can't I | Chappell |
| I Never See Maggie Alone | Bourne |
| I've Got A Lovely Bunch Of Cocoanuts | Cornell |
| Jealous Heart | Acuff & Rose |
| Just For Fun | Paramount |
| Last Mile Home | Leeds |
| Mule Train | Walt Disney |
| My Street | Campbell |
| Now That I Need You, (Where Are You) | Famous |
| River Seine | Remick |
| Room Full Of Roses | Hill & Range |
| Rudolph The Red-Nosed Reindeer | St. Nicholas |
| She Wore A Yellow Ribbon | Regent |
| Slipping Around | Peer |
| Some Enchanted Evening | Chappell |
| Someday You'll Want Me To Want You | Duchess |
| That Lucky Old Sun | Robbins |
| Through A Long And Sleepless Night | Miller |
| Too Toot Tootsie Goodbye | Feist |
| Way Back Home | Bregman-Vocco-Conn |
| You're Breaking My Heart | Mellin |

SEASONAL CHRISTMAS SONGS

| | |
|-------------------------------|--------|
| Santa Claus Is Comin' To Town | Feist |
| White Christmas | Berlin |

Second Group

| TITLE | PUBLISHER |
|---|--------------------|
| A Man Wrote A Song | Henry Spitzer |
| Charlie My Boy | Bourne |
| Dardanella | Fred Fisher |
| Envy | Encore |
| Festival Of Roses | Witmark |
| Hop Scotch Polka | Cromwell |
| I Only Have Eyes For You | Remick |
| I Want You To Want Me To Want You | Mills |
| If I Ever Love Again | Paxton |
| Johnson Rag | Miller |
| Let's Harmonize | Sanley-Joy |
| Make Believe (You Are Glad When You're Sorry) | Bregman-Vocco-Conn |
| Makin' Love Ukelele Style | Mayfair |
| Maybe It's Because | Bregman-Vocco-Conn |
| Meadows Of Haven | Laurel |
| Music Goes 'Round And 'Round | Sanley-Joy |
| Scattered Toys | Goldmine |
| Sweetest Words I Know | Life Music |
| Where Are You Blue Eyes | Knickerbocker |
| Younger Than Springtime | Chappell |
| You're Always There | Bregman-Vocco-Conn |

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NEW BUSINESS

KTSL, Los Angeles: American Cigarette & Cigar Co. has renewed its three-times-weekly film spot participation in "Lee's Lair" Mon.-Thurs.-Fri. Sullivan, Stauffer, Colwell & Bayles placed the account through the John Blair office, New York. Klever Kook Food Co., for its product, Klever Kook Flour, purchased one five-minute participation spot weekly for 13 weeks on "The Norma Young Show." Lockwood-Shaklewood agency placed the account. Ford Dealers Association of Southern California have placed a series of one-minute film spot announcements ending Dec. 30. Spots will be used Tuesday and Friday nights, respectively, at approximately 10:00 and 10:30 p.m. J. Walter Thompson Co. placed.

Van Camp Sea Food Co., for its Chicken - of - the - Sea Tuna, has bought a series of 13 one-minute film spot announcements ending February 1950. Brisacher, Wheeler & Staff placed account that is scheduled for Thursday nights at 9:00 p.m. Metropolitan Buick Dealers Association, Inc., of Los Angeles, are extending their KTSL purchases to include a series of eight one-minute film participations in the "National Professional Football Highlights" program, Tuesdays, 7:30-8:00 p.m. The McCarty Co. placed. National Premium Beer has bought a series of 104 one-minute film announcements running to Nov. 3, 1950, to be seen on Monday and Friday nights at 10:30. Owen & Chappell, Inc. placed.

KFBI, Wichita, Names Mattison Program Chief

Wichita, Kans.—Henry Mattison has been named program director of KFBI, Wichita, succeeding Justin Bradshaw, who has resigned to become manager of KLMR, Lamar, Colo.

Mattison joined KFBI earlier this year as program production chief. He began his radio career in 1934 with the Central States Broadcasting Co., Lincoln and Omaha, Neb. In other staff changes at KFBI, Bob Page becomes director of news, and Bob Gadberry becomes director of community and special events as well as sports editor and chief announcer.

Two More In Radio Pioneers

Waterbury, Conn. — Milton H. Meyers, general manager of WWCO, Waterbury, and Ford Billings, commercial manager, have been admitted to membership in Radio Pioneers, the minimum requirement for which is 20 years service to the industry.

News Analyst On 'Girls' Show

John Cameron Swayze, NBC news commentator, will be on the spot Sunday night when he appears as guest on "Leave It to the Girls" over NBC-television at 7 p.m.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

"MONOPOLY," SAYS W. U. OF AT&T

TELE TOPICS

A CREDO for TV programming which, we hope, will be given serious consideration by the powers that be, was voiced by Jack Gould, radio editor of the N. Y. Times, last week in a talk over KFMV (FM), Hollywood. Some excerpts follow: "It must reflect the entire contemporary scene and every facet of human endeavor, and it must provide for minority preferences if it is not to degenerate into repetition and sameness, more vaudeville and more mysteries. . . . Entertainment is a gamble, and creativeness is the most illusive thing in the world. We can never be sure of what or who will catch the public's fancy. Therefore it is common practice for sponsors and broadcasters to look for the sure thing—box-office stars and programs which have already met public acceptance. They want to reduce show business to known certainties. But television, which burns up talent at a prodigious rate, must show a willingness to replenish our culture, to try new ideas and new talent. Diversity is absolutely essential."

IN VIEW of these statements it should be pointed out that public investment in TV, according to the TBA quarterly report, is estimated at \$700,000,000, and should reach one billion by the beginning of 1950. Station investment is estimated at \$36,000,000. . . . Results of a just-completed nationwide poll on "Television In America" will be reported by Elmo Roper on his CBS AM series Dec. 4. Included in the survey are set ownership in various income groups, viewing habits and impact on family life. . . . Mark Goodson and Bill Todman, of giveaway fame, have closed a deal with Billy Rose for a series of hour-long shows to be titled "By Billy Rose." Four short stories would be dramatized on each installment. . . . ABC will scan the Pillsbury Grand National Recipe Luncheon at the Waldorf Dec. 13. Art Linkletter will emcee and Mrs. Eleanor Roosevelt will present the awards.

"CITY AT MIDNIGHT," sponsored on WNBT by Bedford Stores, will be dropped after tonight's stanza. We still think the location show has great dramatic possibilities and we'd like to see it return. . . . Comic Billy Vine will take over the emcee chores on CBS-TV's "54th Street Revue," beginning Dec. 9, replacing Al Bernie. . . . Mike Hunnicutt has been signed by WMAL-TV, Washington, for two shows a week. One is a 15-minute stanza with his wife, Polly, and the other a musical with Charlie Keaton. . . . Luigi Pirandello's "Henry IV," adapted by Maurice Valency and starring Richard Purdy and Mary Sinclair, will be done by "Studio One" next week.

Speidel Cancels Wynn After Format Dispute

Disagreement between CBS and Cecil & Presbrey agency over the format of the Ed Wynn show has brought about cancellation of the recorded airtel by Speidel, Inc., at the end of next month.

The program had been slated to go on a bi-weekly basis at the beginning of its second cycle in January. Speidel and the agency insisted that the show be extended to a full hour, with dual sponsorship, with Wynn augmented by the use of additional guests. CBS, which owns the package, turned thumbs down on this, holding out for the present half-hour format.

CBS sources said that a new bankroller for the show, on a weekly half-hour basis, is expected to be signed shortly.

Jane Rydstrom Promoted

Baltimore — Jane Rydstrom, assistant producer at WAAM, has been promoted to producer-director. Her first assignment is a daily woman's show, "Kitty Dierken Shops For You."

WOR-TV Hoop Sked

Schedule of 21 college basketball games has been lined up by WOR-TV beginning Dec. 2 and running through Mar. 8. Home teams teams will be Columbia, St. Francis and the New York Athletic Club.

Cost Of Canadian Video Web Estimated At \$25,000,000

Montreal—The first estimate ever made of what it would cost Canada to set up a TV network was given at the Royal Commission on National Advancement of Arts, Letters and Sciences today by Stuart Finlayson, general manager of Canadian Marconi Co.

His minimum estimate: \$25,000,000. Rt. Hon. Vincent Massey, Commission chairman, asked Finlayson for the estimate, saying that to date everyone had replied with the words "stupendous, colossal."

"Put the estimate in dollars, not superlatives," Massey requested.

Finlayson warned that his figures were not definitive but added that each station would cost a minimum of half a million dollars. As at least 50 such stations would be needed in

Miles Signs "Queen" For 39-Wk. KTSL Test

Hollywood — Miles Laboratories, for Alka-Seltzer, will test Jack Bailey's "Queen For a Day" for video via a 39-week run on Don Lee's KTSL beginning soon after the first of the year. Contract was signed over the weekend through Wade agency.

TV version will follow the AM format established on Mutual during the past five years, but will not be done simultaneously. It will be done in a nighttime half-hour, once a week.

Program was seen locally on Don Lee's experimental station for almost two years, 1946-1948, but the Miles contract marks its commercial debut.

Sundial Buys 'Lucky Pup'

Sundial Shoe Division of International Shoe Co. has signed with CBS for sponsorship of the Friday night installment of "Lucky Pup" beginning Jan. 20. Hoag & Provandie, Boston, is the agency. Program is sponsored on Thursdays by Bristol-Myers for Ipana.

WFIL-TV Sells Wrestling

Philadelphia — Jacob Hornung Brewing Co., through Clements agency, has signed with WFIL-TV for sponsorship of a weekly wrestling program, effective Nov. 28, originated by the Du Mont web.

Hits FCC Edict On Interconnection Of Relays

(Continued from Page 1)

links for segments of the overall relay distance—a requirement the Bell System has bitterly fought.

The FCC, however, appears to look upon inter-connection as only a temporary measure, having made it plain that it feels TV relay will eventually be a common carrier operation and having warned it would be unwise to make any long-term investment in private TV relay facilities.

Private companies, on the other hand were urged to try to amortize present investments as early as possible.

Western Union feels that the Commission is unfairly discriminating against it if it fails to order inter-connection on the same basis between Western Union and telephone company facilities as between private and telephone company facilities. WU argued for continued competition in the TV relay field as the best assurance of constantly improving service.

It was argued that the Bell System has more equipment in the New York-Philadelphia link than in all the rest of the country—because that is where the heavy competition is.

Spokesmen for DuMont, TBA and Philco were also heard in protest against a Bell System monopoly, while counsel for the telephone company said the company is not pointing toward monopoly.

Race Results Aired Via New Projector

Miami—The Resultscope, a new device developed by Max J. Weisfeldt, vice-president of the Charles Anthony Gross agency, will be used by WTVJ beginning tomorrow to air results of local horse races under sponsorship of Blatz Brewing Co.

Using special gauge motion picture film, the Resultscope shows winning horses passing a picture of the grandstand of the park in which they are racing. The pictured horses, not the ones in the actual race, wear the numbers of the actual winners. Prices paid are shown on a close-up of a tote-board. Each result together with opening and closing commercial runs about a minute. After demonstration before Blatz officials in Milwaukee last week, the brewery contracted with Weisfeldt and WTVJ to sponsor the entire results of Tropical, Hialeah and Gulfstream.

Mitchell Talk Feature Of Dist. 16, NAB, Meet

(Continued from Page 1)

Customers." He also discussed sales techniques of the other media and BAB sales aids.

The agency viewpoint on broadcasting research was discussed at length by Gene Duckwall, business manager of Foote, Cone and Belding, Los Angeles. Duckwall made the following statement:

"Radio facilities are now suffering competitively because of the lack of basic research. All station and networks must first have coverage figures. Such figures to be usable should be standardized. These are now available from BMB. The second BMB study will be much more usable than the first and will be used much more by the time-buyer.

"Secondly, stations and networks, especially the urban facilities, need program measurement figures which indicate the audience in specific time periods. Facilities are not fully prepared to sell time until they have this fundamental research."

In addition to the previous listed arrivals, the following also attended:

Allen B. Alexander, KRUX, Phoenix; Wallace Boone, KNBH, Hollywood; George Bradley, KTUC, Tucson; Bill Connelly, KOOL, Phoenix; William Cook, KTKC, Tucson; Bob Garland, KOOL, Phoenix; Harold Gates, KTAR, Phoenix; Riley Gibson, KXO, El Centro; Harry Hamleton, KNOB, Nogales; Bill Harvey, KTAR, Phoenix; Sam Marcus, KNOG, Nogales; John C. Merino, KFSD, San Diego; Don Metclafe, KYUM, Yuma; Gail Hummel, KTKT, Tucson; Albert Johnson, KOY, Phoenix; Lee Little, KTUC, J. E. Miller, KTAR, Phoenix; Jack Murphy, KSUN, Bishop, Ariz.; Harper M. Phillips, KVOA, Tucson; Don Rankin, KOY, Phoenix; Charles E. Salik, KCBQ, San Diego; Wayne Sanders, KCNA, Tucson; Ray Smucker, KYUM, Yuma; Robert E. Spirso, KOY, Phoenix; Jack Tighe, KTIP, Porterville, California; Victor A. Vaac, KRUX, Glendale.

Mitchell spoke most of the morning and early afternoon and many of the delegates expressed themselves as being completely sold on his remarks.

BAB Mails Folder On Furniture Business

The first of the BAB retail information folders carrying descriptive material on different retail enterprises have been received by NAB member stations. The folders contain an analysis of the operation, economics, merchandising, and advertising problems.

The first release was on furniture and the next one to be released on December 1 is on the jewelry business. The Bureau says other folders will be published monthly to bring salesmen at the local level up to date in each of the businesses he serves.

COAST-TO-COAST

Oil Co's Set Contract

Columbus, Ind. — Arrangements were completed recently for the Sinclair Refining Company, the Snider Oil Company and the Sinclair Distributor, for the companies to bankroll 15 fifteen-minute programs per week over Station WCSI. The arrangements were completed by Graeme Zimmer, radio director of WCSI and Edgar L. Snider, president of the Snider Oil Company.

WMAL Store For Needy

Washington, D. C.—Jim Gibbons has opened his WMAL Country Store with a broadcast over WMAL from the store located on F Street in front of the Capitol Theater. Canned food, toys and other useful articles contributed by the people of Washington to the the Country Store will be distributed by the Christmas Bureau of the United Community Services to the needy families. Each day, from Monday through Friday, a special program will be broadcast from the Store at 4:30.

M. Fonda Visits Home Island

Trenton, N. J.—WTTM engineer Michael Fonda is enroute to the island of Malta to revisit his birthplace for the first time in eighteen years. Fonda carries with him special WTTM recording equipment which he will use to tape interviews and highlight events for broadcast over the station early in December.

Farm Hour Feature Renewed

Pittsburgh, Pa.—Med Maxwell's feature on KDKA's Farm Hour, "Let's Go Visiting," has been renewed for another 52 weeks by Allied Mills, Inc., through Western Advertising Agency, Inc. The program is heard Tuesday and Thursday mornings on the Pittsburgh Westinghouse Stations.

No Replacement Set For CBS Sun. Programs

CBS has not yet set program replacements for the two Sunday afternoon half-hour segments dropped this week by the Longines-Witnauer watchmaking company effective December 18. Time slots at 2 p.m. and 5:30 p.m., were formerly respectively occupied by Michel Piastro's Symphonette and the Choralcers. Longines-Witnauer had been bankrolling both shows for the past year. Their withdrawal leaves CBS with practically no sponsored programs on Sunday afternoon.

Wrigley Renews Autry

William Wrigley, Jr. Company, Chicago, has renewed its sponsorship of CBS' "Gene Autry Show" for another 52 weeks effective December 24, it was announced yesterday. Series is aired Saturdays, 8:00-8:30 p.m., EST. Agency is Ruthrauff & Ryan, Inc., Chicago.

KTAR Men Get Movie Roles

Phoenix, Ariz.—Three members of the KTAR production staff appeared in supporting roles of a movie filmed around here by Ventura Productions, a subsidiary of Eagle-Lion. The picture, titled "Blaze of Glory," stars Billie Burke, Lon McAllister, and Lois Butler. Those appearing in the film from KTAR are Rol Laughner, Paul Hughes, and Bill Peterson.

WHBF Contest Winner

Rock Island, Ill. — WHBF and WHBF-FM presented a 17-jewel wrist watch to Barbara Wilson, 17-year-old winner of the local "I Speak For Democracy" contest sponsored by the Rock Island Junior Chamber of Commerce. Over two hundred persons attended the speech competition, in which nine high school students participated.

Cutting Joins KITO

San Bernardino, Calif.—Dick Cutting, formerly of CBS Western Division News and Special Events, has joined the staff of KITO. Cutting was also program and music director for KFAC in Los Angeles. While on the announcing staff of KNX (Los Angeles), Cutting was announcer for the Norman Corwin summer series. At KITO he will take charge of special events and news departments.

KEX Christmas Series

Portland, Ore. — The annual Christmas children's program series began by KEX with the initial broadcasts of two regulars, "The Cinnamon Bear" and "Letters to Santa." Broadcast Monday through Saturday, "Letters to Santa" is aired at 4 to 4:15 p.m., and "The Cinnamon Bear" is heard at 4:45 to 5 p.m.

KHQ Tower Damaged In Northwest Wind Storm

(Continued from Page 1)

west with gales of ninety miles an hour, and gusts up to 105 miles per hour. The damage to the KHQ tower was the only interference with radio transmission that was reported, according to traffic officials at the major network's New York headquarters.

KHQ officials estimated that 375 to 400 feet of the slender steel structure still remained standing.

Young Joins WCBS

Chet Young has joined the sales staff of WCBS, New York, as an account executive effective immediately it was announced by Don Miller, sales manager. For the past five years Young has been a member of the WOR sales staff and previously was associated with the Associated Press radio department and the traffic department of United Air Lines.

New England Group Form Regional Web

(Continued from Page 1)

tel Stalter today to meet with advertisers.

"Buy the Boston Station of Your Choice—NEBS Delivers the Rest of New England" has been selected as a slogan.

Maine stations included in NEBS are: WABI, Bangor, WLAM, Lewiston-Auburn, WPOR, Portland, and WTVL, Waterville. Listed from New Hampshire are: WFEA, Manchester, WKNE, Keene, WLNH, Laconia, and WMOU, Berlin.

WJOY, Burlington, and WSKI, Montpelier-Barre are in the web from Vermont. Massachusetts stations are: WACE, Chicopee-Springfield, WALE, Fall River, WBEC, Pittsfield, WBKA, Brockton, WBSM, New Bedford, WEIM, Fitchburg, WHAV, Haverhill, WKOX, Framingham, and WNEB, Worcester. The lone entry from Rhode Island is WHIM, Providence, and from Connecticut, WTHT, Hartford.

GOP Publicity Director Dies Suddenly On Sun.

(Continued from Page 1)

paper career began in 1920 with The Washington Post following his graduation from Wabash College and the Catholic University of America.

He later worked with The United States Daily, Universal News Service, The Philadelphia Public Ledger, and The Philadelphia Inquirer. He was chief of the Washington Bureau for the Inquirer for eight years before becoming Republican publicity director.

Murphy is a former president of the National Press Club and vice-president of the White House Correspondents Association.

He is survived by his wife, Mrs. Maybelle Murphy; a son, William Gainer Murphy; and a daughter, Mrs. Thomas C. Fraser. A requiem mass will be offered at St. Ann's Roman Catholic Church today in Washington. Murphy, a second lieutenant in the first World War, will be buried in Arlington Cemetery.

Hope Plugs Balloons

Hollywood—Bob Hope and West Coast disk jockey Johnny Grant headlined a special five-minute ABC broadcast, Johnny on the Spot, sponsored by RCW enterprises of Los Angeles yesterday.

Cowan and Whitmore Agency handled the program which was carried over the full ABC network to plug RCW's circus balloon toys.

Mack To Speak On ABC

A report on the national economic outlook will be made on the ABC broadcast of Headline Edition tonight by Walter S. Mack, president of the Pepsi-Cola Co. Mack will be interviewed in Dallas, Texas.