

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 23

NEW YORK, N. Y., THURSDAY, NOVEMBER 1, 1945

TEN CENTS

Anniversary Proclamation

AFM Row May Cause FM-Production Drop

Washington Bureau, RADIO DAILY
 Washington—The AFM demands on FM broadcasting regarding the size of their music staffs may result in a curtailment of FM set production, it was stated here yesterday at the Radio Manufacturer's Association. RMA members, it was said, are worried that Petrillo's demand may mean the curbing up of the FM transmission during a long series of negotiations, with the result that some manufacturers have indicated that they may be easy on their FM receiver production.

In the meantime, RMA said yesterday, the new pricing regulations
 (Continued on Page 8)

Red Skelton Returning For Brown & Williamson

Chicago—Red Skelton, recently discharged from the Army, returns to the air via NBC for his former sponsor, Brown & Williamson Tobacco Company for Raleigh cigarettes, on Tuesday, Dec. 4, in his old time slot, 10:30 to 11 p.m., CST. Hildegard, currently heard in that period, will take over the Sigmund Romberg 7:30
 (Continued on Page 2)

Irene Kuhn Welcomed At NBC Luncheon In N. Y.

Back from the China-Burma-India area after a two months trip as an NBC correspondent, Irene Kuhn yesterday paid tribute to General MacArthur, the American correspondents and the G.I.'s, in the Far East, at a luncheon given her by NBC at the
 (Continued on Page 2)

BACK THE BOYS
 WHO MADE
 POSSIBLE
 THE—



Celler Seeks Action On New Radio Bill

Washington Bureau, RADIO DAILY
 Washington—Representative Emanuel Celler of New York, who is author of a bill calling for limitation of the sale price of radio stations, local hearings on license renewals and public inspection of all financial records of broadcasters, has written Chairman Clarence F. Lea of the House Interstate and Foreign Commerce Committee demanding that his bill be assigned for hearing. Celler told RADIO DAILY yesterday that he in
 (Continued on Page 7)

Old Timers Gathering For REC Luncheon Today

In a salute to radio's 25th anniversary, the REC luncheon at the Hotel Roosevelt today will feature entertainment by many of the industry's "oldtimers." Lowell Thomas will emcee the program headed by Paul Whiteman, H. V. Kaltenborn, David Ross, Frank Parker, Milton Cross,
 (Continued on Page 3)

Radio Stations May Join AP If By-Law Change Is Adopted

Under a newly-proposed change in by-laws, radio stations would be eligible for associate membership in the AP, it was reported yesterday. The only apparent difference between associate and regular memberships is that the holder of the former is not eligible to vote. AP members are to meet in New York, Nov. 28, to vote on the changes, in conformity with a Supreme Court decision regarding admission of new

Governor Dewey Of N. Y. Pays Tribute To Radio Industry Achievements In Proclaiming Special Week

Bing Crosby Tops Poll In Cleveland Survey

Cleveland—Annual poll of the Cleveland Plain Dealer conducted by Bob Stephan, radio editor, released this week again rates Bing Crosby as the favorite personality with Bob Hope ranking as the favorite comedian.

Other winners in the newspaper's poll for 1945-46 and their classification
 (Continued on Page 7)

KOWH, Omaha, Added To Associated's New Web

KOWH, affiliated with the World Publishing Company, owners of the Omaha World-Herald, becomes a basic station of the new Associated Broadcasting Company network on November 1, it was announced yesterday. The addition of this station brings
 (Continued on Page 3)

Labor Leader Charges WWJ Censored Scripts

Washington Bureau, RADIO DAILY
 Washington—Richard T. Frankenstein, PAC candidate for mayor of Detroit and vice-president of the United Automobile Workers of America
 (Continued on Page 7)

Governor Thomas E. Dewey of New York has issued a proclamation naming Nov. 4 to 10 as Radio Week, and urging New Yorkers "to participate in ceremonies commemorating this anniversary." In his order Dewey praised the war role and public service of radio and gave a brief history of the industry from the "cats whiskers" days to the advent of an electronic age with "possibilities . . . hitherto undreamed of."

The proclamation continues: "More
 (Continued on Page 3)

Television Plans Set For Election Coverage

Extensive television coverage of New York's first peacetime municipal election in six years is scheduled by network video stations, with audiences being provided with newsy, on-the-spot scenes of events taking place during Election Day, and interviews and reactions of the candidates
 (Continued on Page 8)

Keighley Gets 5-Year Pact As 'Texaco' Show Producer

Hollywood—William Keighley has been signed by J. Walter Thompson Company to a five-year contract as permanent producer on "Lux Radio Theater." His first appearance will be Nov. 5. He was selected from a field of 17 guest producers on the show since De Mille left Jan. 22, 1945.

WDAY Day

Fargo—Sir Stork paid two calls within 24 hours to the staff of WDAY. Juline Savold, chief engineer, became the father of a daughter and Ken Kennedy, program director, passed out cigars as the daddy of an eight pound daughter. Staff is expected back to work tomorrow. The station is an affiliate of NBC and of the Northeast network.

Material

Bill Bivens, announcer and end man for Fred Waring, who also writes and acts in those comedy skits, ran into some real material for himself the other day when he dashed out of the Lambs Club in a pouring rain. Arriving in Long Island City, he found papers and stuff in pockets of raincoat, which wasn't his. Hurrying back, he found his coat; no one missed the other.



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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Wed., Oct. 31)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Net Chg. columns.

OVER THE COUNTER

Table with columns: Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Vinson On CBS

Secretary of the Treasury Fred Vinson will be heard over CBS tonight, 10:00-10:15 p.m., EST, from the Victory Loan dinner of the Greater New York War Finance Committee at the Waldorf-Astoria.

20 YEARS AGO TODAY

(November 1, 1925)

New York's Air College will present its first of 14 lectures on radio by seven members of the faculty of N.Y.U. The broadcast will come directly from the classrooms of New York University in Washington Square.

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

JOHN W. BOLER, chairman of the board of North Central Broadcasting System, is spending this week in New York on business.

CHARLES H. SMITH, market research counsel for the CBS network sales department, is back at his desk following a 10-day trip through Chicago, Minneapolis and Detroit.

ARDEN X. PANKBORN, manager of KGW, Portland, Ore., is in Gotham to represent the Pacific Coast area on NBC's eight-man planning and advisory committee.

RALPH EDWARDS and his "Truth or Consequences" program company made a bond-selling appearance yesterday in Des Moines and will do another show for the same purpose in the Nebraska metropolis on Saturday.

BEN BAYLOR, manager of WMAL, Washington, D. C., has returned to the Nation's Capital following a visit to New York.

PHIL HASBROOK, president of WCAX, Burlington, Vt., in town this week for conferences with officials of CBS, with which the stations is affiliated.

JOHN CHARLES THOMAS, baritone, and JOHN NESBITT, commentator on the Western Electric program, are in Pittsburgh, where today they will participate in a special program commemorating the 25th anniversary of KDKA.

Irene Kuhn Welcomed At NBC Luncheon In N. Y.

(Continued from Page 1)

Waldorf-Astoria Hotel in New York City.

Mrs. Kuhn, who thinks the administrative job being done by General MacArthur in Japan is effective and worth continuing, also believes that American correspondents over there should be given every consideration in reporting the news. Turning to the job being done by the ATS, Mrs. Kuhn paid tribute to the transportation achievements of American flyers and their American built cargo and transport planes.

Henny Youngman Signed For Hildegard Show

Henny Youngman, comedian who guested with Hildegard on the Raleigh room show on NBC Tuesday night has been signed as featured comic on the Hildegard show starting November 20. Youngman is under contract to the Russel M. Seeds agency who handles the Brown & Williamson tobacco account.

H. PIERSON MAPES, ED. SAULPAUGH, CHARLIE SPEER, LOU QUINN and JANE KALMUS—all of the Hutchins Advertising Company—and the entire cast of the "Radio Hall of Fame," leave Sunday for Atlantic City, where the program will originate as part of the Philco victory convention.

LARRY SURLS, New York account executive of the American network's co-operative division, has left on a business trip to Pittsburgh, Youngstown and Akron. He'll be gone about 10 days.

PVT. BERNARD DUDLEY, formerly announcer on the Conti Castile program, has left New York for Camp Pickett, Va., where he will await another European assignment.

JULES ALBERTI, with MRS. ALBERTI, has returned from Hollywood, where they were house guests of Constance Bennett.

STEVE WILLIS, general manager of WLNO, Columbia network outlet in West Palm Beach, is back in Florida following a few days in Gotham.

SAM CUFF, general manager of WABD, Du Mont television station, left for Washington this week.

ROBERT O. JOHNSON, late of Milwaukee, Wisc., has arrived in Philadelphia and has joined the announcing staff of WPEN.

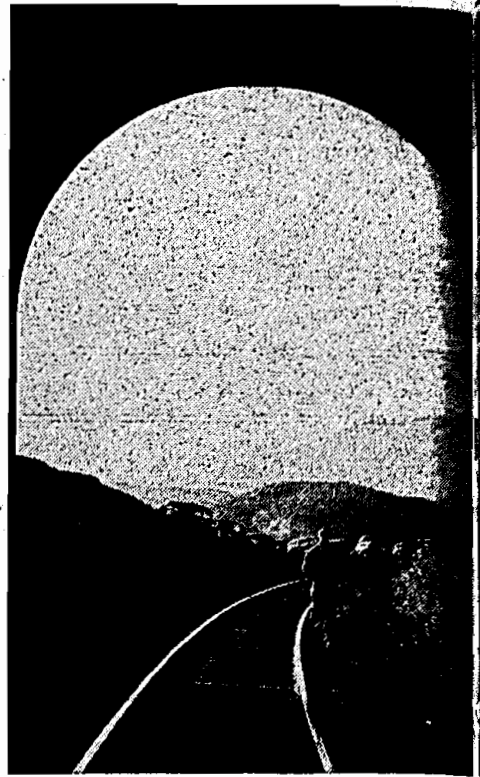
Red Skelton Returning For Brown & Williamson

(Continued from Page 1)

to 8:00 p.m., CST period, Wednesday, beginning Dec. 5. Romberg show leaves the air with the Nov. 28 broadcast although the composer will continue under option to Brown & Williamson, according to Russel M. Seeds Company, the sponsor's agency, in the hope that a future spot can be found for him.

Exclusive! CHI' BEARS '45 FOOTBALL W-I-N-D CHICAGO 560 Kc. 5000 WATTS

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



Out of the dark

You can travel through the darkness in this Mt. Shasta tunnel for miles . . . and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about station like W-I-T-H.

W-I-T-H is an independent station in the five-station big town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent . . . their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RIP

Old Timers Gather For REC Luncheon

(Continued from Page 1)

"Uncle Don" Carney and others in contrast to a "baby" of radio, Frank M. Tra, who is slated to appear in the program. Mr. Witmer, of NBC, is chairman of "Oldtimers Day." Serving on the program committee are Phillips Carney, MBS; Clarence Menser, NBC; William Samish, American; Douglas M. Miller, CBS; Adolph Opfinger, MBS; Willard Egolf of the NAB.

KOWH, Omaha, Added to Associated's New Web

(Continued from Page 1)

The total number of Associated affiliates has increased to 21. KOWH operates on 660 kc with a power of 500 watts from 6:30 a.m. to local sundown.

Shows Via Adv. Council Set Gov't Correlation Unit

Washington Bureau, RADIO DAILY

Washington—As predicted by RADIO DAILY two weeks ago, OWMR Chief John W. Snyder has established within his office a media programming division to correlate government programs using the facilities of the Advertising Council. This action was taken at the direction of the President and upon the request of the Advertising Council, the announcement this week said. Work of the division will include co-ordinating the various government information programs, ascertaining their relative importance, determining the media to be used and allocating the information programs among the media selected.

The division will be under the direction of Anthony Hyde, deputy director for information and reports, and will be headed by Drew Dudley. Dudley, recently discharged from the Navy where he was on duty in the Office of the Secretary, was formerly consumer sales manager of the Wrigley Co. in Chicago, and later chief of radio program co-ordination for the OWI.

Nov. 4-10 As 'Radio Week' Proclaimed By Gov. Dewey

(Continued from Page 1)

than any other channel of communication, radio can serve as a great force for good in the winning of the peace.

Here is the text of the order: "Twenty-five years ago in November of 1920 radio station KDKA, in Pittsburgh, transmitted press bulletins on the Harding-Cox presidential election, thus marking the beginning of radio broadcasting in this country. In a few scattered homes in the vicinity of Pittsburgh, radio enthusiasts, with earphones on their heads, eagerly adjusted the 'cats whiskers' on their crystal sets and listened intently to the historic broadcasts. They were truly a great scientific achievement, but they were also looked upon at that time as a novelty.

KDKA Broadcast Recalled

"The growth of the radio industry, however, was rapid and successful. In 1921 radio station KDKA of Pittsburgh broadcast the first religious service of the Calvary Baptist Church of Pittsburgh. In 1922 station WEAJ in New York City broadcast a commercial message of the Queensboro Realty Company, the first advertising broadcast in history. In 1923 stations WEAJ and WNAC linked together to broadcast the first network program. In 1924 Radio Corporation of America transmitted photographs across the Atlantic by radio. In 1925 the inauguration of President Coolidge was broadcast by 24 stations and the all-electric home receiver set was made possible through the introduction of alternating-current tubes. In 1926 the first demonstrations of television with images in half tones were given and the National Broadcasting Company, first of the nation's great networks, was organized. A year later the Columbia Broadcasting System was created. During the next two decades radio came into its own. In 1931 the cultural features of radio became apparent to all when Hansel and Gretel was the first complete opera to be broadcast from the Metropolitan Opera House in New York City. In 1934 the Mutual Broadcasting System was established and in 1943, the Blue

Network was organized as an independent system.

"Today radio has become an integral part of the daily lives of every citizen of our state. The daily news broadcasts, the public service and educational programs, the information services and the splendid entertainment provided by radio have become a necessary part of our civilization.

"During the long hard years of war the radio kept us informed hour by hour of the progress and victories of our fighting men and women. It served also to keep us alert to our responsibilities on the homefront. It performed a splendid public service and contributed mightily in making Americans the best informed public in the world.

Electronic Outlook

"In the days that lie ahead, radio is entering upon a new phase. War-time developments have opened up possibilities of an electronic age hitherto undreamed of. Television and frequency-modulation will come into their own. More than any other channel of communication, radio can serve as a great force for good in the winning of the peace. It can link the freedom loving people of the world together in a great communication system and do much to achieve international understanding and co-operation.

"Next week the radio industry with its 950 radio stations throughout the country is celebrating the twenty-fifth anniversary of its founding.

"NOW, THEREFORE, I Thomas E. Dewey, Governor of the State of New York, do hereby proclaim the week of November 4th to November 10th, as 'Radio Week' and urge the citizens of the State of New York to participate in ceremonies commemorating this anniversary."

First PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First PRESENT

All surveys agree WRC leads morning, afternoon and night.

First FUTURE

Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923

WRC

Washington



this is **WDOD** 20th YEAR

the STATION IN Chattanooga

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

Making Steel Talk

WATCH!

THE FOLKS ON THE OUTSIDE^{*} WANT TO DIAL
on the Pacific Coast, too!

THE OUTSIDE MARKET houses half the radio families on the Pacific Coast. These people are good customers—they spend approximately half of the more-than-eight-billion-dollars in retail sales each year

THE OUTSIDERS on the Pacific Coast want to dial your radio show, but they can't unless you release it on Don Lee...because the Pacific Coast is 1,352 miles long and covered with mountains up to 15,000 feet high—and only Don Lee has enough stations (39) to deliver both the "inside" and the "outside" markets completely.

This isn't just a guess. A special C. E. Hooper coincidental telephone survey of 276,019 calls, the largest ever made on the Pacific Coast, showed 40 to 100% of the "outside" audience tuned to Don Lee. (See example below.)

And no wonder...more than 9 out of every 10 radio families live within 25 miles of one of Don

Lee's 39 stations (the other 3 networks combined have only 29 stations).

Don't keep your "outside" audience waiting any longer to hear your sales message. Use the network that carries practically as much Pacific Coast regional business as the other three networks combined—DON LEE!

Example from Special C. E. Hooper Survey

EL CENTRO, CALIFORNIA

STATION	SHARE OF AUDIENCE	
	Daytime	Evening
Don Lee Station KXO	74.4%	71.4%
Most popular out-of-town station	13.7%	14.0%

Other examples to follow

The Nation's Greatest Regional Network

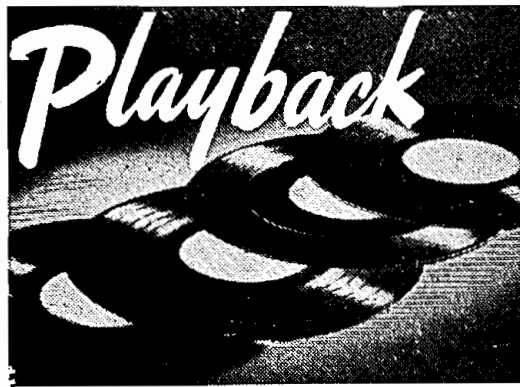
TELEPHONE



*
 Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

THOMAS S. LEE, *President*
 LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
 SYDNEY GAYNOR, *General Sales Manager*
 5515 MELROSE AVE., HOLLYWOOD 38, CAL.
 Represented Nationally by John Blair & Co.

Mutual
ON LEE



This week the Victory Loan campaign began and over 900 stations started broadcasting programs and spots that were recorded by NBC-RRD. *Sing for Victory, Music for Millions, Treasury Salutes, Diary Personalities* are just a few of the outstanding programs scheduled for this final Treasury Loan effort.

Ruth Girard, in charge of U. S. Treasury recorded radio activities tells us that Irving Berlin has recently written new lyrics to "Any Bonds Today," the Treasury theme song and Barry Wood, who recorded the original version of this phenomenally popular tune, again took the vocal honors in the new recording.

Wood, who has donated more than his share of time and talent to various Treasury radio activities, was on hand at the casting of Treasury Salute No. 274 in an NBC Radio City studio the other morning. Dedicated to World War II heroes, the Treasury Salutes are dramatic reenactments of the events that led these men to courageous acts. This particular morning the story was about PFC Peter Taormina, Italian-born boy who entertained his company under the most critical battle conditions. Being at a loss for someone to take the starring role, the producer auditioned Barry Wood and he clicked. Thus, a new actor was born, and an excellent performance turned in.

Great names of stage, screen, radio and the sports world are represented throughout the NBC Recorded Victory Loan program material. Every performer, according to Miss Girard, was more than anxious to donate his services to the campaign, even to the extent of changing previously scheduled dates in order to appear on a Treasury show. This is something that should be known by more people and it is certainly a fine tribute to the many great artists represented.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA



Michigan Avenue Memorandum

• • • Ell Henry, American's press chief hereabouts, is arranging a trip to Milwaukee for local newspaper and trade journalists when Dr. Serge Koussevitzky and the Boston Symphony visit the sponsor's home town for the Dec. 8 broadcast. . . . Merritt R. (Mac)

Chicago

Schoenfeld, assistant gen'l mgr. of the American's Central Division, has been made chairman of the radio committee which will supervise the policy and operation of the University of Illinois station, WILL. . . . Paul McCluer, sales manager of the NBC Central Division, and Walter Evans, the Westinghouse veepee, are members of the committee. . . . Kay Campbell of the "Ma Perkins" and "Guiding Light" casts is directing the publicity for Chicago AFRA's Eighth Annual Antics at the Stevens Hotel Nov. 10 from a hospital bed while recuperating from surgery. . . . Joe Bailey, the Quiz Kids' former business mgr. is a civilian again after three years service in the Navy. . . . Bob Elson nixing New Y'awk radio offers to continue with his thrice-weekly recorded interview show from the La Salle Street station (interviewing bigwigs as they board the 20th Century for New Y'awk). He's slated to do the Black Hawk hockey games this winter and the White Sox games next year. . . . Franklyn MacCormack, narrator of NBC's Hymns of All Churches, is organizing 40 of his colleagues who are pilots into a Radio Flyers Club. . . . Jeri Sullivan, the Durante-Moore vocalovely, renewing old acquaintances while in town recently when the Durante show originated from Orchestra Hall on behalf of the Community and War Fund. Jeri started her singing career four years ago at the Buttery in the Ambassador West.

★ ★ ★

• • • Chicago's Dinning Sisters are the current headline attraction at Detroit's Latin Quarter. . . . Ralph Edwards and his Truth or Consequences gang will do a Victory Bond broadcast from Chi on Nov. 24 during their 14-city bond tour. . . . Don McNeill and his Breakfast Clubbers doing Victory Bond broadcasts from Detroit, Indianapolis and Omaha this week. . . . Eddie and Fannie Cavanaugh, radio's oldest team, resume their "Rhymster Time" programs on WGN Monday at 1:15. . . . WMAQ is claiming a scoop on the statement by Fred Toguri, brother of "Tokyo Rose," broadcast on a WMAQ news program the other day. The statement, transcribed on a film recorder, was obtained by Sheldon W. Peterson of the NBC Central Division news and special events department. Peterson recently was handed a roving news assignment by William Ray, news department manager, as part of the increased local news coverage by station WMAQ. In the statement obtained by Peterson, Toguri charged that his sister was forced into propaganda activities by the Japanese government. It was reportedly the first public utterance by any member of the propagandist's family, now living in Chicago, since her arrest by U. S. Army authorities on suspicion of treason. . . . Joe E. Brown does a guest turn on the CBS comedy serial, "Those Websters," Nov. 2 when the program stages a Victory bond show at Medinah Temple.

★ ★ ★

• • • The Quiz Kids, for the first time in their five-year history, were off the air Sunday night when the American network devoted their regular time to a broadcast on behalf of the Victory Bond campaign. . . . Charles Brower, North American director of the British Broadcasting Corp., at a recent luncheon meeting of the Association for Education by Radio, revealed how the French outwitted the Nazis during the occupation of Franco by broadcasting music by Jewish musicians or compositions by Jewish composers, which was expressly forbidden by the Germans. The Paris radio aired Benny Goodman records despite the ban simply by changing the labels on the records and announcing them on the air as the music of "B. Bonhomme."

AGENCIES

G. A. PHILLIPS, advertising manager of Cluett, Peabody & Company, Inc., speaks this evening before the Advertising and Selling Course, conducted by the Advertising Club of New York on "Co-ordinating Salesmanship and Advertising."

CLARENCE E. BOYKIN, who has been released from active duty as Lieutenant Commander in the Naval Reserve has joined William Esty and Company, Inc., in industrial publicity. Prior to this, he was promotion editor of the New York World-Telegram and was at one time associated with the Richmond, Virginia newspapers.

CHICAGO ADVERTISING AGENCY representatives were the guests of Charles P. Hammond, at a cocktail party held at the Ambassador East Hotel. Hammond, director of advertising and promotion of the National Broadcasting Company was in Chicago with Charles B. H. Vail, manager of network sales promotion.

FRAZIER HUNT, author and world traveler, was guest-speaker at the regular Celebrity-Luncheon of the Advertising Club of New York, Wednesday, October 31, 12:30 p.m., as he told of his six months stay in the South Pacific at General MacArthur's request.

It's here
because the
networks
wanted it
CERTIFIED



COUNT BASIE
records for
LANG-WORTH

Bing Crosby Tops Poll in Cleveland Survey

(Continued from Page 1)

Follow: Favorite program, Radio Theater; news commentator, Lowell Thomas; variety, Fibber McGee and Molly; dramatic, Radio Theater; serial, One Man's Family; comedienne, Joan Davis; symphony, New York Philharmonic; semi-classical, Hour of Charm; dance band, Guy Lombardo; male classical singer, Charles Thomas; male popular singer, Bing Crosby; female classical singer, Lily Pons; female popular singer, Dinah Shore; quiz, Informa- tion Please and educational, Town Meeting.

The poll, according to Stephan, represents a "people's choice" in Cleveland, 95 other cities and towns, with a few returns from Missouri, Oklahoma and Pennsylvania.

Minor Leader Charges WWJ Censored Scripts

(Continued from Page 1)

has filed petition with the FCC, to obtain immediate hearing on a complaint against WWJ, Detroit, charging political censorship.

WWJ is owned by the Detroit News, which has supported the present minor's campaign, and Frankenstein charges that the station has given preferential treatment to the opposition candidate and has unlawfully exercised censorship of programs in support of Frankenstein.

Purchase of broadcast time from WWJ by both political parties in this election is admitted by Frankenstein, but in a specific case, time for announcements proposed to be made for Frankenstein's behalf was denied, he claimed.

Frankenstein, according to the brief, bought time to broadcast six announcements daily until Nov. 6, which is Election Day. WWJ accepted payment for this time, but later rejected the script submitted for use in this time on the grounds that criticism of the opposing candidate was "too rough."

Frankenstein pointed out that no restraint has been shown by the Detroit News in criticism of him.

Immediate hearing was asked because of the immediacy of the election.

Reddy Replaces Herlihy

Tom Reddy will replace Walter Herlihy as announcer on Johnny Olson's "Dinner, Be Seated" program (America), starting Nov. 5, it was made known yesterday. Program is heard Monday through Friday from 3:30 to 4:00 p.m., EST.

WORDS AND MUSIC

By HERMAN PINCUS

SUCCESS STORY:—Like 'Topsy' he jes' growed and growed . . . we remember way back in 1932 when as 'Bill' of the WCAU team of 'Bill and Ginger,' he'd come to New York with Ginger Baker, seeking material for their early morning series of clever patter, chatter and songs. . . . since then Lyn Murray has come a long way. . . . The Lyn Murray Singers, this week, will celebrate six consecutive years of featured participation on the Hit Parade series. . . . Only tenant on that show who has been with the series for a longer period of time, is Maestro Mark Warnow, who they say, 'goes with the lease,' (which is plenty okay by us) . . . Although noted principally for his matchlessly-blended choral groups, Lyn's talents cover a wide range for he is also a composer, conductor, musician and stage writer . . . he's composed and conducted the orchestras heard in most of the Norman Corwin programs, The Ellery Queen series, the Campbell Playhouse dramas and the Radio Readers' Digest shows . . . his record albums include "Snow White," "Lonesome Train" and "On The Town" for Decca. . . . His Musical Comedy writing credits include "This Is The Army," "Panama Hattie" and "Let's Face It." . . . The Detroit Symphony recently performed one of his serious works and he's just completed a Ballet.

★ ★ ★

RADIOLOGY:—With Ezra Stone, the original "Henry Aldrich," slated to return to that program Nov. 2, we thought you'd like to know that Clifford Goldsmith's lovable family made its radio debut on Rudy Vallee's program back in 1939. . . . Sir Stork re-visited the Les Zimmermans for the second time last week . . . bundle was named Laura. . . . Suzanne Jackson's radiatory opposite Edmund Gwenn on The "Armstrong Theater of the Air," broadcast of October 20 was a convincing bit of play-acting. . . . Dorothy Day will WINspiel the Women's International Exposition from the Madison Square Garden daily, November 13-18 inclusive. . . .

• Latest batch of radiolites released from the Armed Forces include, Karl Malden, William Woodson, Bob Dryden, James Moreno, Bill Chambers, Gene Dow, Walter Armitage, Scott Tennyson, Tyler Carpenter, Don Briggs and George Petrie. . . . Captain Don W. Haynes, former manager of Hal McIntyre, the late Major Glenn Miller, Charlie Spivak, will be in civvies by the time you read this . . . • Kyle Crichton profiles Henry L. Scott, concert pianist-humorist in next week's Collier's. . . . In this pillar of Sept. 7th we ran an item to the effect that Hank Lawson's zany band is ready for the big time. . . . Is that the reason NBCLarence Menser went to Cleveland last week? we're just asking. . . . NBC plans to retire George Parsons on a \$12.00 per month pension . . . the genial and kindly music librarian would rather continue in the post he's so capably filled these past 15 years.

★ ★ ★

TIN PAN ALLEY-OOPS:—Jack Robbins (Artists Bureau) will 'angel' Bobby Byrnes' new band. . . . Inez James, the vocalist on the Jimmy Dorsey platter of the Leeds Hit, "Come To Baby, Do," is also the writer of the tune. . . . sotto voce to Fred Allen:—Get the Korn Kobblers to guest on your show . . . they were sensational on "Hall of Fame."

Celler Seeks Action On New Radio Bill

(Continued from Page 1)

no way intends to let the measure lie idle, but instead intends to force it to a vote. His letter to Lea went out early this week, Celler said, and "if I don't hear of action in 10 days I'm going to take the floor for a two-hour speech and really open this thing up."

Elgin Will Sponsor Holiday Shows On CBS

Elgin National Watch Co., through J. Walter Thompson Co., has purchased the 4:00 to 6:00 p.m. period on both Thanksgiving Day and Christmas on the full CBS net for the fourth consecutive year.

Titled "Two Hours of Stars," both shows will feature many "name" entertainers. Scheduled for Thanksgiving Day, Nov. 22, are Don Ameche, Ken Carpenter, Edgar Bergen, Fibber McGee and Molly, Jimmy Durante, Garry Moore, Cass Daley, Lina Romay, Elsie Janis, Frances Langford, Lauritz Melchior, and Matty Malneck orchestra.

Tentatively skedded for Christmas Day are Ginny Simms, Jack Benny, Vera Vague, Bob Hope, Alan Reed, The Charioteers, Artur Rubenstein, and Ameche and Carpenter.

Lesley Woods on 'The Shadow'

Lesley Woods, radio actress, who recently was featured on Broadway in Irwin Shaw's "The Assassin," has resumed the leading feminine role on "The Shadow" every Sunday at 5 p.m. via WOR. She also has the leading female part on "Boston Blackie" every Thursday via WOR.

Canadian Marconi Increase

Montreal—National War Labor Board in a decision ordered a wage increase of \$10 a month to radio telegraphers and radio officers employed by the Canadian Marconi Company on coastal and ship radio stations.

EXCLUSIVE!

WIBG
990 ON YOUR DIAL

EAGLE PRO GAMES

TEMPLE HOME GAMES

PHILADELPHIA

THERE'S ONLY **1** TIMES SQUARE

but

WHN REACHES **2** NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 • 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

EASTERN TERRITORY

selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with stations, agencies and networks. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write to 283-A, Radio Daily, 1501 Broadway, New York 18, N. Y.

AFM Row May Cause FM-Production Drop

(Continued from Page 1)

handed down by OPA Tuesday, appear to be, by and large, satisfactory. Increased pricing factors announced early fell short of industry demands, but, said RMA, no formal complaints were lodged because the manufacturers, were "too eager to get into production to quibble." No complaints are looked for on the regulations for new and changed models announced Tuesday.

With Westinghouse announcing production of three to five thousand and Philco, RCA, and others reporting a fair start at production, many manufacturers were said to be still held up by the components bottleneck. Manufacturers of speakers and speaker parts and of variable condensers have been holding out for increases, claiming that they cannot produce at the prices now established for them.

Approval of higher factors for the variable condenser industry has been given by OPA and the results of this action are expected to be seen soon, but speaker producers, and producers of other parts, who have been refusing to make delivery under present prices can obtain adjustment on an individual basis only.

Full speed set production, according to RMA, has been held up over six weeks already and the number of sets available for Christmas is apt to be very limited.

Legion Of Merit Award To A. L. Warner Of WOL

Washington Bureau, RADIO DAILY

Washington—In a colorful ceremony yesterday Maj. Gen. Alexander D. Surles, AUS, presented the Legion of Merit to Albert L. Warner, now head of the WOL Radio News Bureau. Warner, as an Army colonel, headed the War Intelligence Division's Bureau of Public Relations in the War Department and gave for the Army the official weekly review of military operations on the "Army Hour."

WPEN Launches New Show

A new program presenting Laura Lee, "Evening Bulletin" critic, was launched over WPEN, Monday.

COAST-TO-COAST

— OHIO —

CINCINNATI—George Davidson, chief of the radio section, Eastern Area, American Red Cross, is emcee, for the new Saturday program, "Flight Line Canteen," on WLW. . . . The WLW Mailbag Club, now has approximately 10,000 members in more than 40 states. Its principal activity is to promote sales for the handiwork of its shut-in and handicapped members.

— NEW YORK —

NEW YORK—The Piano Sonata of Richard Arnell, young British composer and music consultant of the BBC, will have its world premiere over WQXR on Sat. Nov. 3. The work will be dedicated to its performer, Vera Brodsky. . . . The citizens of tomorrow will gather around the WQXR microphones Saturday, Nov. 3, to discuss "Electing A Mayor—Whose Responsibility?" during the Youth Forum conducted by Dorothy Gordon.

— DISTRICT OF COLUMBIA —

WASHINGTON—Following President Truman's address to Congress on Oct. 23, radio station WINX interviewed Senator Lester Hill of the Senate Military Affairs Committee and Congressman Walter G. Andrews of New York, ranking Republican member of the House Military Affairs Committee, on one of the most vital topics of the day—The Draft. . . . Julius Garfinkel & Co., will sponsor a two hour music and civic minded program for a 26 week period, over WINX.

— CALIFORNIA —

LOS ANGELES—Dave Willock, featured as "Tugwell" on the CBS "Jack Carson Show," opened in the new musical "Opening Night," and will continue to be heard as Jack Carson's nephew on the air. . . . A special Navy Day-Victory Loan program, featuring top film stars from Hollywood, with a 1,000-voice massed choir, will be broadcast over CBS Saturday. The program originates at the Los Angeles Coliseum, with Charles Vanda producing.

— OHIO —

STUBENVILLE—Appointment of Robert F. Kliment was announced by John J. Laux, managing director of the Friendly Group of which WJPA is a unit. Other stations in the friendly group are WSTV, Stubenville, Ohio; WFPG, Atlantic City, N. J., and WKNY, Kingston, N. Y. . . . WSTV's assistant manager and program director, John L. Merdian, observed the beginning of his 20th active year in radio.

— WEST VIRGINIA —

CHARLESTON—Ella K. Perrin, formerly news editor of WKBN, Youngstown, has joined WCHS, as local news editor. Before entering radio Mrs. Perrin was connected with the Youngstown Vindicator and the Warren Tribune in Ohio. . . . Awards will be given to the pupils in Kanawha County, W. V., who write the best letters on "My Favorite CBS American School of the Air Program," under the direction of public service director, Harry M. Brawley of WCHS.

— MASSACHUSETTS —

WORCESTER—WTAG announces the addition of W. Pendleton Brown and Jane Ayer. Brown, who served with the British Eighth Army in Italy, has been associated with WRLB, Columbus, Ga., and WORL, Boston. Ayer, formerly of WLAW, Lawrence, joins the scriptwriting department.

— NORTH CAROLINA —

GOLDSBORO—Brigadier General Kenneth C. Royall, before he assumed the position as Under-Secretary of War, served as a member of both the board of directors and the executive committee of WGBR. . . . GREENSBORO—A new series of man-on-the-street broadcasts, "The National Street Quiz," made a recent debut over WBIG, with Michael Brooks, of the announcing staff as quizmaster.

— NEW YORK —

NEW YORK—Arthur Garfield Hays, author and counsel for the American Civil Liberties Union, and John T. Flynn, editor, lecturer and author of "As We Go Marching," will discuss whether peace has brought greater freedom to humanity on WMCA's "Wake Up, America" forum, Sunday, Nov. 4th. . . . Gene Rubessa, released from the Army, returns to WNEW as a staff announcer.

— SOUTH CAROLINA —

SPARTANBURG—WORD and WSPA, competitors in the business and the Spartanburg Herald and Journal, competitors in both, have joined forces with the Spartanburg County Victory Loan Committee to sponsor a high school essay contest. The selected title will be "Why We Should Buy and Hold Victory Bonds." The contest is open to all high schools in the county and prizes will be Victory Bonds and Stamps.

— CALIFORNIA —

OAKLAND—"Pages From Life" has been placed on KROW, under sponsorship of Dr. Eugene Laisen, maker of Progressive Eye Comfort Glasses. The series is emceed by Art Baker, popular Southern California radio personality, who relates human whimsical stories from his "Note Book." Produced under direction of Al Wilson, "Pages" was placed by Allied Advertising Agencies, San Francisco.

Methuselah's Secretary!

Back in circulation via reincarnation. Still young and attractive. What I did for Methuselah, I can do for you. Increase your life span, man! Centuries of experience. College degree. Write Radio Daily, Box 228, 1501 Broadway, New York 18, N. Y.

Television Plans Set For Election Coverage

(Continued from Page 1)

dates in the more important contests. CBS' television station WCBW, planned a two-hour and 35-minute program Election Night, (Nov. 3) with mayoralty candidates William O'Dwyer, Jonah Goldstein and Nebold Morris scheduled to make appearances in the studio for personal interviews. Newscasters Dwight Cooke and Tom O'Connor will analyze results and trends of returns as they are received, with Lt. Commander Bob Edge, former WCBW special events director recently discharged from the Coast Guard, acting as master-of-ceremonies. Program will be televised from 8:30 to 11:05 p.m. Other features of the WCBW coverage include, a film on Mayor Fiore H. La Guardia, a political quiz, talk on the structure of City Government Past Mayors and Past Elections. Presentation is under direction of I. Hurwitz, station's news director.

NBC's television station WNBT is surveying locations in the headquarters of the three candidates for mayoralty post for pickups throughout Election Night.

Commentators' Sales Increase In Co-op Growth

Cecil Brown, news commentator, has been sold to local advertisers over 13 stations during the first week of his new Mutual co-op series, was announced yesterday by B. Hauser, MBS director of co-operative programs.

Total co-op sales volume for network continues to mount rapidly according to Hauser, who reveals further sales during the past few weeks, as follows: Fulton Lewis, six additional stations; Erskine Johnson, Hollywood commentator, on five additional stations; Frazier Hunt, five additional stations, and Cedric Fox who adds five more stations to present roster of Mutual affiliates. "Captain Midnight," in addition to its present roster of 111 stations, has been scheduled for three more stations on a co-operative basis. "Side of Sports," also aired over stations on the Mutual network, showing sharp increases on co-op sales, Hauser added.

KLZ
DENVER

Variety Plaque Award
for outstanding program
origination in 1944.

REPRESENTED BY
THE KATZ AGENCY

Send Birthday
Greetings To—

November 1

Barry McKinley Ray Sinatra
E. H. Borkenhagen Stan Shaw
Webster Ellenwood

5000 WATTS 1330
WEVD

ENGLISH • JEWISH • ITALIAN

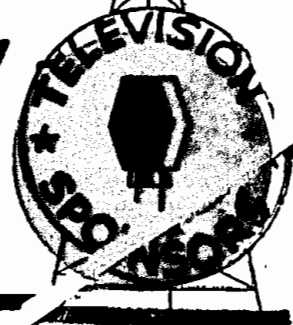
National Advertisers consider WEVD
a "must" to cover the great Metropolitan
New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 24

NEW YORK, N. Y., FRIDAY, NOVEMBER 2, 1945

TEN CENTS

Nation Hails 'Radio Week'

Engineering Research Established By FCC

Washington Bureau, RADIO DAILY
Washington—Establishment of a laboratory division in FCC's engineering department was announced yesterday. The new division will study the civilian uses of radar as they affect frequency allocations, conduct wave propagation and allocation studies, develop new monitoring equipment, and test all types of transmitters for type approval. Diathermy and industrial heating equipment will be tested to prevent interference with radio reception.

Functions of the new division, (Continued on Page 8)

Davis Award Winners On NBC Tomorrow

The winners of the 13th annual H. P. Davis memorial announcer's awards will be honored tomorrow night from 8:30-8:00 p.m., EST, over the NBC network, and from 11:30 to midnight over the EAF. The awards will be presented by Mrs. H. P. Davis, sponsor of the awards.

Winners will be chosen from NBC stations in five categories national, (Continued on Page 3)

Gov't Publicity Chiefs Oppose OWMR Bur. Plan

Washington Bureau, RADIO DAILY
Washington—Information directors for the various government agencies yesterday beat down a proposal by OWMR director John Synder that a central clearance bureau be set up to censor the public utterances of key (Continued on Page 3)

Talking Books

Sightless children can now enjoy one of radio's best juvenile programs in permanent form. The American Foundation for the Blind has just re-recorded on its "Talking Book" discs the 13 dramatizations "Books Bring Adventure." The series condenses in dramatic form outstanding juvenile adventure stories, and Braille editions now will enable blind children to read them in full.

THEY FINISHED
THEIR JOB
LET'S FINISH
OURS—BUY
BOHDS



Louisville Stations Sign With BMB Group

Hugh Feltis, president of the Broadcast Measurement Bureau, announced yesterday that contracts for membership in the Bureau were signed this week by three of the Louisville stations—WAVE, by Nathan Lord; WHAS, by Joe Eaton, and WINN, by Harry McTigue. Feltis has recently been in the Louisville area where he addressed station officials and presented a progress report on Bureau activities.

John Whitmore Resigns From Associated Web

John D. Whitmore, general manager of the eastern division of the Associated Broadcasting Corporation, yesterday announced his resignation effective immediately. Prior to his connection with Associated, Whitmore was for several years a member of the news division of the Mutual Broadcasting System. His future plans will be announced at a later date, and no successor has as yet been appointed.

REC Has Capacity Turnout For Radio "Old Timers" Day

Most unexpected comedy hit of the REC season, played to an overflowing attendance yesterday at the Hotel Roosevelt when "Old Timers Day" was celebrated as a salute to the 25th Anniversary of the Radio Industry. Roy C. Witmer, vice-president in charge of sales for NBC was chairman of the day with his committee including, Clarence Menser, Phillips Carlin, Adrian Samish, Douglas Coul-

Participation In 25th Anniversary Week Planned By Entire Industry Starting Sunday

End Of Price Control On Sets Urged By RCA

Predicting a great expansion in television, radio and phonograph manufacturing when reconversion is completed, Frank R. Folsom, executive vice-president in charge of the RCA-Victor division of the Radio Corporation of America, yesterday urged immediate removal of Government price ceilings on radios in order that production might be freed from (Continued on Page 5)

"Monitor" Buys Time For Web News Program

The American Broadcasting Company announced yesterday the purchase of the Saturday night 6-6:15 p.m., EST, slot by the Christian Science Monitor for a news commentary program scheduled to run for (Continued on Page 2)

WWJ Reverses Decision Re Frankenstein Scripts

Washington Bureau, RADIO DAILY
Washington—WWJ, Detroit, charged with unlawfully exercising political censorship, has told the FCC it will reverse its previous decision and per- (Continued on Page 8)

The nation-wide celebration of the 25th anniversary of American radio assumed even greater stature last night as expressions of praise and felicitations poured into NAB headquarters in Washington from all parts of the globe. As the nation's major networks completed plans for their part in (Continued on Page 6)

WAC Will Increase Scope Of Activity

Under a new peacetime program inaugurated yesterday, the War Advertising Council will extend its facilities to non-government organizations dealing with national problems, in addition to continued cooperation with government departments in the development of information programs, James W. Young, chairman, has announced. The organ- (Continued on Page 3)

British Manufacturers Plan To Build Million Sets

Montreal—The British Board of Trade has licensed 70 radio manufacturers to build 1,000,000 radio receiving sets during the next 12 (Continued on Page 2)

Postponed!

The IRE-AITE radar course scheduled to be held tonight in the Engineering Building in New York and the session set for Nov. 9, have been postponed. Course will resume on Nov. 16. Joint sponsors of the course ran into difficulties too late to notify all of the scheduled attendees. Officials of both IRE and AITE regret the delay, which was unforeseen until yesterday.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Major Callahan Promoted

Major North Callahan, production supervisor of the official Army radio series, the "Voice of the Army," has been promoted to the rank of Lieutenant Colonel. Colonel Callahan has guided the destiny of the "Voice of the Army," which is heard by transcription over 810 stations throughout the U. S. and its possessions, since 1942.

20 YEARS AGO TODAY

(November 2, 1925)

The radio broadcasting industry is five years old today. Just that number of years ago today station KDKA operated by Westinghouse Company at Pittsburgh broadcast the election returns of the Presidential contest between Harding and Cox.

BEST RADIO BUY in the DETROIT AREA

5,000 WATTS DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

Coming and Going

CESAR MIRO, director of Radio Nacional, Peru's largest broadcasting system, has arrived in the United States as a delegate to the World Christian Conference in Washington, D. C.

CARLTON D. SMITH, general manager of WRC, NBC affiliate in Washington, D. C.; **DAVID BRINKLEY**, acting chief of the station's newsroom and **BILL HERSON**, WRC "Time-keeper," are in town on station and network business.

BENEDICT GIMBEL, JR., president of WIP, is back at his Philadelphia headquarters following a business trip to New York and Washington, D. C.

FRANK O'CONNELL, account executive in the Chicago office of the American network's cooperative division, is spending this week and a portion of next week in Cleveland and Toledo.

MAURICE HART, announcer on WNEW and commentator for Pathe movie shorts, has returned from Boston, where he filled a special assignment for the U. S. Treasury Dept.

FRANCK MAGLOIRE, owner of HHBM, Port Au Prince, Haiti, is on a business trip to New York. He plans to stay about a month.

EDGAR KOBAK, president of the Mutual network, is in Georgia, where he will attend a dinner with Paul Porter, confer with web affiliates, talk with Coco-Cola executives and visit with his father. He plans to return to New York some time Monday.

TOMAS MUNIZ, owner and manager of WIAC, San Juan, Puerto Rico, is in town on a business trip of three or four weeks.

CHRISTOPHER CROSS, public relations director for BBC in North America, returned to New York Thursday from a two weeks tour of mid-west cities. The tour included Chicago, Detroit, Cincinnati and Cleveland.

JOE SEIFERTH, WJZ's audience promotion manager, together with the members of the WJZ Victory Troop, have returned from a plane trip to Sampson, N. Y. where they gave their 417th and 418th performances before 7,000 sailors at the Sampson Naval Base.

CALHOUN "CURLY" CARTWRIGHT, released from the U. S. Navy after three years of service, has returned to Toledo and now is preparing and promoting national radio shows produced by the Allen Miller Agency of that city.

"Monitor" Buys Time For Web News Program

(Continued from Page 1)

52 weeks. Originating in Boston on Dec. 1st, the program will be aired over a coast-to-coast split network. Broadcasts will feature Erwin Mannheim, editor of the Monitor, and dramatizations and documentations of special events headlined by the paper. Contract was handled by the H. B. Humphrey Agency, Boston.

King Accepting New Ford

John Reed King, emcee of the "Missus Goes A-Shopping" (CBS) will accept delivery of the first Ford automobile produced from the assembly line for civilian consumption today at the Central Park Mall, at noon.

Stork News

Jerry Froman of Barnes Printing Co., printers of RADIO DAILY, became the proud daddy of a boy on October 31st. Baby's name is Wayne Jeffrey.

FINANCIAL

(Thurs., Nov. 1)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	187 1/2	187 1/4	187 1/2	+ 3/4
CBS A	43 3/8	43	43 3/8	+ 7/8
CBS B	43 1/2	43	43 1/2	+ 3/4
Crosley Corp.	36 1/4	36 1/4	36 1/4	+ 1/4
Farnsworth T. & R.	15 7/8	15 3/4	15 7/8	+ 1/4
Philco	37 1/2	36 3/4	37 1/8	+ 1/8
RCA Common	16	15 7/8	16	+ 1/2
Stewart-Warner	22 3/8	22 3/8	22 1/2	+ 1/4
Westinghouse	35 1/2	35	35	+ 1/8
Zenith Radio	39	39	39	+ 1
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	46	46	46	+ 1
Nat. Union Radio	7	6 1/4	7	+ 3/4
OVER THE COUNTER				
Du Mont Lab.			8 3/8	9
Stromberg-Carlson			22 1/4	24
WCAO (Baltimore)			28	
WJR (Detroit)			29	

British Manufacturers Plan To Build Million Sets

(Continued from Page 1)

months. Of the total, 400,000 sets will be for export. Prewar radio production in Britain was 1,400,000 sets annually, of which only 66,000 were exported. Of the 600,000 home market sets, at least half must be inexpensive, retailing at \$60 or less.

"Blackie" Star Producing Play

Richard Kollmar, who plays the title role in "Boston Blackie" on WJZ each Thursday, is co-producer of the forthcoming musical, "Are You With It," which opens Nov. 10 at the Century Theater.

Coverage ... in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area ... at lowest cost.



Unborn kangaroo

See that little fellow's head sticking out of his mother's pouch? In kangaroo science he hasn't been born yet. But there he is!

We think there's a parallel to the story behind that picture in the radio business. A lot of times a sales message is put in the incubator . . . then advertisers hang around waiting for something to happen. It can be fast or slow.

Down here in Baltimore we think we hatch sales quicker than almost anybody.

It's based on one fact: W-I-T-H, the successful independent, delivers more listeners - per - dollar - spent than any other station in this big five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-RENE

EC 'Old-Timers Day' Draws Big Attendance

(Continued from Page 1)

tonight, Phil Carlin and Milton Cross. Thomas kept the ball rolling backed by a resume of each of the NBC folks present, as submitted by the network's press department, purposely funny enough to make it good. Each of the old timers on the dais, spontaneously related an anecdote or two and recalled items of the past, mostly striking a highly amusing note, and on occasion hitting a serious note. Frank Sinatra, scheduled to attend, was out of town due to a hurried call from the Mayor of Gary, Indiana. Sinatra, it developed, went there to do what he could toward quelling the gunsters in racial uprising. That someone from radio, wholly made by radio, was called upon to do such a job, was a tribute to the industry as Godfrey saw it, once again revealing the power of broadcasting in the life of America.

Admonishing his radio friends "to always give the best you have to the greatest media of all," H. V. Kaltenborn reminiscently told stories on himself and quoted from some of his fan mail. The dean of commentators, in excellent form following an amusing introduction by Thomas, brought the period of informal talks by old timers to a dramatic close.

During the luncheon, Thomas called

Davis Award Winners On NBC Tomorrow

(Continued from Page 1)

owned and operated, clear channel, regional and local. Patrick J. Kelly, web supervisor of announcers, will emcee, and C. L. Menser, web vice-president in charge of programs, and Ben Grauer, winner of last year's national award will be heard, in addition to the winners.

Appoint ARC Radio Chief For North Atlantic Area

Luella Hoskins, formerly acting chief of the Radio Section of the OWI in Cairo, Egypt, has been appointed radio section chief for the North Atlantic Area of the American Red Cross, it was announced.

Miss Hoskins began her radio career in Chicago in 1936 where she was consecutively information editor and producer of ad lib programs for the radio council of the public school system, and consultant for the CBS School of the Air, Chicago Board. She was with the Radio Program Division of the Office of War Information Overseas Branch in New York, prior to her assignment in the overseas areas of warfare.

attention to a few of the old timers among the members and guests. These included: Johnny Johnstone, Norman Brokenshire and Ben Grauer.

Gov't Publicity Chiefs Oppose OWMR Bur. Plan

(Continued from Page 1)

government officials "in order to avoid conflicting statements on policy matters so that the public will have a clear understanding of the government's course during this transition." He said President Truman had asked him to set up and put into operation such an agency.

Such clearance had been assigned to OWI during the war, but was dropped several weeks ago—much to the relief of both government officers and the press.

The proposal for resumption of this practice was believed to have its immediate origin in the recent public scrap over housing between Snyder and OPA Chief Chester Bowles.

The move was strongly opposed by leading government press men, including Bruce Catton of the Department of Commerce, Randolph Feltus or the Treasury, Robert Horton of the Maritime Commission, John Ryckman of the Interior Department and Edward Lewis of the Veterans Administration.

Sentinel Building New Plant

Evanston, Ill.—Occupying a nine-acre tract in the western section of this city, the new plant of Sentinel Radio Corp. now is in process of construction. It will be housed in a single modern building utilizing 125,000 square feet of floor space.

WAC Will Increase Scope Of Activity

(Continued from Page 1)

ization also changed its name to The Advertising Council.

Young said government officials "from President Truman down," have asked that business, through the Council, continue its work in public information. He added that the war had proven public service advertising to be the best public relations advertising. The continuation of such advertising, he said, "in promoting the general welfare, would inevitably promote the welfare of business itself."

The Council, Young said, has been assured of "valuable pools of space and time" for its programs. "Leading radio advertisers, as well as station owners," he added, "have expressed the desire to have the Council continue the allocation of public service themes for presentation on their programs."

WKBH Power Increase

Station WKBH, NBC affiliate in La Crosse, Wisc., has been authorized by the FCC to increase its power from 1,000 watts to 5,000 watts, unlimited time. Its frequency of 1,400 kilocycles remains unchanged. It is expected that WKBH will be in operation with the new power by June, 1946.

Pay up, Hope!



WE WERE scrabbling around among our royalty records the other day and we found to our astonishment that every dime of the \$154,371.00 earned in royalties by Bob Hope's *I Never Left Home* went right to the National War Fund as the single largest contribution that they have ever received from any book.

This doesn't sound like the Hope we know, but those are the cold facts.

We found, further, that Hope had taken the precaution of transferring the whole darn contract to the National War Fund—undoubtedly in the fear that if any of it came to him direct, he wouldn't be able to resist having a little of it stick to his fingers.

Anyway, the fact is that as a result of the publication of *I Never Left Home*, the National War Fund is in \$154,371.00. And the net financial result of the book to Bob Hope is that he owes us \$8.45 for author's alterations.

This brings us to the real purpose of this advertisement: Hope, why don't you pay that \$8.45?

SIMON AND SCHUSTER, PUBLISHERS

LOS ANGELES

By RALPH WILK

WHERE There's Someone Waiting —Just for Me," composed by Chet Lauck and Norris Goff (Lum 'n' Abner) has been recorded for Rich Records by Ezra and his Beverly Hillbillies.

Recent guests on the Don Otis "Record Room Show" over KMPC, were Connie Haines and the Les Paul Trio.

The series of eight kodachrome features that was to star comedian Perry Ward has been postponed because it would interfere with Ward's emcee chores on the American network's "What's Doin' Ladies?"

Meredith Willson, Burns & Allen maestro, who is one of radio's top musicians, has come up with a new program that is causing more talk than anything in months. Meredith's show is 100 per cent musical, not a word of dialog interrupting. Even the commercials are done with music and the Sonovox! The program has been recorded and is being bid for by practically every agency in the business.

Art Balinger recently joined KMPC as a staff announcer. An ex-service man, Balinger joined the Army in 1941 and attained the rank of Major in 1943. At the time of his discharge he was a member of the United States Army Infantry as a division public service officer. He took part in four campaigns. Prior to his entry into the service, Balinger was the announcer for the Rudy Vallee Sealtest Show over NBC.

Cantor, Sinatra Praised By Women's Radio Group

Resolution commending Eddie Cantor for his project of providing all disabled veterans in hospitals in this country with Christmas gifts, and Frank Sinatra for his active efforts to promote tolerance and understanding among the youth of the country were passed by the Women's National Radio Committee at a meeting held last week.

Letter's expressing the committee's commendation were forwarded to Cantor and Sinatra over the weekend. The specific projects which these letters commended were Cantor's efforts, through generous personal contributions and solicitations by radio and other media, to insure that every wounded man receive a Yule gift, and Sinatra's campaign through motion picture shorts and personal appearances in schools to plead for tolerance towards all races and creeds.

Ave Maria Hour
 WMCA — Sunday — 6:30
 For 10 years the number one
 Religious drama of the Americans.
 IT'S A DONALD PETERSON
 PRODUCTION



"Them Was The Good Old Days" !!!

● ● ● Everybody on the dais clicked yesterday when the Radio Executives Club of New York celebrated "Old Timers Day" . . . Everybody built up to his own crescendo . . . yet the next to speak always picked up the ball and started the run all over again and scored on his own . . . one sample bears repetition here, a rhyme by Ray Knight, of old "Cuckoo" fame . . . and once again in his own show on WJZ entitled, "Good Morning, It's Knight" . . . says Knight:

When Crosby was only a crooner, and not a corporation,
When nobody ever used the phrase, "It's this kind of an operation."

When Vallee had his adenoids, and Ed Wynn was top buffoon
And McNamee sold Texaco, by calling it "gasaloon."

When Jones and Hare were on the air, and things weren't orthodox
And they weren't censored when they said: "There's Happiness in Every Box."

When the corn was green in the studios, and the Amateur Hour the craze
And Noble was making Life Savers, ah them was the happy days.

When Menser had the next desk to mine, Up at 711
And he was sitting on a plain chair, instead of a throne in heaven.

When the Blue and the Red were Siamese Twins, and were functioning, unwitting,
That the FCC would later decide, it an overt act they were committing.

When Orson was making headlines, and Major Bowes was making stars,
And Knight was making money, and Paley was making cigars.

Before Milton Cross went erudite, and still called a vahze a vase
When Stoopnagle blossomed with a bud—ah them was the happy days.

When Winchell was a columnist, and not head of the FBI
When NBC's Christmas parties, definitely were not dry.

When Sarnoff was still a private, when Trammell's title was new
When Kobak started looking South, and Kobaked out of the Blue.

When Sinatra's voice was a whisper, When Bud Barry was trying to fit in
To NBC in Washington, and he didn't have an office to sit in.

When Heatter was hotter than Hitler, when Mark Woods got his first raise,
When a Net went berserk if you used the work jerk—ah them was the happy days.

When Dr. Frank Black was a layman, when AFRA was only a yen
When Whiteman was not an executive, when Spitalny was playing with men.

When Kate Smith breezed into radio, and nothing at all could feaze'er—
Before Petrillo became aware, that his given name was Caesar.

When an actor knew only the theater, and he didn't give a good damn,
For Blackett or Sample or Hummert, or Young or Rubicam.

When the FCC was a nixing bee, and television was only a phase,
When radio was in its infancy, ah them was the good old days.

But when 1960 rolls around, and we gather again to praise,
The achievements since 1945, They'll be the good old days!

● ● ● Small Talk: Arthur Godfrey's tribute to the absent Frank Sinatra at the Radio Execs' lunch yesterday was a lulu. Li'l Arthur pointed out how proud radio is of Frankie for his terrific campaign on tolerance. The bobby-soxers' piper was skedded to be at the lunch, but answered a plea from the Mayor of Gary, Ind., to talk to striking school kids out there instead. . . Treas. Dep't may disclose the names of those big shot stars who refused to help out in this Bond campaign because they were 'too tired' . . . Harry Bloomfield, 'Polonaise' producer, looking for a Katharine Hepburnish type of gal who can play the piano for his next show. Also wants a tenor of the 'patsy' or fall guy type.

CHICAGO

By BILL IRVIN

SPONSORSHIP of a new musical program and a 15-minute interview show, and the renewal of the Boston Blackie dramatic program headed the new business schedule for station WMAQ, announced by Oliver Morton, manager of the NBC central division national spot sales department.

Celebrities of screen, stage and sports world boarding the 20th Century at Chicago's La Salle Street station, are interviewed by Bob Elson, Chicago sportscaster and announcer, recently discharged from the Navy, on a thrice weekly transcribed WMAQ series, Mondays, Wednesdays, Fridays from 10:45 to 11:00 p.m., CST, started October 29. Sponsored by Consolidated Royal Chemical Corporation, (Krank's Shave Kream), through Arthur Meyerhoff and Company, contract is for 26 weeks. Transcribed series also is heard on WBBM on Tuesdays, Thursdays and Sundays. The musical program, Down the Edelweiss Trail, featuring late evening music by transcription and recording, will be sponsored by the Schoenhofen Edelweiss Brewing Company through the Olian Advertising Agency, Mondays through Saturdays, 11:15 to 11:30 p.m., CST, beginning November 5. Contract is for 52 weeks. A 35-week contract renewal for the transcribed Boston Blackie program featuring Richard Kollmar, radio and Broadway actor, was placed by the Peter Hand Brewery Company (Meisterbrau Beer), through Mitchell Faust Advertising Company. Program is heard Saturdays, 5:00 to 5:30 p.m. CST. Renewal is effective Nov. 3.

Toronto Honors Alec Templeton

More than four hundred members and friends gathered in the Crystal Ballroom of the King Edward Hotel last week, for the first luncheon meeting of the 1945-6 season of the Radio Executives Club of Toronto. The luncheon was arranged in honor of Alec Templeton, appearing in Toronto on behalf of Canada's 9th Victory Loan with Frank Dowsett coming out of retirement from public speaking, to deliver a most powerful and enthusiastic appeal for support of the Victory Loan Drive.

You are in GOOD COMPANY when you advertise on . . .

KMPC
 LOS ANGELES
 710 Kc. - 10000 WATTS
 THE WEST'S GREATEST INDEPENDENT
 NATIONAL SALES REPRESENTATIVE • PAUL M. RAYMER COMPANY



End Of Price Control On Sets Urged As Reconversion-Aid

(Continued from Page 1)

the present impediments created by the shortage of materials and component parts. Folsom asserted that if price ceilings were removed, prices might rise temporarily, but would be brought down quickly by the early achievement of mass production and the free play of competitive forces.

Although he took issue in part with President Truman's wage and price policy as stated earlier this week, Folsom indicated a strong willingness to "meet labor part-way" as to take home pay, but said that it was impossible to determine how much of an increase could be granted safely under the present ceiling controls of the OPA.

RCA plants, in the East and elsewhere, according to Folsom, turned out a tremendous amount of radio, radar, and other electronic devices for the armed forces during the war, increasing their working force from 18,000 to 32,000 persons, and expect a post-reconversion employment of 23,000. In some departments reconversion has been delayed because of work still continuing on Government orders.

Television Reported Ready

Television is now "technically ready to go," Folsom declared, with production of receiving sets scheduled to begin in April. The industry as a whole should sell 300,000 to 400,000 receivers in 1946, at an average price of about \$300 in areas served by telecast stations—specifically in the areas of New York City, Albany-Schenectady, Philadelphia, Chicago and Los Angeles. In 1947, he forecast, 600,000 to 700,000 sets would be sold at a total retail value of about \$200,000,000.

Equipment Sales High

In addition, Folsom predicted, the industry would sell \$2,500,000 worth of transmitters, studio equipment and other television material in 1946, \$11,000,000 in 1947 and \$20,000,000 in 1948. He based his statements on the expectation that by 1947 some of the 125 applications for television transmitters now before the FCC would have been granted. By the end of 1947, one million homes would have television receivers, and by 1950 from five million to seven million, so that country-wide television coverage would be comparative with that of radio.

Contrary to the belief in some quarters that television would hurt radio, he said, the new medium should help it, just as radio has helped the phonograph business. He expects that many receiving sets will combine radio and television. By the end of 1947, Folsom asserted, radio and television should be more than a \$1,000,000,000 industry in annual output. He predicted that the industry would sell 15 million to 16 million radios, phonographs and radio-phonograph combinations in 1946, compared with 13 million in 1941. By the end of

1950, he said, 60 million radio units will have been sold.

RCA-Victor was ready to start radio production at the end of September and expected to reach volume production by now, but has been set back by a shortage of materials and component parts, according to Folsom, which is attributed largely to labor troubles and pricing difficulties among suppliers and to the need for training workers. The industry as a whole, according to industry executives, cannot produce more than 400,000 to 500,000 sets by Christmas, compared with the 2,500,000 estimate made by the War Production Board some time ago.

Compactness Emphasized

The RCA-Victor opening line of products will emphasize compactness and will include improved FM and AM circuits, according to company officials, who displayed several new models. The company is spending \$3,500,000 to modernize its phonograph-record facilities, and is offering a new non-breakable plastic record with high-fidelity characteristics for home use.

PROMOTION

Champion Performance

Tops in the nation for "Student" enrollments in "The McCall Sewing Corps of the Air," sponsored in the Youngstown Area by the Strauss-Hirshberg Co., was broadcast by more than one hundred stations originating over station WKBN. This station is said to lead the way with more than one-third more enrollments than any other station coast-to-coast.

Xmas Planning

NBC Radio-Recording Division plugs its two juvenile Christmas features, "The Magic Christmas Window," and "Happy the Humbug," in an attractive green and white, heavy stock holiday folder which describes the shows and reaction of two customers. Wire forms requesting audition discs are included for the convenience of the potential advertiser.

"Guess Who?" To Loew's State

"Guess Who?" WOR's quiz show featuring Happy Felton, opens a four weeks engagement at Loew's State theater on Tuesday, Nov. 6. Joe Ripley, announcer-producer, will appear with Felton during the theater engagement.

WILLIAM E. YOUNG, a major in the Army Signal Corps, has joined the Radio-Recording Division as a sales representative according to Walter Davison, assistant sales manager. He is the son of the late E. William Young, former manager of the NBC Radio-Recording Division's Washington branch. He is now on terminal leave from his Army duties and will revert to inactive status Nov. 29.

HANK H. COOLEY, recently discharged from the Army, has been appointed agricultural co-ordinator at WHAS, Louisville, Ky. A graduate of Kansas State College of Agriculture, Cooley taught national agriculture in Kansas high schools for several years, in addition to giving night classes for adult farmers.

AL HALPERN, veteran of 11 battles in two years Pacific as a radioman, 1st Lt., has returned to WNYC in the technical department.

INSIGN AMNON BALBER, an announcer at WNYC prior to his enlistment in the Maritime Service, returns to the station after three years' duty.

MOS HARPER, has returned to his duties as program director of WJEJ, New York. Harper served two years in the AAF as a staff sergeant.

ED BROWN, formerly of WSLB, a Mutual station in Roanoke, Va., and recently discharged from the Army Air Force, joined the announcing staff at WOR this week. Brown was a radio operator on a B-24 in the 8th Air Force.

NECIL K. CARMICHAEL, who enlisted in the Armed Forces in June 1943, has returned to the advertising and promotion department of the National Broadcasting Company. Carmichael will handle special promotion on awards.

ELBERT V. COLE, a lieutenant in the AAF (retired) and formerly promotion manager of WRC, NBC's station in Washington, has been transferred to the network's advertising and promotion department in New York, as assistant to the manager of television promotion.

KCMC
TEXARKANA
U.S.A.
• AMERICAN
• MUTUAL
1230 Kc.

A Major Distributing Point for the States Market

Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	36,835,000
No. of Retail Stores	2,302

(1940 Market Data)

0.5MV/M

Texarkana's only radio outlet; delivering a primary signal to 239,330 people in the Four States Area. For detailed information, write or wire KCMC, Inc., Frank O. Myers, Manager.

Chicago's
ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS

Whole Industry Plans Participation In Radio's 25th Anniversary Week

(Continued from Page 1)

the celebration, state and local officials throughout the country issued proclamations calling for observance of Radio Week, Nov. 4-10.

In a congratulatory letter to NAB President Justin Miller, W. J. Haley, director general of BBC, said in part: "We feel that wartime co-operation between our respective systems has rendered service to the cause of freedom and to the public of our own and other countries. We greatly hope that our continued association will in the future vigorously serve the cause of peace."

Future Is MBS Theme

The future of radio will be the theme of Mutual's observance of the anniversary. The program gets under way tomorrow when members of the Boy Scouts and Girl Scouts will participate in all web activities and offices, from the president's down. Girl Scouts will serve with continuity acceptance, traffic, central file, sound effects and other departments where women hold key positions. A scout will be commentator on "This Week in Washington," 10:00-10:15 a.m., EST, and a scout from Hawaii will be heard on "Hawaii Calls," 6:30-7:00 p.m. Others will work with Russ Hodges and Tom Slater during the broadcast of the afternoon football game.

News "coverage" of historical events that occurred before the advent of radio will be heard on "Radio Before Radio," Nov. 5, 10:30-11:00 p.m. Program will include "on-the-spot" descriptions of Columbus' landing in America, Washingtons stand at Valley Forge, the rescue of Capt. John Smith by Pocahontas and other famous events.

"Tomorrow's Talent," Nov. 10, 8:30-9:00 p.m., will present the winners of MBS' talent search for youngsters from 10 to 16. Earlier that day, the web will air a special program from the steps of the Capitol in Washington, featuring the Army Air Forces Band, the Navy and Marine Corps bands in massed formation. Congressional leaders McKellar and Rayburn are slated to speak. FCC Chairman Paul Porter will face a panel of radio columnists and editors on "Meet the Press," Nov. 9, 10:30-11:00 p.m. Special events and highlights have been scheduled for the week by WOR local programs.

Army to Honor Radio

The Army will honor radio Nov. 4, when the "Army Hour" pays tribute to the industry's role in the war, NBC, 4:00-4:30 p.m. The program will air pickups from Berlin, Rome and Tokyo and will feature talks by Gen. McClure, former psychological warfare head at SHAEF, and Justin Miller, NAB president, who will accept the Army's tribute for the industry.

Other NBC plans include: "Do You Remember?" Nov. 5, 6, 7, 8 and 9, from 8:15 to 8:45 a.m., EST, which will recreate outstanding milestones in

radio history. An old-time radio great will guest each day on the "Fun and Folly with Ed East and Polly" stanza, 9:00-9:30 a.m. Fred Waring's daily stint will cover the industry's 25-year history, each program featuring a different five-year period, 11:00-11:30 a.m.

"Home is What You Make It" will describe radio's contribution to home and education, Nov. 10, 9:00-9:30 a.m. Radio's part in national and interna-

Ex-Pres. In Tribute

Former President Herbert Hoover will give his views on the conduct and progress of radio during the past quarter-century over CBS, Nov. 10, 10:45-11:00 p.m., EST. He will speak from WBAB, Atlantic City, N. J. Hoover has long shown interest in the industry. In 1927 he served as chairman of the international radio conference attended by 76 nations.

tional affairs will be discussed on "Our Foreign Policy," the same day at 7:00 p.m., with Selden Menefee as moderator. Locally, WEA's Mary Margaret McBride, Rod Hendrickson, and Don Lerch will present special tie-in programs.

CBS Plans Special Programs

A wide variety of commemorative programs have been scheduled by CBS as part of the web's anniversary celebration, highlighted by an up-to-date presentation of Norman Corwin's "Seems Radio Is Here to Stay," Nov. 5, 10:30-11:00 p.m. A prayer for the spiritual guidance of radio will be offered on "Church of the Air," Nov. 4, 10:00 a.m., and the "Salt Lake Tabernacle Choir and Organ" program will repeat the selections heard on its first broadcast in 1932, from noon to 12:30 p.m.

Immediately following, "Trans-atlantic Call," the CBS-BBC exchange series, will present "One World's Family" delineating radios role in uniting the people of the world. Also on the opening day, Lyman Bryson, web education director, will discuss the advantages of a free radio system, 1:30 p.m., and Olin Downes will appraise radio's contributions to music, 2:55 p.m.

On Nov. 5, 6 and 9, Arthur Godfrey will reminisce with a radio oldtimer, 9:15-10:00 a.m. Mrs. Dorothy Lewis, of the NAB, will be a featured speaker on women's tribute to radio, Nov. 5, 4:30 p.m. At 4:45, CBS correspondents will tell the story of their craft on "Feature Story." Joan Brooks will sing some of the famed songs of radio's childhood on her 11:15 p.m. spot across the board. On Nov. 7 and 8, "School of the Air" will present tie-in programs, 5:00-5:30 p.m. Ted Husing, veteran sportscaster, will describe the major events he has cov-

ered, on Nov. 10, between halves of the day's football game. At 10:15 that night, there will be a half-hour program of excerpts from the greatest broadcasts of all time.

"First Twenty-Five" on American

Highlight of American web's celebration will be "The First Twenty-Five," written by Ira Marion, and built around the music of Paul Whiteman, web music director, Nov. 7, 9:30 p.m. Mark Woods, president of American, will speak briefly on the future of radio. Whiteman's band will play some of the tunes heard in radio's early days.

Launching the web's observance of the anniversary will be "Coast-to-Coast On A Bus," which made its debut as "The Children's Hour" on May 25, 1924. Oldtimers Madge Tucker and Milton Cross will go back through the years, Nov. 4, 9:15 a.m. Other web shows featured in the celebration will be "Your AAF," Nov. 8, 10:30 p.m., "Concert Orchestra," directed by Josef Stopak, Nov. 6, 10:45 p.m., and "Your American Sports Page," Nov. 9, 10:30 p.m., on which Joe Hasel will interview Tom Cowan who broadcast the first major sports event to go on the air back in 1921. Commentators Raymond Gram Swing, Baukhage, Walter Kiernan, John B. Kennedy, George Hicks and Martin Agronsky will describe the early days of newscasting.

Women Are Participating

Alma Kitchell, president of the NAB's Association of Women Directors, has issued a directive urging all members to devote as much time as possible to the celebration of Radio Week, and to bring to their listeners the story of the early days of the industry, its growth and developments.

On her own program, "Woman's Exchange," Mrs. Kitchell will interview Milton Cross, veteran announcer, WJZ, Nov. 5, 12:35 p.m. Cross will tell of WJZ's beginning in the ladies powder room atop the Westinghouse plant in Newark, 24 years ago.

The United Council of Church Women, in observance of the anniversary, offered a prayer for the continuance of a free radio which read, in part: "So influential a channel in the building of goodwill among nations and peace upon the earth . . . should be kept available to those whose efforts are directed to this end. May selfish interests never control the God-given ether waves whose secret He has permitted man to discover and use, but may they be kept filled with high ideals and honest facts, governed by the moral laws well known to man."

Washington Bureau, RADIO DAILY

Washington—Washington stations plan numerous special programs for national radio week, details of some of which were learned yesterday.

WWDC, local affiliate of the network youngster, Associated, intends

AGENCIES

YORK SAFE & LOCK COMPANY of York, Pa., has appointed S. Durstine, Inc., as its advertising agency. In addition to resuming manufacture of bank vaults, safe deposit boxes and safes, York's activities have been broadened to include business equipment, particularly microfilming for the preservation, condensation and retention of records. Its subsidiary, the York-Micro Corporation.

JAMES L. FREE, of Free & Peters Inc., has resumed his headquarters in Chicago office and will continue there until Lt. Commander Rufus Woodward, vice-president and a director of Free & Peters Inc., is released from active Navy duty. ARTHUR BARRY, JR., returns to Free & Peters Inc., as an executive in the New York office. Mr. Barry is a Lt. Commander in the Navy, radar officer and fighter director of an escort carrier in the Pacific.

F. STANLEY NEWBERY, JR., joined McCann-Erickson Inc. as account executive. Formerly a vice-president and director of the marketing and research staff at Ruth & Ryan, Mr. Newbery comes to McCann-Erickson after three years as lieutenant colonel in the Office of Personnel & Policy Management, Headquarters, Army Air Forces.

to stress Victory Bond sales throughout the week.

WMAL will carry American work programs in celebration of anniversary but will have no special local programming.

WINX, local independent, will carry a daily feature from 2:15 to 3:00 p.m. on which radio's accomplishments of the past 25 years will be dramatized against a background of period music.

Every local program on WTBS, CBS affiliate will carry special anniversary material, but details of the were not yet available.

WOL has as yet no special programs but will carry network special features and will originate a program for the network featuring presentation of a statuette to NAB President Justin Miller by RMA President Raymond C. Cosgrove. WOL will also originate for Mutual Capital Plaza Victory Bond program which will feature combined series bands under one leader.

WRC, NBC affiliate in Washington, has series of special shows and station-break announcements.

NAB Send Special Kit

A valuable source of material for industry promotion to be used by broadcasters next week on the occasion of radio's 25th anniversary is sent out yesterday by the NAB, including spot announcement material proposed for use with congratulatory messages from numerous national organizations of prominence. A special announcement, furnished from material submitted by the American Cross, was included by NAB.

Surplus Prop. Dept., Use Radio Stations

Washington Bureau, RADIO DAILY
Washington—Congressman Gordon McDonough of Los Angeles was informed recently that his suggestion to Stuart Symington, chairman of the Surplus Property Administration, for the use of radio to advertise what surplus property is for sale, and when and where it may be purchased, has been adopted as a policy by that agency.

Symington wrote, "Upon receipt of your letter, I have given instructions that a constructive surplus property information program for radio dissemination be developed, the radio networks will then be approached with the request for free time."

McDonough urged the use of the radio as "the simplest and most direct way to reach the public. 'Surplus property,' he said, 'must be made available to the buying public to relieve shortages, and should be disposed of quickly so that its sale will offset the national reconversion program which must sustain full employment.'

"This step will be an important improvement in the methods of surplus property disposal," declared McDonough. "Through radio every citizen credited to purchase surplus property will be given equal opportunity to be present at disposal auctions and to enter bids."

Appointments Announced by WRC in Washington

Appointment of Captain Ward W. Atbard, USMCS, as chief of WRC's recording division effective immediately, was announced by Carl D. Smith, WRC general manager. Atbard, for the past several months has been acting chief of the recording office, succeeds the late E. Wilbur Young.

Atbard has just completed two years as a Marine Corps public relations officer serving with the Women Marines and with the 2nd Marine Division on Hawaii, Saipan and Iwo Jima. Before joining the Marines, he was recording salesman for NBC, Chicago, and before that he was assistant chief of the radio, motion pictures, and speakers bureau for the WRC in Washington.

Lieut. Comdr. James Seiler returned last week to his post as WRC sales promotion manager, after five years in the Navy. Albert V. Cole, who has filled that job, is now in charge of tele-promotion in New York.

Robert Benchley Guesting

With three network appearances set for Robert Benchley, the radio exploitation campaign for Paramount's "Lifty's Tavern" will hit a new high with a record total of plugs for the picture on 46 coast-to-coast programs. Benchley's three guest appearances are on "Report to the Nation," CBS; "Margarde's Raleigh Room," NBC; and "Johnny Presents," NBC.

PICTURE OF THE WEEK



Radio listeners showered Margaret Arlen with stamps in her campaign over WABC, New York, to provide stamps for collectors among the disabled servicemen in Army and Navy hospitals on the East Coast.

Paige Succeeds Dorsey On RCA-Victor Series

When Raymond Paige's 40-piece orchestra replaces Tommy Dorsey on the RCA-Victor program on NBC December 2, with a "Symphony vs. Swing" idea, a secondary theme will be "reconversion." During the War, Paige conducted the "Stage Door Canteen" series via CBS and hundreds of V-Discs for the Office of Co-Ordinator of Inter-American Affairs and thus in reverting to peace-time music, Maestro Paige will offer positions in the orchestra to returning servicemen. Already signed are Ralph Wilkinson, arranger and pianist with the Major Glenn Miller Orchestra and Eugene Orloff former violinist with Gene Krupa and the Boston Symphony, who has recently been honorably discharged from the U. S. Coast Guard. Kenny Delmar is the only one who has been definitely set to act as moderator. Scripts will be written by David Gregory, former scripter for Bing Crosby's "Kraft Music Hall,"

Grauer And Morley Team For "Trans-Atlantic Quiz"

The current edition of "Trans-Atlantic Quiz" recorded for broadcasting in the British Isles by BBC has Ben Grauer and Christopher Morley representing the United States, with the standards of Britain upheld by David Niven, film actor, and Prof. Dennis Brogan of Cambridge.

Stewart-Warner Dividend

Directors of Stewart-Warner Corporation have voted semi-annual cash dividend of 25 cents per share on the \$5 par value common stock, and an extra dividend of 25 cents per share.

and Frank Wilson of J. Walter Thompson office. Package is owned by Ray Paige, Larry White and E. J. Rosenberg. Russell Case, popular recording manager for Victor will be orchestra manager. Paige himself has been a Victor Recording Artist for several years.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

☆
Army officer, honorable discharge, young, married has had two years pre-war experience as sports and general announcer. Will go any place providing there is good opportunity. Write: Box No. 56, RADIO DAILY, 1501 Broadway, New York City.

☆
Night work in broadcasting station wanted by RADIO TECHNICIAN—sound expert, experienced broadcasting, first class commercial license. Write: Serviceman's Want Ad. No. 58, RADIO DAILY, 1501 Broadway, New York City.

☆
TECHNICIAN, and PUBLICITY man, several years experience as technician in the recording of radio broadcasts and studio recordings. Also, worked with Army Special Service as publicity and contact man. Write: Serviceman's Want Ad, Box No. 57, RADIO DAILY, 1501 Broadway, New York City.

☆
Expert getting facts Television Industry. Newspaper man 15 years background, advertising, publishing. Television surveys lauded by top radio executives. Seeks promotional spot with progressive station. Write: Serviceman's Want Ad, Box 59, RADIO DAILY, 1501 Broadway, New York City.

☆
RADIO DIRECTOR, DRAMATIC ARTIST, 15 years experience desires position with radio or television station, also advertising agency. If suitable offer will go to Hollywood. Write: Serviceman's Want Ad, Box No. 62, RADIO DAILY, 1501 Broadway, New York City.

☆
NARRATOR, ANNOUNCER, can write own material, desires position with an independent station in Midwest or New England. Made several recorded shows while in Army. Write: Serviceman's Want Ad, Box No. 40, RADIO DAILY, 1501 Broadway, New York City.

☆
Former personality announcer, emcee of the stations, top record shows, will be discharged in November. Like to get located in or near Chicago. Salary \$100 plus commercials. Write: Serviceman's Want Ad, Box No. 63, RADIO DAILY, 1501 Broadway, New York City.

☆
FEMALE SCRIPTWRITER, PRODUCTION ASSISTANT. Six years experience major N. Y. network station. Overseas assignment writing and producing GI shows, looking for placement New York, Miami. Write: Serviceman's Want Ad, Box No. 64, RADIO DAILY, 1501 Broadway, New York City.

WWJ Retracts Refusal Of Frankenstein Script

(Continued from Page 1)

mit production of the programs in question, it was revealed by the Commission yesterday. The telegram sent the Evening News Association, a copy of which was also sent to the complainant, Richard T. Frankenstein follows:

"It is understood from representation made to the FCC that the position of WWJ has been altered to the extent that copy referred to in Frankenstein's petition will be accepted for broadcast. No further action will be taken on the petition pending representation from Mr. Frankenstein regarding change in the situation."

Frankenstein, PAC candidate for mayor of Detroit, had charged that WWJ, owned by the Detroit Evening News, which is backing mayoralty candidate Edward Jeffries, refused scripts he submitted for broadcast because of criticism of Jeffries contained in the copy.

"Welcome Home Audition Marks First Year At NBC

Welcome Home Auditions,—NBC's plan to aid service men and women interested in careers in radio—marked its first anniversary this week with a total of applicants auditioned reaching 1,890.

Inaugurated by Clarence L. Menser, vice-president of NBC in charge of programs, the plan has provided representatives from every branch of the service, from nine foreign countries and all theaters of battle in World War II with the opportunity of being interviewed and auditioned for jobs in the acting, musical, technical and scripting phases of radio.

Of the applicants who have been interviewed and auditioned thus far, 500 have passed tests under the supervision of Mrs. Kathryn Cole, who directs auditions, and 50 have actually obtained employment in the fields mentioned, with some 290 available for future call; 125 applicants who have passed tests and are now awaiting release from military service, will be placed as soon as possible thereafter.

When the NBC auditions started in 1944, one morning a week was set aside for the task, but demands grew so heavily that three mornings and one afternoon were later provided. NBC reports that the popularity of the idea makes necessary the scheduling of approximately 250 appointments far in advance.

OFF - THE - AIR RECORDINGS
CARL FISCHER
Miraculous
STUDIO
 119 W. 57th St., New York 19, N. Y.
 DAY AND NIGHT SERVICE Circle 7-2965

COAST-TO-COAST

— OHIO —

COLUMBUS—Juanita Wilcox, WCOL, has been named director of continuity dept., replacing James McGavran, resigned. . . . Dudley A. White, publisher of the Sandusky Register-Star-News, former Congressman soon to be out of the Navy, has formed the Sandusky Broadcasting Co., which plans to operate a station in that city.

— CONNECTICUT —

HARTFORD—Art Bergstrom, has taken over the announcing duties on the WHTD, Kiddie Revue. . . . WDRC and the Hartford Courant, are teaming up again this year to broadcast municipal election results on Nov. 6. A special staff of WDRC announcers will set up headquarters in The Courant's news-room for the broadcast.

— TEXAS —

SAN ANTONIO—Mert Emmert has been named director of the WOAI Farm and Ranch Dept., a newly created post, according to an announcement made by Hugh Halff, general manager of WOAI. . . . **AUSTIN**—Marie Finney, director of the USO in Dallas, has been named to succeed John W. Gunsteam, as director of radio and visual education for the State Dept. of Education.

— NEBRASKA —

OMAHA—Ray Olson, production manager of WOW, won the H. P. Davis National Memorial Announcers' Awards. The announcement was made by Marjory Stewart, director of the Microphone Playhouse, in Hollywood. . . . Alex Dreier, featured news commentator, has been renewed by the Skelly Oil Co., now aired on WOW.

— PENNSYLVANIA —

PITTSBURGH—Henry Kaiser, who was on special assignment as field engineer with Western Electric, has returned to his former position as chief engineer at WWSW. . . . WTNT, FM affiliate of WWSW, has launched its third season of concerts by the Pittsburgh Symphony Orch., under the direction of Fritz Reiner.

— NEW JERSEY —

PATERSON—Sydell Chandler, radio columnist for the Newhouse chain of newspapers, will broadcast over WPAT as a guest on the Adele Hunt program, "Hunt For Happiness." Miss Chandler will give the impressions she has gleaned over several months of covering the air lanes and its personalities. . . . Andy Costello, who left WPAT's engineering staff to join the Army, is now back on the control boards at the station.

— OKLAHOMA —

TULSA—Tom DeVore, formerly with WBNS, Columbus, Ohio, has joined KVOO, as continuity editor. . . . Walter Teas, former announcer for KRLD, Dallas, has joined the announcing staff of KVOO. . . . Bill Hutt, who was with the Pinebluff, Arkansas Commercial and KOTN, assumes the position of salesman in WKY's, Oklahoma City, Commercial Dept.

— MISSOURI —

KANSAS CITY—Dick Bringham, formerly connected with National Transitsads, Inc., joined the sales staff of KCMO. . . . **ST. LOUIS**—Lt. Alex Buchan, recently discharged from the U. S. Naval Air Forces, rejoines KXOK, in charge of special news events. . . . Gil Johnston, who served five years with the RCAF and three with the U. S. Eighth Air Force, joined the sales staff of KMOX.

— ARIZONA —

PHOENIX—Chuck Spencer, has been added to the staff of KOY, as announcer and room operator. . . . Jack Williams, program director of KOY, has been elected chairman of the Maricopa County Infantile Paralysis Foundation. As head of the county group, he will direct the formulation of plans for the Foundation's annual "March of Dimes" drive to be held during the month of January.

— NEW YORK —

BROOKLYN—Andrew Roth, author of the book, "Dilemma Over Japan" and an authority on Far Eastern Affairs, will be one of the speakers on the Liberty Forum over WLIB, Nov. 4. The topic will be, "Should America Dominate Occupied Japan." . . . **NEW YORK**—Celebrities of stage, screen and society will form the personality parade which will be interviewed by Adrienne Ames, WHN commentator, on the El Morocco Fashion Show.

— NEW JERSEY —

NEWARK—Walter Farmer, WATT's publicity and audience promotion director, has resigned from the Newark station to devote all his time to the free-lance radio production field in New York and Hollywood. Farmer is slated to write and handle production on a new half hour audience show.

— CANADA —

TORONTO—Newest member of CKEY's engineering staff is Roy Lyttle, who'll take a regular shift at the control board. . . . All the radio stations are contributing talent and time to make Victory Loan Radio Day a success. CKEY's Joe Crisdale has been given the signal honor of emceeing a special "Victory Quiz," to be heard on all Toronto stations.

Engineering Research Established By FCC

(Continued from Page 1)

which will be located at Laurel, Md. will be correlated, according to Commission's announcement, with work of the technical informal division and the rest of the engineering department.

Heading the new division will be Charles A. Ellert, who is now technical supervisor of the Radio Intelligence Division. Willmar K. Robe, engineer in charge of the Laurel laboratory of the field division of engineering department, will be assistant chief.

Yankee Web Covers Launching Of Air Service

Boston—WNAC and the Yankee network in New England gave its listeners full and exclusive coverage the first regularly scheduled Transatlantic passenger air travel from Boston to Newfoundland, Ireland and England on the afternoon of October 23-24. The Yankee Network network service under the direction of Edward C. Bickford, editor in chief, gave the complete story to every Boston paper and every wire service.

Davega-Subsidiary Merger

Stockholders of Davega Stores Corp., will vote on a proposal by directors to consolidate with its subsidiary, Davega-City Radio, Inc., a special meeting on November 1. If the plan is approved, each of the 202,000 shares of Davega Stores Co. will be converted into 12-10 shares of common stock of the consolidated corporation. All the shares of Davega-City Radio Inc., will be cancelled and no new stock issued in exchange.

New Associated Program

A new series "Report from Overseas," a service program inaugurated by the Associated Broadcasting Corporation, and produced in conjunction with the War Dept., features outstanding pickups from the Armed Forces network overseas. Plans for the November 6th program include a pickup of Jesuit Priest, who was at Hiroshima the time the Atomic Bomb fell. This will be an eye witness account of the most devastating incident of aerial bombardment that the world has ever known.

Send Birthday Greetings To

November 2
 Tommeyer Birch Benton Ferguson
 W. Haenschen Juno Lyon
 Clyde Scott Mary Stools

November 3
 Donlad Dickson Milton Horth
 Morgan L. Eastman Ed Smallo
 Gus Haenschon M. B. Hudson
 Wilfred S. King Edith Hophan
 Gilbert Mack Holon Wood

November 4
 Joan Britton Holon Dumas
 Hamuel Stewart Hayes Al Wildo
 Jack Landt George Barclay
 Bob Lawronco George Schattler

One cannot get away from figures that are **CERTIFIED**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 33, No. 25

NEW YORK, N. Y., MONDAY, NOVEMBER 5, 1945

TEN CENTS

Important FM Activity

Robert T. Bartley Named Director of NAB's FM Group

Robert T. Bartley, who was NAB legislative director until last week, took over Friday as head of the new NAB FM division. A Texan with long and intimate knowledge of FM problems, as a vice president of the Yankee Network, moved Friday to the former NBC offices at 1730 I Street, (Continued on Page 5)

OPA Price Official Meets Manufacturers

More than 100 radio manufacturers, most of them representing small firms, Friday heard OPA radio price chief Daniel Jacobs explain the reconversion pricing methods for receiving sets as set forth in OPA regulation R 599 which went into effect Oct. 30.

The new ruling calls for a price increase on a set comparable to one produced in 1941 based on a percentage. (Continued on Page 6)

Associated Begins Series On Full Network Basis

The Associated Broadcasting Company announced over the week-end the beginning of a new series of programs, called "Teen Time" over the full network on Thursdays from 8:45 to 9:00 p.m., EST, originating from (Continued on Page 6)

Namesake

Mutual's quest for new radio talent is being conducted through transcripts, letters, etc., being sent to the N. Y. office, the winners scheduled to appear on "Tomorrow's Talent," Nov. 10th. One contestant making a bid is Phil Carlin, Jr., 10-year-old organist from Salem, Oregon—a namesake of, but no relation to, Phillips Carlin, MBS v.p. who originated the idea.

DAVIS AWARDS ANNOUNCED

Phil Irwin, member of the KGW, Portland, Ore., announcing staff since 1934, was named national winner in the 13th annual H. P. Davis National Memorial Announcers' Awards during a broadcast over the NBC network Saturday night. As national winner he receives a gold medal and a cash award of \$300.

Other winners and their classifications were O & O: Franklin Evans, KPO, San Francisco, Cal.; Clear Channel: Paul Shannon, KDKA, Pittsburgh, Pa.; Regional: Ray Olson, WOW, Omaha, Neb.; Local: Jim Westover, WGL, Fort Wayne, Ind.

Honorable mention winners were: O & O: Walter Raney, WRC, Washington, D. C.; Clear Channel: Bill Shapard, WFAA, Dallas, Tex.; Regional: Charles Barrington, KDYL, Salt Lake City, Utah; Local: Leon Kelly, WRAK, Williamsport, Pa.

Each winner in the four station groups receives an engraved signet ring. Each honorable mention winner is awarded a certificate. A certificate also is given to each station from whose entries the national winner and group winners are chosen.

Nations Salute Radio On 25th Anniversary

The 25th anniversary of American radio has been recognized in all parts of the globe, according to congratulatory messages received by NAB President Justin Miller. In addition to felicitations from W. J. Haley, director general of BBC, reported previously, similar greetings were sent by France, Denmark, Australia, South Africa, China and Norway.

Jean Guignbert, director of Radio-Diffusion Francaise, in a "brotherly salute" to Miller, said the French people "have not forgotten that the American Radio, during terrible years of occupation, brought permanent comfort and confidence."

The letter continued: "You have (Continued on Page 2)

BMB Report Discussed With 4A Time Buyers

The first of a series of educational meetings was held at headquarters of the Broadcast Measurement Bureau in New York Friday with members of the Time Buyer's Committee of the AAAA and their associates in attendance, under the direction of Hugh Feltis, president of the organization.

Feltis described a new presentation to be offered by BMB to stations throughout the country, and reported on progress made by the Bureau at the close of its first year of operation. A total of 562 stations have now subscribed to the services made available by FMB, Feltis announced, as the time buyers group unanimously (Continued on Page 7)

★ THE WEEK IN RADIO ★

Industry Proclaims 'Radio Week'

By JIM OWENS

GOVERNOR THOMAS E. DEWEY issued a proclamation last Wednesday formally designating the period of Nov. 4th to 10th as Radio Week, urging New Yorkers "to participate in ceremonies commemorating this anniversary." In his message, Dewey heaped high praise upon the war role played by the industry and the tremendous strides it has taken since its "cats-whiskers" days. He added that the American economic

standard has been "immeasurably" influenced by radio, and emphasized importance in "winning the peace."

First official salute to the 25th Anniversary of Radio took place at the Radio Executives Club, on Thursday with the four major networks pooling their time and talent to provide the proper atmosphere for the "Old Timer's Day" luncheon.

The entire industry launched Anni- (Continued on Page 6)

65 New FM Grants Announced By FCC Friday

Washington Bureau, RADIO DAILY

Washington—The FCC Friday announced 65 new FM grants—bringing to 129 the number of construction permits outside of area 1 it has already been determined will be issued pending final approval of engineering plans. About 550 FM applications are still to be disposed of. These conditional (Continued on Page 5)

Predict Big Demand For New FM Receivers

A new \$600,000,000 market for the radio set business during the next two or three years through production of FM sets was forecast over the week-end by Frank Mansfield, director of sales research for Sylvania Electric Products, Inc., following a special survey of set owners. The survey indicates "a tremendous new market for FM receivers," he said.

The research just completed, Mans- (Continued on Page 6)

Fawcett Publications Set Four City Spot Campaign

Plans for a three months test spot campaign to promote its magazines True, the Man's Magazine and Today's Women was announced yesterday by the Fawcett publications (Continued on Page 7)

Free Soul

Radio served the cause of freedom nicely Thursday night, when Robert Elliott Burns, respected Jersey business man, but "fugitive from a Georgia chain gang," appeared on "Headline Edition," American web co-op program, and told of his just having received full and official pardon from the Georgia Governor after having voluntarily returned to that state.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL (Nov. 2)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes entries for Am. Tel. & Tel., CBS A, Farnsworth T. & R., etc.

New Television School Gets Underway On Nov. 1

The Studio of Dramatic Arts will offer a 16-week course in television acting, beginning Nov. 7, designed to "retrain radio actors for the visual medium." Director of the course is John Reich, professor at New York University, and former dramatic director of CBS television.

Hallicrafters Show Line

Chicago — Hallicrafters Company displayed its full peace-time line of radios last week at a showing for sales representatives. By next June, the company expects to have 14 models of home radios on the market, to be sold under the name of "Echo-phone" in a tentative price range from \$24.95 to \$350.

WM AMERICAN BROADCASTING CO. Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTH-COUNTRY'S RICHEST MARKET SPOT SALES, INC., Nat. Rep.

Salute To Radio 25th Birthday Gains World-Wide Proportions

(Continued from Page 1)

helped us greatly to endure the worst sorrows and we thank you.

"In the future the Radio will serve to bring the peoples together. Be assured of our total collaboration in the service of peace."

From Statsradio, Denmark, came congratulations as well as expressions of gratitude for help during the German occupation and "for American

brighter prospect of your future contribution to the whole world."

Director-general Sundt of Norwegian State Broadcasting, sent "warmest congratulations on occasion 25th anniversary of the beginning of broadcasting in the United States."

H. M. Moolman, director of the South African Broadcasting Corp., concluded his message saying, "Best of luck or, in our other official language, Afrikaans, Veels geluk."

Opened By Miller

Pledging the full co-operation of the broadcasting industry with all government agencies which represent the American people—in "protecting, enriching and disseminating democratic principles everywhere," Justin Miller, president of the NAB, in an appearance on the "Army Hour," NBC, yesterday acknowledged the tribute of the War Department on the occasion of radio's 25th anniversary. Judge Miller's appearance officially opened National Week.

broadcasting companies' readiness to offer broadcasting facilities to representatives of Denmark after liberation."

The message concluded: "As visible token of gratitude and joy the Danish State Radio will in near future for disposal of American Government present the American minister in Copenhagen with porcelain vase with inscription."

Greeting from Australia

The chairman of the Australian Broadcasting Commission, Richard Boyer, also praised the war service of American radio, and expressed hope for continued co-operation towards the furtherance of peace. He closed with a "fervent wish . . . for close 'Australia-American' radio relations."

From Chungking, Fung Chien, director of XGOY wrote in part: "I take this opportunity to express my heartfelt admiration of the brilliant effort you have undertaken, and to congratulate your forthcoming 25th anniversary . . . which will date a

Full Schedule on Coast

San Francisco—Highlight of the observance of Radio Week in San Francisco will be a special "Radio Day Luncheon" at the Palace Hotel sponsored by the San Francisco Advertising Club on Wednesday, Nov. 7th. Representatives from all local radio stations will be guests of honor.

All during the week the network and independent stations in this area will inform their listeners of the 25th anniversary observance. Independent stations KYA, KSFO, KROW and KLX are planning to use special announcements and to give pertinent facts regarding radio and the vital part that the industry is playing in our national life.

Hollywood—In connection with National Radio Week, KMPC will air a special half-hour program Nov. 9, which will give a brief history of radio and of the station.

KFI has asked all its sponsors to include mention of the week in their announcements and has also made a tieup with opening of its third annual young artists music contest, which is being conducted in conjunction with Hollywood Bowl Association.

KGFJ will air a half-hour dramatization Nov. 10 on history of station.

Don Lee's KHJ will carry Mutual's "Radio Week" programs, while KNX will be fed by CBS, KECA by American.

Maritime Program Guest

Vera Barton will be guest vocalist on "It's Maritime" over CBS Nov. 6, 11:30 p.m., EST. Warrant Officer James Smith leads the U. S. Merchant Marine Academy orchestra.



Ever see a Tiglon?

A Tiglon is half tiger and half lion. And the one up there was in the Central Park Zoo in 1938. Its mother was an African lioness. Its father a Siberian tiger.

It's a little of this and a little of that, that so often makes freaks. And we're using that unusual animal to prove a point for W-I-T-H—the successful independent radio station in Baltimore.

W-I-T-H doesn't give you a little of this audience and a little of that audience . . . but it delivers more listeners-per-dollar-spent than any other station in this five-station town.

Facts to prove it are available

Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REID

• CASE HISTORY •

PATIENT

Radio Station "Rep" Business

COMPLAINT

"Doldrums of Passivity"

SYMPTOMS

- ... Lack of personal contact.
- ... Indifferent presentations.
- ... Incomplete information.
- ... Take it or leave it selling attitude.

DIAGNOSIS

Radio representatives are not keeping pace with the technological and engineering advances made by the industry during the war.

The SRO sign on Radio Spot Advertising has brought to the representative business a feeling of apathy.

Now competition is returning. Competition between stations—competition from other media.

Patient will take a turn for the worse unless given injections of service geared for New-Day Action.

TREATMENT

"Aggressive Activity"

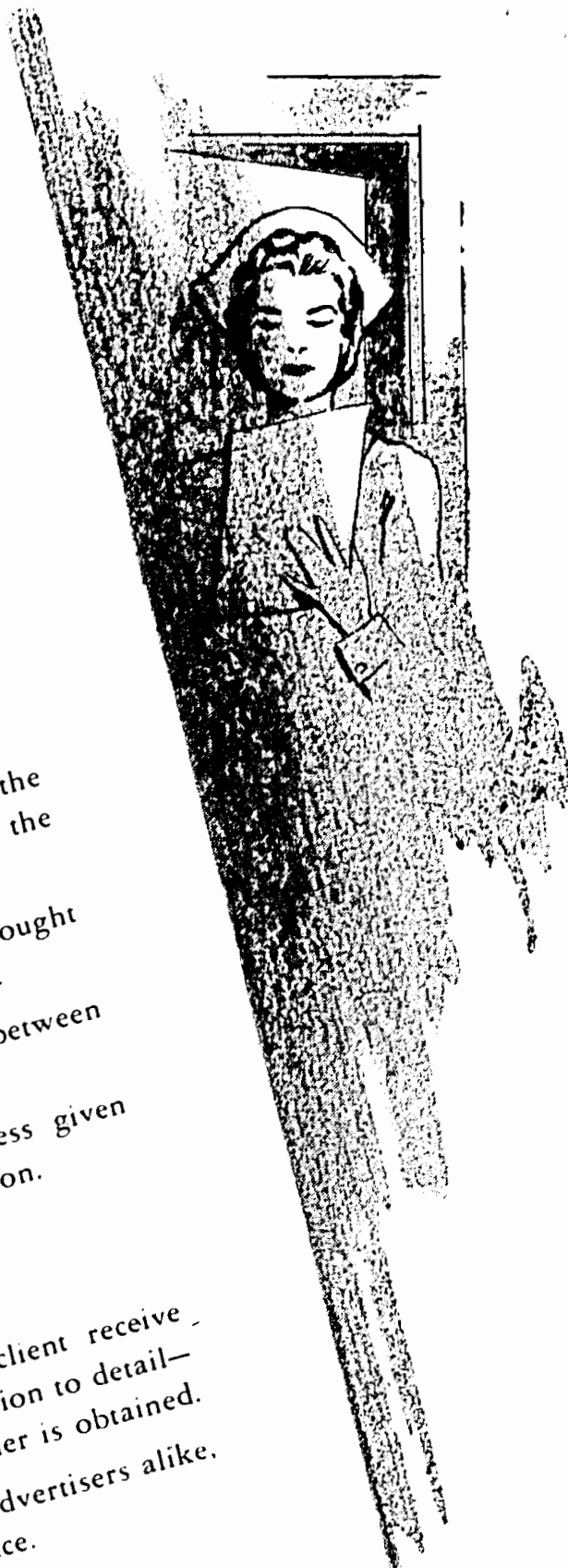
- ... see that advertising agency and client receive complete and specific data—careful attention to detail—and personal *follow-through* after the order is obtained.
- ... give radio stations, agencies and advertisers alike, service geared to the new world at peace.

LEW AVERY says . . . "It is our aim and objective — to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity."

LEWIS H. *Avery* INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

333 No. Michigan Ave.
Chicago 1, Ill.
ANdover 4710



AGENCIES

MANHATTAN SHIRT COMPANY has appointed Kenyon & Eckhardt, Inc., as its advertising agency for their complete line of shirts, ties, pajamas, sportswear, handkerchiefs, Mansco underwear and Mansco swimwear.

JOHN GOODWILLIE has joined the copy staff of Benton & Bowles, Inc., effective immediately. Goodwillie entered the advertising department of R. H. Macy & Company in 1935, and was named the store's assistant advertising director in 1940. Early in 1942 he was commissioned a second lieutenant in the Air Corps. He served with the Eighth Air Force in England and Ireland for over two years, and is now on terminal leave with rank of major.

G. E. FIRPO, formerly production manager, has been appointed manager of the Export Advertising Agency, Inc. William Hirshfeld, recently discharged from the U. S. Navy, where he held the rank of lieutenant, has joined the staff of production manager.

ART THALER has joined the staff of Schwimmer & Scott Advertising Agency, Chicago, as creative head of art and production. During the past 18 years, Thaler has handled creative planning and art direction for a number of large agencies and magazine publishers. He comes to Chicago from Hollywood, where he was advertising art director for Paramount Pictures.

Heads CBC Organization

Montreal—J. J. McCann will remain as minister responsible for CBC after dissolution of the Department of National War Services, it was reported last week. McCann now holds the dual portfolio of National Revenue and National War Services, under which CBC has operated since 1942. When the war agency is dissolved, CBC will not be brought under a new department, but will continue as a separate entity with McCann providing the link with Government and the Parliament, it was stated.



"I jest got discharged from the Army. Pappy—WFDL Plint says ye gotta gimme my old job back."



A Reporter's Report Card . . . !

● ● ● **TOM LEWIS:** Aren't you making that decision this week—and won't it be with Y & R again? . . . **NORMAN CORWIN:** Your new package firm will get off on the wrong foot if it attempts to eliminate the agency. Brother, that's like eliminating the positive. . . **MIKE TODD:** Your reason for turning down that radio show is silly. If it were a television setup, you might be right. . . **FRANK SINATRA:** Gonna run for Congress? . . . **OSCAR HAMMERSTEIN:** Are you going to radio-package "Show Boat" immediately after the show opens? . . . **DINAH SHORE:** If you go through with your plans to have your show emanate from here, get yourself a punching press agent who will smash those silly yarns out for the full count. . . **JACK BENNY:** Phil Harris will audition a Vick Knight show next month in Hollywood with Geo. Washington Hill's blessing. . . **NICKY BLAIR:** Understand that when you open your fabulous Carnival on the 15th, Toots Shor, Eddie Cantor and Jack Kriendler (your backers) want billing over your star, Martha Raye. . . **DOROTHY KILGALLEN:** Your husband, Dick Kollmar, has a smash hit on his hands with "Are you With It." See you opening nite for that congratulatory kiss. . . **PAUL WHITEMAN:** We see that several big musical directors are now using and experimenting with glass shields which you inaugurated some-time ago.



● ● ● **HARRY BLOOMFIELD:** Lee Sullivan, Bing Crosby's protege and one of the top tenors around, is custom-built for that play with music you're doing next. Grab him—and thank us. . . **MIGUALITO VALDES:** You will earn 60 G's in the next two months with personal appearances and guest shots. Not bad for a lad who was a band singer a few years back. . . **LILY PONS:** Heard Rosemarie Brancato in "La Traviata" and don't you agree that she's one of the finest sopranos in the field today? . . . **JAY FAGGEN:** You will receive your fifth citation from the Treas. Dep't. this week for your bond-raising pitches. We're proud of you, sonny. . . **HARRY SALTER:** What were you and the MCA boys huddling about at the Plaza's Oak Room? Mmn? . . . **DON DUNPHY:** Thank you for youknowwhat. . . **LANNY ROSS:** Nice party at the '21'—and it's good to see you back, fella. . . **TONY PROVOST:** That merchant marine band you booked on NBC is solid, brother. . . **HARRY WISMER:** Steve Ellis got up from a sick bed to do the Columbia game. Needed special injections before he could go into action.



● ● ● **CLARENCE MENSER:** Understand that the other webs are following suit in the budget-trimming dep't. . . **ARTHUR TRACY:** Now that your marital headaches are behind you, you're going through with that novel radio show idea. But with the cool million you've made in real estate, why work? . . . **RUDY VALLEE:** So you've added Xavier Cugat to the list? . . . **FRED NORMAN:** American net is auditioning your Charades idea tonite with the Alan Young preview audience. . . **JIMMY CANNON:** Love that new column. . . **ED DUERR:** Just a friendly tip Mari Yanofsky, who does those terrific Kate Smith scripts, would be a natural for the "Aldrich Family" writing spot you're trying to fill. . . **RAY NELSON:** BBC will resume television operations next summer. . . **HAM FISHER:** Du Mont is planning to televise the comics. . . **DICK LEIBERT:** American net readying a half-hour show with you and Vera Massey. . . **JACK RUBIN:** Herb Little and Dave Victor, who quit the "Junior Miss" writing job to go with Joan Davis on the coast, are sitting out their contracts there until Dec. Meanwhile they're scripting "Nero Wolfe" and "Hollywood Mystery Time." . . **MICKEY ROONEY:** When you get into civvies, your manager and partner, Sam Steifel, has a syndicated column job set for you plus a radio show.

CHICAGO

By BILL IRVIN

RAYTHEON Manufacturing Company has received from the FCC permit for two new experimental television stations in Chicago. Frequencies will be assigned by the chief engineer of the Commission. Raytheon plans to develop equipment to transmit and receive high quality video with sound.

A new commentary show, "Name in the News," is heard Monday through Friday, 5:55 to 6:00 p.m. CST over WBBM under sponsorship of Durkee Famous Foods (Durkee's Margarine). Contract is for 52 weeks and was placed through Wendel Muench & Co., Chicago.

The Acrobat Show Company's television show, "An Amazing Adventure of Tumblin' Tim" will be presented over the Balaban & Katz station WBKB, on November 28, according to an announcement by the television department of Ruthrauff & Ryan Inc. A talent search is under way for a small boy to take starring role in the Tumblin' Tim production, and a little girl to enact the role of Flying Flo.

Scriptural Readings Sked On Maxwell's Hymn Show

Robert Maxwell, whose "Hymn You Love" is heard on WOR-Mutua Mondays through Friday from 12:30-12:45 p.m., will inaugurate on Thanksgiving Day the inclusion of a short reading from the Scriptures on each program. This feature, which will continue up to and including Christmas Day, is being broadcast in cooperation with the American Bible Society. Bible texts to be read—non-denominational in character—have been suggested by servicemen.

RADIO BROADCASTING DISCS
Miracoustic Day Circle 7-2965
 Night REgent 4-2190

RECORDING STUDIO, CARL FISCHER, INC.
 119 West 57th Street, New York 19, N. Y.

Exclusive!

**Chicago's Only
 NEWS-ON-THE-
 HOUR SERVICE**

W-I-N-D

560 Kc. 5000 WATTS

Bartley Now Director of NAB's FM Division

(Continued from Page 1)

his permanent headquarters will be. Bartley was secretary of FMBI before joining NAB two years ago.

W. L. Loucks, who has been executive secretary of FMBI since early 1944, has not yet revealed his plans for the future. First on the agenda, said Friday, is a trip to his home in York, Pa.

"When I agreed to take over the Washington FMBI headquarters," Loucks said Friday, "In January of 1945 it was to have a part in the association's plan for the promotion and re-establishment of FM broadcasting for the post-war era. That work finished, the job is done.

In fact the co-ordination of FM broadcasting activities within the NAB FM department resulted directly from successful promotion of the program. It was the overwhelming acceptance of FM broadcasting and the end of the war which brought FMBI to a point where nothing short of the services possible through an organization of NAB's size and strength would suffice for FM broadcasters approaching actual operations."

Objectives Listed

The FM executive committee of NAB set forth the objectives of the new FM department as follows:

1-To seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities without the artificial barriers, restraints and regulation now imposed upon it.

2-The issuance of three-year licenses to FM licensees.

3-The revision of the numbering of FM channels to begin with the highest frequency instead of the lowest in order that the numbering will be consecutive when the band is extended downward.

4-The use of joint program logs during the period of duplicate operation.

5-The use of joint call letters during the duplicate operations.

6-The revision of the six-hour minimum rule to eliminate requirement of three hours before 6:00 p.m. and three hours after 6:00 p.m.

7-The use of numerical instead of frequency designations on FM receiving sets.

8-The compilation of information with respect to FM receiver sales. It was revealed also that the committee conferred with Paul A. Porter, FCC chairman, to acquaint him with the department's plans and discuss certain of the above objectives which require immediate attention.

Gets State Charter

Utah—Monroe Broadcasting Company, Inc., Rochester, has been chartered by the Secretary of State with a capital of \$50,000 in \$1 shares to engage in the general business of radio broadcasting.

65 Conditional FM Licenses Of FCC

Sixty-five grants of conditional FM licenses, including 53 to AM licensees, and 20 of whom are publishers, were announced yesterday by FCC and are listed below geographically. AM stations operated by the FM licensees are shown in parentheses.

ALABAMA

Mobile—W. O. Pepa Trading As Pape Broadcasting Co., (WALA) Metropolitan
Mobile—Mobile Daily Newspapers, Inc. Metropolitan
Montgomery—G. W. Covington, Jr., (WCOV) Metropolitan
Montgomery—Montgomery Broadcasting Co., Inc., (WSFA) Metropolitan (Possibly Rural)

FLORIDA

Miami—Isle of Dreams Broadcasting Corp., (WIOD) Metropolitan
Orlando—Orlando Daily Newspapers, Inc. Metropolitan (Possibly Rural)

GEORGIA

Atlanta—The Constitution Publishing Co. Metropolitan

ILLINOIS

Bloomington—Arthur Malcolm McGregor and Hugh L. Gately, a partnership D/B As Radio Station WJBC, (WJBC) Metropolitan
Champaign—The Champaign News-Gazette, Inc., (WDWS) Community
Freeport—Freeport Journal-Standard Pub. Co. Metropolitan
Herrin—Orville W. Lyerla, (WJPF) Metropolitan (Possibly Rural)

Rock Island—Rock Island Broadcasting Co., (WHBF) Metropolitan

INDIANA

Connersville—News-Examiner Co. Metropolitan
Elkhart—Truth Publishing Co., Inc., (WTRC) Metropolitan
Kokomo—Kokomo Broadcasting Corp., (WKMO) Metropolitan
Lafayette—WFAM, Inc. Metropolitan

IOWA

Cedar Rapids—The Gazette Co. Metropolitan
Dubuque—Telegraph-Herald, (KDTH) Metropolitan (Possibly Rural)

Waterloo—Josh Higgins Broadcasting Co., (KXEL) Metropolitan (Possibly Rural)

Pocahontas—Radio Service Corp., (KSEI) Metropolitan

KANSAS

Topeka—Topeka Broadcasting Association, Inc., (WIBW) Metropolitan

KENTUCKY

Louisville—WAVE, Inc., (WAVE) Metropolitan
Louisville—Courier-Journal and Louisville Times Co., (WHAS) Metropolitan
Louisville—Northside Broadcasting Corp., (WGRC) Metropolitan
Owensboro—Owensboro Broadcasting Co., Inc., (WOMI) Metropolitan
Paducah—Paducah Broadcasting, Inc., (WPAD) Metropolitan

MISSOURI

Kansas City—The Kansas City Star Co., (WDAF) Metropolitan
St. Louis—The Pulitzer Publishing Co., (KSD) Metropolitan
St. Louis—Star-Times Publishing Co., (KXOK) Metropolitan

MINNESOTA

Minneapolis—Minn. Broadcasting Corp., (WTCN) Metropolitan

NEBRASKA

Lincoln—Cornbelt Broadcasting Corp., (KFOR) Metropolitan
Omaha—World Publishing Co., (KOWH) Metropolitan (Possibly Rural)

NORTH CAROLINA

High Point—James E. Lambeth, et al D/B as Radio Station WMFR, (WMFR) Metropolitan

Raleigh—WPTF Radio Co., (WPTF) Metropolitan (Possibly Rural)

Wilmington—Richard Austin Dunlea, (WMFD) Metropolitan

OKLAHOMA

Muskogee—Muskogee Broadcasting Co., (KOMA) Metropolitan
Oklahoma City—Plaza Court Broadcasting Co., (KOCY) Metropolitan (Possibly Rural)

Oklahoma City—WKY Radiophone Co., (WKY) Metropolitan (Possibly Rural)

Oklahoma City—O. L. Taylor, (KTOK) Metropolitan

OREGON

Portland—Oregonian Publishing Co., (KGW) Metropolitan
Portland—Stanley M. Goard, et al D/B As Broadcasters Oregon Ltd. Metropolitan

SOUTH CAROLINA

Anderson—Wilton E. Hall, (WAIM) Metropolitan (Possibly Rural)

Charleston—Atlantic Coast Broadcasting Co., (WTMA) Metropolitan

Spartanburg—Spartanburg Advertising Co., (WSPA) Metropolitan (Possibly Rural)

TENNESSEE

Chattanooga—WDOD Broadcasting Corp., (WDOD) Metropolitan
Clarksville—Leaf Chronicle Co. Metropolitan

Jackson—The Sun Publishing Co., Inc., (WTJS) Metropolitan

Knoxville—S. E. Adcock, (WROL) Metropolitan

Knoxville—Knoxville Publishing Co. Metropolitan

Memphis—Herbert Herff Metropolitan

Nashville—Jack M. Draughon and Louis R. Draughon D/B As WSIX Broadcasting Station, (WSIX) Metropolitan

TEXAS

Harlingen—Harbenito Broadcasting Co., Inc., (KGBS) Metropolitan

UTAH

Salt Lake City—Intermountain Broadcasting Corp., (KDYL) Metropolitan

WASHINGTON

Seattle—Queen City Broadcasting, Inc., (KIRO) Metropolitan (Possibly Rural)

Seattle—Evergreen Broadcasting Corp., (KTYW) Metropolitan

Seattle—Radio Sales Corp., (KRSC) Metropolitan

Seattle—Fischer's Blend Station, Inc., (KOMO) Metropolitan (Possibly Rural)

WEST VIRGINIA

Beckley—Joe L. Smith, Jr., (WJLS) Metropolitan (Possibly Rural)

Beckley—Beckley Newspapers Corp. Metropolitan

Bluefield—Daily Telegraph Printing Co., (FHIS) Metropolitan (Possibly Rural)

WISCONSIN

La Crosse—WKBH, Inc., (WKBH) Metropolitan

Madison—Badger Broadcasting Co., (WIBA) Metropolitan

Milwaukee Glenn D. Roberts et al D/B As Milwaukee Broadcasting Co., (WEMP) Metropolitan

Racine—Rakune Broadcasting Corp., (WRJN) Metropolitan

Sheboygan—Press Publishing Co., (WHBL) Metropolitan

Commission Approves More FM Applications

(Continued from Page 1)

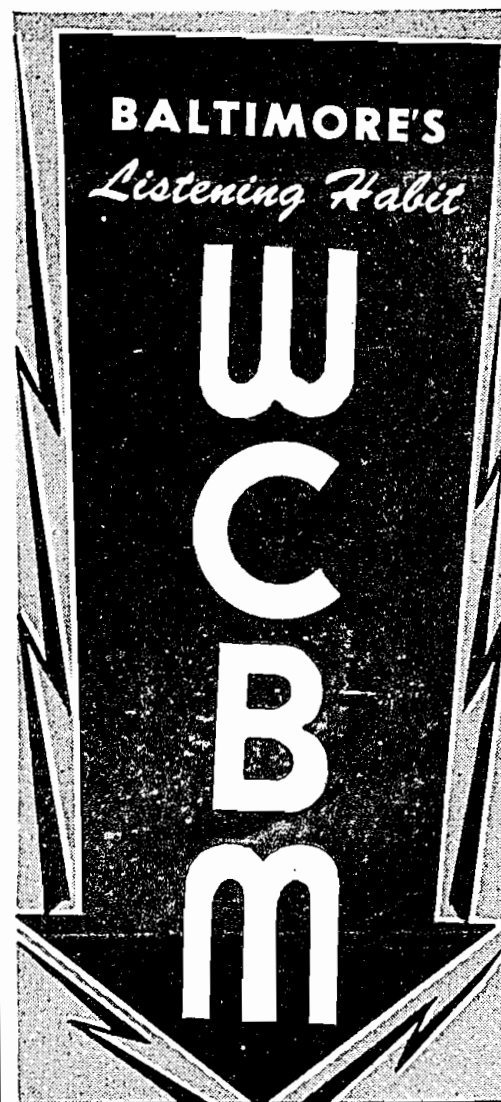
grants are announced in order to enable the applicants to proceed at once with their equipment plans. Twenty of these applicants are publishers, and 53 are AM licensees.

A list of the new grants is shown in the adjoining columns.

Frank Kizis To Head New Dept. At Mutual

Frank Kizis, for the past several months associated with the sales department of the Mutual Broadcasting System, has been appointed eastern service manager for the network, it was announced yesterday by Z. C. Barnes, vice-president.

Kizis, who spent 12 years in an administrative capacity with the Columbia Broadcasting System, will head a newly created eastern service department which will co-ordinate its functions with the selling operations of the eastern sales department. The new department will operate as part of the MBS national sales service organization under the overall supervision of T. E. Danley.



MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.

Exclusive National Representatives

OPA Price Official Meets Manufacturers

(Continued from Page 1)

tage mark-up over the cost added to the ceiling price of the comparable item. New manufacturers and old manufacturers of models not comparable to any produced in the base period are to apply to the agency for price approval.

Martin Katz, of the national office, and J. W. Hansen, Louis Miller, and Lawrence Mezz of the regional office represented OPA. Among the manufacturers present were H. B. Donley, manager of the Westinghouse radio receiver division; Oscar Dane, president, Templeton Radio Mfg. Corp., and A. A. Juviler, president, Hamilton Radio Corp.

Associated Begins Series On Full Network Basis

(Continued from Page 1)

the studios of WTMV, St. Louis. Program format consists of round table discussions conducted by teen-aged youngsters, covering various teenage subjects. Program has been aired weekly for the past three years, prior to the new series, and in 1944 won first prize in the Home and Family Group at the Ohio University Institute for Radio. Programs are prepared under the supervision of Miss Frances Dix of the Community High School, Dupon, Ill.

Associated also announced that complete participation program formats and price structure of the network programming and commercial innovation has been completely reorganized. The participation program is now heard from 4:30 to 5:00 p.m., EST, Monday through Friday, with Raye Wade and his Rhythm Riders. Price structure has been revised to produce a more advantageous package.

In collaboration with the Treasury Department, Associated has made arrangements for Mark Austad, network Washington news analyst, to have as guests outstanding members of the United States Senate. Each night, from 9:00 to 9:15 p.m., EST, Austad will interview a different Senator, who will speak on behalf of the Victory Loan drive.

MBS Show Switches Time

"The Human Adventure," educational-dramatic-show on Mutual Wednesdays has been switched to the 9-9:30 p.m. slot on Sundays, it was announced last week. Sponsored by Revere Copper and Brass, "Adventure" emanates from WGN, Chicago, and is produced in co-operation with the University of Chicago.

WANTED A WOMAN

(preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ THE WEEK IN RADIO ★

Industry Proclaims 'Radio Week'

(Continued from Page 1)

versary Week yesterday with special programs on nation-wide networks and independent stations devoted to the past, present and future of radio, highlighting special events of the "first twenty-five years."

The Victory Loan drive got under way on Monday with American radio rallying to the cause with the most comprehensive selling campaign yet devised. War Finance Committee officials are beaming their appeals to the individual this time in contrast with the mass audience technique used in other bond drives. The four major networks have set aside one day as "Bond Day" on which programs will feature bond announcements and sales talks.

Network FM stations in New York closed down Monday as a result of the new controversy between James C. Petrillo's AFM and broadcasters which involves double payment to union members if live music programs are duplicated. Rather than conform to what industry officials consider an "impossible economic burden," broadcasters obtained FCC permission to shut down transmitters. Official reason for discontinuance of broadcasts was the "installation of equipment for the changeover to the new FM band," which FCC designated to N. Y. stations last month.

FCC Chairman Paul Porter, testify-

ing before sub-committees of the Senate Military Affairs and Commerce Committees, urged for legislation authorizing extended federal research in the communications field. Because of the lack of funds and manpower now experienced by the Commission, Porter declared that his organization was able to carry on necessary investigations and research in the field only to a "limited degree."

Under a newly-proposed change in the by-laws of the Associated Press, radio stations may become eligible for membership, it was reported. AP members will meet in New York on Nov. 28th, to discuss the changes in conformity with a Supreme Court decision regarding admission of new members.

Adoption of the CBS plan for allocation of FM frequencies in the congested northeast area providing for more equal coverage by all New York stations, was announced early in the week by FCC. The CBS plan, which was proposed at a hearing on Oct. 15, is an alternative to the FCC's proposed allocations.

New York's first peacetime municipal election in six years will receive all-night coverage from network and independent stations on Election Day, as all outlets announced plans to make broadcasts from various origination points.

Predict Big Demand For New FM Receivers

(Continued from Page 1)

field said, reveals that "10,700,000 sets can be sold out of a total market for 17,400,000 sets." There is a widespread acceptance of FM by the public, he added. FM set owners at present, he reported, represent fewer than two per cent of all radio owners and three-quarters of "FM sets in homes today were purchased in 1941 and 1942." The survey also discloses that nine out of 10 FM sets now in use are AM-FM combinations and that 85 per cent of their owners have other radios.

Mansfield declared that "not only do people definitely want FM receivers, but they are willing to pay more for them." The survey revealed that 56 per cent of prospects were willing to pay \$100 to \$150 more for an FM set with true fidelity; 27 per cent would pay \$30 to \$50 extra, and only 13 per cent said that they didn't know how much more they would care to spend.

Among the reasons cited by a majority of FM set owners as why they preferred FM to AM was that it reduced static and noise, gave greater realism, had less interference between stations, and that FM programs were better. Fourteen per cent said they liked it better because AM reception was poor in their localities.

Eddie Cantor To Speak

Eddie Cantor will be guest speaker at a dinner of the National Press Club, in Washington, in honor of President Truman, Nov. 13. Cantor and his cast are now in New York.

THERE'S A FUTURE FOR RADIO TALENT...IN TELEVISION!

Professional radio talent are invited to attend the opening of a sixteen-week television course given under the direction of DR. JOHN REICH.

The date—NOVEMBER 7th

The time—4:00 P.M.-7:00 P.M.

The place—STUDIO OF DRAMATIC ARTS

151 WEST 54th STREET
NEW YORK, NEW YORK
CI. 5-9276

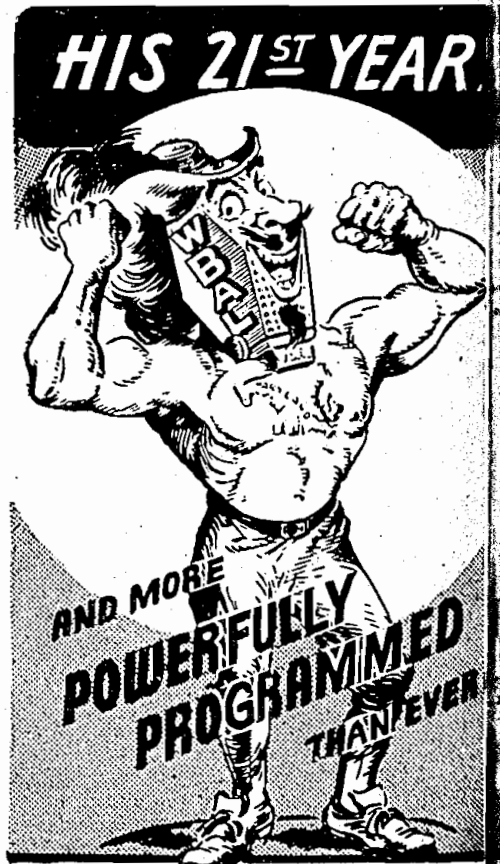
Write this in your date book.

You are invited to the opening class of Television Acting on November 7th without charge or obligation on your part.

All we want is your attendance so that you can see for yourself what we have to offer.

Bring along your talented friends.

Acting in television is your future.



50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

AB Report Discussed With 4A Time Buyers

(Continued from Page 1)

Discussed future plans. Exhibits were shown of proposed report forms on which will be tabulated the market values of the proposed first national measurement, to be used by advertisers, agencies and subscribing stations. The first measurement is expected to get under way during the latter part of 1947.

McCann Publications Set For City Spot Campaign

(Continued from Page 1)

Through their agency, McCann-Erickson Radio and the newspapers share a \$200,000 budget for tests in four cities.

Areas of New York, Chicago and Harrisburg, Pa., are covered in the magazine campaign. More than 100 dramatized announcements a week are scheduled for WOR, WJZ, WHN, WJW, WNEW in New York; WIND, WJVD, WENR, WCFL, WBBM and WAF in Chicago and WHF, WKBO in Harrisburg. These spots are being aired before and after news and sports programs.

Over 50 dramatized announcements will be heard each week on five Wilmington radio stations—WOL, WJAL, WWDC, WRC and WINX. The spots have been scheduled to precede and follow programs appealing exclusively to women.

KFAB Leaves CBS Web

KFAB, Omaha, Nebraska, severed its connection as an affiliate of the Columbia Broadcasting System, effective Nov. 1st, it was announced last week. At the same time it was revealed that KFAB, CBS station in Lincoln, Nebr., is increasing its power from 10,000 to 50,000 watts, and will move its transmitter to Omaha. FCC granted permission to KFAB last month, among its first post-war construction permits.

Send Birthday Greetings To

November 5

Henry M. Neely Tom Fitzsimmons
Melvyn Ames Forrest Lewis
Tommy Freebairn-Smith

World's Foremost Tobacco Center
SEVENTY MILLION TOBACCO DOLLARS
earned loose in Kinston, N. C., last year. **MORE** this year!
Represented by
BURN-SMITH

COAST-TO-COAST

— MICHIGAN —

DETROIT—Younger generation programs are proving a bonanza for WWJ. Two more Teen-age shows have been added to the original three fast-moving programs set up to answer high school complaints that "radio has nothing especially for us." The thought behind this series is to acquaint the city of Detroit with the type and quality of musical education offered in the schools, stressing a maximum of music with a minimum of continuity.

— CANADA —

TORONTO—CBC announces the promotions of Charles Jennings, as general supervisor of programs, and Jean Beaudet, director of the French network. . . . Hal Kelly has been chosen to do the Canadian Commercials on "The Shadow," sponsored by D. L. & W. Coal Company. The series is heard on Fridays over CKEY.

— DELAWARE —

WILMINGTON—By direction of the FCC, radio station WILM, operating in Wilmington as the Delaware Broadcasting Co., Inc., now functions under different ownership and entirely new management. Directing activities at WILM, is George L. Sutherland newly appointed general manager.

— GEORGIA —

MACON—Radio station WMAZ wants to find such a peaceful community where several bells sounding at once, send out their powerful call to worship. The station will take equipment to that town and make a transcription, which will be used as a background to its clear-letter announcements of Sunday hours.

— MISSOURI —

ST. LOUIS—KSD has resumed its special broadcasts direct from the office of the U. S. Weather Bureau, with Harry F. Whalgren presenting the latest weather forecasts for St. Louis, Missouri and Illinois. The broadcasts, a regular feature before the war, were temporarily suspended during hostilities because of government regulations.

— UTAH —

SALT LAKE CITY—Lt. General Holland M. Smith of the Marine Corps, participated in KDYL's programs in commemoration of Navy Day. General Smith was interviewed on the air by KDYL's program director, Emerson Smith, who recently returned to duty with the station after service with the Marines. . . . KDYL began two new musical programs this week with the Mrs. J. G. McDonald Chocolate Co. of Salt Lake presenting "Curtain Calls" each Tuesday and Furbilt Stores, Inc. sponsoring "Immortal Tunes" each Monday and Thursday, p.m.

— OREGON —

PORTLAND—KEX helped celebrate Navy Day, with a broadcast demonstration of a "General Quarters Battle Alert," which was described and enacted by personnel aboard the cruiser U.S.S. Amsterdam. . . . Kay West, KEX woman's director, interviewed the galley crews from the U.S.S. Amsterdam and the submarine, U.S.S. Hawkbill, on her program "At Home with Kay West."

— NEW JERSEY —

NEWARK—Roland Trenchard, WAAT's public relations director announces the appointment of Ira Y. Hecht Jr., as publicity director. . . . **PATERSON**—Ann McCrane, secretary to WPAT's publicity director, Dave Golden, has been appointed radio columnist for the "Passaic Valley Examiner" . . . Richard Gerken, recently discharged from the Navy, is a new addition to the WPAT sales force.

— VIRGINIA —

PETERSBURG—Morris Sheeler, formerly with WWRL, Long Island, and Henry Addison, new to radio, have joined the announcing staff of WSSV. Also new to WSSV, is Mary Ruth Carroll as continuity editor. . . . **RICHMOND**—Hardy Snyder, recently discharged from the Army, has returned to his former position as control operator at WRAV. . . . **NORFOLK**—Mrs. Shirley Enright, office manager for WTAR, has been made president of the Norfolk Advertising Club.

It will soon be on the way and it's **CERTIFIED**

A competent secretary with diversified experience desires employment. Los Angeles—call today GLADSTONE 1019. New York—write P. O. Box 235, c/o Radio Daily, 6425 Hollywood Blvd., Hollywood 28, Calif.



\$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
1000 WATTS
Washington, North Carolina

FOR JOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

WRITER, ANNOUNCER. 10 years' experience, sales promotion, formerly with independent station and network affiliate. Desires position ANYWHERE. College education. Write: Serviceman's Want Ad, Box No. 60 Radio Daily, 1501 Broadway, New York City.

READY AGAIN. Been through mill as singer, writer, producer, director. Ten years' radio experience, college grad, idea man. Looking for right opening as DIRECTOR. Write Serviceman's Want Ad, Box No. 65, Radio Daily, 1501 Broadway, New York City.

PUBLICITY, PROMOTION MAN. Former publicity director independent N. Y. station. Major network experience. Excellent lay and trade press contacts. Interested in Indie or Agency Spot. Write: Serviceman's Want Ad, Box No. 66, Radio Daily, 1501 Broadway, New York City.

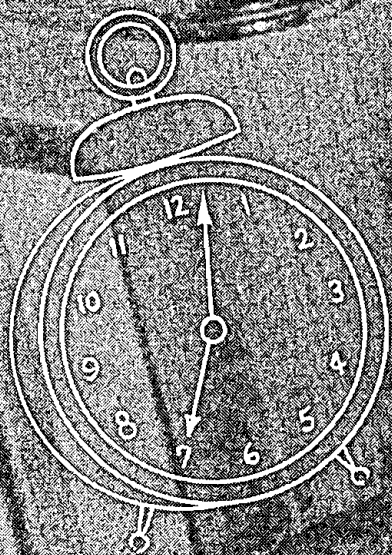
TALENT SALESMAN. Experienced handling talent before induction and during Army career. All angles of show business including PRODUCTION, MUSIC, STAGING. Desires position with Talent or Advertising Agency, Radio or Television Station. Write: Serviceman's Want Ad, Box No. 67, Radio Daily, 1501 Broadway, New York City.

ANNOUNCER, special events, MC, Disc-Jockey, business and advertising background, also college graduate desires position ANYWHERE. Would prefer small station. Write: Serviceman's Want Ad, Box No. 68, Radio Daily, 1501 Broadway, New York City.

Veteran, 30, married. Three years' experience. Presently employed New York City. Available November 15th to regional station seeking program director, news, or announcing chief. Write: Serviceman's Want Ad, Box No. 69, Radio Daily, 1501 Broadway, New York City.

Installation and maintenance; radio teletype troubleshooter; DuMont and RCA oscilloscopes; technical editorial experience; university graduate; trained by Radio Television Institute and Army Service School. Write: Serviceman's Want Ad, Box No. 70, Radio Daily, 1501 Broadway, New York City.

WHN
1050
THIS PICTURE IS A **FAKE**



YOU CAN'T CATCH ART BROWN

napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN airplanes with a morning "wake-up" show that makes sales charts "wake-up" and head upward.

ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan airplanes, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.

WHN

METRO-GOLDWYN-MAYER
LOEW'S AFFILIATE

50,000 WATTS •

REPRESENTED
BY RAMBEAU

• NATION'S NO. 1 MARKET

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

PL. 33, NO. 25

NEW YORK, N. Y., MONDAY, NOVEMBER 5, 1945

TEN CENTS

Important FM Activity

Robert T. Bartley Named Director of NAB's FM Group

Robert T. Bartley, who was NAB legislative director until last week, took over Friday as head of the new NAB FM division. A Texan with long and intimate knowledge of FM problems, as a vice president of the Yankee Network, moved Friday to the former NAB offices at 1730 I Street, (Continued on Page 5)

OPA Price Official Meets Manufacturers

More than 100 radio manufacturers, most of them representing small firms, today heard OPA radio price chief Daniel Jacobs explain the reconversion pricing methods for receiving sets as set forth in OPA regulation R 599 which went into effect Oct. 30. The new ruling calls for a price increase on a set comparable to one introduced in 1941 based on a percentage. (Continued on Page 6)

Associated Begins Series On Full Network Basis

The Associated Broadcasting Company announced over the week-end beginning of a new series of programs, called "Teen Time" over the network on Thursdays from 8:45-9:00 p.m., EST, originating from (Continued on Page 6)

Namesake

Mutual's quest for new radio talent is being conducted through transcripts, letters, etc., being sent to the N. Y. office; the winners scheduled to appear on "Tomorrow's Talent," Nov. 10th. One contestant making a bid is Phil Carlin, Jr., 10-year-old organist from Salem, Oregon—a namesake of, but no relation to, Phillips Carlin, MBS v.p. who originated the idea.

DAVIS AWARDS ANNOUNCED

Phil Irwin, member of the KGW, Portland, Ore., announcing staff since 1934, was named national winner in the 13th annual H. P. Davis National Memorial Announcers' Awards during a broadcast over the NBC network Saturday night. As national winner he receives a gold medal and a cash award of \$300.

Other winners and their classifications were O & O: Franklin Evans, KPO, San Francisco, Cal.; Clear Channel: Paul Shannon, KDKA, Pittsburgh, Pa.; Regional: Ray Olson, WOW, Omaha, Neb.; Local: Jim Westover, WGL, Fort Wayne, Ind.

Honorable mention winners were: O & O: Walter Raney, WRC, Washington, D. C.; Clear Channel: Bill Shapard, WFAA, Dallas, Tex.; Regional: Charles Barrington, KDYL, Salt Lake City, Utah; Local: Leon Kelly, WRAK, Williamsport, Pa.

Each winner in the four station groups receives an engraved signet ring. Each honorable mention winner is awarded a certificate. A certificate also is given to each station from whose entries the national winner and group winners are chosen.

Nations Salute Radio On 25th Anniversary

The 25th anniversary of American radio has been recognized in all parts of the globe, according to congratulatory messages received by NAB President Justin Miller. In addition to felicitations from W. J. Haley, director general of BBC, reported previously, similar greetings were sent by France, Denmark, Australia, South Africa, China and Norway.

Jean Guignbert, director of Radio-Diffusion Francaise, in a "brotherly salute" to Miller, said the French people "have not forgotten that the American Radio, during terrible years of occupation, brought permanent comfort and confidence."

The letter continued: "You have (Continued on Page 2)

BMB Report Discussed With 4A Time Buyers

The first of a series of educational meetings was held at headquarters of the Broadcast Measurement Bureau in New York Friday with members of the Time Buyer's Committee of the AAAA and their associates in attendance, under the direction of Hugh Feltis, president of the organization.

Feltis described a new presentation to be offered by BMB to stations throughout the country, and reported on progress made by the Bureau at the close of its first year of operation. A total of 562 stations have now subscribed to the services made available by FMB, Feltis announced, as the time buyers group unanimously (Continued on Page 7)

★ THE WEEK IN RADIO ★

Industry Proclaims 'Radio Week'

By JIM OWENS

GOVERNOR THOMAS E. DEWEY issued a proclamation last Wednesday formally designating the period of Nov. 4th to 10th as Radio Week, urging New Yorkers "to participate in ceremonies commemorating this anniversary." In his message, Dewey heaped high praise upon the war role played by the industry and the tremendous strides it has taken since its "cats-whiskers" days. He added that the American economic

standard has been "immeasurably" influenced by radio, and emphasized importance in "winning the peace."

First official salute to the 25th Anniversary of Radio took place at the Radio Executives Club, on Thursday with the four major networks pooling their time and talent to provide the proper atmosphere for the "Old Timer's Day" luncheon.

The entire industry launched Anni- (Continued on Page 6)

65 New FM Grants Announced By FCC Friday

Washington Bureau, RADIO DAILY

Washington—The FCC Friday announced 65 new FM grants—bringing to 129 the number of construction permits outside of area 1 it has already been determined will be issued pending final approval of engineering plans. About 550 FM applications are still to be disposed of. These conditional (Continued on Page 5)

Predict Big Demand For New FM Receivers

A new \$600,000,000 market for the radio set business during the next two or three years through production of FM sets was forecast over the week-end by Frank Mansfield, director of sales research for Sylvania Electric Products, Inc., following a special survey of set owners. The survey indicates "a tremendous new market for FM receivers," he said.

The research just completed, Mans- (Continued on Page 6)

Fawcett Publications Set Four City Spot Campaign

Plans for a three months test spot campaign to promote its magazines, True, the Man's Magazine and Today's Women was announced yesterday by the Fawcett publications (Continued on Page 7)

Free Soul

Radio served the cause of freedom nicely Thursday night, when Robert Elliott Burns, respected Jersey business man, but "fugitive from a Georgia chain gang," appeared on "Headline Edition," American web co-op program, and told of his just having received full and official pardon from the Georgia Governor after having voluntarily returned to that state.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 2)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	188 1/4	187 1/4	188 1/4	+ 3/4
CBS A	43 1/2	43 1/8	43 1/2	+ 1/8
Farnsworth T. & R.	15 7/8	15 1/2	15 1/2	- 3/8
Gen. Electric	48 1/2	47 7/8	48 1/4	...
Philco	37 1/2	37	37	- 1/8
RCA Common	16	15 5/8	16	...
Stewart-Warner	22 1/4	22	22	- 1/2
Westinghouse	35 3/8	35	35	...
Zenith Radio	39 3/4	39 1/4	39 3/4	+ 3/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	46	46	46	...
Nat. Union Radio	7 1/4	6 7/8	7 1/8	+ 1/8
OVER THE COUNTER				
Du Mont Lab.			8 5/8	9 3/8
Stromberg-Carlson			22 1/2	24
WCAO (Baltimore)			28	...
WJR (Detroit)			29	...

New Television School Gets Underway On Nov. 1

The Studio of Dramatic Arts will offer a 16-week course in television acting, beginning Nov. 7, designed to "retrain radio actors for the visual medium." Director of the course is John Reich, professor at New York University, and former dramatic director of CBS television.

Hallicrafters Show Line

Chicago — Hallicrafters Company displayed its full peace-time line of radios last week at a showing for sales representatives. By next June, the company expects to have 14 models of home radios on the market, to be sold under the name of "Echo-phone" in a tentative price range from \$24.95 to \$350.

WM AMERICAN BROADCASTING CO
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH-COUNTRY'S RICHEST MARKET

F F

SPOT SALES, INC., Nat. Rep.

Salute To Radio 25th Birthday Gains World-Wide Proportions

(Continued from Page 1)

helped us greatly to endure the worst sorrows and we thank you.

"In the future the Radio will serve to bring the peoples together. Be assured of our total collaboration in the service of peace."

From Statsradio, Denmark, came congratulations as well as expressions of gratitude for help during the German occupation and "for American

brighter prospect of your future contribution to the whole world."

Director-general Sundt of Norwegian State Broadcasting, sent "warmest congratulations on occasion 25th anniversary of the beginning of broadcasting in the United States."

H. M. Moolman, director of the South African Broadcasting Corp., concluded his message saying, "Best of luck or, in our other official language, Afrikaans, Veels geluk."

Opened By Miller

Pledging the full co-operation of the broadcasting industry with all government agencies which represent the American people—in "protecting, enriching and disseminating democratic principles everywhere," Justin Miller, president of the NAB, in an appearance on the "Army Hour," NBC, yesterday acknowledged the tribute of the War Department on the occasion of radio's 25th anniversary. Judge Miller's appearance officially opened National Week.

broadcasting companies' readiness to offer broadcasting facilities to representatives of Denmark after liberation."

The message concluded: "As visible token of gratitude and joy the Danish State Radio will in near future for disposal of American Government present the American minister in Copenhagen with porcelain vase with inscription."

Greeting from Australia

The chairman of the Australian Broadcasting Commission, Richard Boyer, also praised the war service of American radio, and expressed hope for continued co-operation towards the furtherance of peace. He closed with a "fervent wish . . . for close 'Australia-American' radio relations."

From Chungking, Fung Chien, director of XGOY wrote in part: "I take this opportunity to express my heartfelt admiration of the brilliant effort you have undertaken, and to congratulate your forthcoming 25th anniversary . . . which will date a

Full Schedule on Coast

San Francisco—Highlight of the observance of Radio Week in San Francisco will be a special "Radio Day Luncheon" at the Palace Hotel sponsored by the San Francisco Advertising Club on Wednesday, Nov. 7th. Representatives from all local radio stations will be guests of honor.

All during the week the network and independent stations in this area will inform their listeners of the 25th anniversary observance. Independent stations KYA, KSFO, KROW and KLX are planning to use special announcements and to give pertinent facts regarding radio and the vital part that the industry is playing in our national life.

Hollywood—In connection with National Radio Week, KMPC will air a special half-hour program Nov. 9, which will give a brief history of radio and of the station.

KFI has asked all its sponsors to include mention of the week in their announcements and has also made a tieup with opening of its third annual young artists music contest, which is being conducted in conjunction with Hollywood Bowl Association.

KGFJ will air a half-hour dramatization Nov. 10 on history of station.

Don Lee's KHJ will carry Mutual's "Radio Week" programs, while KNX will be fed by CBS, KECA by American.

Maritime Program Guest

Vera Barton will be guest vocalist on "It's Maritime" over CBS Nov. 6, 11:30 p.m., EST. Warrant Officer James Smith leads the U. S. Merchant Marine Academy orchestra.



Ever see a Tiglon?

A Tiglon is half tiger and half lion. And the one up there was in the Central Park Zoo in 1938. Its mother was an African lioness. Its father a Siberian tiger.

It's a little of this and a little of that, that so often makes freaks. And we're using that unusual animal to prove a point for W-I-T-H, the successful independent radio station in Baltimore.

W-I-T-H doesn't give you a little of this audience and a little of that audience . . . but it delivers more listeners-per-dollar-spent than any other station in this five-station town.

Facts to prove it are available.

Within Your Reach

Philadelphia's
WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REF

CASE HISTORY

PATIENT Radio Station "Rep" Business

COMPLAINT "Doldrums of Passivity"

- SYMPTOMS**
- ... Lack of personal contact.
 - ... Indifferent presentations.
 - ... Incomplete information.
 - ... Take it or leave it selling attitude.

DIAGNOSIS

Radio representatives are not keeping pace with the technological and engineering advances made by the industry during the war.

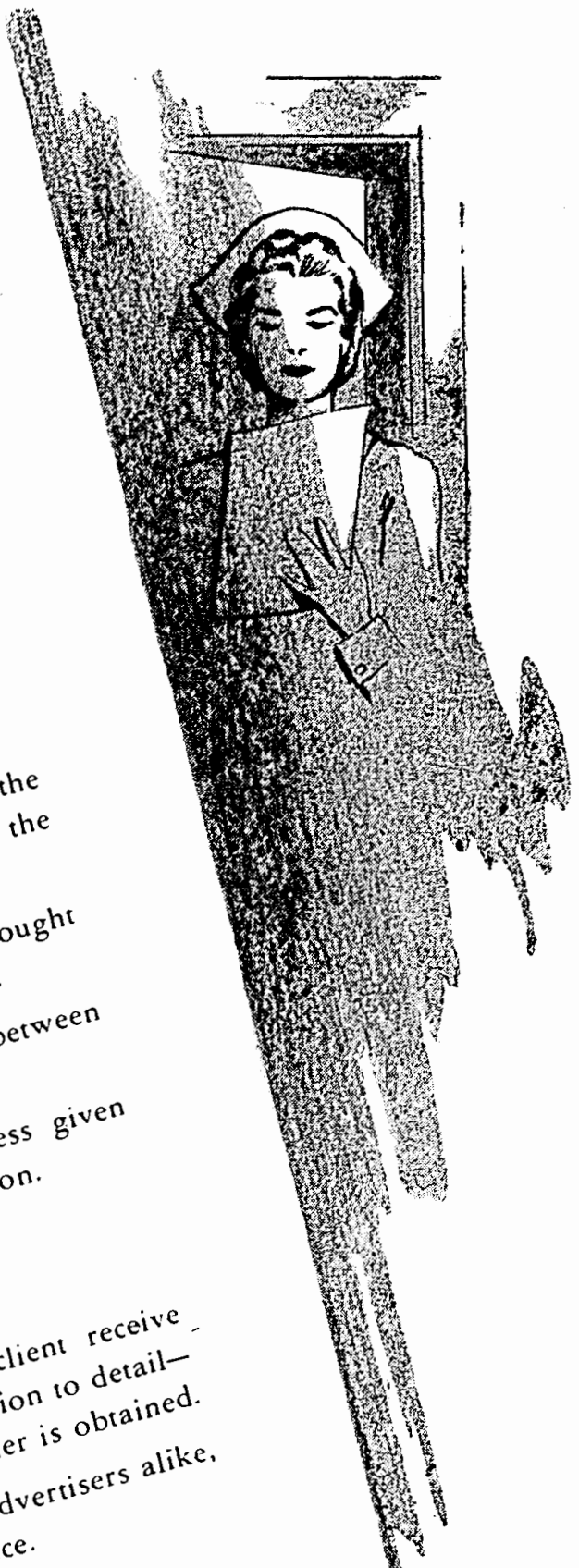
The SRO sign on Radio Spot Advertising has brought to the representative business a feeling of apathy.

Now competition is returning. Competition between stations—competition from other media.

Patient will take a turn for the worse unless given injections of service geared for New-Day Action.

TREATMENT "Aggressive Activity"

- ... see that advertising agency and client receive complete and specific data—careful attention to detail—and personal *follow-through* after the order is obtained.
- ... give radio stations, agencies and advertisers alike, service geared to the new world at peace.



LEW AVERY says ... "It is our aim and objective—to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity."

LEWIS H. Avery INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

AGENCIES

MANHATTAN SHIRT COMPANY has appointed Kenyon & Eckhardt, Inc., as its advertising agency for their complete line of shirts, ties, pajamas, sportswear, handkerchiefs, Mansco underwear and Mansco swim wear.

JOHN GOODWILLIE has joined the copy staff of Benton & Bowles, Inc., effective immediately. Goodwillie entered the advertising department of R. H. Macy & Company in 1935, and was named the store's assistant advertising director in 1940. Early in 1942 he was commissioned a second lieutenant in the Air Corps. He served with the Eighth Air Force in England and Ireland for over two years, and is now on terminal leave with rank of major.

G. E. FIRPO, formerly production manager, has been appointed manager of the Export Advertising Agency, Inc. William Hirshfeld, recently discharged from the U. S. Navy, where he held the rank of lieutenant, has joined the staff of production manager.

ART THALER has joined the staff of Schwimmer & Scott Advertising Agency, Chicago, as creative head of art and production. During the past 18 years, Thaler has handled creative planning and art direction for a number of large agencies and magazine publishers. He comes to Chicago from Hollywood, where he was advertising art director for Paramount Pictures.

Heads CBC Organization

Montreal—J. J. McCann will remain as minister responsible for CBC after dissolution of the Department of National War Services, it was reported last week. McCann now holds the dual portfolio of National Revenue and National War Services, under which CBC has operated since 1942. When the war agency is dissolved, CBC will not be brought under a new department, but will continue as a separate entity with McCann providing the link with Government and the Parliament, it was stated.



"I jest got discharged from the Army, Pappy—WFDL Flint says ye gotta gimme my old job back."



A Reporter's Report Card . . . !

● ● ● **TOM LEWIS**: Aren't you making that decision this week—and won't it be with Y & R again? . . . **NORMAN CORWIN**: Your new package firm will get off on the wrong foot if it attempts to eliminate the agency. Brother, that's like eliminating the positive. . . **MIKE TODD**: Your reason for turning down that radio show is silly. If it were a television setup, you might be right. . . **FRANK SINATRA**: Gonna run for Congress? . . . **OSCAR HAMMERSTEIN**: Are you going to radio-package "Show Boat" immediately after the show opens? . . . **DINAH SHORE**: If you go through with your plans to have your show emanate from here, get yourself a punching press agent who will smash those silly yarns out for the full count. . . **JACK BENNY**: Phil Harris will audition a Vick Knight show next month in Hollywood with Geo. Washington Hill's blessing. . . **NICKY BLAIR**: Understand that when you open your fabulous Carnival on the 15th, Toots Shor, Eddie Cantor and Jack Kriendler (your backers) want billing over your star, Martha Raye. . . **DOROTHY KILGALLEN**: Your husband, Dick Kollmar, has a smash hit on his hands with "Are you With It." See you opening nite for that congratulatory kiss. . . **PAUL WHITEMAN**: We see that several big musical directors are now using and experimenting with glass shields which you inaugurated some-time ago.



● ● ● **HARRY BLOOMFIELD**: Lee Sullivan, Bing Crosby's protege and one of the top tenors around, is custom-built for that play with music you're doing next. Grab him—and thank us. . . **MIGUALITO VALDES**: You will earn 60 G's in the next two months with personal appearances and guest shots. Not bad for a lad who was a band singer a few years back. . . **LILY PONS**: Heard Rosemarie Brancato in "La Traviata" and don't you agree that she's one of the finest sopranos in the field today? . . . **JAY FAGGEN**: You will receive your fifth citation from the Treas. Dep't. this week for your bond-raising pitches. We're proud of you, sonny. . . **HARRY SALTER**: What were you and the MCA boys huddling about at the Plaza's Oak Room? Mmm? . . . **DON DUNPHY**: Thanx for youknowwhat. . . **LANNY ROSS**: Nice party at the '21'—and it's good to see you back, fella. . . **TONY PROVOST**: That merchant marine band you booked on NBC is solid, brother. . . **HARRY WISMER**: Steve Ellis got up from a sick bed to do the Columbia game. Needed special injections before he could go into action.



● ● ● **CLARENCE MENSER**: Understand that the other webs are following suit in the budget-trimming dep't. . . **ARTHUR TRACY**: Now that your marital headaches are behind you, you're going through with that novel radio show idea. But with the cool million you've made in real estate, why work? . . . **RUDY VALLEE**: So you've added Xavier Cugat to the list? . . . **FRED NORMAN**: American net is auditioning your Charades idea tonite with the Alan Young preview audience. . . **JIMMY CANNON**: Love that new column. . . **ED DUERR**: Just a friendly tip Mari Yanofsky, who does those terrific Kate Smith scripts, would be a natural for the "Aldrich Family" writing spot you're trying to fill. . . **RAY NELSON**: BBC will resume television operations next summer. . . **HAM FISHER**: Du Mont is planning to televise the comics. . . **DICK LEIBERT**: American net readying a half-hour show with you and Vera Massey. . . **JACK RUBIN**: Herb Little and Dave Victor, who quit the "Junior Miss" writing job to go with Joan Davis on the coast, are sitting out their contracts there until Dec. Meanwhile they're scripting "Nero Wolfe" and "Hollywood Mystery Time." . . **MICKEY ROONEY**: When you get into civvies, your manager and partner, Sam Steifel, has a syndicated column job set for you plus a radio show.

CHICAGO

By BILL IRVIN

RAYTHEON Manufacturing Company has received from the FCC permit for two new experimental television stations in Chicago. Frequencies will be assigned by the chief engineer of the Commission. Raytheon plans to develop equipment to transmit and receive high quality video with sound.

A new commentary show, "Name in the News," is heard Monday through Friday, 5:55 to 6:00 p.m. CST over WBBM under sponsorship of Durkee Famous Foods (Durkee's Margarine). Contract is for 52 weeks and was placed through Wende Muench & Co., Chicago.

The Acrobat Show Company's television show, "An Amazing Adventure of Tumblin' Tim" will be presented over the Balaban & Katz station WBKB, on November 28, according to an announcement by the television department of Ruthrauff & Ryan Inc. A talent search is under way for a small boy to take starring role in the Tumblin' Tim production, and a little girl to enact the role of Flying Flo.

Scriptural Readings Sked On Maxwell's Hymn Show

Robert Maxwell, whose "Hymns You Love" is heard on WOR-Mutual Mondays through Friday from 12:30-12:45 p.m., will inaugurate on Thanksgiving Day the inclusion of a short reading from the Scriptures on each program. This feature, which will continue up to and including Christmas Day, is being broadcast in cooperation with the American Bible Society. Bible texts to be read—non-denominational in character—have been suggested by servicemen.

RADIO BROADCASTING DISCS
Miracoustic Day Circle 7-2965
 Night Regent 4-2190

RECORDING STUDIO, CARL FISCHER, INC.
 119 West 57th Street, New York 19, N. Y.

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
 560 Kc. 5000 WATTS

Bartley Now Director of NAB's FM Division

(Continued from Page 1)

his permanent headquarters be. Bartley was secretary of FBI before joining NAB two years ago.

W. H. Loucks, who has been executive secretary of FMBI since early 1944, has not yet revealed his plans for the future. First on the agenda, said Friday, is a trip to his home in New York, Pa.

"When I agreed to take over the Washington FMBI headquarters," Loucks said Friday, "In January of 1945 it was to have a part in the association's plan for the promotion and re-establishment of FM broadcasting for the post-war era. That work finished, the job is done."

In fact the co-ordination of FM broadcasting association activities within the FM department resulted directly from successful promotion of the program. It was the overwhelming acceptance of FM broadcasting and the end of the war which brought FMBI to the point where nothing short of services possible through an organization of NAB's size and strength would suffice for FM broadcasters approaching actual operations."

Objectives Listed

The FM executive committee of NAB set forth the objectives of the FM department as follows:

1-To seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop to the public interest to its fullest potentialities without the artificial barriers, restraints and regulation imposed upon it.

2-The issuance of three-year licenses to FM licensees.

3-The revision of the numbering of FM channels to begin with the highest frequency instead of the lowest in order that the numbering will be consecutive when the band is extended downward.

4-The use of joint program logs during the period of duplicate operation.

5-The use of joint call letters during the duplicate operations.

6-The revision of the six-hour minimum rule to eliminate requirement of three hours before 6:00 p.m. and three hours after 6:00 p.m.

7-The use of numerical instead of frequency designations on FM receiving sets.

8-The compilation of information with respect to FM receiver sales. It was revealed also that the committee conferred with Paul A. Porter, FCC chairman, to acquaint him with the department's plans and discuss certain of the above objectives which require immediate attention.

Gets State Charter

Albany—Monroe Broadcasting Company, Inc., Rochester, has been chartered by the Secretary of State with a capital of \$50,000 in \$1 shares to engage in the general business of radio broadcasting.

65 Conditional FM Licenses Of FCC

Sixty-five grants of conditional FM licenses, including 53 to AM licensees, and 20 of whom are publishers, were announced yesterday by FCC and are listed below geographically. AM stations operated by the FM licensees are shown in parentheses.

ALABAMA	
Mobile—W. O. Pepa Trading As Pape Broadcasting Co. (WALA)	Metropolitan
Mobile—Mobile Daily Newspapers, Inc.	Metropolitan
Montgomery—G. W. Covington, Jr. (WCOV)	Metropolitan
Montgomery—Montgomery Broadcasting Co., Inc. (WSFA)	Metropolitan (Possibly Rural)
FLORIDA	
Miami—Isle of Dreams Broadcasting Corp. (WIOD)	Metropolitan
Orlando—Orlando Daily Newspapers, Inc.	Metropolitan (Possibly Rural)
GEORGIA	
Atlanta—The Constitution Publishing Co.	Metropolitan
ILLINOIS	
Bloomington—Arthur Malcolm McGregor and Hugh L. Gately, a partnership D/B As Radio Station WJBC. (WJBC)	Metropolitan
Champaign—The Champaign News-Gazette, Inc. (WDWS)	Community
Freeport—Freeport Journal-Standard Pub. Co.	Metropolitan
Herrin—Orville W. Lyerla. (WJPF)	Metropolitan (Possibly Rural)
Rock Island—Rock Island Broadcasting Co. (WHBF)	Metropolitan
INDIANA	
Connersville—News-Examiner Co.	Metropolitan
Elkhart—Truth Publishing Co., Inc. (WTRC)	Metropolitan
Kokomo—Kokomo Broadcasting Corp. (WKMO)	Metropolitan
Lafayette—WFAM, Inc.	Metropolitan
IOWA	
Cedar Rapids—The Gazette Co.	Metropolitan
Dubuque—Telegraph-Herald. (KDTH)	Metropolitan (Possibly Rural)
Waterloo—Josh Higgins Broadcasting Co. (KXEL)	Metropolitan (Possibly Rural)
Pocahontas—Radio Service Corp. (KSEI)	Metropolitan
KANSAS	
Topeka—Topeka Broadcasting Association, Inc. (WIBW)	Metropolitan
KENTUCKY	
Louisville—WAVE, Inc. (WAVE)	Metropolitan
Louisville—Courier-Journal and Louisville Times Co. (WHAS)	Metropolitan
Louisville—Northside Broadcasting Corp. (WGRD)	Metropolitan
Owensboro—Owensboro Broadcasting Co., Inc. (WOMD)	Metropolitan
Paducah—Paducah Broadcasting, Inc. (WPAD)	Metropolitan
MISSOURI	
Kansas City—The Kansas City Star Co. (WDAF)	Metropolitan
St. Louis—The Pulitzer Publishing Co. (KSD)	Metropolitan
St. Louis—Star-Times Publishing Co. (KXOK)	Metropolitan
MINNESOTA	
Minneapolis—Minn. Broadcasting Corp. (WTCN)	Metropolitan
NEBRASKA	
Lincoln—Cornbelt Broadcasting Corp. (KFOR)	Metropolitan
Omaha—World Publishing Co. (KOWH)	Metropolitan (Possibly Rural)
NORTH CAROLINA	
High Point—James E. Lambeth, et al D/B As Radio Station WMFR. (WMFR)	Metropolitan
Raleigh—WPTF Radio Co. (WPTF)	Metropolitan (Possibly Rural)
Wilmington—Richard Austin Dunlea. (WMFD)	Metropolitan
OKLAHOMA	
Muskogee—Muskogee Broadcasting Co. (KOMA)	Metropolitan
Oklahoma City—Plaza Court Broadcasting Co. (KOCY)	Metropolitan (Possibly Rural)
Oklahoma City—WKY Radiophone Co. (WKY)	Metropolitan (Possibly Rural)
Oklahoma City—O. L. Taylor. (KTOK)	Metropolitan
OREGON	
Portland—Oregonian Publishing Co. (KGW)	Metropolitan
Portland—Stanley M. Geard, et al D/B As Broadcasters Oregon Ltd.	Metropolitan
SOUTH CAROLINA	
Anderson—Wilton E. Hall (WAIM)	Metropolitan (Possibly Rural)
Charleston—Atlantic Coast Broadcasting Co. (WTMA)	Metropolitan
Spartanburg—Spartanburg Advertising Co. (WSPA)	Metropolitan (Possibly Rural)
TENNESSEE	
Chattanooga—WDOD Broadcasting Corp. (WDOD)	Metropolitan
Clarksville—Leaf Chronicle Co.	Metropolitan
Jackson—The Sun Publishing Co., Inc. (WTJS)	Metropolitan
Knoxville—S. E. Adeock. (WROL)	Metropolitan
Knoxville—Knoxville Publishing Co.	Metropolitan
Memphis—Herbert Herff	Metropolitan
Nashville—Jack M. Draughon and Louis R. Draughon D/B As WSIX Broadcasting Station. (WSIX)	Metropolitan
TEXAS	
Harlingen—Harbenito Broadcasting Co., Inc. (KGBS)	Metropolitan
UTAH	
Salt Lake City—Intermountain Broadcasting Corp. (KDYI)	Metropolitan
WASHINGTON	
Seattle—Queen City Broadcasting, Inc. (KIRO)	Metropolitan (Possibly Rural)
Seattle—Evergreen Broadcasting Corp. (KTYW)	Metropolitan
Seattle—Radio Sales Corp. (KRSC)	Metropolitan
Seattle—Fischer's Blend Station, Inc. (KOMO)	Metropolitan (Possibly Rural)
WEST VIRGINIA	
Beckley—Joe L. Smith, Jr. (WJLS)	Metropolitan (Possibly Rural)
Beckley—Beckley Newspapers Corp.	Metropolitan
Bluefield—Daily Telegraph Printing Co. (FHIS)	Metropolitan (Possibly Rural)
WISCONSIN	
La Crosse—WKBH, Inc. (WKBH)	Metropolitan
Madison—Badger Broadcasting Co. (WIBA)	Metropolitan
Milwaukee—Glenn D. Roberts et al D/B As Milwaukee Broadcasting Co. (WEMP)	Metropolitan
Racine—Racine Broadcasting Corp. (WRJN)	Metropolitan
Sheboygan—Press Publishing Co. (WHBL)	Metropolitan

Commission Approves More FM Applications

(Continued from Page 1)

grants are announced in order to enable the applicants to proceed at once with their equipment plans. Twenty of these applicants are publishers, and 53 are AM licensees.

A list of the new grants is shown in the adjoining columns.

Frank Kizis To Head New Dept. At Mutual

Frank Kizis, for the past several months associated with the sales department of the Mutual Broadcasting System, has been appointed eastern service manager for the network, it was announced yesterday by Z. C. Barnes, vice-president.

Kizis, who spent 12 years in an administrative capacity with the Columbia Broadcasting System, will head a newly created eastern service department which will co-ordinate its functions with the selling operations of the eastern sales department. The new department will operate as part of the MBS national sales service organization under the overall supervision of T. E. Danley.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

OPA Price Official Meets Manufacturers

(Continued from Page 1)

tage mark-up over the cost added to the ceiling price of the comparable item. New manufacturers and old manufacturers of models not comparable to any produced in the base period are to apply to the agency for price approval.

Martin Katz, of the national office, and J. W. Hansen, Louis Miller, and Lawrence Mezz of the regional office represented OPA. Among the manufacturers present were H. B. Donley, manager of the Westinghouse radio receiver division; Oscar Dane, president, Templeton Radio Mfg. Corp., and A. A. Juviler, president, Hamilton Radio Corp.

Associated Begins Series On Full Network Basis

(Continued from Page 1)

the studios of WTMV, St. Louis. Program format consists of round table discussions conducted by teen-aged youngsters, covering various teen-age subjects. Program has been aired weekly for the past three years, prior to the new series, and in 1944 won first prize in the Home and Family Group at the Ohio University Institute for Radio. Programs are prepared under the supervision of Miss Frances Dix of the Community High School, Dupon, Ill.

Associated also announced that complete participation program formats and price structure of the network programming and commercial innovation has been completely reorganized. The participation program is now heard from 4:30 to 5:00 p.m., EST, Monday through Friday, with Raye Wade and his Rhythm Riders. Price structure has been revised to produce a more advantageous package.

In collaboration with the Treasury Department, Associated has made arrangements for Mark Austad, network Washington news analyst, to have as guests outstanding members of the United States Senate. Each night, from 9:00 to 9:15 p.m., EST, Austad will interview a different Senator, who will speak on behalf of the Victory Loan drive.

MBS Show Switches Time

"The Human Adventure," educational-dramatic-show on Mutual Wednesdays has been switched to the 9-9:30 p.m. slot on Sundays, it was announced last week. Sponsored by Revere Copper and Brass, "Adventure" emanates from WGN, Chicago, and is produced in co-operation with the University of Chicago.

WANTED A WOMAN

(preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ THE WEEK IN RADIO ★

Industry Proclaims 'Radio Week'

(Continued from Page 1)

versary Week yesterday with special programs on nation-wide networks and independent stations devoted to the past, present and future of radio, highlighting special events of the "first twenty-five years."

The Victory Loan drive got under way on Monday with American radio rallying to the cause with the most comprehensive selling campaign yet devised. War Finance Committee officials are beaming their appeals to the individual this time in contrast with the mass audience technique used in other bond drives. The four major networks have set aside one day as "Bond Day" on which programs will feature bond announcements and sales talks.

Network FM stations in New York closed down Monday as a result of the new controversy between James C. Petrillo's AFM and broadcasters which involves double payment to union members if live music programs are duplicated. Rather than conform to what industry officials consider an "impossible economic burden," broadcasters obtained FCC permission to shut down transmitters. Official reason for discontinuance of broadcasts was the "installation of equipment for the changeover to the new FM band," which FCC designated to N. Y. stations last month.

FCC Chairman Paul Porter, testify-

ing before sub-committees of the Senate Military Affairs and Commerce Committees, urged for legislation authorizing extended federal research in the communications field. Because of the lack of funds and manpower now experienced by the Commission, Porter declared that his organization was able to carry on necessary investigations and research in the field only to a "limited degree."

Under a newly-proposed change in the by-laws of the Associated Press, radio stations may become eligible for membership, it was reported. AP members will meet in New York on Nov. 28th, to discuss the changes in conformity with a Supreme Court decision regarding admission of new members.

Adoption of the CBS plan for allocation of FM frequencies in the congested northeast area providing for more equal coverage by all New York stations, was announced early in the week by FCC. The CBS plan, which was proposed at a hearing on Oct. 15, is an alternative to the FCC's proposed allocations.

New York's first peacetime municipal election in six years will receive all-night coverage from network and independent stations on Election Day, as all outlets announced plans to make broadcasts from various origination points.

Predict Big Demand For New FM Receiver

(Continued from Page 1)

field said, reveals that "10,700,000 FM sets can be sold out of a total market for 17,400,000 sets." There is a widespread acceptance of FM by the public, he added. FM set owners at present, he reported, represent fewer than two per cent of all radio owners and three-quarters of "FM sets in homes today were purchased in 1941 and 1942." The survey also discloses that nine out of ten FM sets now in use are AM-FM combinations and that 85 per cent of their owners have other radios.

Mansfield declared that "not only do people definitely want FM receivers, but they are willing to pay more for them." The survey reveals that 56 per cent of prospects were willing to pay \$100 to \$150 more for an FM set with true fidelity; 27 per cent would pay \$30 to \$50 extra, and on 13 per cent said that they didn't know how much more they would care to spend.

Among the reasons cited by the majority of FM set owners as why they preferred FM to AM was that it reduced static and noise, gave greater realism, had less interference between stations, and that FM programs were better. Fourteen per cent said they liked it better because AM reception was poor in their localities.

Eddie Cantor To Speak

Eddie Cantor will be guest speaker at a dinner of the National Pre Club, in Washington, in honor of President Truman, Nov. 13. Cantor and his cast are now in New York.

THERE'S A FUTURE FOR RADIO TALENT...IN TELEVISION!

Professional radio talent are invited to attend the opening of a sixteen-week television course given under the direction of DR. JOHN REICH.

The date—NOVEMBER 7th

The time—4:00 P.M.-7:00 P.M.

The place—STUDIO OF DRAMATIC ARTS

151 WEST 54th STREET
NEW YORK, NEW YORK

CI. 5-9276

Write this in your date book.

You are invited to the opening class of Television Acting on November 7th without charge or obligation on your part.

All we want is your attendance so that you can see for yourself what we have to offer.

Bring along your talented friends.

Acting in television is your future.

HIS 21ST YEAR

AND MORE
**POWERFULLY
PROGRAMMED
THAN EVER**

50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

WBBM Report Discussed With 4A Time Buyers

(Continued from Page 1)

Discussed future plans. Exhibits were shown of proposed report forms on which will be tabulated the market shares of the proposed first national measurement, to be used by advertisers, agencies and subscribing stations. The first measurement is expected to get under way during the latter part of 1947.

McCann Publications Set Four City Spot Campaign

(Continued from Page 1)

Through their agency, McCann-Erickson Radio and the newspapers share a \$200,000 budget for tests in four cities.

Cities of New York, Chicago and Harrisburg, Pa., are covered in the magazine campaign. More than 100 dramatized announcements a week are scheduled for WOR, WJZ, WHN in New York; WIND, WFD, WENR, WCFL, WBBM and WAF in Chicago and WHF, WKBO in Harrisburg. These spots are being aired before and after news and sports programs.

Over 50 dramatized announcements will be heard each week on five Wilmington radio stations—WOL, WAL, WWDC, WRC and WINX. The spots have been scheduled to precede and follow programs appealing exclusively to women.

WFOIL Leaves CBS Web

WFOIL, Omaha, Nebraska, severed its connection as an affiliate of the Columbia Broadcasting System, effective Nov. 1st, it was announced last week. At the same time it was revealed that KFAB, CBS station in Lincoln, Nebr., is increasing its power from 10,000 to 50,000 watts, and will move its transmitter to Omaha. FCC granted permission to KFAB last month, among its first post-war construction permits.

Send Birthday Greetings To

November 5

Henry M. Neely Tom Fitzsimmons
Evelyn Ames Forrest Lewis
Tommy Freebairn-Smith

World's Foremost Tobacco Center
FIFTY MILLION TOBACCO DOLLARS
earned loose in Kinston, N. C. last year. **MORE** this year!
Represented by
BURN-SMITH

COAST-TO-COAST

— MICHIGAN —

DETROIT—Younger generation programs are proving a bonanza for WWJ. Two more Teen-age shows have been added to the original three fast-moving programs set up to answer high school complaints that "radio has nothing especially for us." The thought behind this series is to acquaint the city of Detroit with the type and quality of musical education offered in the schools, stressing a maximum of music with a minimum of continuity.

— CANADA —

TORONTO—CBC announces the promotions of Charles Jennings, as general supervisor of programs, and Jean Beaudet, director of the French network. . . . Hal Kelly has been chosen to do the Canadian Commercials on "The Shadow," sponsored by D. L. & W. Coal Company. The series is heard on Fridays over CKEY.

— DELAWARE —

WILMINGTON—By direction of the FCC, radio station WILM, operating in Wilmington as the Delaware Broadcasting Co., Inc., now functions under different ownership and entirely new management. Directing activities at WILM, is George L. Sutherland newly appointed general manager.

— GEORGIA —

MACON—Radio station WMAZ wants to find such a peaceful community where several bells sounding at once, send out their powerful call to worship. The station will take equipment to that town and make a transcription, which will be used as a background to its clear-letter announcements of Sunday hours.

— MISSOURI —

ST. LOUIS—KSD has resumed its special broadcasts direct from the office of the U. S. Weather Bureau, with Harry F. Whalgren presenting the latest weather forecasts for St. Louis, Missouri and Illinois. The broadcasts, a regular feature before the war, were temporarily suspended during hostilities because of government regulations.

— UTAH —

SALT LAKE CITY—Lt. General Holland M. Smith of the Marine Corps, participated in KDYL's programs in commemoration of Navy Day. General Smith was interviewed on the air by KDYL's program director, Emerson Smith, who recently returned to duty with the station after service with the Marines. . . . KDYL began two new musical programs this week with the Mrs. J. G. McDonald Chocolate Co. of Salt Lake presenting "Curtain Calls" each Tuesday and Furbill Stores, Inc. sponsoring "Immortal Tunes" each Monday and Thursday, p.m.

— OREGON —

PORTLAND—KEX helped celebrate Navy Day, with a broadcast demonstration of a "General Quarters Battle Alert," which was described and enacted by personnel aboard the cruiser U.S.S. Amsterdam. . . . Kay West, KEX woman's director, interviewed the galley crews from the U.S.S. Amsterdam and the submarine, U.S.S. Hawkbill, on her program "At Home with Kay West."

— NEW JERSEY —

NEWARK—Roland Trenchard, WAAT's public relations director announces the appointment of Ira Y. Hecht Jr., as publicity director. . . . PATERSON—Ann McCrane, secretary to WPAT's publicity director, Dave Golden, has been appointed radio columnist for the "Passaic Valley Examiner" . . . Richard Gerken, recently discharged from the Navy, is a new addition to the WPAT sales force.

— VIRGINIA —

PETERSBURG—Morris Sheeler, formerly with WWRL, Long Island, and Henry Addison, new to radio, have joined the announcing staff of WSSV. Also new to WSSV, is Mary Ruth Carroll as continuity editor. . . .

RICHMOND—Hardy Snyder, recently discharged from the Army, has returned to his former position as control operator at WRAV. . . . **NORFOLK**—Mrs. Shirley Enright, office manager for WTAR, has been made president of the Norfolk Advertising Club.

It will soon be on the way and it's **CERTIFIED**

A competent secretary with diversified experience desires employment. Los Angeles—call today GLADSTONE 1019. New York—write P. O. Box 235, c/o Radio Daily, 6425 Hollywood Blvd., Hollywood 28, Calif.



\$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS
Washington, North Carolina
FORJEO & COMPANY, Noll. Representatives
New York • Chicago • Philadelphia

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

WRITER, ANNOUNCER, 10 years' experience, sales promotion, formerly with independent station and network affiliate. Desires position ANYWHERE. College education. Write: Serviceman's Want Ad, Box No. 60 Radio Daily, 1501 Broadway, New York City.

READY AGAIN. Been through mill as singer, writer, producer, director. Ten years' radio experience, college grad, idea man. Looking for right opening as DIRECTOR. Write Serviceman's Want Ad, Box No. 65, Radio Daily, 1501 Broadway, New York City.

PUBLICITY, PROMOTION MAN. Former publicity director independent N. Y. station. Major network experience. Excellent lay and trade press contacts. Interested in Indie or Agency Spot. Write: Serviceman's Want Ad, Box No. 66, Radio Daily, 1501 Broadway, New York City.

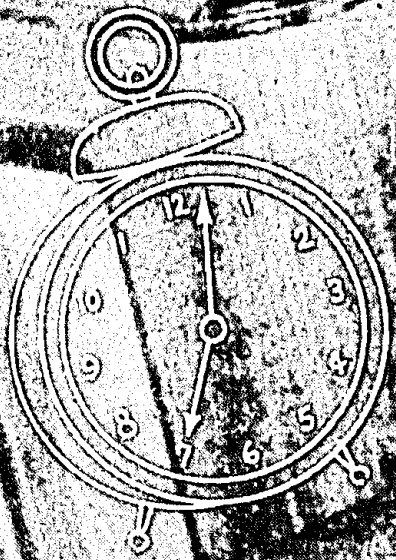
TALENT SALESMAN. Experienced handling talent before induction and during Army career. All angles of show business including PRODUCTION, MUSIC, STAGING. Desires position with Talent or Advertising Agency, Radio or Television Station. Write: Serviceman's Want Ad, Box No. 67, Radio Daily, 1501 Broadway, New York City.

ANNOUNCER, special events, MC, Disc-Jockey, business and advertising background, also college graduate desires position ANYWHERE. Would prefer small station. Write: Serviceman's Want Ad, Box No. 68, Radio Daily, 1501 Broadway, New York City.

Veteran, 30, married. Three years' experience. Presently employed New York City. Available November 15th to regional station seeking program director, news, or announcing chief. Write: Serviceman's Want Ad, Box No. 69, Radio Daily, 1501 Broadway, New York City.

Installation and maintenance; radio teletype troubleshooter; DuMont and RCA oscilloscopes; technical editorial experience; university graduate; trained by Radio Television Institute and Army Service School. Write: Serviceman's Want Ad, Box No. 70, Radio Daily, 1501 Broadway, New York City.

WHN
1050
THIS PICTURE IS A **FAKE**



YOU CAN'T CATCH ART BROWN

napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN airplanes with a morning "wake-up" show that makes sales charts "wake-up" and head upward.

ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan airplanes, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.

WHN

METRO-GOLDWYN-MAYER
LOEW'S AFFILIATE

50,000 WATTS •

REPRESENTED
BY RIMBEAU

• NATION'S NO. 1 MARKET

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 26

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 7, 1945

TEN CENTS

Store-Tele Show To Tour

NAB Retains Kirby As Special Counselor

Colonel Edward M. Kirby, recently of the U. S. Army where he served as chief of the War Department's radio branch, has been retained as Public Relations counsel to the NAB, Justin Miller, president of NAB announced.

In announcing the appointment of Col. Kirby, President Miller stated the organization is about to broaden its public relations activities. Kirby's first assignment will be to make an exhaustive study of the industry's public relations positions and make recommendations to the NAB board.

Kirby served as the first NAB di-

(Continued on Page 10)

Election Cover By Radio Most Comprehensive Ever

New York's network and independent stations provided approximately seven million listeners with the most comprehensive coverage ever given a municipal event yesterday and late last night, as the first peacetime mayoralty election in six years came to a climactic ending.

Many of the candidates for public office in New York City made use

(Continued on Page 2)

WFIL Gets Citation From Civic Organization

Philadelphia—WFIL, local American affiliate, has been cited by the City Business Club for "consistent public service to the community." The citation was awarded specifically to

(Continued on Page 9)

Record Sales

Cape Girardeau, Mo. . . . With KFVS selling the most bonds of any sales center except the two banks, Cape Girardeau oversubscribed the city's quota in the Victory Loan drive in one day. Ralph Hirsch, brother of the owner of KFVS, and Virginia Bahn, program manager, were responsible for the station's record bond sales just completed.

Wire Recording

Salt Lake City—The presentation on regular news periods of the actual voices of persons figuring in the local news has been started by KSL in Salt Lake City. Using wire recorders, KSL reporters contact local news sources and take down their "quotes." These authentic quotes are then rushed back to the KSL newsroom and released in regular news broadcasts. In the past week 23 persons, including Utah's Governor Herbert B. Maw, have been interviewed.

Webs, Directors Guild Make 2-Yr Agreement

An agreement between the Radio Director's Guild Federal Labor Union (A.F.L.), representing radio directors and assistant directors, and the four major networks, was reached this week following negotiations held under the supervision of the New York States Board of Mediation, it was announced yesterday. The agreement, which has yet to be ratified by

(Continued on Page 8)

American Web's Billings \$29,251,786 For 9 Months

Heading into the final quarter of the year, gross billings of the American Broadcasting Company, Inc., for the first nine months of 1945 amounted to \$29,251,786, according to Charles E. Rynd, vice-president of the net-

(Continued on Page 11)

Capital Appeals Court Upholds Retention Of Watson And Dodd

Washington Bureau, RADIO DAILY

Washington—Stand of the FCC in retaining Drs. Goodwin Watson and William E. Dodd on the FBIS jobs two years ago for brief periods following the Nov. 15 deadline set by Congress for their discharge was inferentially upheld Monday by Circuit Court of Appeals here. Watson, Dodd and Dr. Robert Morse Lovett, former Governor General of the Virgin Islands, were permitted by the FCC

Nation's Largest Retail Establishments To Be Shown RCA-Gimbel System; Two-Year Itinerary Still Unset

Pays Tribute To Radio On 25th Anniversary

In a speech commemorating radio's 25th anniversary this week, E. A. Nicholas, president of the Farnsworth Corp. and chairman of the RMA set committee, said that 25 years hence, radio, complemented by television, "will undoubtedly be the most powerful force at our command for the advancement and betterment of civiliza-

(Continued on Page 8)

Radio Department Setup By Vets. Bureau in Wash.

Formation of a Veterans Administration radio unit to keep the war veterans informed on current legislation—especially on the G.I. Bill of Rights—was announced in Washington yesterday. Joseph L. Brechner,

(Continued on Page 9)

New Sponsor For Pearson On American Web, Dec. 2

Drew Pearson, columnist and radio commentator, will be sponsored by the Frank H. Lee Company, makers of Lee Hats, over the American Broadcasting Company's coast-to-coast net-

(Continued on Page 9)

The first major intra-store television demonstration undertaken by RCA-Victor in Gimbel's Department Store, Philadelphia two weeks ago, has proved "eminently successful" and definitely establishes television as a powerful selling medium, representatives from both RCA and Gimbel's indicated yesterday.

Approximately 250,000 persons are reported to have witnessed the eight individual shows and experiments that take place every half hour throughout the day, and an equal

(Continued on Page 11)

Bond Drive Tempo Increased By Radio

Keeping pace with the increased tempo of the Victory Loan drive, radio started its second week's participation with all-star programs, guest spots and special events added to the industry's bond schedule.

Frank Sinatra, acting in behalf of the Treasury Dept., last night swore

(Continued on Page 8)

Clothing Workers Union Asks FCC For FM Outlet

Amalgamated Clothing Workers of America-CIO is the latest union applicant for FM facilities, it has been reported by the FCC. Beaten to the gun by his arch rival, David Dubinsky

(Continued on Page 2)

Civic Event

Knoxville, Tenn.—Fifty thousand Knoxvilleians watched as a parade of horse-drawn farm wagons and old time buggies was staged to welcome "grandpappy" back to the WNOX midday merry go round, hour and a half show featuring hillbilly bands and singers. "Grandpappy"—in private life Archie Campbell is a resident of Bulls Gap, Tenn.

and the Department of the Interior to work without pay for several days in order to bring a test case to challenge the right of Congress to legislate specific Federal employees out of their jobs. The three had been charged with subversive connections, and a rider directing their discharge was attached to the Independent Officers Appropriation Bill late in 1943.

The late President Roosevelt was

(Continued on Page 11)

RADIO DAILY

Vol. 33, No. 26 Wed., Nov. 7, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL
(Mon., Nov. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	190 ³ / ₈	189 ¹ / ₄	190 ³ / ₈	+ 1 ³ / ₈
CBS A	44 ³ / ₈	44 ¹ / ₂	44 ¹ / ₈	+ 7/8
CBS B	44	44	44	+ 1/2
Crosley Corp.	36	36	36	- 1/4
Farnsworth T. & R.	15 ⁷ / ₈	15 ⁵ / ₈	15 ³ / ₄	+ 1/8
Gen. Electric	48 ³ / ₈	47 ³ / ₄	48 ¹ / ₄	- 1/8
Philco	38 ¹ / ₄	38	38 ¹ / ₄	+ 1/8
RCA Common	16	15 ³ / ₄	15 ⁷ / ₈	...
RCA First Pfd.	89 ¹ / ₂	89 ¹ / ₂	89 ¹ / ₂	+ 7/8
Stewart-Warner	22 ¹ / ₄	22	22 ¹ / ₄	...
Westinghouse	35	34 ⁷ / ₈	35	+ 1/8
Zenith Radio	40 ¹ / ₄	40 ¹ / ₈	40 ¹ / ₈	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 ³ / ₄	9 ¹ / ₄
Stromberg-Carlson	23	24 ¹ / ₄
WCAO (Baltimore)	28	...
WJR (Detroit)	29 ¹ / ₂	...

Mrs. Louise Collins
 Mrs. Louise Collins, who served as secretary to J. Harold Ryan while he was NAB president and had been secretary to Jess Willard since he became NAB vice-president, died Sunday after a brief illness. Mrs. Collins, a widow, was stricken by polio. She had been well and at her desk until Friday. She leaves a three-year-old daughter.

FM Converter Announced
 Radio Engineering Laboratories, Long Island, N. Y., has announced it will guarantee delivery of all converter equipment "in time to enable present FM broadcasters to meet the FCC dead-line of Jan. 1 if order are placed immediately." The firm said the converter meets FCC requirements in all respects and is of transmitter type construction.

KGW one of the GREAT STATIONS of the NATION
 NBC AFFILIATE **PORTLAND, ORE.**
 Represented by Edward Petry & Co.

Coming and Going

KEITH KIGGINS, vice-president of the American network in charge of stations, has returned from a business trip to the middle west. **JOHN NORTON**, manager of the department, and **ARCHIE GRINALDS**, also of the stations staff, have left town to attend district meetings in the southeastern and southwestern sections of the country.

LEO J. MARGOLIN, who resigned as public relations officer of the Interim International Information Service of the State Department to become American director of UNRRA public relations in Europe, left by plane from La Guardia Airport Saturday. He's now in London.

ARDEN X. PANGBORN, assistant manager of KGW, Portland, Ore., in town Friday for conferences with Hugh Feltis, director of the Broadcast Measurement Bureau.

DOROTHY DORAN, assistant to Wauhilla La Hay, radio publicity director at N. W. Ayer & Son., Inc., has left for Hollywood, where she will assist Jean McFarland, West Coast publicity head for the agency.

BENEDICT GIMBEL, JR., president and station manager of WIP, Philadelphia, boarded the aircraft carrier "Enterprise" yesterday at Norfolk, Va., and will spend the next two weeks on a "shakedown" cruise on the famous vessel.

ROBERT ST. JOHN, NBC commentator, has left New York on a 50,000 mile lecture tour which will take him to most of the states east of the Rockies. His program will emanate from the studios of network affiliates along the way.

AUBREY JACKSON, sales manager of KGNC, Amarillo, has arrived from Texas on station and network business. Looked in Friday at the offices of Taylor-Howe-Snowden Radio Sales.

THOMAS LYMAN, a captain in the Air Forces and formerly with NBC's guest relations department, is back in town and has rejoined the network as assistant to William Seth, Jr., advertising and promotion manager of the NBC Radio Recording division.

ARTHUR PINE, publicist, is back in New York following a short business trip to Philadelphia.

Election Cover By Radio Most Comprehensive Ever

(Continued from Page 1)
 of radio time right up until the late hours yesterday, with specially prepared talks designed to spur late voting. With 14 outlets covering the various races in the five boroughs, radio circles estimated that over 95 per cent of the City's entire population would, at some time or other throughout election day, devote much of their listening time to election broadcasts.

As reported in these columns last week, stations ran special lines into the headquarters of the various candidates for mayor—O'Dwyer, Goldstein and Morris—and made special broadcasts throughout the night as the race drew to a close.

Two major television outlets, CBS' station WCBW, and NBC's WNBT, offered special programs from their studios political headquarters with outstanding political personalities giving television audiences the significance of voting trends.

Clothing Workers Union Asks FCC For FM Outlet


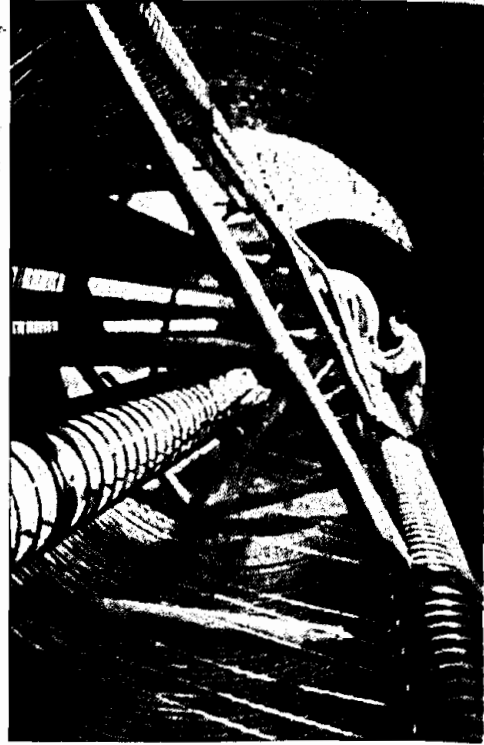
(Continued from Page 1)
 of the International Ladies Garment Workers Union, Sidney Hillman, ACW head, and prime mover of the PAC, has now put his union in the running for one of the valuable New York City frequencies. Stock in the broadcasting company is held by the national union and by joint boards. The ILGWU applied for FM stations on October 8.

Another interesting applicant for an FM station reported by the FCC was the Book-of-the-Month Club, which also applied for a station in New York City.

EASTERN TERRITORY
 for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with stations, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 233-A, Radio Daily, 1501 Broadway, New York 18, N. Y.

Exclusive!
CHI' BEARS
'45 FOOTBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

MUSIC has power
 WDAS is the only Philadelphia radio station featuring three hours of classical music daily
 No wonder WDAS audiences say "Thank You!"

Atom smasher

That's a picture of one of the gadgets that paved the way for the atomic bomb.


We'd planned to use it sometime ago, but it got lost in the shuffle. It's probably a better news shot now than it would have been.

Most people don't know how large a charge is used in the atomic bomb, but the impression is that it's small.

As stations go, we're small too. But W-I-T-H has a wallop that makes sales managers looking for low-cost, big sales results grin with pleasure.

W-I-T-H is the successful independent that produces more listeners-per-dollar-spent than any other station in this five-station town.

Glad to show you the facts any time.



W-I-T-H
IN BALTIMORE
 TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REEL

KRESGE-NEWARK

PROVES IT!



Kresge-Newark, one of America's finest department stores, must have *complete* coverage in America's fourth largest market. So, in September 1944, Kresge-Newark bought six 30-minute periods, weekly, over WAAT. The "Kresge-Newark Magazine of the Air", originating from the store, immediately won customer acceptance. So only six months later, time was *increased* by 3 additional 30-minute evening periods! Now starting their *second* year over WAAT, Kresge-Newark sponsors "Your American Music" on Monday and Friday nights, and "Junior Town Meeting of the Air", Wednesday evenings. Of course the daytime broadcasts have also been renewed, *because they know:*

WAAT delivers
more listeners per dollar
in America's 4TH Largest Market*
than any other station—
including all 50,000 watters!

* Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

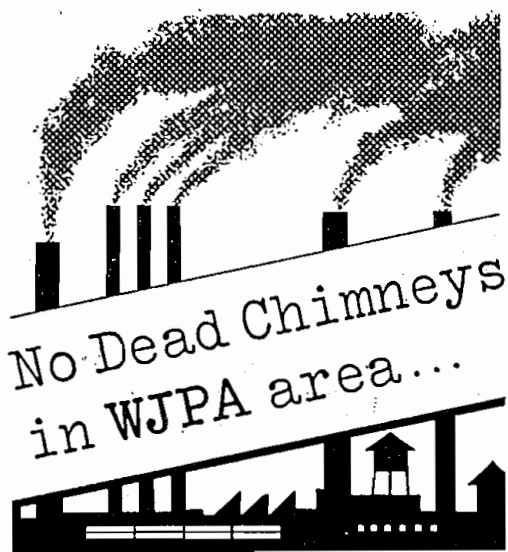
SOUTHWEST

JOHN W. GUNSTREAM announces his resignation effective on Nov. 1 from the State Department of Education. He had held the post since 1936. Gunstream is also director of radio and visual education taking this post in 1941.

Applications have been submitted by Howard W. Davis, owner and operator of KMAC, San Antonio, to the FCC for permission to operate stations at Corpus Christi and Austin. Davis is also prexy of the Laredo Broadcasting Co., which owns and operates KPAB, Laredo. The Corpus Christi station would operate on 1,230 kilocycles with 250 watts power unlimited time, while the Austin station would operate on 1,240 kilocycles with a power of 260 watts, also unlimited time.

The Conro Manufacturing Co., is airing a new series of three weekly programs over the Texas State Network for a quarter hour titled the "Conro Roundup." The Houston Symphony Orchestra is featured.

All stations throughout the state are going all out in the current Community War Chest campaign. Many of the stations, besides announcements, are presenting a quarter-hour transcribed program titled "Crisis in Our Town" with well-known actors of stage, screen and radio participating.



No Dead Chimneys
in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass... NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, JOHN LAUX, Managing Director, New York, Chicago, San Francisco, Los Angeles.

- WSTV - Steubenville, O.
- WFPG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



Notes From An Aisle Seat . . . !

● ● ● **Small Talk:** Despite all those rumors, Morris Novik, the Mayor's radio manager, denies that that the Little Flower will do a news commentary on the air. . . . Phil Spitalny readying plans to produce and star in a film bio of his famous 'Hour of Charm' ork. . . . Frigidaire-20th Century deal all set. . . . Sam Potter new head of Hollywood business dept of Y & R, with Bill Brees going over as v.p. with a Calif. aircraft concern. . . . If Edgar Bergen's visit to the state capitol of Oklahoma this week proves the success it should be, a plan will be worked out whereby he'll visit a different state capitol each week with Charlie. . . . Larry Menkin and Al Palca will be glad to know that John Garfield is flying east next week to cut an audition record of their new show, "The Imperfect Past," and that four of the major agencies are interested. . . . Tony Leader, Judd Phillips and Dan Seymour producing the new Newsweek show tagged 'You and the News,' which preems on Mutual on the 15th. Two film companies, incidentally, are making overtures to Tony regarding a coast contract. . . . It's a boy at the Paul Denis. He's the N. Y. Post columnist. . . . Sylvan Levin up for the music spot on Revere's new Mutual show, "Exploring the Unknown," which starts Dec. 2nd. This is the show that's replacing "Human Adventure," the result of contractual difficulties between WGN, the sponsor, agency and U. of Chicago. . . . Murphy Sisters opening at Loew's State tomorrow. . . . Morris Hastings, American net music ed, has been commissioned to write a book tentatively called "Visiting America," which starts with Lafayette and winds up with Gen. DeGaulle. . . . Fred Allen is the hero of the article, "Want A Job At A Million A Year?" by Beverly Smith in the Dec. issue of American mag.



● ● ● **Question Marks:** Is U. S. Steel listening to new shows? . . . Is it true that "Maisie" will be replaced in Dec. with another Anne Marlow package? . . . What show has J. Walter Thompson in mind for Bert Lahr—and what comic will he replace? . . . Why don't most of the comics like to work in NBC's 8-H studio, preferring instead either 6-A or 6-B? . . . Has Vick Knight sold his "Boys' Town," and to whom? . . . What famous radio star paid off a hundred-dollar tab in a coast spot with a plug on his ether show? . . . Are the nets launching a campaign to eliminate ad libbing on the part of stars and guest artists on the air? . . . It is 'true or false' that Harry Hagen will bring this show back to the air and is he tired of farm life so soon? . . . Is the American web and their ad agency seeing eye-to-eye these days? . . . Don't station owners think people drink beer before 10:30 p.m.? Many of them won't accept beer shows prior to that hour. . . . Will Herb Petzey renew his contract at WHN?



● ● ● **Thoughts While Dialing:** Milton Berle, author of "Out Of My Trunk," has found out where the dime novel has gone. It's gone up to \$3.75. . . . Dick Gilbert, WHN's lively disc-jockey, quitting that station on Feb. 1st. Meanwhile, he's had offers both here and on the coast. . . . Now that gas rationing is a thing of the past, Larry Douglas says it's fun to be fueled. . . . With all the murders being committed on it, they oughta call that show, "Inner Sanctomb." . . . Add exciting listening: Mutual's "Leave It To The Girls," which is custom-built for any sponsor's purse. . . . We know fifteen handlers who are sending one of the talent agencies the same Christmas gift—a game of Monopoly. Gee, we don't get it. . . . Ed Jerome replacing Charlie Waldron in "Deep Are The Roots." . . . Radioites wondering if Tommy Dorsey owns a piece of the N. Y. Football Giants. He's a fanatic on the subject of the Tim Mara-men. . . . It's a girl at the Ken (Wm. Esty) MacGregors. . . . Marvin Grieve, former Peoria, Ill., newspaperman and bomber pilot during the war, joining UP's radio dep't next week. . . . For a guaranteed laugh, get Harry Salter to tell you of his experiences overseas with Mike Todd.

CHICAGO

By BILL IRVIN

NEW orders for Morgan Beatty's news program, a five-minute musical show featuring Smilin' Ed McConnell, also the placement of three station breaks headed the new business announced during the past week for WMAQ by Oliver Morton, manager of the NBC Central division spot sales department.

KFAB of Lincoln and Omaha, will shortly begin work on a 50,000-watt transmitter, as a result of the granting of a construction permit by the FCC, according to Harry Burke, general manager. The new permit allows KFAB to increase its power from 10,000 to 50,000 watts. Other KFAB plans include construction and operation of an FM station on a site already purchased. Work on this project will begin as soon as a construction materials are available.

Edward W. Stevens, recently with J. P. McKinney and Sons, Chicago office, has joined the Chicago office of Burn-Smith Company, Inc., national station representative.

Coleman Signs Recording Pact

Emil Coleman and his Waldorf-Astoria Orchestra have been signed to a recording contract by Jules Braun, head of the DeLuxe Record outfit.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

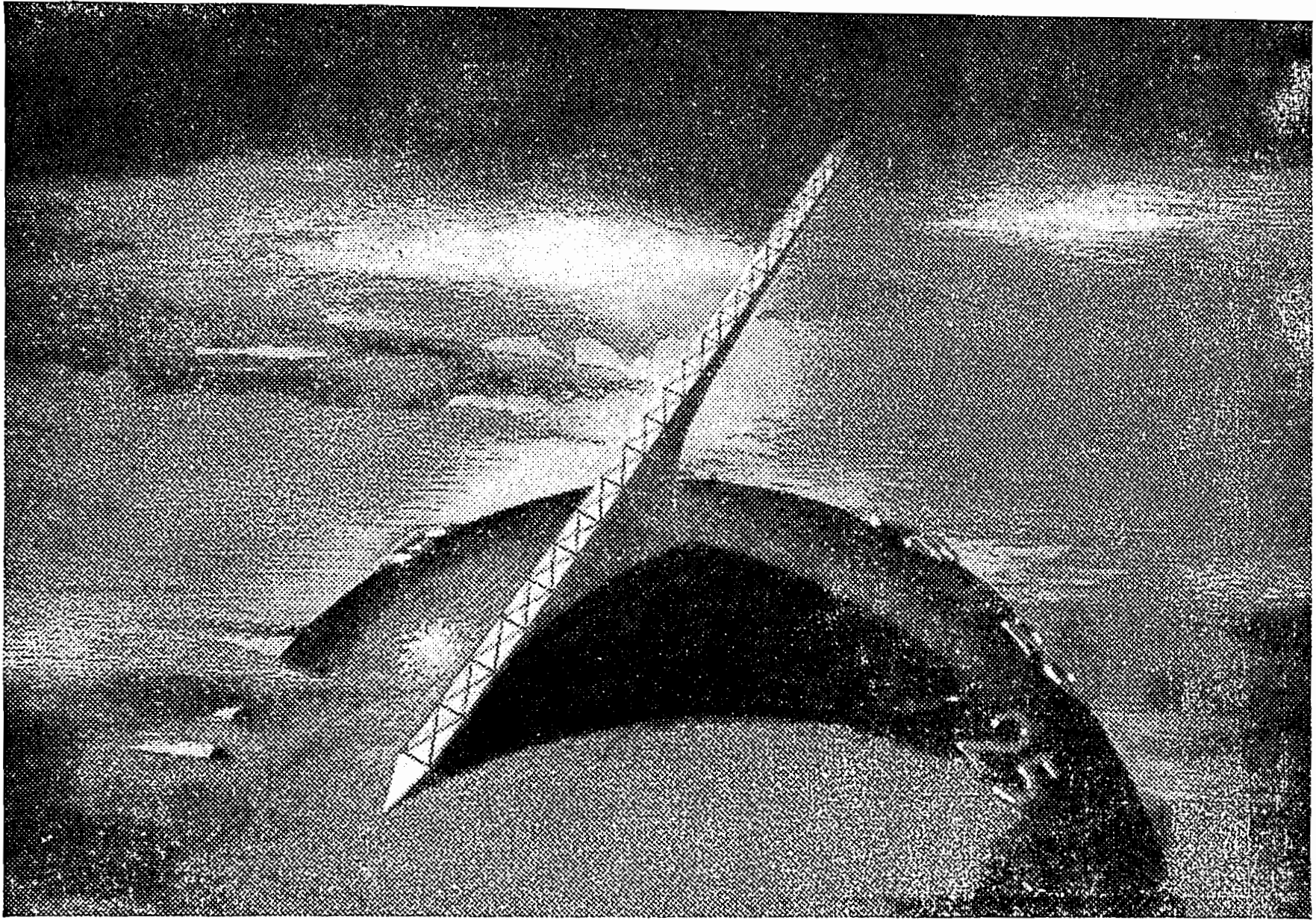
LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

45th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble



IN NOVEMBER, 1945, the Art of Broadcasting attained its Twenty-fifth Anniversary

Broadcasting has gone a long way in a mere 25 years, but its furious pace of accomplishment has seen every moment used to further expand its Service to the People. On the other hand, this has been but a brief period in human experience. The evaluation of its Services must be on a perpetual basis, as each day sees further expansion and improvement.

Who is there among us to hazard a guess.. to

prophecy what the next quarter-century will bring.. with the added services of Television, Frequency Modulation, and a host of other recent Technical Developments?

With unblushing pride, Westinghouse looks back over the years, and at the Art it nurtured, but shares this pride with great names who have lent to the Art of Radio their talents and labors.. unceasingly.. from their initial work in Broadcasting, either at KDKA, or one of the other Westinghouse Stations.

<i>Lowell Thomas</i>	<i>Langford Brown</i>	<i>Edward MacArthur</i>	<i>SEN. A. W. Caney</i>	<i>Arthur W. Brown</i>
<i>Percy Grainger</i>	<i>Cyrus the Gordon</i>	<i>Conrad Saberski</i>	<i>Grant Rice</i>	<i>E. J. Powell</i>
<i>Burt Brannard</i>	<i>Joe Rines</i>	<i>Arthur Brown</i>	<i>W. J. ...</i>	<i>Glen Rigg</i>
<i>E. A. Tamm</i>	<i>Walter ...</i>	<i>Jim ...</i>	<i>Frank E. Miller</i>	<i>Ed. W. ...</i>
<i>George Wharton Pepper</i>	<i>Bill Hay</i>	<i>Richard ...</i>	<i>Carl ...</i>	<i>John Herb ...</i>
<i>Warren ...</i>	<i>Frank ...</i>			<i>Butt ...</i>

WESTINGHOUSE RADIO STATIONS Inc.  KDKA • KYW • WBZ • WBZA • WOWO • KEX

What Is The Worst Program In Radio?

FUNNY MONEY MAN!

It only pulled 5,000,000 letters on 120 stations for 4 successful years

Funny Money Man, a live-syndicated, money-give-away program never won a prize for literary or educational value. It definitely lacks dignity. All it has done in 4 years is earn a hell of a lot of money.

Terrible Show! Terrific Success!

Here is an example of how bad Funny Money Man is: On WFAF, as a local show, it ranked with the 10 first network shows in mail response. It earned for WFAF, over \$2,000 a week net for over a year. Many stations now in their third year have kept

such sponsors as Lever Brothers, American Tobacco, Procter & Gamble who think that a show can be good without being snooty.

Don't Inquire . . . Unless . . . It's still the same program that pays cash prizes for wacky items like, 96c for a horse hair and \$1.03 for a split pea. Funny Money Man is inexpensive. Don't inquire about the show unless you care about making money.

NOTE: If you think you would be interested in a recorded version of the Funny Money Man show, write us. We may go into production.

ALLEN A. FUNT

RADIO PRODUCTIONS

52 VANDERBILT AVENUE

NEW YORK

★ AGENCY NEWSCAST ★

LES QUAILEY, for 10 years sports specialist with N. W. Ayer & Sons, Inc., Philadelphia, has resigned, effective Dec. 3, to become director of the Scholastic Relations Bureau of the Scholastic Sports Institute, Ltd., of New York. Prior to his affiliation with N. W. Ayer, where he was responsible for all radio and field work on the Atlantic Refining sports broadcasts, he was associated for seven years with CBS.

AIRNAUTIC PRODUCTS CO., INC., Hastings-on-Hudson, distributors of aircraft hardware, jewelry and accessories, have appointed the A. T. O'Connell Company as their advertising agents.

MAXINE KEITH, former director of radio and television for the Caples Advertising Agency, and radio commentator, has opened New York offices at 234 West 44th Street, where she will serve as a radio consultant. Miss Keith's office will supervise the radio promotions of the Friedman-Davis industrial press relations office in addition to preparing package shows for her other clients and coordinating their radio activities.

ROBERT HOLLEY & COMPANY, INC., advertising, has been formed as successor to Robert Holley Associates, effective November 1, 1945. Robert Holley is president and Saul S. Silverman vice-president of the new corporation, which will retain offices in the RKO Building, N. Y. Adele Kanter, formerly of the advertising department of Down Beat Magazine, Chicago, has been appointed traffic manager, and Rosalie Ferraro has joined the art department. The company announces the acquisition of the following new accounts: Penzel, Mueller & Co., Inc., Long Island City, N. Y.; clarinet manufacturers, and Edwin H. Morris & Company, Inc., New York, music publishers.

NATURE'S REMEDY, product of Lewis-Howe Co., is sponsoring through Olian Advertising Company the program "Bulldog Drummond" on more than 200 stations of the Mutual network.

FRANK KEMP, head time buyer of Compton Advertising, Inc. has been appointed media supervisor on Procter & Gamble accounts, replacing Murray Carpenter, who will leave Dec. 1st to become vice-president and general manager of new American network station in Portland, Maine. Bill Mallefert, recently returned after two years with the Army Transport Service, is new head time buyer.

PAUL V. LUTZ, account manager of Maxon, Inc., who supervises advertising and promotion for the special division, electronics department, General Electric Company, has moved his headquarters from New York City to Syracuse.

HUGH MITCHELL, vice-president of McCann-Erickson, who recently returned from a two months European trip, addressed the Export Advertising Association luncheon at the Belmont Plaza Hotel, New York, on Wednesday. Prior to the war McCann-Erickson operated offices in London, Paris and Frankfurt. The London office carried on throughout the war and the agency recently established an office in Paris.

HENRY R. TURNBULL has resigned from the Duane Jones agency, effective Nov. 1st, and will shortly announce his new plans.

FM In Small Firms

A report of FM broadcasting is to be sent by the U. S. Department of Agriculture to State Agricultural Extension directors in state colleges throughout the country, it was learned here. The report is titled "FM for you" and briefly outlines the scientific basis and educational potentialities of FM broadcasting with the aim of encouraging application for more FM stations by state colleges. The department of agriculture is keenly aware of the opportunities presented to agricultural extension work in the use of FM frequencies according to department spokesmen.

1st CHOICE IN CHATTANOOGA IS

WDDO
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

First in the business

It has the approval of everyone in Radio because it's

CERTIFIED

"by far the No. 1
producing station in
the United States"

HUBER HOGE AND SONS

New York City #21
699 MADISON AVE. REGENT 7-3500

October 29th, 1945

ADVERTISING
MERCHANDISING
PUBLICITY **

Mr. G. S. Wasser, Vice Pres.
Radio Station KQV
Pittsburgh, Pennsylvania

Dear Pete:-

I have just been going over the returns for our five-time-a-week sponsorship of Louis Kaufman on KQV.

As you know, we have been offering for William H. Wise & Company, a Pictorial History set on this program. This offer has been made on several hundred radio stations in every city of any size in the country.

You may be interested in knowing that at the moment, KQV is by far the number one producing station in the United States, as far as the cost-per-order is concerned, for Pictorial History. Week after week, the Great Kaufman continues to pull an amazing amount of mail, taking in an average of \$2,000 to \$2,500 a week of direct, traceable orders. This means that Louis Kaufman and KQV, startling as it may seem, are operating a business for the Wise company, at the rate of \$100,000 per year, which, for the city of Pittsburgh, can be considered a good-sized retail book business by any standards.

It is apparent that this period has by far the highest rated audience in Pittsburgh. It also indicates the tremendous hold that Louis Kaufman has on his listeners. We hope to continue on Louis Kaufman for a long, long time to come.

Very truly yours,

HUBER HOGE & SONS

Cecil C. Hoge
Cecil C. Hoge

cch/pc



This letter from a KQV advertiser tells the story of KQV's strong public standing more eloquently than we could ourselves.

Louis Kaufman's news period, aired every weekday afternoon at one o'clock over KQV, sets the pace for our afternoon audience. It led the entire Pittsburgh broadcasting field at that spot on the last Hooper report! His is the spearhead show leading off a succession of programs which, altogether during the past year have amassed 58% more of a listening audience in the afternoon for KQV. (Compare Hooperatings, Aug.-Sept.) There is still some KQV time available in the afternoon . . . reserve it now for the best radio buy in Pittsburgh—cost, coverage and listener value considered.

"PITTSBURGH'S AGGRESSIVE STATION"

KQV

1410 KC-1000 W-BASIC MUTUAL

NATIONAL REPRESENTATIVES, WEED & COMPANY
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

Webs, Directors Guild Make 2-Yr Agreement

(Continued from Page 1)

the membership of the Radio Director's Guild next Monday, marks the first of its kind to be negotiated in the U. S. with major broadcasting companies.

Present stipulations provide for a union shop, minimum wages and wage increases, hours of work, and arbitration machinery for all disputes and grievances. In addition, the companies agree to the principle of creative recognition, that is, giving of air credits to director of the program being broadcast.

The agreement is for a period of two years and provides for a "cost-of-living" wage reopening on the first anniversary date. It covers all directors and assistant directors for network programs originating in New York City, both sustaining and company owned commercials.

Sees Tele As Powerful Force In Advancement Of Civilization

(Continued from Page 1)

tion." Other new developments in the nation-wide celebration include the additional receipt of congratulatory messages from Canada, Greece and Holland, and the announcement of a testimonial luncheon to the industry sponsored by a group of public service organizations.

Broadcasting today "is truly the art that gives so much for so little," Nicholas said. "There is no service in the world today comparable to it. . . . The purchaser of a radio set . . . becomes the immediate possessor of a perpetual, life-time pass to the world's theater and receives thereafter . . . the best offerings of the nation in point of news, information and entertainment," he added.

Nicholas praised the American system of free radio and expressed confidence that the same system of "honest and free enterprise" will be in operation at the industry's 50th anniversary. He closed with a salute to radio broadcasting on behalf of Farnsworth and the RMA. The speech was broadcast over WGL, Ft. Wayne, Ind.

Congratulate Industry

Adding their voices to those of other international radio figures, the broadcasting chiefs of Canada, Greece and Holland have sent messages of felicitation to Justin Miller, NAB president, in honor of the anniversary.

Howard B. Chase, chairman of CBC, congratulated American radio "on the magnificent service performed during that period (the first 25 years) with best wishes for even greater service and prosperity in the years to come."

The Greek National Broadcasting Institution, cabled Director General Petimezas, "participates wholeheartedly 25th anniversary, recalling with emotion contribution USA broadcasting in United Nations strife for freedom and independence." He concluded: "We address you warmest congratulations and best wishes."

Radio's war role was acknowledged also, with "profound thanks," by Hank van de Broek, chief of the Dutch Provisional National Broadcasting Organization, who added: "May the close broadcasting link between Netherlands listeners all over the world and American broadcast-

ers, which was forged in times of war, be continued and strengthened in the days of peace to the benefit of a better mutual understanding between our peoples."

Will Address Luncheon

Mayor F. H. LaGuardia, Justin Miller, FCC Chairman Paul Porter, Sen. Wayne Morse, and Dr. Howard Hanson will be among the speakers at a testimonial luncheon sponsored by the Citizen's Radio Anniversary Committee to be held at the Hotel Roosevelt, Nov. 10, as a "voluntary expression of appreciation from organizations who have benefited by the work radio has done in both war and peacetime."

The committee is made up of representatives of the American Legion Auxiliary, the AWVS, the Junior League, General Federation of Women's Clubs, Girl Scouts, YMCA, National Council of Women, YMCA, National Federation of Business and Professional Women's Clubs and others.

John Mason Brown will emcee the luncheon which will open with a message from Gov. Thomas E. Dewey. Also slated to speak are Dorothy Thompson, Walter Hoving, Jane Cowl, Frank Braucher, Dr. James L. Ellenwood and Dr. Mordecai W. Johnson.

Washington Bureau, RADIO DAILY

Washington—"By keeping its wavelengths open to a free discussion of questions, its policies directed toward the great common good, radio can do Democracy a great service," President Anna Lord Strauss of the National League of Women Voters, said Monday in a tribute to radio's first 25 years carried from here by CBS.

The program, under auspices of the NAB women directors, also presented Mrs. La Fell Dickinson, president of the General Federation of Women's Clubs; Mrs. Allen H. Means, National President of the Girl Scouts, and Mrs. Dorothy Lewis, co-ordinator of listener activity for NAB. Mrs. Dickinson and Mrs. Lewis spoke from New York, Mrs. Means from Salt Lake City and Miss Strauss from WTOP, Washington, D. C.

Bond Drive Tempo Increased By Radio

(Continued from Page 1)

in Barry Gray, WOR's "Moonlight Saving Time" emcee as a bond salesman on the latter's program. Jo Stafford, Perry Como and Henny Youngman also visited Gray last night. Gray appeared at the Times Square bond booth yesterday doing a pitch for the drive, and is slated to appear there two more Tuesdays.

National War Finance Director T. R. Gamble will again broadcast nightly report to the nation on the progress of the loan, as he did during the previous drive. He will be heard on NBC's "News of the World," 7:15-7:30 p.m., across the board, beginning Nov. 19.

"Mutual Day" Nov. 11

Sunday, Nov. 11, is Mutual web "day" in the Victory Loan, and ever program on the air will stump for bonds. Secretary of the Treasury Fred M. Vinson and Sen. Walter F. George of Georgia, will appear on a special Armistice Day show. Starting at 3:00 p.m., EST, the program will feature 30 minutes of star entertainment from Hollywood, and then will switch to Atlanta to pick up the Secretary and the Senator, who are scheduled for appearances at an all-day rally in the southern city.

At 10:00 that evening, the web will present "Mutual Victory Hour." From New York, Paul Whiteman, Tommy Dorsey and Duke Ellington, will guest as conductors with the AAF band with Perry Como and Martha Tilto as vocalists. Meredith Willson will lead the Santa Ana base band in the Hollywood portion of the show which will feature vocalists Dinah Shore and Dennis Day.

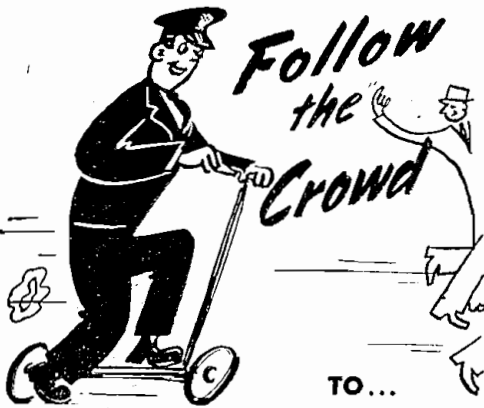
New Call Letter System For Amateur Station

Washington Bureau, RADIO DAILY

Washington—The FCC has announced a new system of assigning call letters to amateur radio stations. Under the new system the number of call areas was increased from nine to ten. Reassignment of some areas within certain states will be necessary, according to the Commission, and a division of call areas will exist within a particular state and in order to make the various call areas more nearly equal in amateur station numbers.

Licensing of amateurs will be resumed "in the near future" the Commission promised and in most cases it will be possible to assign pre-war stations their old call letters.

FOR ALL RECORDING SERVICES



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

KNOW YOUR ABC'S about KOA

KOA broadcasts over 200 public service features each year.

Listeners know they can rely on KOA for complete coverage of special events.

FIRST IN DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

CBS WJNO
Where "Dun & Bradstreet" meet "Hooper & Crossley!"
"THE VOICE OF THE PALM BEACHES"

ONE OF THE 17 "FINALISTS"
KLZ was among the 17 finalists in the George Foster Peabody judging for outstanding public service.
GEORGE FOSTER PEABODY
LOVER OF MEN
KLZ
DENVER

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN
NEW YORK'S WLIB
THE VOICE OF LIBERTY
1190 On Your Dial

NEW BUSINESS

WNL, Richmond, Va.: Charles (department stores), six quarter hour of music Monday through Saturday; Virginia Transit Company, 15-minute periods of local news on 52-week basis; Richmond Laundry Industry, five musical quarter-hourly weekly; Beaumont Laboratories, Inc., (4-way cold tablets), 60 minute periods; Monticello Drug Company, periodic announcements; Publishers of Nashville, announcements; Good 'Nuf Candy, Allen and Company, Inc., six announcements weekly on 52 weeks; Morris Plan Bank of Virginia, Martin Agronsky Monday through Saturday; High's Ice Cream, Monday through Friday Dick Tracy Miller and Rhoads (department store) 30-minute musical show "Me Only," also renewal of their relay-a-week sponsorship of Ray-O-Gram Swing; Thalhimers Department Store, renewal of "Kierulff News Corner" Mondays through Fridays; Home Brewing Company (max beverage) renewal of "The Adventures of Charlie Chan"; General Baking Company (Bond product) renewal sponsorship of Dr. Charles Freeman, Monday through Friday; Carter Products, Inc., anns. on 52-week basis; Pierce Proprietors, anns. on a 52-week basis.

WIL Gets Citation from Civic Organization

(Continued from Page 1)
 outlet's weekly news digest, "This Week in Philadelphia."
 Presentation of the sheepskin scroll was made at a special luncheon at the Bellevue-Stratford Hotel. President Roger W. Clipp accepted on behalf of the station. A second presentation, to John D. Scheuer, writer-producer of the program, was broadcast on Sunday's airing of the show. The program is sponsored by Crawford Clothes.

WANTED
 Hammond Organ, Model A or B with or without speakers. Send full particulars to G. M. Colwell, 301 East 10th Street, New York City 16.

KCKN
 The VOICE of
 GREATER KANSAS CITY
 24 Hours a Day
 BASIC MUTUAL
 AFTER 6 P.M.

Radio Department Setup By Vets. Bureau in Wash.

(Continued from Page 1)
 formerly of the AAF's Office of Radio Production and the Radio Branch, War Department Bureau of Public Relations, has been named director of the radio service for the VA in Washington. Thirteen radio directors will be stationed at branch offices throughout the United States.

WOR Joins CAB

WOR has joined the Co-Operative Analysis of Broadcasting Service, Inc., becoming the first radio station in CAB history to become a member. Heretofore only networks have belonged to CAB.

New Sponsor For Pearson On American Web, Dec. 2

(Continued from Page 1)
 work for 52 weeks, effective Dec. 2nd. Pearson will be heard from 7:00 to 7:15 p.m., EST, and will continue his "predictions of things to come" as a feature of his regular broadcast. Program was handled through William H. Weintraub and Company, Inc., New York.

Storer Leaving GAC

Douglas F. Storer, has resigned as vice-president in charge of radio for the General Amusement Corp. and is returning to independent production and packaging of radio shows to order.

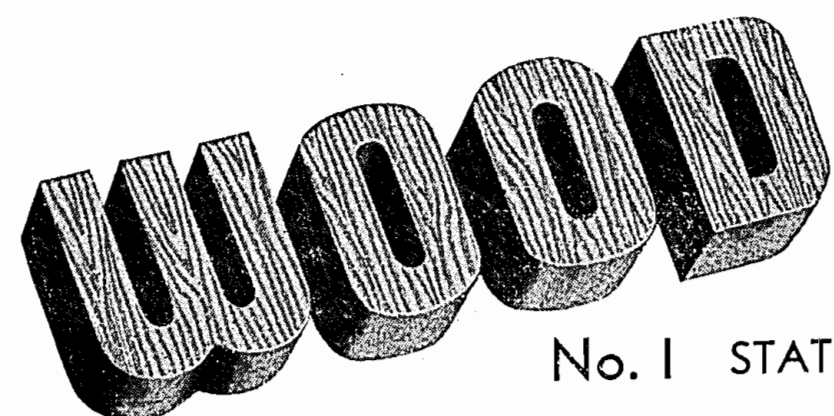
EQUIPMENT

Emerson Sales Manager

Ben Neutra, well known to the Pennsylvania radio trade, having covered the Philadelphia dealers and distributors for the past 20 years, has been appointed sales manager of Emerson Radio of Pennsylvania.

Gardner Tune In Editor

Richard Davis, publisher of Tune In magazine, announces that Paul Gardner, former magazine editor of the American network has been appointed editor of Tune In.



GRAND RAPIDS

No. 1 STATION (5000 WATTS)
 WITH THE No. 1 NETWORK (NBC)
 IN THE No. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives



NAB Retains Col. Ed Kirby As Public Relations Counsel

(Continued from Page 1)

CAPTAIN ALBERT J. HOFFMAN, veteran of 60 missions with the 12th Air Force in Europe, has returned to WOR-Mutual's Artists Bureau after five years of service. Hoffman is the holder of the DFC, the Air Medal with Oak Leaf Clusters, and ETO Medal with five battle stars.

LT. COMDR. DONALD G. GILL, recently released by the Navy after four years of duty, has joined the Duane Jones Company in an executive capacity. Prior to his war service, Gill was advertising and sales promotion manager of the National Refining Company in Cleveland.

LARRY HOLCOMB, free lance radio director, and formerly with Sherman K. Ellis & Co., has been returned to "inactive duty" in the U. S. Navy.

FRANK BOWERS, a veteran of both wars and recently a major in the AAF, has joined WJEJ, Hagerstown, Md., in the special features and promotion department.

rector of Public Relations, following its reorganization in 1938. With Paul F. Peter, former NAB director of Research, he set up the present NAB Bureau of Broadcast Advertising. At the Atlantic City convention in 1939 he helped formulate the NAB Code and became secretary of the Code Committee.

In 1940, at the request of the War Department, he was loaned full time to the Army to serve as the Civilian Advisor for radio to the Secretary of War. In such capacity he organized the Radio Branch of the Bureau of Public Relations and was commissioned a Lieutenant Colonel in May 1942. Promotion to the rank of full colonel came one year later. As chief of the Radio Branch, Col. Kirby laid the foundation and developed the policies for the Army's use of American radio facilities during the emergency period and during the war.

Under his direction, the use of shortwave radio beamed to troops overseas was first developed in 1941, and in 1942 he inaugurated "Command Performance" and "News From Home." In March 1942 he initiated the first "Army Hour," official radio program of the War Department. In

1943 he went to North Africa and to England to introduce the wire recorder as a means of front line combat radio reporting. In the spring of 1944, he returned to England with Brig. Gen. David Sarnoff, RCA president, then with the U. S. Army Signal Corps, to co-ordinate plans for the news coverage of the Allied invasion of Europe. Following this, he was named chief of SHAEF Broadcasting Services by Gen. Dwight D. Eisenhower, to direct the allied radio service to invasion troops under his command on June 7, 1944.

In November 1944, he returned to his permanent post at the War Department. In August and September last, he was the escorting officer of the American Broadcasting Mission to Europe. Last spring he was given the George Foster Peabody Radio Award for "Yankee ingenuity on a global scale."

A graduate of VMI (1926-AB), Kirby was commissioned a second lieutenant in the Field Artillery in 1926. Before entering radio, he was on the editorial staff of the "Baltimore Evening Sun." Later, as account executive for C. P. Clark, Inc., Nashville advertising agency, he handled the Jarman (now General) Shoe Corporation advertising. In 1932 he was named director of Public Relations for the National Life & Accident Insurance Co., and its station WSM, Nashville, Tenn. He married the former Marjorie Arnold, daughter of the Dean of Vanderbilt University Law School. They have one daughter. He is a member of the National Press Club and the Reserve Officers Association.



ED KIRBY

New Show On WJEJ

WJEJ, Hagerstown, Md., inaugurated a new type of audience participation show last week called "Know Your Groceries," sponsored on a cooperative basis by national grocery makers and advertisers. Program is in the form of a quiz, with groceries as prizes, and is scheduled to run weekly on Tuesday nights for a year. Frank Bowers, WJEJ's promotion manager, is producer and master-of-ceremonies.

Will Visit Royalty

Gladys Petch, Norwegian news commentator on WNYC, and producer of the station's informational show "The Spirit of the Vikings," left a month ago to visit her native land for the first time in six years. Station officials were informed last week by the Norwegian Information Center that their traveling reporter will have an audience with King Haakon in appreciation for her work here.

PROMOTION

Ralston's Tom Mix Show

The Ralston Purina Company of Louis, sponsors of "Tom Mix And Ralston Straight Shooters" on Mutual web stations, has centered October promotion around a notebook of pictures and stories of Tom Mix characters. The company is sponsoring a contest among promotion managers of the stations carrying the show with one thousand dollars in victory bonds as prizes. Winners will be determined by premium returns.

This contest, run in conjunction with the program based on the star's life, closes next April.

Audience Promotion Campaign

After a week's radio build-up, consisting of "teaser" announcements and a changed station break which includes the CBS slogan, "The Best Show In Town," WKRC, Cincinnati, revealed the first information of their fall and winter audience promotion campaign, being run in conjunction with the CBS promotion contest. The station is conducting five contests with prizes ranging from automatic pencils to a trip to New York.



When it's time to go to work on national business, then it's high time to call in Weed & Company, whose full-time business is good times on good stations. With Weed men constantly on the job, "time will sell."

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Making Steel Talk

• WATCH!

WEED AND COMPANY
RADIO STATION REPRESENTATIVE

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Area 1 Needs In FM Study

Justification for FM's position regarding the need for more FM channels arises out of a study of available channels in Area 1 and the number needed to supply existing licensees, CP holders and applicants. According to a study released Friday by the FCC, shortages exist in New York, Boston, Washington and Providence with the demand equalling supply in Philadelphia and several other cities.

Approves CBS Plan

The FCC, in adopting the CBS allocation plan for Area 1 last week, declared it considers this plan an improvement over its own previous plan because it minimizes interference, and it does not expect to follow it in any hard and fast manner. It has also pointed out that in some instances the shortages can be relieved by shifting unused frequencies from one city to another which needs them. The geographical location of the cities involved will limit this procedure but in the case of the Washington shortage, for instance, some unused Baltimore frequencies might be used. It is doubtful that the situation in New York and Boston can be relieved in any manner.

In the tabulation below, the newly adopted plan has been set against the needs of particular localities as revealed in existing stations, construction permits and applications.

	Channels Available	Needed
Albany	3	1
Albany	3	2
Albany	6	3
Albany	5	1
Albany	4	3
Albany	12	13
Albany	10	7
Albany	10	12
Albany-Bedford-Fall River	3	2
Albany-Springfield	6	3
Albany-Lowell		
Albany-Portsmouth	4	4
Albany	4	2
Albany, N. H.	2	2
Albany, N. J.	3	1
Albany-Schenectady-Troy	12	5
Albany New York City	20	27
Albany-Bethlehem-Easton	4	4
Albany	6	3
Albany	2	2
Albany	13	13
Albany	4	2
Albany-Wilkes Barre	9	2
Albany	5	3
Albany-Providence	6	7

RCA Store-Television Show To Go On 2-Year Tour

(Continued from Page 1)

representation of Philadelphia's shopping public is expected to jam Gimbels' 22 "telesites" during the next two weeks.

An RCA representative said yesterday that plans were being completed to take the intra-store video unit on a nation-wide tour of the largest department stores of America, but that a definite itinerary had not yet been decided upon. According to plans, the tour will take about "two years," the representative said, and while the demonstrations will not be on so large a scale as the one in Gimbels, "the same pattern of exhibiting the merchandising possibilities of television will be used."

Gimbels officials are definitely certain that the method of video merchandising is powerful, it was learned, since actual sales of items have been directly traced to a display on the television receiver. Certain items, it was explained, were not displayed elsewhere in the store while a television fashion showing was on, making it necessary for shoppers to inquire where the merchandise was being sold.

Hundreds of department store officials, merchandise counselors and retail executives from all over the country have witnessed the demonstrations, and have publicly expressed their endorsement of television's importance to department store selling.

American Web's Billings \$29,251,786 For 9 Months

(Continued from Page 1)

work. This compares with time sales of \$28,921,191 for the nine months ended September 30, 1944.

Leading advertisers on the American network are the food and beverage accounts, who, for the first nine months of 1945 spent \$9,192,990 as compared with \$7,789,487 in the comparable period of the previous year.

Song-Naming Contest On Lombardo's Show

Guy Lombardo, whose Chelsea cigarette program is heard over the American network, yesterday inaugurated a song-naming contest for which \$10,000 has been provided in prizes, the grand award to be \$5,000. A tune without words or title will be played on each program until Nov. 18. Listeners will suggest names. Guy and Carmen Lombardo will judge all entries.

Technician Killed In Fall

Kingston, Ont.—Bruce Alston, 19, radio technician at radio station CKWS, Kingston, died in the Kingston General Hospital October 30 of injuries suffered the previous afternoon when he fell approximately 60 feet to the ground from a pole, while in the act of removing an antenna on the transmitter tower of CKWS, Wolfe Island. He wore a safety belt and climbing irons. It is thought he was in the act of adjusting his safety belt when he lost his balance and fell.

Capital Court Upholds FCC On Watson-Dodd

(Continued from Page 1)

one of those who registered strong opposition to this method of legislation, and the Senate long refused to accept the bill with the rider attached, finally giving in after half a dozen disagreements.

The court finally awarded Lovett \$1,996.40, \$101.78 to Watson and \$59.83 to Dodd, son of the late Ambassador to Germany.

It is likely that the case will go to the Supreme Court.

NBC Grooming Girls For Glamour Ratings

Chicago—With the object of making the NBC Chicago secretariat the "easiest to look at" group of girls in broadcasting, NBC has launched a studio-wide course in facial glamour under the direction of Syd Simons, makeup authority. The series of NBC-sponsored sessions started Oct 24 and will run a total of four weeks. Covering all details of facial grooming and hair styling. More than 90 per cent of the feminine employees of the NBC Chicago studios have enrolled in the course. Credit for the idea goes to Jack Ryan, NBC Chicago press manager, who figured it as a good adjunct to NBC public and employee relations.

THERE'S A FUTURE FOR RADIO TALENT...IN TELEVISION!

Professional radio talent are invited to attend the opening of a sixteen-week television course given under the direction of DR. JOHN REICH.

TODAY!—NOVEMBER 7th

The time—4:00 P.M.-7:00 P.M.

The place—STUDIO OF DRAMATIC ARTS

151 WEST 54th STREET
NEW YORK, NEW YORK

CI. 5-9276

Write this in your date book.

You are invited to the opening class of Television Acting on November 7th without charge or obligation on your part.

All we want is your attendance so that you can see for yourself what we have to offer.

Bring along your talented friends.

Acting in television is your future.

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

117 West 46th Street, New York, N. Y.

SHIRLEY SADLER
Her "Songs for You" put WKY listeners in a mellow mood four nights a week.

WKY
OKLAHOMA CITY
The Katz Agency Representative

★ ★ ★ COAST-TO-COAST ★ ★ ★

— MISSOURI —

ST. LOUIS—A large display will be exhibited by KMOX, when the Missouri State Teachers' Convention meets in St. Louis, Nov. 8, 9 and 10. KMOX education director will be in charge of the display, which will feature the "American School of the Air" in its sixteenth year of service to the American public. . . . Admiral William Halsey spoke three times in less than 36 hours over KMOX, when he was in St. Louis October 28 and 29.

— NEW YORK —

NEW YORK—WQXR broadcast the opening of the Alfred E. Smith Memorial Hospital Drive, under the auspices of the Smith's Club from the Hotel Astor on Wednesday, Oct. 31. The participants during the broadcast period included Mayor La Guardia, Kate Smith, Jimmy Walker, Morton Downey, James E. Farley and Ted Mossman, concert pianist. . . . **BROOKLYN**—Clifford Evans, WLIB dir. of News and Special Events, announces the addition of William E. Watson and Frederick A. Davis. Watson was formerly with WOAI, Texas, and Davis, WNAC, Boston.

— INDIANA —

FORT WAYNE—Mrs. Raymod Clapper, widow of the late news and radio writer, was interviewed on WOWO, while she was in the city to address a district meeting of public school teachers. Allan Jeffries, news chief at WOWO, conducted the interview. Mrs. Clapper, speaking on the subject of the atomic bomb, appealed for international co-operation and a board of scientists from all nations to control the bomb's use.

— LOUISIANA —

NEW ORLEANS—A. Louis Read has returned to his post as commercial manager of WWL after an absence of more than 50 months as a Lt. Commander in the Navy. . . . WDSU has announced plans for recreational facilities for the exclusive use of their employees, on the five acre site across the river from where their transmitter is situated.

— MASSACHUSETTS —

WORCESTER—WAAB aired the speeches of Governor Maurice J. Tobin and Navy lieutenant, John F. Kennedy, from the Sheraton Hotel where they addressed the Massachusetts Town Clerk convention, last Tuesday.

— UTAH —

SALT LAKE CITY—Co-operating with the Salt Lake City Board of Education, KALL has scheduled two weekly quarter-hours titled "Leaders of Tomorrow," to give Salt Lake residents on the spot programs showing school activities. . . . Perry Hyler has returned to KDYL after three years service with the Air Corps.

— FLORIDA —

MIAMI—Richard's Department Store, started sponsorship on Nov. 5 over WIOD, of a 15-minute program "Courtesy Time," to be broadcast Monday through Friday for a 52-week period. . . . **WEST PALM BEACH**—Cal Morrow, veteran WJNO announcer recently discharged, is back at his announcing post. . . . **MIAMI**—Phyllis Argall, author of the best-seller, "My Life With the Enemy," a newspaper woman in Tokyo at the outbreak of the war was imprisoned by the Japs.

— CANADA —

ONTARIO—The chairman of the National Farm Radio Forum this year will be Orlo Miller of London, Ontario. Mr. Miller has been farmer, journalist, historian, author and radio raconteur. Recently he has played a prominent part in the search for better methods in scientific land conservation. He will preside over the forum debates throughout the 1945-46 season, with Ab Kemp producing the program.

— CONNECTICUT —

BRIDGEPORT—WICC brings to the a Victory Loan series titled "Let's do the Job," the first in a group of programs which started Nov. 3. . . . **FORD**—A new location for studios transmitter has been announced by V with initial broadcasting to begin D. The new studios will be able to accommodate audiences with a much larger space available that the station has. Enlargement has been awaiting availability of materials.

Announcing

EDWARD M. KIRBY

Colonel (Retired) Former Chief, Radio Branch, War Dept.
COUNSELOR IN PUBLIC RELATIONS

Providing a modern public relations service to individuals, industry and institutions.

Inaugurating business November 8, 1945, with the following clients:

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INFORMATION PLEASE

THE MARQUES OF QUEENSBERRY

WILLIAM B. ZIFF

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OFF THE AIR

**REFERENCE RECORDINGS
IN CHICAGO**

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Radio Industry Honored

N. Y. Papers Ask FM In Newark, Syracuse

Washington Bureau, RADIO DAILY
 Washington—Radio Projects, Inc., backed by publishers of several newspapers in the New York area have filed application for FM stations in Syracuse, N. Y., and Newark, N. J., the FCC announced yesterday. President and director of Radio Projects, Inc., is Mitzie E. Newhouse. Other stockholders include Theodore Newhouse, secretary-treasurer, and director and general manager of the Long Island Daily Press; William H. Hollman, director and trustee for Samuel J. Newhouse, Jr., and Donald Newhouse.
 (Continued on Page 4)

FCC Asks Manufacturers File On FM Product Costs

Washington—The FCC has asked manufacturers of FM transmitting equipment to file with the commission data on the selling price of their products in order that the commission may be able to answer queries regarding these costs. Such queries are frequently received at the FCC, with replies thus far confined to estimates.
 (Continued on Page 5)

Gov. Kerr's Application Causes Speculation

Washington Bureau, RADIO DAILY
 Washington—An application with interesting political undertones was filed at the FCC this week by Governor Robert Kerr of Oklahoma. On his Washington trip, Governor Kerr also visited the White House for a chat.
 (Continued on Page 7)

Air Tribute

Detroit—Credit Bob Longwell, WJR commentator with developing a fine definition of radio, in connection with radio's Twenty Fifth Anniversary. During the broadcast Longwell said, "Specifically, radio is communication. Romantically, it's a miracle of escape from the hum-drum daily grind. Practically, it's a means of knowledge of the other half of the world, the nearest city, the arts and sciences. Actually, it's an industry."

ABC Suit Hearing Delayed Until Dec. 3

Chicago—Hearing on the suit filed by Associated Broadcasting company in federal district court here asking for an injunction to restrain American Broadcasting Company from use of the call letters ABC scheduled for November 7, yesterday was set over to Monday, Dec. 3 by Judge Michael Igoe, due to the press of other business.
 (Continued on Page 2)

Schoenfeld To New York For American Sales Post

Merritt R. Schoenfeld, assistant general manager of the Central Division of the American Broadcasting Company, has been transferred to New York, where he will assume a special sales assignment, reporting.
 (Continued on Page 2)

RMA Presents Statuette To The NAB As Symbolic Of Broadcasters 25th Anniversary

NAB Files FM Brief On Channels With FCC

Washington Bureau, RADIO DAILY
 Washington—With revision of channel designations given top priority, the NAB yesterday filed with the FCC a four-point petition designed to develop FM in a "more orderly manner."

Pointing out adoption of the suggested changes would allow expansion.
 (Continued on Page 5)

'Radio Pioneers' Meet Tonight At Commodore

More than 1,000 wireless pioneers who were active in that field from the earliest discoveries of radio to the beginning of broadcasting in 1920 will meet tonight at a Radio Pioneers meeting.
 (Continued on Page 2)

Freedom Of Speech To Be Topic At Meeting

Freedom of radio, press and motion pictures will be one of the topics of discussion at a conference sponsored by the American Civil Liberties Union.
 (Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—FCC Chairman Paul Porter last night hailed the "outstanding record of co-operation" between the two branches of industry on the occasion of RMA's presentation to NAB of a statuette commemorating 25 years of broadcasting.
 "This fruitful joining of forces," Porter said, "by the men who produce the programs and the men who build the magical means to give them wings is a splendid example of the industry's cooperation."
 (Continued on Page 5)

See OPA Bottleneck In Set Manufacturing

Washington Bureau, RADIO DAILY
 Washington—The handling of "hardship" and "new models" pricing applications at OPA is expected to result in further retarding of production on new radios, according to the RMA. In addition, RMA reports, both materials shortages—especially of steel, electric wire and aluminum.
 (Continued on Page 2)

CBS Nine-Month Income \$4,234,247 After Taxes

Net income from all operations of CBS for the nine months ending Sept. 29, 1945, after deduction of all expenses, income and excess profits taxes, was \$4,234,247. This includes.
 (Continued on Page 6)

Why Buy Victory Bonds?



"Why buy Victory Bonds? Well, I'm one of the fortunate ones, I'm discharged. But lots of my buddies and millions of other GIs are still in—thousands of them in hospital beds they won't be able to leave for quite a while yet. They're still giving. The least we can do is see that they get the best care. Buying Victory Bonds will help a lot."
 —EZRA STONE, Columbia Broadcasting System, "The Aldrich Family."

Reconverted

John MacVane, NBC war correspondent who saw front-line action in almost every campaign in the European Theater of Operations, has been reconverted. He will broadcast from a meeting of the Grocery Manufacturers Association on Friday, Nov. 9, at the Waldorf-Astoria. MacVane, who served overseas for five years, is here for rest and reassignment.

Sellout

The average price paid for a seat at WQXR's Victory Loan Concert, which will be held Nov. 13 at Hunter College Hall, New York, is \$75. The hall's seating capacity of 2,000 was sold out a week ago bringing in \$150,000 in Victory Bonds. The concert will feature the world radio premiere of an excerpt from Norman Dello Joio's "Western Star," a choral work.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Nov. 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Youngman Guesting

Henny Youngman, previously reported as becoming a permanent feature on Hildegard's "Raleigh Room" show on NBC, is slated to do only a guest shot on November 20, according to Anna Sosenko, owner of the Hildegard show. On Wednesday, November 13, the Stroud Twins, Henry Morgan and Tommy Harmon will appear on the Hildegard show.

Servicemen's Spokesman

Ray Barrett, discharged war vet who announces WEAf's "Modern Farmer," 6:00-7:00 a.m. across the board, is making a series of speeches before Rotary Clubs in the New York area on "What the Returning Serviceman Expects."

KGW one of the GREAT STATIONS of the NATION NBC AFFILIATE PORTLAND, ORE. Represented by Edward Patry & Co.

Coming and Going

TOM SLATER leaves tomorrow for Minneapolis, where on Saturday he will cover the Indiana-Minnesota football game to be broadcast over the Mutual network.

FRANK GAITHER, associate manager of WGST in charge of sales, has arrived from Atlanta for conferences with the national representatives of the station.

"PETE" SCHLOSS and JIM CONNOLLY, both of the American network's station relations department, have left on business trips, the former to Alabama, the latter to Texas.

MORT NUSBAUM is on a swing up-state to organize campaigns for the Sister Elizabeth Kenny Foundation fund for the treatment of infantile paralysis.

DONALD D. SULLIVAN, commercial manager of WMT, Cedar Rapids, Iowa, is in town on station business. Paid a call yesterday at the offices of the station's national representatives.

RUSSELL CASE, conductor of Mutual's "Fresh-Up Show," left last night for Hollywood, where he will conduct a number of recordings for Dinah Shore. He'll return in time for next Wednesday's broadcast.

JOHN FREIBERG, head of the Los Angeles agency bearing his name, is spending this week in Gotham in the interest of Gallo Wines.

DON ARRES, heard on WHN's "Gloom Dodgers" and now a member of the cast of "Spring in Brazil" playing in Philadelphia, is commuting to New York daily to do his stuff on the WHN show.

Schoenfeld To New York For American Sales Post

(Continued from Page 1)

directly to C. P. Jaeger vice president in charge of sales.

Schoenfeld has been associated with the American network since, as the Blue Network, it was separated from the Radio Corporation of America in 1941. Prior to that he had been an account executive with the National Broadcasting Company.

See OPA Bottleneck In Set Manufacturing

(Continued from Page 1)

containers—and labor disputes present further obstacles, despite the publication last week of the OPA overall pricing formulas. Although early estimates called for three and one half million new sets by the end of the year, it is doubtful that half a million will have been marketed by that time.

ABC Suit Hearing Delayed Until Dec. 3

(Continued from Page 1)

ness. It was the earliest date court and counsel could agree upon. American Broadcasting company was represented by Joseph McDonald, network's New York legal head, and Walter Emerson, Chicago attorney.

'Radio Pioneers' Meet Tonight At Commodore

(Continued from Page 1)

Party at the Hotel Commodore. Wireless equipment which preceded even the crystal set and headphones will be demonstrated. The FCC has given permission for the operation of a spark transmitter similar in principle to the apparatus used by Marconi in his first experiments.

Dr. W. L. Everitt, president of the Institute of Radio Engineers, will act as master of ceremonies; John V. L. Hogan, engineer and inventor and founder of WQXR will be the principal speaker. Louis G. Pacent is chairman of the general committee.

Freedom Of Speech To Be Topic At Meeting

(Continued from Page 1)

Union at the Hotel Biltmore, Nov. 24. One of the major points will be changes in Federal law and regulations toward promoting greater freedom on the air.

Former FCC Chairman James L. Fly will preside over the discussion led by A. D. Willard, Jr., of the NAB; Norman Cousins, editor, Saturday Review of Literature; Robert D. Leigh, chairman, Commission on Freedom of the Press; Donald Slesinger, American Film Center; and Morris L. Ernst and Arthur Garfield Hays, counsel, ACLU.



Ian Ross MacFarlane available six nights per week

This around-the-world, authoritative, dependable analyst of the news has six open night spots on his schedule, on the Associated Broadcasting Corporation network.

MacFarlane knows the veterans problems. He has been in on the housing question for years. He knows the unemployment situation... he's been in on the labor management quarrels. His keen analysis has built audiences.

11 to 11:15 P. M. is the time. Call the Headley-Reed man or Jack Embry at W-I-T-H, Lexington 7808, Baltimore.



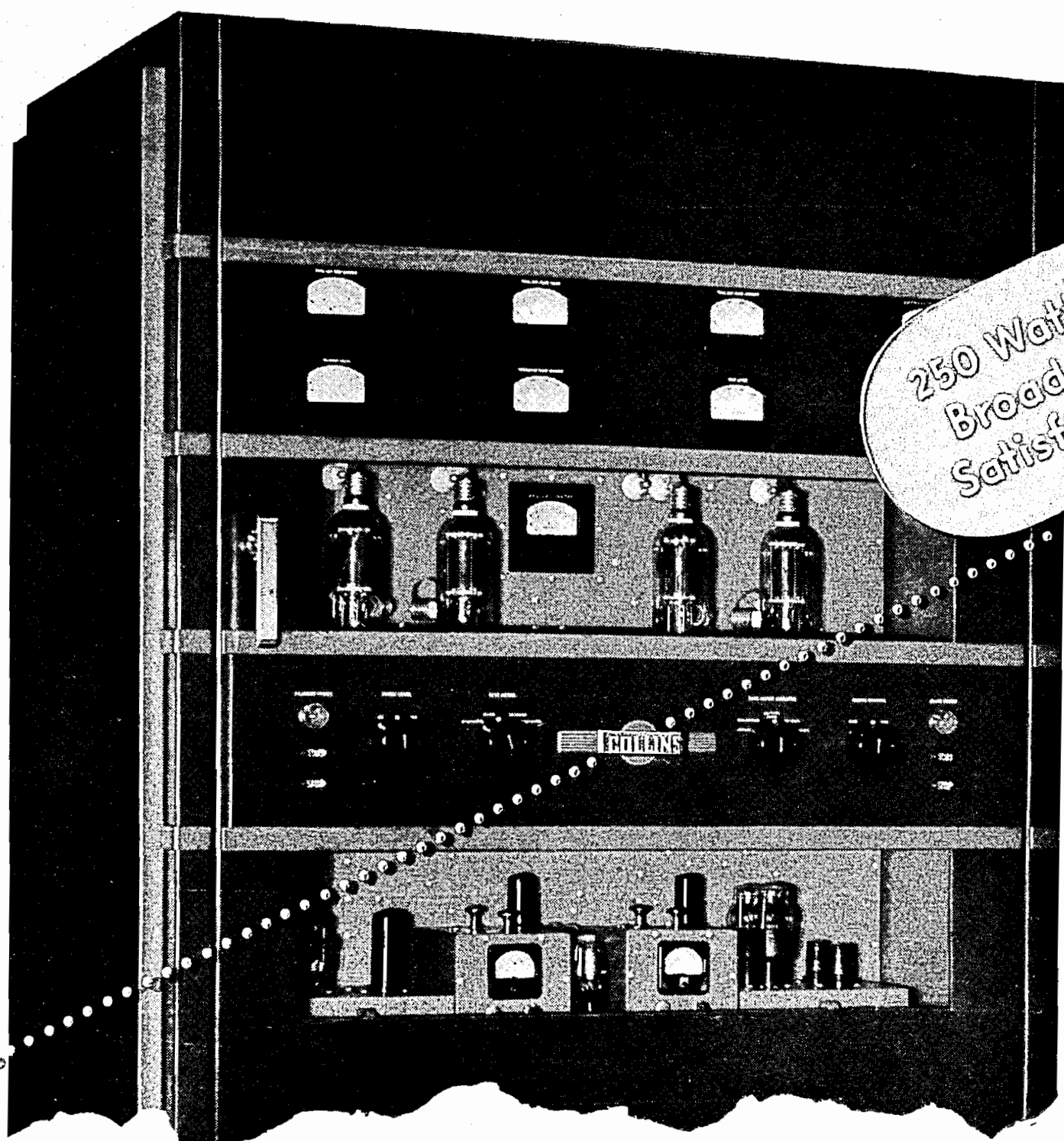
W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FOR RESULTS IN THE Philadelphia MARKET



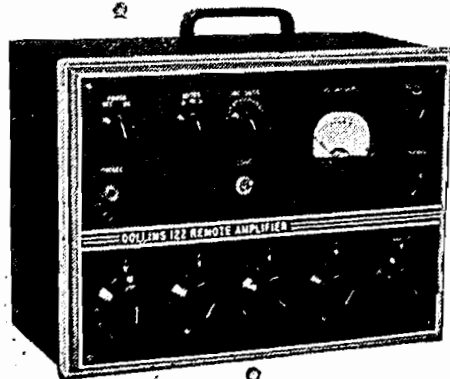
PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



250 Watts of
Broadcast
Satisfaction

**Collins 12Z
Remote Amplifier**

A high quality four channel remote amplifier, a.c.-d.c. powered. The d.c. source consists of self-contained batteries which take the load automatically in case of a.c. line failure. Gain, approximately 95 db. Frequency response, 30-12,000 c.p.s. \pm 1 db. Power output, 50 milliwatts. Weight, with batteries and carrying case, 32 pounds.



The new Collins 300G-1 AM broadcast transmitter is an operator's ideal.

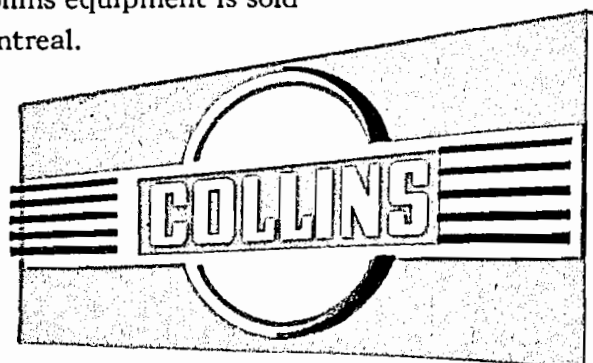
Its components are the finest available, with very high safety factors, and all are completely and immediately accessible. Replacements, if necessary, are just a quick, simple one-man job!

Circuit design, physical arrangement, and workmanship throughout, meet the superior standards which station engineers have come to expect of Collins engineering.

The nominal power output of the 300G-1, 250 watts, can be reduced to 100 watts by means of a switch on the control panel. The response is flat within \pm 1.0 db from 30 to 10,000 cycles. Distortion is less than 3% up to 100% modulation.

Tell us about your plans. We will be glad to study them with you and make recommendations covering requirements for your entire station, AM or FM, and of any power. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. In Canada, Collins equipment is sold by Collins-Fisher Limited, Montreal.

FOR BROADCAST QUALITY, IT'S ...





The teen-agers are getting a great play these days . . . and rightly so. Because here is one of America's largest segments of potential buyers. The nation's youngsters have been put on their own. They are making their own decisions, earning their own spending money and in many cases helping to influence the buying habits of parents everywhere.

More and more attention is being focused on the wants of the under-20's. Teen-age fashions, teen-age magazines and *teen-age radio shows* are sweeping the nation. That last point is particularly interesting because we feel that we have developed one of the most universally popular teen-age shows ever made available to local and regional sponsors . . . *The Art Van Damme Quintet with Louise Carlyle.*

Music with a lift is an essential part of most every teen-ager's experience. They label it "swing," "jive" or simply "out of this world." The Art Van Damme Quintet satisfies this thirst for rhythm by playing swing classics in a sensational new style . . . featuring "the man who gets a rocking beat from an accordion," Art Van Damme. Art's distinctive accordion stylings were first discovered by the late Ben Bernie who "found" him in a Chicago nite-spot. Later, Van Damme formed his Quintet and is now heard every week coast to coast on his own NBC show.

Romance is another requisite for teen-age entertainment. Lovely *Louise Carlyle* serves generous portions by way of her warm, vibrant interpretations of popular ballads. Miss Carlyle who is featured on such outstanding nation-wide programs as *The Music of Manhattan* and *The Sunday Evening Party*, brings to this newest NBC Syndicated Show a voice-full of personality and appeal.

You owe an audition of this exceptional show to your local department store or specialty shop featuring teen-age fashions. . . . Or try it out on one of the music shops in your town. But, in any event—send for your audition record today. Write, wire or phone your nearest NBC Radio-Recording office.

NBC
Radio-Recording Division

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



Chicagoland Oldtimers Celebrate

● ● ● Old timers in Chicago radio held the spotlight at a luncheon of the Chicago Radio Management Club Tuesday in the Morrison Hotel in observance of the 25th anniversary of the broadcasting industry. Among the microphone veterans who were guests of the club were Eddie and Fannie Cavanaugh, oldest entertainment team on the air; A. W. "Sen" Kaney, former announcer and now station relations manager for NBC Chicago; Gene Rouse, another announcing veteran turned network executive as program manager of the American Central Division; Everett Mitchell and Phil Stewart, both microphone pioneers; Glenn Snyder, manager of WLS; Smilin' Ed McConnell, song and patter man; Herbie Mintz, pianist; Walter Preston, program manager of WBBM-CBS; Wendell Hall, the Red Headed Music Maker of early radio; Frank Morgan, pioneer radio scribe; Carl J. Meyers, director of engineering of WGN, and Leo Rosenberg, Chi advertising exec, who handled the announcing chore for KDKA's broadcast of the Harding-Cox election returns 25 years ago. . . . When Frankie "The Voice" Sinatra alighted from the plane that brought him here last week to address the striking high school students in Gary, Indiana, some wiseacre cracked: "There's the first lighter-than-air passenger!" . . . Chicago's Dinning Sisters, who have been playing night club dates in the East, will make guest appearances on the National Barn Dance this Saturday and next before going to Hollywood to make a movie for Columbia Pictures. . . . The Midwest Radio Writers Guild heard "The Truth About the Atomic Bomb" at its meeting Tuesday night at the Sherman Hotel from Dr. Arthur Jaffey of the University of Chicago atomic bomb project, and Dr. S. I. Hayakama, author of the best selling "Language in Action."

★ ★ ★

● ● ● Kay Kyser brought down the house at Vaughan Gen'l hosp. during his pre-broadcast warmup last week with his mention of the commanding officer there, Gen. P. J. Carroll, and his follow-up crack that he, too, had a Carroll for a C. O., letting the GI's then gaze upon his beautiful wife, Georgia. . . . Bill Ray, NBCentral Division news and special events chief, engineered a scoop for NBC's News of the World program Wednesday night by getting Major Arthur Wermuth, Chicago's "one-man Army" of Bataan fame, to the microphone for his first radio appearance since his release from a Jap prison camp. Major Wermuth had nixed radio appearances following his arrival in San Francisco. Ray, however, appealed to the hero's mother, Mrs. Clara Wermuth, who in turn persuaded the major to make the WMAQ appearance when he arrived in Chicago. Wermuth was interviewed by commentator Alex Dreier. . . . WBKB Balaban and Katz television station, is claiming a new high in football predictions for Joe Wilson, its sports authority, with an accuracy record of 82.5. Not bad, not bad, but Jimmy Evans, former All-American at Northwestern and Chicago sports commentator, has been calling 'em 85 per cent right on his WGN forecast series for the past 12 years.

★ ★ ★

● ● ● The Quiz Kids broadcast will originate from the living room of Quiz Kid Richard Williams' home in East Chicago, Indiana, on Dec. 23, five days before Richard reaches the graduation age of 16 on Dec. 28. . . . Sgt. Nelson Olmsted, the former NBC Storyteller, has been returned to this country from Europe because of a fractured ankle. Now at a hospital in Coral Gables, Fla., he'll soon be transferred to Temple, Texas. . . . Nice job of pinch-hitting Margory Mayer, contralto soloist on American's "Hymns of All Churches," did on 24 hours' notice in the title role of "Carmen" with the Chi. Opera Company. She replaced Gladys Swarthout, bedded with a cold.

LOS ANGELES

By RALPH WILK

NEWSCASTER - COMMENTATOR
Knox Manning had a rare experience at the Navy Day celebration at the Coliseum when 110,000 people repeated after him the Pledge of Allegiance to the Flag.

Rudy Vallee has signed Pinky Lee veteran comedian, as a regular member of the cast of the Drene Show heard over NBC. He has been a guest on the program for the past three weeks.

George Fisher, heard Monday through Friday nights over KECA interviewed Hollywood stars and talking gossip, has played host to more than 800 celebs during his year on the air.

Roger Patrick, formerly of WGN Chicago, has joined KECA's announcing staff, it was announced by Rolfe Hunter, chief producer. Patrick is not only a war veteran, but a veteran announcer, having worked many of the topflight shows in the east prior to his enlistment.

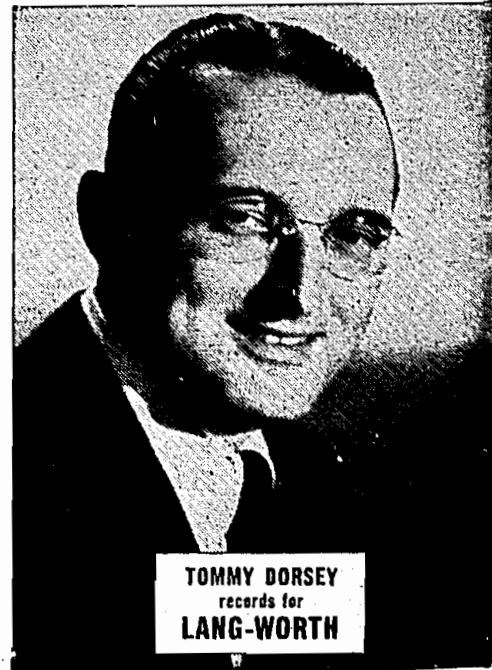
Dinah Shore may take her program to New York for several weeks' broadcasts after the first of the year. A theater public appearance may be included.

Maestro Albert Sack, who batons the weekly CBS "Marlin Hurt and Beulah" program, this week waxed four more popular tunes for Standard Radio Transcriptions, in addition to his regular radio chores.

N. Y. Papers Ask FM In Newark, Syracuse

(Continued from Page 1)

house; Samuel I. Newhouse, controlling owner and acting manager, Long Island Daily Press, Long Island Star-Journal, Staten Island Advance, Newark Star-Ledger, Herald Journal, Syracuse, N. Y., Herald-American, Syracuse, and Post Standard, Syracuse.



TOMMY DORSEY
records for
LANG-WORTH

NAB Files FM Brief On Channels With FCC

(Continued from Page 1)

of FM "with the least confusion to the public," the NAB petition called for four streamlined revisions in FM frequencies and regulations.

Leading the list was NAB's recommendation that the FCC simplify its system of numbering FM channel designations. The petition suggested channel numbering start with No. 1 for 107.9 mc; No. 2 for 107.7 mc; No. 3 for 107.5 mc and so on downward. The purpose of this recommendation, the petition stated, "is to care for a condition which will arise in the event of the extension of the FM band in the future. The channel numbering on the lower end of the band could be extended indefinitely without completely revising the entire numbering system. Such a system will permit manufacturers to use channel numbers on their dials without fear that future expansion in the FM band would make obsolete the dials of all sets then in the hands of the public."

Outlines 3-Point Policy

NAB said if the FCC approved the recommendation, it would seek the adoption of uniform channel designations by all set manufacturers.

The NAB petition also called for adoption of the following:

A rule authorizing the maintenance of joint program logs during any period of duplicate operation of standard and FM stations.

Use of joint call letters during the duplicate operation of standard and FM stations for those stations desiring to make such a joint announcement of call letters.

Revision of Rule 3.261 which now calls for a minimum of six hours of day of operation during set hours of the day.

The NAB petition said the "public would be better served" by allowing stations to choose their own periods during the day.

It is likely, the petition stated, "that should such restrictions be removed, FM stations operating in a single area may wish to stagger their hours of operation, so that listeners may have a greater number of hours of FM programs available."

Under the present system, operation must be for three hours during the period 6 a.m. to 6 p.m. and three hours during the period 6 p.m. to midnight.

Will Televis Play

NBC tele outlet WNBT will air the Licht-MacArthur melodrama "The Front Page" Nov. 11 at 8:00 p.m. Vincent Hayworth will play the lead supported by Matt Crowley.

Co-Operation Of FCC, RMA Vital Teamwork, Says Porter

(Continued from Page 1)

kind of teamwork that can carry the industry on to new goals of achievement."

Lauding the co-operation which has given America the "world's largest and finest radio system," the FCC chairman said "vast new vistas of opportunity to expand the broadcasting industry and to give the American people a far greater measure of public service are now opening for both broadcasters and manufacturers."

In presenting the statuette to NAB President Justin Miller, RMA President Raymond Cosgrove said "signal recognition is due the broadcasters of the nation for their service to the people."

"Recognition Due"

"We of the manufacturing segment of radio—the makers of the receiving sets in nearly every American home—have felt for years that signal recognition is due the broadcasters for their service to the people, for the programs of entertainment and inspiration and education they have brought to every radio listener. That feeling has been intensified many fold with the part radio broadcasting had in winning the war—a job that never has been excelled in the magnitude of its success."

The presentation ceremonies were broadcast over Mutual.

Representing nearly 300 radio manufacturing companies, Cosgrove said RMA's appreciation was best expressed by the inscription on the statuette presented to Miller:

"Presented to the National Association of Broadcasters and the broadcasting stations of America by the Radio Manufacturers Association in recognition of a quarter of a century of public service by the broadcasters, and for their contribution to world peace and harmony."

Terming the statuette a "symbol of high esteem," Miller thanked Cosgrove and pledged continued co-operation between the two organizations.

"This statuette," he said, "has great significance to the broadcasters who produce and transmit programs for the information and entertainment of the American public. Symbolizing as it does the high esteem of those who manufacture, for those who vitalize and those who use receiving sets, it emphasizes the close relationship which exists between both branches of the broadcasting industry and the general public."

Stating that the manufacturers have had a "great stake" in the development of the American system of broadcasting, Miller lauded the technical advances of the past 25 years and predicted "phenomenal new developments" in tele, FM and facsimile transmission.

"It is stimulating," he said, "to receive a tribute like this from those who are most aware of our responsibilities and our performances."

FCC Asks Manufacturers File On FM Product Costs

(Continued from Page 1)

made on the basis of pre-war. Prices for equipment for the 42-50 megacycle band. The furnishing of such information by the manufacturers is, of course, a voluntary matter.

Herlihy On NBC Ten Years

Ed Herlihy, National Broadcasting Company announcer, celebrated his 10th anniversary with the network yesterday.

Hoffman Rejoins WOR; Five Years In Service

Albert J. Hoffman, returns to WOR after five years of military service which included 60 missions as combat pilot over the ETO. Before entering the Army, Hoffman was artists rep for the station. Overseas with the 12th Air Force, as a Captain pilot, Hoffman took part in numerous bombing flights, many over heavily defended areas of the Rhone Valley. He wears several decorations as well as five battle stars.

Radio's Transition Theme Of Meeting

Norman, Okla.—"Radio in Transition" will be the theme for the Fourth Annual Radio Conference scheduled to be held the first week in March at the University of Oklahoma, Sherman P. Lawton, director of radio at the university and in charge of organization for the conference, announced.

The first organizational meeting was held in Oklahoma City last month when Lawton met with radio executives from central and western Oklahoma. A similar meeting was held at Tulsa, Oct. 30 for eastern Oklahoma and border state stations. Nov. 6 Lawton met with Texas radio men at Dallas, and is slated to confer with national network officials in Chicago Nov. 22.

Last year, when the conference was held at Stephens College, Columbia, Mo., approximately 70 stations and 80 organizations from 19 states were represented.

Among the members of the 1946 conference committee are M. K. Bonebrake, KOCY, Kenyon Brown, KOMA, Robert Enoch, KTOK, all Oklahoma City; Arthur Casey, WOL, Washington, D. C.; Peggy Cave, KSD, St. Louis; W. W. Charters, Stephens College; Doris Corwith, NBC, New York; Willard D. Egolf, NAB; Lt. Col. Harold Kent, U. S. Office of Education; Tom Slater, MBS, New York; Harrison B. Summers, American web, New York; Keith Tyler, Association for Education by Radio; Judith Waller, NBC, Chicago.

Robert Compton, WCAZ, Carthage; Jerry Hoekstra, KMOX, St. Louis; Ken Miller, KVOO, Tulsa; Chester Thomas, KXOK, St. Louis; and Earl Williams, KFAB, Omaha.

Joins Canadian Marconi Board

Montreal—H. S. (Bert) Putman, publicity manager of Canadian Marconi Company, and secretary of the Montreal chapter of the National Industrial Advertisers Association, has been elected to the board of directors of the parent company. The appointment was made at an executive meeting at Cleveland, Ohio.

Making Steel Talk

• WATCH!

THERE'S ONLY
1
STATUE OF
LIBERTY
but
WHN REACHES **2** NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—
Loew's Affiliate

WANTED A WOMAN

(preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233, Radio Daily, 1501 Broadway, New York 18, N. Y.



CAPTAINS DANIEL E. SCHMIDT and DONALD J. MERCER have returned to NBC as salesmen in the Radio-Recording Division. Both have been with the web since 1937. Schmidt, holder of the Purple Heart, served with the anti-aircraft artillery from North Africa to Germany. Mercer served with the field artillery in Normandy, the Rhineland and Central Europe. He was awarded the Bronze Star.

LIEUTENANT THOMAS R. ROONEY, USMS, has returned to CBS as director of sales promotion at WBBM, Chicago. He was public relations officer for the Merchant Marine Academy at Kings Point, Long Island.

CAPT. HAMILTON HOGE, USMCR, now on terminal leave, has been unanimously re-elected president of United States Television Mfg. Corp., after three years in the Marines. John Hoge, acting president during the war remains as vice-president and treasurer.

LT. COMMANDER EDWARD C. SIMMONS, who has served three years with the Coast Guard, and John Lewis who has been serving with the Federal Bureau of Investigation, have rejoined the New York office of Ruthrauff & Ryan, Inc.

CBS Nine-Month Income \$4,234,247 After Taxes

(Continued from Page 1)

sale price after taxes of WBT, Charlotte, N. C., owned-and-operated station of the network. The board of directors has declared a cash dividend of 60 cents per share of the Class A and Class B stock of \$2.50 par value, payable December 7 to stockholders of record at the close of business Nov. 23, 1945.

NBC Cocktail Party

Washington—NBC Vice-President Frank M. Russell will host at a cocktail party at the Hotel Statler today in honor of Brig. Gen. David Sarnoff, head of RCA. Members of the press and of the Washington radio fraternity will be on hand.

Sponsor Football Games

Curtis Publishing Co., publishers of the "Saturday Evening Post," will sponsor NBC's exclusive broadcasts of the Army-Notre Dame and Army-Navy football games on Nov. 10 and Dec. 1 respectively. Bill Stern will do the play-by-play description.

WANTED

Hammond Organ, Model A or B with or without speakers. Send full particulars to G. M. Colwell, 301 East 40th Street, New York City 16.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story

A LITTLE over a year ago we heard a lad named Johnny Thompson sing at Leon & Eddie's and wondered how come his baritones weren't coraled for the networks. . . . Johnny was signed to sing over the Blue Network, recently went to Chicago to sing on Don McNeill's "Breakfast Club" program and is now back at the American Broadcasting Company in Gotham, where as the "Song Salesman," he earns ten times the salary he received at Leon & Eddie's . . . last Sunday he was honored as the "Celebrity" at the famous 52nd Street nite spot where he started his meteoric climb.

☆ ☆ ☆

RADIOLOGY—Radiolite Tony Barrett is the latest thespian to adhere to the sacred principle of the theatre, "the show must go on." . . . on a recent Thursday, Tony did his make-believing on four different programs with a 'rating' of 103 (fahrenheit) and spent the next three days at the hospital. . . . Bob Stanley and his WORchestra will make an album of Continental musical comedy selections for Sonora. . . . Frank Papp's intelligent production job on "The Eternal Light," heard Sundays at noon via NBC, rates a low bow. . . . After serving three years overseas with the US Army, Dan Studin, former prexy of the Star Radio Programs, has been honorably discharged and will resume his radio career. . . . Sgt. Phil Tully, in charge of special shows for the 66th Infantry Division and formerly a regular on the "Crime Doctor" CBSeries, is now in civvies. . . . The Korn Kobblers' transcriptions for the Ziv Agency show a rating which is "Hooper-Super-Duper." . . . Esquire Magazine is toying with the idea of sponsoring a concert tour for Perry Como next January. . . . the NBChesterfield songster will warble only songs written by GI's and ex-servicemen. . . . Baritone Harry Prime's guestrillings prove he belongs on the network with a show of his own. . . . The New WEAFature, "World News Round-up," heard Mon-Wed-Fri at 8 am, featuring commentator James Stevenson and announcer Arthur Gary, is not only listenable but educational. . . . Last week Ralph MBSlater hypnotized an NBC receptionist Gloria Godfray, who sang so well on the program that she's already gotten several offers. . . . Glenn Cross returns to the "Manhattan Merry Go Round" NB Coast-to-coaster after three years in the Army. . . . Teddy King's novelty band opens at Jack Dempsey's Tuesday. . . . Bob Bright, WPAT disc jockey, has just completed a play, "David Love." . . . Bill Liebling, dynamic Artists' Agent, who is co-producer of the forthcoming musical "Shooting Star," is seeking a good play. . . .

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Russell Case, popular recording manager for Victor will make two round-trip flights to Hollywood in the next fortnight. . . .

● Sgt. Harry S. Miller, just out of the Army, has already written the entire score for "Great Scott!" which will go into rehearsal end of this month. . . . Robert Speller and Adrian Lopez will produce. . . ● Gregory Coleman, former manager of the Emil Coleman Orchestra, who went into the candy manufacturing business but a year ago, has done so well his company will launch its own radio program . . . series will be written, directed, produced and SPONSORED by Gregory Coleman. . . ● Robbins is setting some important radio plugs on "I Want An Old-Fashioned Christmas," written by Florence Tarr and Fay Foster. . . ● After 13 years with Broadway Music, Rae Zelda joins Chelsea Music this week . . . she's merely one of the stem's most popular songpluggers. . . ● Elmer Schoebel, composer-arranger, is now free-lancing after a decade as chief arranger for the Warner Bros., music firms. . . ● Have a chuckle:—Maestro Frank Novak just wrote a new song titled, "Don't worry about wood. Mother, Pop's comin' home with a load." . . ● Last week we itemed that NBC is 'retiring' George Parsons on a \$12 per month pension and wrote, quote:—the genial and kindly music librarian would rather continue in the post he's so capably filled these past 15 years . . . unquote:—we hear that fellow NBC employees are signing a petition asking that Parsons be kept on the job.

PROMOTION

Local Program Distribution

KSD, St. Louis has printed 260,000 booklets listing radio programs which will soon be distributed in St. Louis and St. Louis County; 250,000 will be distributed from door-to-door, one for almost every home in St. Louis, and 10 thousand will be distributed by mail. The booklets list programs according to their content, and are indexed for easy reference.

"Stars In Afternoon"

CBS sends its thanks to sponsors, agencies, producers, writers and artists for the web's two promotional shows, "Stars in the Afternoon," in a large, heavy stock brochure listing the names of those who appeared on the programs and reprinting press and station reaction. The Hooper analysis of the New York end of the broadcast, Sept. 16, is also given.

Day-Night Programs Plugged

WPEN, Philadelphia, has distributed an impressive yellow folder on heavy stock, with maps and statistics on the outlet's day and night coverage and market data. Enclosed are two single sheets plugging the "Philadelphia Philharmonic" program and Carl McCardle's coverage of the war-guilt trials.

Churches To Sponsor Series On Westcoast CBS Stations

Los Angeles—CBS will air a new series of programs sponsored by the West Coast Council of Churches, calling for "racial integration and subsequent world peace." Tentatively titled "My Brother's Blood," from a quotation from Genesis, the series will be heard Sundays, 10:00-10:30 a.m. PT beginning Dec. 2 over 30 stations extending as far east as Denver.

Council officials said the series, which supplants "Church of the Air," is designed to take everyday problems "out of church and into the world of working Christianity." The programs will feature brief talks by leading figures in varied fields.

Ray Sollars will write and produce the series, with Chet Huntley doing the narration, and Richard Cutting the direction. Governor Earl Warren is slated to appear on the initial broadcast.

It costs plenty
but worth it
because it's

CERTIFIED

AGENCIES

GEORGE P. LUDLAM, formerly chief of the Office of War Information radio bureau, has joined The Advertising Council as radio director. He will be in charge of the radio location plans formerly administered by OWI but recently taken over by the Council. Ludlam served with OWI from February, 1943, until the liquidation of that agency. He was successively chief of special assignments, head of the New York office, and finally head of the bureau. Previously he was a radio writer and producer, partner in the firm of Chase & Ludlam. Earlier he was for six years with NBC.

PAUL H. RAYMER CO., in lining their expansion plans, have engaged Ray Rhodes as manager of their San Francisco office. Rhodes formerly was with KPO, KGO and recently KFRC sales dept. He joins Raymer's office on Nov. 12th. He is well known throughout the Coast.

THE HOUSE OF LOUIS PHILIPPE COSMETICS and Edna Wallace Hoppe Beauty Preparations has placed an account with Doherty, Clifford & Senfield, Inc., effective at once, it was announced by H. W. Roden, vice-president of American Home Products Corporation and president of Affiliated Products Inc. The latter organization is the Cosmetic Division of American Home Products Corporation.

J. WALTER KENNEDY, University of Notre Dame director of publicity for the past three years, has resigned his position to become a vice-president of Scholastic Sports Institute, Inc., of New York City. Kennedy will assume his new duties on Dec. 1.

ELVIRA B. BARRIOS, president of Ravel Perfumes, Inc., New York, has announced the appointment of Roy Durstine Inc. to handle the advertising of Ravel Pagan and Ravel Faun perfumes.

O.S.O.S.—Magic Cleanser of Pots and Pans — through McCann-Erickson, Inc., is using transcribed minute and gainbreak announcements on 47 stations.

Gov. Kerr's Application Causes Speculation

(Continued from Page 1)

with President Truman. The physical work of preparing and filing the application was done by James Lawrence Fly, former FCC chairman.

Kerr, with E. K. Gaylord, publisher of the two daily newspapers in Oklahoma City and head of the five-kw WKY in Oklahoma City, applied for a 50-kw permit to build on a clear channel in Tulsa, Oklahoma. Gaylord, a staunch Republican, has been one of Kerr's political rivals for years. The Oklahoma City papers have always opposed Kerr politically.

Kerr's term as Governor of Oklahoma runs out next year, and a state law prohibits his succeeding himself. An independently wealthy man, Kerr is seen building his fences to run for the Senate in 1948. E. H. Moore, Republican incumbent in the Senate, will probably not be a candidate to succeed himself.

The corporation papers provide that Kerr is to hold 30 per cent of the stock and Gaylord 25 per cent, with the other 45 to be divided in small blocks for other individuals.

Washington observers see Kerr bidding for Oklahoma City support by his overtures to Gaylord, while the two agreed upon Fly as their attorney because of his strong administration record.

Fly was the subject of frequent attack by the Oklahoma City papers published by Gaylord while the Texan was still FCC chairman.

Significance was seen also in the scheduling of Kerr to appear on the Edgar Bergen show. It was surmised here that a deal may be making for Kerr's new station, if granted, to receive the NBC contract now held by KVOO, Tulsa, with KVOO to affiliate with American Broadcasting Co.

Farnsworth Organization Announces Appointments

Fort Wayne—The Farnsworth Television & Radio Corp. has announced the appointment of Frank Harris as export manager, replacing the late Col. W. J. Avery. Harris will handle export marketing of both the Capehart and Farnsworth lines, with headquarters here.

E. S. Needler has been appointed manager of the special products sales division. Needler, who has been in radio since 1929, was general purchasing agent for the company from its founding in 1939 until his recent promotion. He will handle contract sales, automatic record changers and other special products.

Succeeding Needler as general purchasing agent will be his former assistant, R. L. Colfax, who will make his headquarters at Marion, Ind. He has been with Farnsworth since 1939.

A. E. Sibley was named divisional manager for Capehart's east central territory where he will supervise sales and distribution. He was a member of the original Capehart organization since shortly after its inception in 1929. He will work out of Pittsburgh.

Radio Daily

takes pleasure in announcing its newest publication

THE YEAR BOOK

of

TELEVISION

to be ready for distribution shortly after the first of the year



Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

★ ★ ★ COAST-TO-COAST ★ ★ ★

— TEXAS —

SAN ANTONIO—A new type of quiz show "Dial For Dough" made its debut over KTSA Monday, with questions asked of the listeners and the first one calling in the correct answer received a cash award. The airing featured Bob Hollarahn and Pat White as quiz masters. . . . **AUSTIN**—The first civilian radio off the production line of the Templeton Radio Manufacturing Co., of New London, Conn., was presented here to Governor Coke R. Stevenson as a gift from Governor Raymond E. Baldwin.

— NORTH CAROLINA —

CHARLOTTE—During the War and Community Chest Drive, WBT has cut 15-minute transcriptions of the volunteer report meetings and broadcast these reports every afternoon to keep the enthusiasm of the workers at a high pitch and the public informed of the progress of the drive.

— MASSACHUSETTS —

BOSTON—A surprise luncheon was given to C. S. Young, general manager of WBZ, Boston and WBZA, Springfield, at the Engineers Club last Thursday, to mark his 20th year with Westinghouse. . . . Carl P. Cowles, broadcasting treasurer, has moved into offices at WCOP, Boston outlet of Cowles, where he will make his headquarters.

— PENNSYLVANIA —

PHILADELPHIA—Van Patrick, veteran sportscaster, has joined WPEN in the capacity as sports director. . . . Philadelphia radio and advertising circles this week welcomed back to their fold Dan Park, who rejoined the KYW sales staff after having served 57 months in the Army. . . . Sylvia Schantz has transferred from KYW's program dept. to accounting. Replacing her is Elizabeth Connor.

— GEORGIA —

ATLANTA—Returning servicemen formerly with WSB have assumed their old positions on the staff. They are, Jimmie Bridges, announcing, Arthur G. Swan, engineer, Bill Wrye, engineer, and Jimmy Bolond accounting department.

Send Birthday
Greetings To—

November 8

Gregory Williamson Dave Murphy
James S. Seward Scott Wiseman

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

— NEW YORK —

NEW YORK—WNYC again was the only station to include police headquarters in its extended Election Day broadcasting, and it remained on the air until the returns were in on Nov. 6th, instead of signing off at the usual time. In addition the city station's newsroom provided listeners with the expanded election day coverage, of the Press Association wire service.

— DISTRICT OF COLUMBIA —

WASHINGTON—First step towards strengthening WOL's position as the "News Station of the Nation's Capitol" was the founding of the WOL Washington Radio News Bureau. Purpose of this bureau was to supplement the regular wire services with a staff of reporters and news writers who would cover every facet in the Capitol.

— CALIFORNIA —

LOS ANGELES—The 1945-46 season of the KFI Young Artists' Competition opened Nov. 5th and will continue through 26 weekly radio broadcasts. Those appearing on the program will be in competition for a grand prize consisting of a professional engagement as soloist in the Hollywood Bowl during the regular 1946 season of Symphonies Under Stars with Leopold Stokowski.

— NEW JERSEY —

PATERSON—Johnny Chiefa, a paralyzed veteran who will never be able to use his legs again, was honored by Patersonians last Sunday with a monster ball of which approximately 10,000 tickets were sold and was broadcast by WPAT with Bob Bright acting as master-of-ceremonies. The receipts of Sunday's ball, as well as funds being collected through other sources, will go toward a life of quiet and peace for Johnny, with a home in the suburbs of the country, upon his discharge.

— CALIFORNIA —

HOLLYWOOD—Roger Patrick, formerly of WGN, Chicago, has joined KECA's announcing staff, it was announced by Rollo Hunter, chief producer. . . . **LOS ANGELES**—The G. I. Bill Of Rights, and how one Army Private used it to establish a very profitable business, was the number one item discussed by the "Doctor and the Professor" when "Cabbages and Kings" was aired last Friday.

— OKLAHOMA —

TULSA—Gustav K. Brandborg, commercial manager of KVOO, has been elected president of the Tulsa Kiwanis Club. . . . In less than eight hours after he appeared on KVOO's "Jobs Wanted," a discharged serviceman who served overseas as a combat engineer, reported for work at the Tulsa construction firm.

— DISTRICT OF COLUMBIA —

WASHINGTON—Fred Hoffman has been named manager of the WWDC News Bureau, replacing Jack Reed, resigned. . . . Doris Zalkind, has been promoted from secretary to news writer, and Nancy Lessor, formerly with the Chicago Journal of Commerce, has been added to the staff. . . . Observance of the 170th anniversary celebration of the U. S. Marine Corps will be carried by WWDC Nov. 10.

— INDIANA —

FORT WAYNE—A public service broadcast at WOWO, featured an interview with Dr. Morris Fishbein, editor of the Journal of the American Medical Association. Dr. Fishbein discussed medical advances made during the war. . . . New salesman with WGL, is Stanley Bock formerly with WKBV in Richmond and WIBC in Indianapolis.

— NORTH CAROLINA —

ASHEVILLE—"Veterans Unlimited," new job-finding Thursday quarter-hour program on WWNC, featuring interviews with servicemen on terminal leave and those honorably discharged, has been bought by Raiff's Department Store in Canton, N. C. . . . **GREENSBORO**—Bob Jones takes the early morning listeners of WBIG, to the "Farm Fair" with a 10-minute feature of special interest to rural folks.

— IOWA —

DES MOINES—Gene Emerald, who conducts a 75 minute variety on KRNT, is recruiting men for the U. S. Maritime service during his air shows. . . . Richard Barr, formerly of Washington, D. C. has joined the announcing staff of KRNT along with Hershall Abbott. . . . George Creemeens, special events director for KRNT, is speaking at schools, broadcasting over several radio stations for the coming two weeks in the interest of the movie "First Yank into Tokyo."

— CONNECTICUT —

WATERBURY—Each Wednesday WBRV gives the "on the air" signal to Less Chandler, who presents program of fine uninterrupted piano music. . . . After a one month vacation, Fay Clark returned to the in her across the board show, "Good Neighborhood" consisting of interviews with prominent men and women of Conn. and items of general interest.

— ILLINOIS —

CHICAGO—Starting Nov. 3, WBBM special series of talent-search broadcasts conducted in co-operation with the "Chicago Times," was presented before a radio audience. . . . Sam and George seeking long since forgotten history by facts about America's history, last week talked about the "War of 1898" on "World and America" history drama, which they are the stars.

— VIRGINIA —

PETERSBURG—WSSV announces the appointment of H. B. Kenny, news editor of the station. Kenny joins WSSV directly from WRAP, Richmond, where his analysis of the news earned for him the largest listening audience of any news commentator, in the Richmond area. . . . Louis H. Peterson, president of WSSV, has been elected president of the Kiwanis Club for 1946.

— OHIO —

CINCINNATI—T/5 Bill Robins, who held his job as an announcer at WCKY seven years ago at Uncle Sam's request, now in Japan, where he is part of a two-man team operating Radio Tokyo. . . . **CLEVELAND**—Fran Murray, Inc., announces the election of two new vice presidents, G. R. Engler and Milton Friedlander. . . . Fred Wilson, producer of WTAM, is handling the bookings for the station's new concert artists group, which provides free entertainment at charitable gatherings.

WDOD SINCE 1925*

"THE BEGINNING OF
RADIO IN CHATTANOOGA"

CBS doing the

5,000 WATTS best job
DAY AND NIGHT in
Chattanooga

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

EXCLUSIVE!

WIBG
990 ON YOUR DIAL

EAGLE PRO GAMES
TEMPLE HOME GAMES

PHILADELPHIA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 28

NEW YORK, N. Y., FRIDAY, NOVEMBER 9, 1945

TEN CENTS

Okay Microwave Relays

Networks Intensify Bond Drive Programs

The scheduling of special network musical programs and other features has further intensified radio's campaign for the Victory Loan, which enters its third week Monday. In addition, Sunday, Armistice Day, is Mutual's "day" in the drive, and all web programs will air special bond announcements.

Monday night, CBS will air "The Song and the War," a Victory Loan show "devoted to the music of World War II and its effect on American thinking during the war," 10:30-11:00 p.m., EST. Mark Warnow will conduct the orchestra and chorus, with

(Continued on Page 3)

REC Announces Tribute To Television Industry

The Radio Executives Club will salute the television industry next Thursday at a luncheon at the Hotel Roosevelt. The day's program will be given over to the TBA, with J. R. Poppele, president, as chairman. Guest speaker will be Dr. C. B. Jolliffe, vice-president in charge of the RCA labs at Princeton. Ralph B. Austrian is co-chairman.

CBS Station Operators Hold Meeting In N. Y.

General managers of seven Columbia-owned stations held their second conference of the year at the Ritz-Carlton Hotel in New York City Tuesday, Wednesday and Thursday. Howard S. Meighan, director of station administration, conducted the meet-

(Continued on Page 5)

Critics

The Hunter College music criticism class will "cover" the first concert of the Boston Symphony's broadcast series over American web next month. The best review will be published in the college's student publication, "Hunter Bulletin." The group is one of the few classes in music criticism in the curriculum of colleges in the United States.

Life Saving Web

Montreal—The Junior Chamber of Commerce has decided to seek establishment of a life-saving two-way shortwave radio network in the isolated Rainy Lake region. Hub of the proposed network, which will be used to rescue persons lost or injured in the bush, will be Fort Frances.

Shift Columbia Execs. In Chi. And St. Louis

Chicago—In a three-way personnel shift involving CBS radio sales in New York, WBBM and KMOX, CBS key stations in Chicago and St. Louis, Jack Van Volkenburg, assistant manager of WBBM, goes to New York as manager of CBS radio sales, with Frank Falknor, general manager of KMOX, succeeding Van Volkenburg at WBBM. Wendell Campbell, sales manager, succeeds Falknor as general manager of KMOX and Dave Sutton replaces Campbell as KMOX sales manager. Bill Edwards of the New York office of CBS radio sales comes to Chicago as manager of the Chicago office of CBS radio sales. All changes are effective immediately.

New Orleans Newspaper Seeks New AM Station

Washington Bureau, RADIO DAILY
Washington — Publishers of the Times Picayune, New Orleans, La., have applied for a new standard station, FCC announced yesterday. The new station would operate on 1,560

(Continued on Page 2)

FCC Permits Western Union Construction Of 22 Experimental Microwave Relay Stations In East

Washington Bureau, RADIO DAILY

Washington—Construction permits for a chain of 22 experimental Class 2 microwave relay stations was granted the Western Union Telegraph Co., by FCC yesterday. The "line of sight" relay system will extend from New York City to Pittsburgh, from Pittsburgh to Washington, D. C.; from Washington to Philadelphia and from Philadelphia to New York City.

FCC's authorization is the second

(Continued on Page 5)

Sales, Program Gains Reported By Mutual

Mutual's latest report on network sales and programming activities during the past three months discloses that nine national advertisers have joined the group, most of which have bought full network programs, and five of which are listed among the top ten radio advertisers. Alka Seltzer, American Home Products, Coca-Cola, General Foods and Procter &

(Continued on Page 6)

WOL Covers Transit Strike With Special Broadcasts

Washington Bureau, RADIO DAILY

Washington—Capital transit strike which has paralyzed Washington for past two days gave WOL, Cowles Washington outlet, sample opportunity for public service. In addition WOL radio news bureau covered all

(Continued on Page 2)

Baukhage To Nuremberg To Cover Nazi Trials

H. R. Baukhage, who leaves Nov. 11 for Nuremberg to cover the trials of Nazi war criminals for the American web, will broadcast from Germany Mondays and Thursdays at his

(Continued on Page 2)

Truman Salutes Radio On 25th Anniversary

Broadcasters will continue their outstanding service to the American people, President Truman said in a letter to NAB's head, Justin Miller, received yesterday. Text of the President's letter follows:

"My congratulations to you and your associates on this twenty-fifth anniversary of broadcasting in the United

(Continued on Page 5)

Nation's Kiwanis Exploit Tieup With 'Town Meeting'

Kiwanis International, in a green-and-white illustrated brochure, has urged all member clubs to participate in the Nov. 15 broadcast of "America's Town Meeting of the Air" through local meetings and discussion

(Continued on Page 2)

Why Buy Victory Bonds?



"The last time I sang at Halloran General Hospital, a wounded boy in a distant bed walked down the ward to see and to hear the music. It was the first time in a year that boy had taken a step unaided. I am buying Victory Bonds to see boys like that walk well again down the streets they kept the Nazis off."—BEA WAIN, MBS "Starlight Serenade."

Blowout

Portsmouth—Station WHEB gave national radio week's visitors to the studio a graphic demonstration of radio 25 years ago when a tired tank condenser gave out throwing the station off the air. New part was rushed by chartered plane from New Bedford, Mass. and the station resumed activities after four hours and 22 minutes. PS. The visitors couldn't wait.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thurs., Nov. 8)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	196 1/2	195 1/4	196	+ 1/2
CBS A	45	45	45	...
CBS B	44 3/4	44 3/4	44 3/4	- 1/4
Crosley Corp.	37	36 5/8	37	+ 1/4
Farnsworth T. & R.	16	15 5/8	15 3/4	- 1/8
Gen. Electric	48 3/4	48 3/8	48 1/2	+ 1/4
Philco	38	37 1/2	37 7/8	+ 1/8
RCA Common	16 5/8	16 1/8	16 1/8	- 3/8
RCA First Pfd.	89	88 1/8	88 1/8	- 1 3/8
Stewart-Warner	22 3/8	22 1/8	22 1/4	...
Westinghouse	37 1/2	35 3/8	36 5/8	+ 1 1/8
Zenith Radio	40 3/8	39 3/8	39 3/8	- 3/4

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	48	47 1/2	48	+ 1 1/2
Nat. Union Radio	7 7/8	7 1/2	7 3/4	+ 1/4

OVER THE COUNTER				
	High	Low	Close	Net Chg.
Du Mont Lab.	8 3/4	8 1/4	8 3/4	9 1/2
Stromberg-Carlson	23	22	23	24 1/2
WCAO (Baltimore)	28	28	28	...
WJR (Detroit)	29 1/2	29 1/2	29 1/2	...

WIBG Joins Associated As Co-operative Station

WIBG, Philadelphia, has joined the Associated Broadcasting Company network on a co-operating basis, it was announced yesterday by Frank Browne, network publicity director. The affiliation is effective immediately.

They asked
for it
that's why it's
CERTIFIED

Coming and Going

PAUL B. MOWREY, manager of the television division in the American network's program department, leaves Sunday for Baltimore, where next Wednesday he will address the advertising club of that city on "Baltimore's Future in Television."

BILL LEWIS, vice-president of Kenyon & Eckhardt, off to Detroit for the broadcasting of the Ford Sunday Evening Hour. He is accompanied by Bill Nichols, editor.

IRVING B. KAHN, who left his position as radio manager of Twentieth Century-Fox to serve in the Army Air Forces with the rank of first lieutenant, is back in civvies and has resumed his radio post with the film company.

OLGA COEHLO, Brazilian soprano, has returned from a concert tour of South America.

AL LEFTWICH, American network director, is back in town following a week-end in Washington, D. C., where he supervised Saturday's "Town Meeting of the Air."

BARRY KEIT, in charge of national sales for the Mutual network's co-op program department, is back from a short business trip to Wilmington, Del.

BILL GERNANNT, producer of the Borden "County Fair" program has left by plane for Hollywood, where he will visit for a week with his family.

EDWARD A. CHAPPELL, president of WKIP, Poughkeepsie, N. Y., and **HAROLD "DUTCH" CASSILL**, general manager of the station, here this week for conferences at the offices of the American network, with which the upstate station is affiliated.

JACK DUGGAN, tenor heard on WOR before his enlistment in the Maritime Service, is back in town to resume his radio work.

RALPH EDWARDS and his "Truth or Consequences" program company, were in Reno Wednesday for another in their series of bond-selling appearances.

Nation's Kiwanis Exploit Tieup With 'Town Meeting'

(Continued from Page 1)
groups. Kiwanis president Hamilton Holt will be one of the speakers. Program is heard over American web, 8:30 p.m., EST.

The affirmative of the question "Should we have a single department for our armed forces?" will be upheld by Holt and Lt. Gen. Joseph L. Collins, chief of staff, Army Ground Forces. Vice Adm. C. M. Cooke, Jr., deputy chief of naval operations, and Col. Bradley Dewey, of the joint chiefs of staff, will support the negative. George V. Denny Jr. is moderator.

New Orleans Newspaper Seeks New AM Station

(Continued from Page 1)
kilocycles, power of 500 watts night and one kilowatt daytime, with unlimited hours of operation.

FCC also announced applications for four FM stations, including the Northern Corporation, Boston, Mass., which operates standard WMEX.

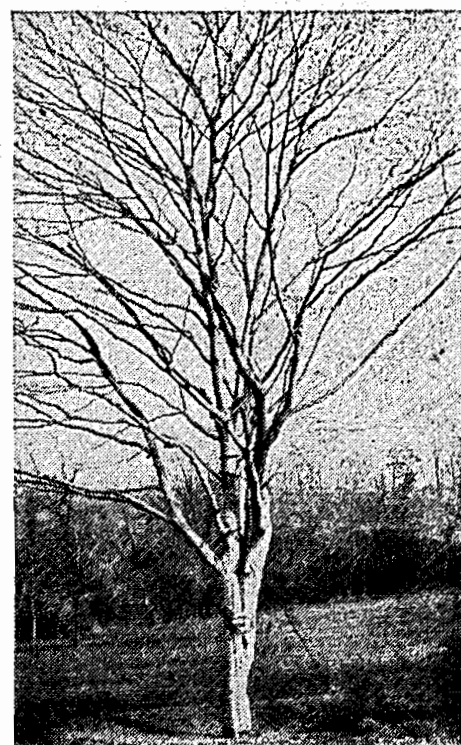
Other FM filings include McClatchy Broadcasting Company, Modesto, Calif., operators of KWG., Stockton, Calif.; The Oregonian Publishing Co., Portland, Oregon, and the Amphlett Printing Co., San Mateo, Calif., publishers of San Mateo Times and News Leader.

Baukhage To Nuremburg To Cover Nazi Trials

(Continued from Page 1)
regular time, 1:00-1:15 p.m., EST. "Baukhage Talking" is broadcast across the board on a co-op basis. Replacing the veteran commentator on the Tuesday, Wednesday and Friday spots while he is overseas will be Richard Strout, Washington correspondent for the Christian Science Monitor; David Willis, of the web's Washington staff; and former OPA chief Leon Henderson, in that order.

WOL Covers Transit Strike With Special Broadcasts

(Continued from Page 1)
proceedings with two reporters and wire recorder. Both sides were invited to air their differences over WOL facilities and this was taken advantage of by Capital transit executives with labor expected to give full account some time later this week. WOL started advising early morning listeners with spot announcements every few minutes throughout first morning of strike and by presence of WOL reporters on scene were able to score two news beats for anxious Washingtonians. WOL was first to announce the presentation of the back to work formula at 11:34 a.m. Wednesday and at 1:15 p.m. gave radio listeners first word that strike had ended and traffic would become normal.



It will be pretty again

Oh, sure, it's barren and bleak and all undressed . . . but the shape is there and leaves will make it beautiful once again.

That's just about the way smart manufacturers and alert advertisers are thinking about their own blighted markets.

They are puny skeletons now . . . maybe even ugly . . . but there's going to come a time!

And that's when you'll want an advertising medium that delivers. In radio, in the country's sixth largest city . . . an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-per-dollar-spent than any other station in this five-station town. Facts to prove it are available.

Coverage

... in Philadelphia

WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-RUBIN

Networks Intensify Sponsorship Drive Programs

(Continued from Page 1)

The Bland producing and Richard Neville directing. That afternoon, the web's "Feature Story," 4:30 p.m., EST, will originate from the science laboratories at the Massachusetts Institute of Technology. The program will present Dr. Harrison Dean, of the MIT science department, and Dr. Lee Dubridge, director of the radar labs, in addition to a description of some of the newest scientific discoveries.

Highlight of MBS' observance will be an hour-long musical salute to the Victory Loan, Nov. 11, 10:00 p.m., EST. The first half-hour will originate from New York before an expected audience of 1,500 wounded vets from Halbram General Hospital. Bill Slater will emcee a program by Maj. Glenn Miller's AAF band under the alternate direction of Paul Whiteman, Duke Ellington, and Tommy Dorsey. Whiteman will conduct Gershwin's "Rhapsody in Blue" with Oscar Levant as soloist. Martha Tilton and Perry Como will be guest vocalists.

The second half will originate at the Santa Ana air base, Calif., with Dinah Shore and Dennis Day as soloists with the Santa Ana AAF band. This portion of the program will be an almost all-veteran show, with Meredith Willson, recently discharged from the Army as a major, where he was head of music for AFRS; Dave Rose, recently released as a sergeant from the AAF; and Bob Crosby, just out of a Marine lieutenant's uniform, taking turns conducting the band. Day is still a Navy ensign, and Miss Shore a veteran USOversea trouper. The audience will be made up of 2,000 recently returned servicemen.

Treasury Secretary Vinson and Senator Walter F. George will be heard from Atlanta on Mutual's Armistice Day program which will open at Hollywood at 3:00 p.m. for 30 minutes of star entertainment, and then switch to the southern city to pick up the two officials.

"Book Week" Observance

Commentator Mary Margaret McBride will pay tribute to "Children's Book Week" in an interview with 11-year-old Quiz Kid Ruthie Duskin from the Hotel Astor, Nov. 12, 1:00 p.m., EST, over WFAF.

★ AGENCY NEWSCAST ★

ROY S. DURSTINE, INC., radio activities now are headed by Richard L. Eastland, who was in charge of radio at the Chicago office of J. Walter Thompson before joining the Navy, from which he has just been released to inactive duty.

DOROTHY COCKS, advertising manager, Lehn & Fink Products Corp., announces that effective Jan. 1, 1946, McCann-Erickson Inc., will handle the advertising for two of the company's products—Hinds Honey and Almond Fragrance Cream and Etiquet Deodorant Cream.

PAUL V. LUTZ, account manager of Maxon Inc., who supervises advertising and promotion for the specialty division, electronics department, General Electric Company, has moved his headquarters from New York City to Syracuse.

VICTOR HEIDORN has joined the art staff of Goldman & Gross. He was formerly with Grant Advertising Agency in Chicago.

HOWARD WESSON CO., Worcester, Mass., announces the appointment of R. Anne Cristy as radio director. Miss Cristy, formerly of the staff of WTAG Worcester, conducts classes in both radio advertising and script writing at the Worcester Junior College in Worcester.

S. RICHARD STERN, back from three years in the Army, is resuming direction of his publicity and public relations office.

American Execs. Award AGMA Group Souvenirs

All male members of the Associated Grocery Manufacturers of America will be awarded souvenir "bubble-makers" at their annual convention which is in progress at the Waldorf-Astoria with the compliments of the American Broadcasting Company. The gift is a novelty piece which was given wide recognition recently in a national magazine.

Wives and ladies among the attendance will be given flowers and tickets to "Ladies Be Seated" which is heard over the American network Mondays through Fridays from 3:30 to 4 p.m., EST, the final quarter hour of which is sponsored by the Quaker Oats Co.

International Broadcasts

The Sunday concerts of Arturo Toscanini and the NBC symphony orchestra will be broadcast to Denmark and Sweden by the web's International Division with narration in the native tongues. The programs will be transmitted from 12:00 Noon to 12:45 p.m., EST, beginning Nov. 11, over WGEO, 15,330 kc. and WBOS, 15,210 kc. Niels Bonnesen will do the Danish narration and Tage Palm the Swedish.

WMOB, Mobile, Ala., announces the appointment of The Branham Company as their national representatives, effective immediately.

J. BURTON STEVENS, art director of Doherty, Clifford and Shenfield, Inc., has resigned. His future plans have not been announced.

ROBERTA BARD, formerly director of radio for Huber Hoge and Sons, has joined Ben Sackheim, Inc., as account executive.

TERRACE ROOM CORP., operators of the Terrace Room, located in the Mosque Theater Building in Newark, N. J., has appointed Atlantic Advertising Company, 1020 Broad Street, Newark N. J., to handle the room's opening, slated for Tuesday, Nov. 13. E. Feder represents the Newark agency as account executive.

CONRO MANUFACTURING COMPANY Dallas, Tex., has placed a year's contract for a thrice weekly quarter hour western type musical program on 15 stations of the Texas State Network. Show will plug overalls, work shirts and pants, and uniforms. Company has begun an aggressive advertising campaign through Grant Advertising, Dallas, for the Southwest region.

HORNBLOWER & WEEKS, investment house, through Abbott Kimball Co., Inc., has just announced the beginning of a series of radio tests. The first city to be opened is Providence on WPRO, five-minute spots, 6:10 to 6:15, five days a week.

Italy Added To Web Of AFN Overseas

The American Forces Network adds Italy to its continental web Dec. 1 when it takes over operation of stations formerly run by the American Expeditionary Stations of AFRS. Lt. Fred Hayward, former station manager at Naples, will be operations officer for the Italian outlets which are located at Naples-Caserta, Leghorn-Florence, Udine and Foggia. Also by Dec. 1, AFN's studios at Le Havre and Nancy will be closed, although Normandy continues as a transmitter.

IN PENNSYLVANIA THE TRI-PENN MARKET



**produces sales
for you**

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania — which is not covered by any other station.

Write main office — 8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER



Exclusive!
Chicago's Only
**NEWS-ON-THE-
HOUR SERVICE**
W-I-N-D
560 Kc. 5000 WATTS

**You are in
GOOD
COMPANY
when you
advertise on . .**

KMPC

LOS ANGELES
710 Kc. - 10000 WATTS

THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE • PAUL R. RAYMER COMPANY

LOS ANGELES

By RALPH WILK



Memos Of A Midnigher . . . !

● ● ● Walter Lurie, Blaine-Thompson's radio director, back from the coast after completing several important deals out there. Agency, meanwhile, is stepping out fast in the radio picture and has added some half million dollars to its radio billing during the past six months. And from the looks of the shows Lurie brought back with him, it's only the beginning. . . . Commander Harry Butcher, Eisenhower aide and former CBS v.p., will net 170 G's from his diary which is being serialized in the Satevepost. . . . Don't be surprised if Sinatra cancels out his Wedgewood Room deal. Hear he's had a terrific scrap with the Waldorf. . . . Al Levy, who used to manage Sinatra, might get the Voice to manage him. He just inherited a million. . . . Sylvan Taplinger new radio director at Weiss & Geller. . . . Tom Breneman may bring his "Breakfast In Hollywood" to N. Y. . . . Sammy Weisbord and Bob Eberle out of uniform. . . . Secret meeting not long ago with several big advertising firms showed considerable concern over the complaints of clients who strongly object to the ever-increasing number of package firms selling shows to the agencies. They feel that the agencies should have enuf creative talent on the home premises without buying prefabricated billing from the package groups. Situation could easily lead to package firms soliciting clients directly and eliminate the middle-man, which is the position some agencies are assuming.



● ● ● Stop The Presses Item: Betty Grable has turned brunette. . . . Paul Gardner, "Tune In" ed, has sold three more articles to the mags. . . . Stan Kenton will make a filmusical for Columbia tagged "Duchess of Broadway." . . . Aside to Billy Conn: Lend an ear to Jack Benny this Sunday. Your boy friend, Joe Louis—remember?—will be on hand as the Waukegan Wizard's Armistice Day guest. . . . Capt. Jack Farnell joining the Allen Funt organization, which is currently working on three shows, among them "Funny Money Man." . . . Earl Mullin's purty secretary, Connie Meade, back at her desk after divorcing her tonsils. . . . Johnny Johnstone, recently wed to Queenie May Oakley Ingham, has bought himself a home in Tenafly, N. J. . . . T/Sgt. Hal Kanter, our former Denver correspondent, is one of the trio who busted up Tokyo Rose's act, as articulated in the current Collier's by Sgt. Jack Sher. . . . Danny Kaye back in N. Y. next week. . . . Lyn Duddy writing a book on radio censorship tagged: "Idiots Delete." . . . Howard Keegan takes over the direction on "Joyce Jordan, M. D." Monday.



● ● ● With the 20th Century-Frigidaire deal set by the Chicago office of Foote, Cone & Belding, without the N. Y. office even being in the picture, isn't this further indication that the oft-denied rumor of a split-up between Fairfax Cone and the rest of the firm is more than mere back-room hearsay? . . . J. B. Williams outfit looking for a web spot for Oakley Christoph after trying her out on Cleveland and San Francisco NBC outlets for their new product, Babby's Own Soap. The gal is being touted as one of the year's top discoveries, with Wm. Morris trying to land her. . . . Milton Blow emphatically donles those printed reports about "Boys' Town" replacing "FBI In Peace And War." . . . NBC's party for Fibber McGee & Molly at the Rainbow Room proved again that Syd Eigos is crowding Sherm Billingsley for the Mine Host title. . . . Wire from 20th Century's Ted Lloyd informs that he is stopping out to make way for returning vol Irving Kahn, former head of the radio dep't. . . . WHN, we hear, failed to pick up Dick Gilbert's option. . . . Eddie Foy offered three G's for his next B'way show, but his movie offers already top that price. . . . Ethel Owen will get the Edna Mae Ollvor role in "Show Boat." . . . Don Cordray, former NBC announcer, has a year's contract with Gainsborough Pictures in London. They figure they've got another Gable in him. . . . The story of what goes on behind-the-scenes at "Mainslo" would make a better script than what goes on the air.

SOUTHWEST

THE Historical Publishing Co., is sponsoring "The Fighting Men of Texas" each Monday, Wednesday and Friday, over KGKO, Fort Worth for a quarter hour in behalf of their books containing pictures and stories of the "Fighting Texans" in World War II.

Alex Keese of the Taylor-Howe-Snowden radio organization, visiting KTSA, San Antonio, owned and operated by the organization.

Ches Reeves and the Cowgirl Sweethearts heard over the National Barn Dance and other programs have joined the entertainment staff of WOAI, San Antonio.

Dorrance D. Roderick, operator of KROD, El Paso has applied to the FCC for a permit for a standard broadcast station at Odessa, Texas to operate full time on 1,450 kilocycles with a power of 250 watts.

Bud Lutz, merchandising and promotion manager of KTSA, San Antonio, is handing out cigars. It's a boy born on Friday, Oct. 26.

With football in and on the air WFAA - WBAP Dallas-Fort Worth have scheduled several broadcasts for the grid fans. Jimmie Evans' football forecast is heard on WBAP under sponsorship of the Renfro Drug Co. Frank Mill's Grid Round-Up is heard each Saturday preceding each Southwest conference game over the Texas Quality Network under sponsorship of the Byer-Rolnick Co.

Gov't Plants Being Sold Include 3 Radio Factories

Two radio tube plants are among the 18 industrial plants listed by the surplus property unit of the RFC for sale or lease. They include government-owned plants run by the United Electronics Company at Newark and Eitel-Micullough, Inc., Salt Lake City, Utah. The first includes two mill-type buildings with 11,400 square feet of floor area. The plant contains production equipment, laboratory testing units, furniture and fixtures and has all utilities.

The Salt Lake City plant includes a group of buildings with 106,200 square feet of floor space, machinery, testing equipment, furniture, fixtures and all utilities.

Elected To ANA Board

Joseph D. Bohan, vice-president of Sterling Drug, Inc., has been elected a member of the board of governors of CAB, it was announced by board chairman Bernard C. Duffy. Bohan, who was nominated by the ANA, will serve as one of the four advertiser members of the board.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

RUPERT HUGHES, NBC announcer, will be heard Saturdays at 5:30 p.m. henceforth, instead of his previous schedule at 3:30 p.m. replacing "Sophisticated Swing."

Anna Stone (Marie Duschene in KHJ-Don Lee's "Count of Monte Cristo" show) is walking on "custom made clouds" these days, since her husband, Ted Sherdeman, recently received his discharge from the service and walked into her life as "Joe Civilian" again.

Hoffman Radio Corp., has announced a new department known as the CAA division to engineer equipment to CAA specifications. In charge will be Elmer Gertsch, 13 years an RCA engineer and for four years radio manager for Air Associates, Inc.

The story behind the founding and operation of a celebrated institution for homeless children was related by Marvin Miller during the American broadcast of the "Coronet Story Teller" program, Friday. The true tale is titled "A Loyal Order."

400 Amateur Operators In C. G., Survey Shows

There are some 400 radio amateurs now serving in the United States Coast Guard, a recent survey of all Coast Guard units made by the communications division of the CG Headquarters in Washington disclosed. The survey, made in the form of an "all units" letter, was made to organize amateur activities within the Coast Guard Auxiliary.

Book Fair Tieup

Dallas—A special broadcast of CBS Invitation to Learning" climaxes the Southwest Book Fair now being held at Southern Methodist University here Nov. 8-10. The broadcast, which will be heard Nov. 11, 1:30 a.m., EST, will feature a discussion panel made up of Houston Peterson, of Rutgers University; John William Rogers, book editor of the Dallas "Times-Herald"; and William Woodward, author and historian.

Police FM Tests

Quebec—Provincial police force has completed tests of the equipment of three-way frequency-modulated radio system the first in Canada, installed by Northern Electric Company whose officials present were William Fair, electronics manager; J. Pugh, electronics engineer and A. Rowe of the public relations department.

DON CORDRAY

Former NBC Radio City Staff Announcer is returning to London. Available for Radio or Television contacts in Britain. Write Box 236, Radio Daily, 1501 Broadway, New York 18, N. Y.

Man Salutes Radio 25th Anniversary

(Continued from Page 1)

During its brief span of a century in the history of broadcasting, radio has achieved a place in the lives of our people. In the years of war broadcasted their country well—and in years of peace that lie before us they will continue to do their part with that same spirit of loyalty and enterprise."

CAB Sends Greetings

The free and independent of the United States is "an inspiration to freedom-loving people" said in a greeting sent this to the NAB. The message fol-

greetings to the National Association of Broadcasters on the twenty-fifth anniversary of the radio industry in the United States. Our younger brother, the Canadian Association of Broadcasters, in

twenty-five years is a brief period of history but, during that time, the development of a free, competitive independent broadcasting industry in the United States should be an inspiration to freedom-loving people about the world.

Wishing your industry continued in serving the best interest of citizens, it is the hope of the National Association of Broadcasters that free and independent broadcasting in the United States always be an inspiration to our people in Canada."

giving tribute to radio as "the glory of all electronic communications," J. R. Poppele, president of the Television Broadcasters Association issued a statement in connection of the 25th anniversary of broadcasting.

of the television industry doffs hats and salute with pride the pioneers of the United States, through 25 years of remarkable achievement, have created an industry service unparalleled in history," Poppele said.

radio's greatness may be traced to its very foundation—a foundation of a free enterprise, unbeatable in ingenuity and indefatigable

precedents which broadcasters have charted their difficult path during the past quarter of a century may well be absorbed to advantage by the television broadcast industry now face a new era with courage and astuteness. Taking lessons from the book of experience, the industry can stride forward on its inevitable course of greatness to achievements which pioneers of today find difficult to comprehend."

Five Sponsors Kaye

Rayve Kaye's "Sunday Serenade" at 1:30 p.m. on the American network will be sponsored, beginning with "H'ya President Truman" by Rayve Shampoo.

CBS Station Operators Hold Meeting In N. Y.

(Continued from Page 1)

ings. Executives of the CBS-owned stations who attended the sessions were: Donald W. Thornburgh, vice-president in charge of the western division, and general manager of KNX, Los Angeles; Carl Burkland, WTOP, Washington; Frank Falknor, KMOX, St. Louis; Harold E. Fellows, manager of the New England operations; Earl H. Gammons, director, CBS Washington office; Arthur Hull Hayes, WABC, New York; A. E. Joscelyn, WCCO, Minneapolis, and J. L. Van Volkenburg, WBBM, Chicago. Also present were Ed Norton, chairman of the board and Thad Holt, president-general manager of WAPI, Birmingham; Charles H. Crutchfield, general manager, and Joseph Bryan of WBT, Charlotte. WAPI and WBT are represented by CBS radio sales. William S. Paley, president of CBS, addressed the opening luncheon meeting, at which Paul W. Kesten, executive vice-president; Frank Stanton, vice-president and general manager; Joseph H. Ream, vice-president and secretary, and Frank K. White, vice-president and treasurer, were also present. During the afternoon, Elmo C. Wilson, director of research, James F. Burke, manager of the audience description division; Richard Hess, manager of research for radio sales; Edward Reeve, chief statistician and Charles H. Smith, market research counsel for network sales, described the current activities and findings for CBS' research department.

Engineering Discussion Held

Tuesday mornings session held a general discussion on engineering and technical developments, led by William B. Lodge, director of general engineering, and Henry Grossman, director of technical operations, following which Leo Nejelski, president, Nejelski & Company, Inc. addressed the luncheon meeting; William C. Gittinger, CBS vice-president in charge of sales; Douglas C. Coulter, vice-president in charge of programs; John J. Karol, network sales manager, and James M. Seward, director of operations, participated in round-table discussions with the group during the afternoon. Dick Dorrance, director of editing and copyright, covered the activities of their staffs during the Wednesday morning session, before a luncheon at which Samuel G. Barton, president Industrial Surveys, Inc., was a speaker. The afternoon was devoted to a discussion of CBS television operations, led by Lawrence W. Lowman, vice-president in charge of television. Other CBS executives who attended the meetings were: Julius Brauner, general attorney; Howard Hausman, manager of research for radio sales; Joseph Jackson, and J. Kelly Smith, newly-appointed director of station relations.

Starts Sixth Year

"Famous Jury Trials," sponsored by the Williamson Candy Corp., with today's broadcast over the American network, begins its sixth consecutive year with the network.

Bessie Beatty To Launch UNRRA Drive On WOR

The Victory Collection of Canned Foods in New York and vicinity, on behalf of UNRRA, will officially get under way next Wednesday, Nov. 14, when WOR's Bessie Beatty makes three special broadcasts.

Playing host to Mrs. Franklin D. Roosevelt, Helen Hayes and "The Better Half Matinee" with Tiny Ruffner as master of ceremonies, Miss Beatty will be on the air from 10:45 to 11 a.m.; 1:15 to 1:30 p.m., and from 4 to 4:30 p.m., EST.

Admission to each of the broadcasts, which will take place at one of the WOR-Mutual playhouses, is a can of food, with UNRRA trucks on hand to ship the food away.

The drive coincides with Miss Beatty's fifth radio anniversary.

Will Review Sportscasting

Ted Husing, veteran CBS sportscaster, will help wind up Radio Week tomorrow when he reviews the outstanding events he has covered in the past decade, between halves of the Michigan-Navy football game from Baltimore.

Anniversary Broadcast

NBC will broadcast a special program celebrating the 10th anniversary of the Kepner-Stevens balloon flight Nov. 11, 12:30 p.m., EST. The flight is credited with developments directly responsible for making possible modern stratosphere flying.

FCC Gives Approval Of Microwave Relays

(Continued from Page 1)

link in the company's development program to connect all principal traffic centers in a commercial radio relay system. The previous grant was made by FCC last March for a chain of similar stations at New York City, New Brunswick, Bordentown and Camden, N. J.

Various frequency bands extending from 1,853 to 11,858 megacycles will be used with 15 watts power at each station and with types A0, A1, A2, A3 and A4 special emissions.

Levant On 'Fame' Sunday

Oscar Levant will appear on the "Radio Hall of Fame" program, Sunday, Nov. 11th, (6:00 to 6:30 p.m., EST) and will play the Slow Movement from the Gershwin Piano Concerto and a portion of the "Rhapsody In Blue" concerto. Levant will be accompanied by Paul Whiteman, conductor of the "Hall of Fame" orchestra and chorus.

Show Changes Time

Beginning Nov. 11, MBS' "A. L. Alexander's Mediation Board" will be heard from 8:00 to 8:30 p.m., EST, instead of its previous time, 8:15-8:45 p.m. Program is sponsored by Serutan Co. through the Grant Advertising Agency.



HENNY YOUNGMAN

AVAILABLE FOR RADIO FOR
1947 — 1948 — 1949 — 1950
and 1946

Now Appearing at the Capitol Theatre, New York City
228 Miles from the White House and Capitol in
Washington, D. C.

"H'ya President Truman"

PROMOTION

KNX Program Awards

KNX, Columbia key station in Los Angeles has issued an announcement of winning the Packard-Bell Award for the best program commemorating radio's silver anniversary, which was given to their program "Bequest." The four-page, heavy white bonded stock brochure gives the particulars of the contest, and also lists additional honors received by KNX in recent years.

New Victor Language Records

RCA Victor announces the release in November of a new Spanish language record set titled "New World Spanish," to consist of two albums of ten 10-inch records, together with a 337-page textbook. Prepared by outstanding Spanish linguists in this country, the set is designed for learning of the language by students in classrooms and individuals in homes or clubs.

New NBC Program To Replace "Army Hour"

A new program, the "National Hour," dealing with national reconversion problems will replace the "Army Hour" on NBC, beginning Nov. 18, 4:00 p.m., EST. In a statement to affiliates, the web said the War Department was relinquishing the time at its own request.

The new program will air spots for the armed services and other branches of government as the occasion demands, in addition to discussions of major problems.

Robert St. John and Robert McCormick will be regular narrators on the new show, with contributions by H. V. Kaltenborn, Lowell Thomas, John Vandercook, W. W. Chaplin, Richard Harkness, Merrill Mueller, Morgan Beatty, Edward Tomlinson, Henry Cassidy and other web newsmen.

"Front Page" On WNBT

"The Front Page," newspaper melodrama written by Ben Hecht and Charles MacArthur, will be televised over NBC's station WNBT, next Sunday, Nov. 11, 8:00 p.m., EST. The play was enthusiastically received on Broadway in 1928, and three years later was made into a motion picture. Vinton Hayworth, Matt Crowley, Howard Smith, Helene Reynolds and Jane Randolph are cast.

Edward Sobol, NBC television producer, will direct production of "The Front Page."

Joins CBS Staff

Joan Zeegers has been appointed administrative assistant to Helen Stoussat, CBS director of talks, it was announced yesterday. Miss Zeegers, who replaces Clara Cross, recently resigned, will act as aide in arranging for speakers, and handling requests for network time and publication of talks.

Mutual Report Cites Gains In Sales And Programming

(Continued from Page 1)

Gamble are the five national accounts, according to the report issued by Edgar Kobak, president of the network, and several more of the "top ten" are expected to buy Mutual time in the near future. Kobak pointed out that not one of the these ten advertisers was numbered among the MBS clients a year ago.

New Advertisers Listed

The new advertisers are: General Foods, Rensie Watch, G. N. Coughlan, F. W. Fitch, Trimount Clothing Co., Alka-Seltzer, Procter & Gamble, Vick Chemical Co. and Lewis-Howe. Kobak also reported that five Mutual sustainers during the past several months have turned commercial, "The Human Adventure," sponsored by Revere Copper and Brass, "Real Stories," by American Home Products, "The House of Mystery," General Foods, "Auction Gallery," by Rensie Watches, and "Queen For a Day," for Miles Laboratories.

Recently two more stations were added to the network, as reported in these columns, whose markets figure very importantly in the network's sales setup. The figures representing the average number of stations per commercial program for the period of June, July and August, and in the past three years, further illustrate the progress made at MBS. In 1943, Mutual had 95 stations per commercial program as an average, in 1944 119 stations, and so far in 1945, 145 stations per commercial program. Kobak

pointed out that the growth of its co-operative program setup, which now numbers 12, has been rapid and significant. In this department, Fulton Lewis, Jr., is now sponsored on 181 stations, and Erskine Johnson on 137. In the aggregate, Mutuals 12 co-operative programs have a total of 612 "station-program-sales" carried by 276 affiliates, and Kobak estimates that co-op advertisers are investing at the rate of over \$2,900,000 annually for time and talent. Figures should be higher by the end of the year, he added.

In the personnel group, Mutual's staff has been enlarged from 229 persons to 321 since last February, including in some of the more important key positions such men as E. P. H. "Jimmy" James as sales operations manager; Esterly Chase Page as director of engineering, and A. A. Schechter as director of news and special events.

Programming Highlighted

In the programming department, Kobak highlighted the importance of producing or "discovering" new programs which possess advertising possibilities. A sudden end of the Japanese conflict necessitated a quick change in programming philosophy, according to Kobak, so that network shows would reflect the thinking that came almost immediately with the problems of reconversion. Heavy emphasis was therefore placed on public service programs.

Walkie-Talkie Reporters Planned For New Orleans

Washington Bureau, RADIO DAILY

Washington—Direct local coverage by walkie-talkie and truck pickup is contemplated by Roy Hofheinz, applicant for a new AM station in New Orleans, application for which was filed last week with the FCC. Hofheinz also plans to use his local coverage schemes on station KTKT, which he operates in Houston, Texas, he said. Applications for the necessary frequencies were to have been filed last Friday, but full engineering information was not on hand and filing of the applications has been deferred.

Link Producing Equipment

Link Radio Manufacturing Co., New York, is designing the equipment for Hofheinz. He describes it as an FM shortwave system providing walkie-talkies for reporters to carry "right on to the scene" where even a truck carrying a transmitter cannot go. Transmitting truck will carry the walkie-talkie reporters as close as possible to the event however, and transmission will be from reporter to truck to broadcast station. All the equipment is being made according to simplified designs, said Hofheinz, so that his reporters need not be first class engineers to operate it.

Hofheinz feels that use of high fre-

Griffith Expands; In N. Y. And Chicago

Expansion of activities of the Homer Griffith Company, radio station representatives, to include offices in Chicago and New York was announced the past week-end. The Griffith organization has been operating with offices in Hollywood, San Francisco and Seattle.

John Livingston has been named manager of the New York office and Al Halus will head the Chicago operation. David Williamson has been named new manager of the San Francisco office. Gilbert Wellington heads the company's Seattle office.

The main office of the Griffith organization is in Hollywood with Mrs. Homer Griffith, joining her husband in general management. Walter Miles, Georgia Small and Gladys Macrery are account executives.

quency FM will effectually cut out such noise interference as the crackling of a fire and the hiss hoses played on a fire might make. He believes that the extra interest added to his news coverage by means of the walkie-talkie direct reports will create an audience response that will well repay him for the extra expense of the equipment and the enlarged "city-side" staff he will have to maintain for the purpose.

EQUIPMENT

SMPE Honors Three

The Society of Motion Picture Engineers presented its 1945 Joule Award to Herbert E. Goldberg, Charles J. Kunz and Charles E. Ives, all of the Kodak Research Laboratories, Rochester, N. Y., at a dinner held at the Hotel Pennsylvania during the society's 58th semi-annual conference. The award was made for a paper entitled "Improvement in Illumination Efficiency of Motion Picture Printers" which was co-authored by the three men.

RMA Issues Chart

A chart giving the RMA standards for the "Six Dot Color Code" and "Three Dot Color Code" as well as the Army and Navy Standards, has been a necessity to users of mica capacitor types. Cornell-Dubilier Electric Corp., has prepared a standard card to fit into the pocket which incorporates all three standard codes as well as a larger wall chart. The basis of the code is the use of a distinct color for every number from zero to nine inclusive.

Stevens To New Crosley Post

Appointment of C. J. Stevens as regional manager in the sales department of the manufacturing division of the Crosley Corporation, has been announced by E. C. Brode, manager of distribution. Mr. Stevens' territory will include Central and Southern Illinois, Missouri, Kansas, Oklahoma, Iowa, Nebraska, Colorado and part of Wyoming.

Camper Heads Distributors

S. D. Camper, former regional sales manager for the Crosley Corp., has been named president of South Wholesalers Inc., Jackson, Miss., a distributor for Crosley. Vice-President of the firm is B. H. Brown, who was with Orgil Brothers, former Crosley distributors. Camper has been associated with Crosley for the past eight years.

Dorsey, Herman On NBC

The bands of Tommy Dorsey and Woody Herman began a weekly series of half-hour programs called the "Club" this week over NBC at 11 p.m., EST. Broadcasts will originate from New York's "400 Club" on Broadway, and will continue through Dec. 25. Dorsey will be heard on Nov. 6 and 13; Herman is scheduled Nov. 20, 27, Dec. 4 and 11, with other bands announced later in the series for the Dec. 18 and 25 slots.

Hord Canadian Appointment

R. A. Hackbusch, vice-president and managing director of Stromberg-Carlson Company, Limited, has announced the appointment of Thomas P. Hord as general sales manager. Mr. Hord has been associated with radio since 1922, and is well-known in the industry throughout Canada.

★ ★ COAST-TO-COAST ★ ★

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

— NEW YORK —
BROOKLYN—Mayor Michael F. McNamara, administrator of the Veterans Service Bureau of New York Chapter, Knights of Columbus, will speak over WLIB Nov. 10th. He will be heard on the weekly program, "The Veterans Report," conducted by Pup Mathews, disabled veteran of World War II. . . . Martha Scott and Sgt. George Elghozy, French underground leader during the war, will speak over WLIB in behalf of Food for Friendship, a drive to send vital relief materials to the needy men, women and children in France.

— DISTRICT OF COLUMBIA —
WASHINGTON—A news program that is breaking down a long-standing taboo concerning the mentioning of other networks, or the mentioning of opposition station commentators, has been developed by the Cowles Broadcasting Co. The purpose of the already created widespread interest in it after having been successfully tested on WOL, Cowles Washington outlet, is now being offered to stations throughout the country and already seven stations, in addition to the Cowles stations, are carrying it.

— WASHINGTON —
SEATTLE—Lt. Philip Riely, USNR, recently discharged, will join the news staff of KIRO. . . . Jack A. Kizel rejoined the announcing staff of KIRO after several years with the N.Y. . . . Stanley Miller, former chief engineer of KORE, Eugene, Oregon joined the engineers' staff of KIRO.

— OREGON —
PORTLAND—"This Is The Beginning Of A New Day" reads a sign at the Portland Army Air Base entrance, which seemed a perfect title for the weekly KGW shows. Widespread interest in the process of separation from the Armed Services, included the station directors to arrange "On The Spot" broadcasts, describing the various steps which change G. I. Joe back to civilian.

Send Birthday Greetings To—

November 9

Nyles Barry Courtney	Joan Lane
Bill Harding	Lt. Betty Lawson
Lou Lubin	John Medbury
Paul Rittenhouse	Ed Wynn
Darrell Martin	Allan Meltzer

November 10

S. Hogan Bayles	Gary C. Breckner
Charles Carroll	Jane Froman
Roy McDermott	George B. Storer

November 11

Joseph Bloom	Herny Brown
Martin Horrell	Brad Robinson
Nancy Sheridan	Ruth Weil
Bob Shaw	Henry Shope
Harry Holcombe	Fred B. Norman

— NEW YORK —
NEW YORK—A major verbal battle will be fought Nov. 9th, over WNYC on Edgar H. Bauman's program "Destination-New York." Bauman, of Aero Products Magazine and Eugene Schillinger of American Helicopter Magazine are the two contestants and although both are connected with aviation and aviation publications, they are rivals when it comes to the how, when and why of Helicopters.

— NORTH CAROLINA —
GREENSBORO—American Education Week, Nov. 11-17, will be observed at WBIG with a series of six dramatizations to be presented by the public school students. Mozelle Causey, radio chairman of classroom teachers, is directing the programs which will be dedicated to the lay people of Greensboro for their support given in the legislative season.

— UTAH —
SALT LAKE CITY—With Charles L. Barrington gaining honorable mention on this year's H. P. Davis contest, KDYL announcers have won recognition in this annual event for three years in a row. Ned Serrell won the regional award from KDYL the previous year. . . "Playhouse of Favorites," a half-hour dramatic production, has been scheduled on KDYL for a 26 week period by the Salt Lake Real Estate Board.

— PENNSYLVANIA —
PHILADELPHIA—Ex-Captain Hugh Ferguson, of the Marine Corps, and John Franklin, of the Army, have resumed their announcing duties at WCAU. . . Martin N. Oebbecke, who left the position of assistant technical supervisor, and spent the last three years in the radio engineering department, Army Signal Corps, returns to WIP as night manager.

— MISSOURI —
ST. LOUIS—Dan Smith, recently discharged from the Army, having served five years in the Infantry, has joined KWK's staff as assistant news editor. . . Johnny Jacobs, KMOX announcer, is commuting to Chicago each week to announce "Those Websters" over WBBM on Fridays. . . Wendell B. Campbell, general sales manager and director of operations of KMOX, has been named district chairman of the sales managers committee of the National Association of Broadcasters.

— OHIO —
MARION—WMRN's former chief engineer and assistant general manager, S. Robert Morrison has returned as assistant general manager after service in the Navy. . . **CINCINNATI**—WLW has a new Sunday night discussion programs, "What About This?" with questions answered by representative American and foreign commentators. Questions are cabled to the latter, and answers received by shortwave.

— LOUISIANA —
NEW ORLEANS—Maurice Winn, employed at WWL as an engineer for the past year and a half, reverses national trends by being drafted into the Army this week. . . Engineer Sam Farrell of WWL is the proud papa of a new baby girl born Oct. 29th.

— OHIO —
COLUMBUS—Irwin A. Johnson, returned to his old post at WBNS, as director of developmental programs. . . **CINCINNATI**—Raymond Murphy, former WLW broadcast technician, who was loaned to Columbia University in '43, to co-ordinate, maintain and adjust underwater sound equipment used in locating and destroying submarines under-water, has resumed his WLW position.

— NORTH CAROLINA —
CHARLOTTE—For the ninth consecutive year WBT opened the annual drive for the benefit of the Shriners Hospital for crippled children in Greenville, S. C. Traveling 240 miles to present the broadcast, WBT's program director, together with a corps of engineers talent, photographers and newsmen, aired a show designed to entertain the children at the hospital and to promote contributions to the annual Shrine Bowl football game.

— NEW YORK —
BROOKLYN—"Does China Need Civil War to Get Democracy?" will be discussed on the Liberty Forum over WLIB, Nov. 11th with Dr. J. Max Weis directing the Forum. Speakers will be, Gunther Stein, author of "The Challenge of Red China" and correspondent for the Christian Science Monitor, and Dr. H. T. Chu, head of the Information Research Dept. of the Chinese news service.

— NEW JERSEY —
PATERSON—Lew Monte, a member of the original Hoboken Four, which at one time included Frank Sinatra, has been released from the Army, after serving more than two years of service, and is now featured vocalist on his own program over WPAT, entitled "Until Tomorrow." . . **ATLANTIC CITY**—Thursday evenings, WBAB has a Welcome Home Party for discharged servicemen and women. Both are interviewed and then allowed to voice their suggestions as to how the community can better serve the needs of the returning veteran.

— VIRGINIA —
RICHMOND—WRVA observed its 20th anniversary Nov. 2, in a gala hour and a half broadcast that included guests from Hollywood, New York, Washington, Norfolk, Virginia and from its Richmond studios, and was received as far west as KTOH, Lihue, Kauai, in the Hawaiian Islands. Chairman of the FCC Paul A. Porter called attention to the fact that as WRVA celebrated its 20th anniversary, the radio industry was celebrating its 25th, making WRVA a pioneer in the radio field.

— NEW YORK —
NEW YORK—Dr. Bernard Iddings Bell, formerly a professor of religion at Columbia, Chicago University, Lafayette and Cornell College, will defend his book "God Is Not Dead," against reviewers Harry Hansen of the N. Y. World Telegram, Irwin Edman, professor at Columbia U., and John K. McCaffery, associate editor of American Magazine, on the "Author Meets The Critics" broadcast over WHN, Nov. 12th.

Five years experience in handling SPORTS, NEWS and features. Formerly with five thousand watt CBS affiliate. Desires position with Mid-Western station. Write: Serviceman's Want Ad, Box No. 71, Radio Daily, 1501 Broadway, New York City.

ANNOUNCER, experienced! Two years network affiliate and public relations in service. Amiable, ambitious, versatile! NEWSCASTS, COMMERCIALS, SPORTS, CONTINUITY. Will travel. Able to start immediately. Write: Serviceman's Want Ad, Box No. 72, Radio Daily, 1501 Broadway, New York City.

Combat veteran, college graduate, desires start in radio. Nice appearance, 22 years old. No job too menial, no pay too small if future is right. Particularly interested in radio writing. Write: Serviceman's Want Ad, Box No. 73, Radio Daily, 1501 Broadway, New York City.

Want a genius? I'm not, but good DIRECTOR, fair SCRIPT WRITER, ANNOUNCER, MUSICIAN, TECHNICIAN, 3rd class. Family man, prefer N. Y. Accept good regional offer. Write: Serviceman's Want Ad, Box No. 74, Radio Daily, 1501 Broadway, New York City.

Veteran, Experienced: Advertising Agency Salesman, (Radio, Newspaper, etc.), Promotions, Productions, Booking, Management, Musician. For Army: B.B.C., A.F.N., U.S.O., G.I., British and Belgian Stage Shows. Write: Serviceman's Want Ad, Box No. 75, Radio Daily, 1501 Broadway, New York City.

Available now—Qualified station engineer, continuity writer and news and special events director. College graduate, Army public relations training. Write: Serviceman's Want Ad, Box No. 76, Radio Daily, 1501 Broadway, New York City.

Radio Script Writer, Newspaper experience, diversified college training in radio writing. Sports Announcing experience. Recording furnished. Desires position in New York or New Jersey. Write: Serviceman's Want Ad, Box No. 77, Radio Daily, 1501 Broadway, New York City.

Francine

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Radio's Lovely and Popular Contralto

Available

**RADIO GUEST APPEARANCES
and PERSONAL APPEARANCES**

Call **DAN TUTHILL**

Vice-President and Director, Popular Division

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE

NEW YORK CITY 22

Exclusive Management

NCAC

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 29

NEW YORK, N. Y., MONDAY, NOVEMBER 12, 1945

TEN CENTS

FCC Defends FM Actions

Radio's Next 25 Years More Exciting—Porter

FCC Chairman Paul Porter on Saturday predicted "more exciting and startling" developments during radio's next quarter century. Speaking before the Citizen's Radio Anniversary luncheon honoring the 25th anniversary of broadcasting, Porter said the field possesses men and women with vision and creative imagination.

"A broadcaster told me recently," said Porter, "that this industry must be more than 25 years old. He observed that things could not have become so confused in such a short period of time. I think, however, that 'confusion' was mistaken for

(Continued on Page 7)

Adams Resigns Post As WINS Sales Manager

Trevor Adams Friday resigned as sales manager of WINS, Willard Schroeder, general manager, announced. Adams, who formerly served with the Texas State Network, NCMCA, WHN and the firm of Adams & Adams, said he was not ready to announce his plans. Schroeder will act as sales manager until a successor is found.

Jack Dempsey Will Head New Fight-Tele Company

Comdr. Jack Dempsey, former world's heavyweight champion, will become president of a newly formed fight promotion company backed by a large advertising company," it was reported here last week. The new

(Continued on Page 2)

Off The Air

New York's municipal station, WNYC, carried the final broadcast from Radio Luxembourg yesterday by direct shortwave from 5:30 to 6:00 p.m., EST. Col. Clifford Powell, of the Armed Forces Network, and director of the station since the surrender of Germany to the Allies, announced that operations would begin shortly in Frankfurt, chosen as station's permanent location.

Belgium Radio

Brussels—Revival of private radio is a prospect of the very near future in Belgium, according to reports emanating from government circles. INR (National Institute of Radio Diffusion) continues to operate the government network. Under government control, no plugs may go out over the air, not even the mention of the name of a motion picture.

'Hams' Back Nov. 15 In U. S. And Canada

The Nation's 60,000 radio hams will return to the air on a near pre-war basis on November 15, FCC announced Friday.

Except for a provisional period of operation in the 112 to 115.5 mc band from August 21 to November 15, 1945, the amateurs have been off the air since Pearl Harbor.

FCC's new order cancels many of

(Continued on Page 6)

New Mexico Broadcasters To Fight "Privilege" Tax

Washington Bureau, RADIO DAILY
Washington—A case involving right of a state to impose a "privilege" tax on radio stations will be aired in New Mexico courts this month, with the decision expected to set an important precedent in the industry.

New Mexico broadcasters won the

(Continued on Page 2)

Chairman Paul Porter Denies Favoritism In FM Grants To Newspapers; Answers PAC Protest

Zenith Tests FM Field; FCC Disputes Findings

Chicago—E. F. McDonald, Jr., president of Zenith Radio Corp., has announced a series of FM field tests which, he said, showed the present frequency band to be more efficient than the higher frequencies to which FM stations are being moved by the FCC.

Details of the tests were given in a letter to set manufacturers by G. E.

(Continued on Page 5)

Asks 'Atomic-Age' Study Of Religious Programming

Chicago — Religious programming must be adjusted to meet the needs of the atomic age, Rev. Everett C. Parker, director of the Joint Radio Committee of the Congregational Chris-

(Continued on Page 7)

Radio Personalities Set To Aid Victory Bond Drive

A score of radio personalities, devoting their free time to the Victory Loan, have been scheduled to appear at the Times Square bond stage run

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—FCC Chairman Paul Porter last week denied accusations that FM licensing favored newspaper interest over veterans, labor unions and small business groups. Declaring that FM licenses were granted only "in the public interest," Porter said charges of newspaper "monopoly" had been thoroughly aired.

Porter's statement was a reply to protests by the National Citizens Political Action Committee that FCC's granting of additional FM licenses

(Continued on Page 3)

Radio's Old Timers Gather At IRE Dinner

John V. L. Hogan, consulting engineer and founder of WQXR, spoke on the early days of the IRE and the Radio Pioneers dinner Thursday night at the Hotel Commodore, before 1,100 technicians and engineers active in wireless since 1900. Dr. W. L. Everitt, IRE president, was emcee, and Louis G. Pacent, committee chairman.

Entertainment was supplied by Ray

(Continued on Page 6)

Major Webs To Broadcast Address of Clement Attlee

The five major webs tomorrow will broadcast the speech by British Prime Minister Clement R. Attlee before a joint session of Congress, scheduled to start at 12:30 p.m., EST.

Why Buy Victory Bonds?



"We who have gone on earning while others went on fighting have a special obligation to invest part of our income in Victory Bonds. Anyone who has visited the war fronts is keenly conscious of the difference between the petty sacrifices we made at home compared to those of the fighting men we sent abroad. They completed their part of the common task magnificently. We have not yet finished our part."—H. V. KALTENBORN, NBC commentator.

Semper Fidelis

The 1945 Citation for Public Service granted by the U. S. Marine Corps League will be presented to the Mutual network at a dinner scheduled for tonight at Waldorf-Astoria. The web is honored for its efforts in publicizing, at short notice, the emergency need for blood plasma on Iwo Jima, one of the hottest engagements in the history of the Marine Corps.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Nov. 9)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

McCarty Joins Leigh

Lt. Milburn McCarty, Jr., (USMC), recently relieved from active duty, has joined Douglas Leigh, Inc., as a vice-president, it was announced last week by Douglas Leigh, president of the firm which specializes in electrical sign advertising.

Before his three years of service as combat correspondent in the Pacific area, McCarty was Treasury press chief of the national War Bond campaign. Previous to that he was with Steve Hannagan Associates, the New Yorker and the New York Herald Tribune.

Majestic Signs O'Neil

Danny O'Neil has been signed by Majestic to a five-year recording contract.

Connect in Connecticut



Coming and Going

MARVIN KIRSCH, vice-president and business manager of Radio Daily Corp., left New York by plane last Friday for Los Angeles, where he will spend 10 days in the interest of Radio Daily and Television Daily.

LLOYD BROWNFIELD, director of press information at KNX, Hollywood, is spending a few days in New York for conferences at the headquarters of CBS.

ED MURPHY is in town from Little Rock, Ark., for conferences with the national representatives of the station.

LARRY SURLS, account executive in the cooperative division of the American network, has returned from a business trip to Cleveland, Pittsburgh, Buffalo and Youngstown.

Z. C. BARNES, vice-president of the Mutual network in charge of sales, left New York over the week-end on a business trip to Cleveland and Akron. He'll return around the middle of this week.

CARL SIMONSON, trade news editor in the Chicago office of NBC, is leaving New York for Boston on the last lap of a honeymoon trip.

DANNY KAYE, who last Saturday arrived in California from Japan, where he and Leo Durocher had been entertaining members of the armed forces, is now en route to New York.

DOROTHY LEWIS, NAB's co-ordinator of listener activity, has left for upstate New York, where she is scheduled for three addresses on consecutive days.

New Mexico Broadcasters To Fight "Privilege" Tax

(Continued from Page 1)

first round in the battle when they filed complaints asking for an injunction against the state to prevent collection of the levy.

Claiming Federal courts lacked jurisdiction, the state filed motions to dismiss the stations' complaints but was overruled.

Although the New Mexico act was passed in 1935, no attempt was made to enforce it until this year. The act imposes a privilege tax on the stations and requires that each station must take out a license as a prerequisite to broadcasting.

Stations filing the complaint against the state are KGFL, Roswell; KFUN, Las Vegas; KTMN, Tucumcari, and KWEW, Hobbs.

A hearing on the case will be held before a three-judge Federal Court on Nov. 19.

NAB announced in Washington it will file a brief with the court and argue the case as a "friend of the court."

Howard S. Frazier, NAB director of engineering, will make field intensity measurements and submit his findings during the hearing. Milton J. Kibler, NAB's assistant general counsel, spent some time conferring with the New Mexico broadcasters.

Eisenhower On American

General "Ike" Eisenhower's speech at the State Dinner at the Hotel Statler in Boston will be carried over the American network tonight between 9:30 and 9:55 p.m., EST.

Radio Personalities Set To Aid Victory Bond Drive

(Continued from Page 1)

by the War Activities Committee of the Motion Picture Industry, during this week.

Scheduled to appear today are: Carl Swensen, Milo Boulton, John Reed King, Pert Kelton, and Harold Huber. Tuesday: Santos Ortega, Fred Uttal, Hope Emerson, Barry Gray, Bernard Lenrow, and Don McLaughlin. Wednesday: Jack Arthur, Gilbert Mack, Jackie Kelk, Phil Coolidge, Kay Raht, Cherita Bauer, and Will Geer. Thursday: Alice Reinhart, Joe Curtin, Alice Frost, Minerva Pious, and Staats Cottsworth. Friday: Lon Clark, Dick Hart, Cottsworth, Ed Jerome, and Joan Banks. Saturday: Ed Pawley.

Jack Dempsey Will Head New Fight-Tele Company

(Continued from Page 1)

organization will promote fights throughout the United States and abroad, specializing in selling television rights to advertisers.

Max Waxman, Dempseys' business manager, was not available last week for comment, but earlier he had said that "Dempsey will have virtually unlimited financial backing for his promotions."

Dempsey, who owns a controlling interest in the Jack Dempsey Restaurant, and in the Great Northern Hotel, will receive an annual salary of \$250,000, on a ten year basis; it was made known.



Let MacFarlane sell it for you

This around-the-world, authoritative, dependable analyst of the news has six open night spots on his schedule, on the Associated Broadcasting Corporation network.

MacFarlane knows the veterans problems. He has been in on the housing question for years. He knows the unemployment situation . . . he's been in on the labor management quarrels. His keen analysis has built audiences.

11 to 11:15 P. M. is the time. Call the Headley-Reed man or Jack Embry, at W-I-T-H, Lexington 7808, Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



FCC Showing No Favoritism In Granting FM, Says Porter

(Continued from Page 1)

as a "grave threat to effective freedom of speech and press." The organization was "alarmed" over the granting of licenses to "companies affiliated with or controlled by newspapers."

"This monopoly," the telegram read, "in many communities is a grave threat to effective freedom of speech and press. We urge public hearings, proof of public service in the past and guarantees of public service in the future and ample opportunities for small businessmen, veterans, farm groups, trade unions, co-operatives and others in FM broadcasting."

Letter to Baldwin

The FCC chairman's letter emphasized licenses were granted in the public interest and stressed that the question of newspaper ownership of FM stations had been aired as early as 1941.

"As you know," Porter wrote, "early in 1941, with the establishment of FM as a recognized broadcast service, the Commission took formal notice of the fact that a large number of applicants for radio stations, both standard and FM, were associated with newspaper, and instituted a public hearing on the problems involved in such a situation."

Porter said FCC deferred action on applications by newspaper interests during the recent newspaper-radio inquiry.

The FCC chairman said the inquiry was terminated in January, 1944, but action on any FM applications was impossible because of war conditions and the shortage of materials. "However," Porter wrote, "in order to encourage interest in the FM art, the Commission continued to accept applications for filing throughout the entire period."

Near the war's end, on Aug. 7, 1945, the Commission announced that after a 60-day period normal licensing would be continued.

Recognizes Veterans

Replying to PAC's charges concerning veterans and small business groups, Porter said the 60-day period was in their favor. "It was felt," he said, "that a longer waiting period might delay employment opportuni-

ties in radio manufacturing or in the establishment of new business by veterans and other persons who might be unemployed as a result of declining orders in the war factories, and would otherwise impede the reconversion process."

Sees Deadline a Factor

Porter also pointed out the FCC recognized that veterans and others might not be able to furnish necessary engineering data by the Oct. 7 deadline, so a ruling was made that a minimum of such data would be acceptable and conditional grants might be made.

Porter said question of "reserving" channels for newcomers was aired at hearings from October, 1944, to August, 1945, and the FCC decided it would not reserve frequencies for any specific group of persons.

Baldwin's communication protested the granting of 64 FM applications on Oct. 7, 1945. Porter said the grants were conditional and said another 65 were granted on Nov. 1, 1945.

"You may be assured," Porter wrote, "that in each of these cases the grant was made only after the Commission was satisfied, upon application and all other information before it, that a grant would serve the public interest."

to
control
Durham*

you
must
schedule

WDNC



*NORTH CAROLINA'S THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

For the First Time

A name of International importance
Radio's most significant voice

TRANSCRIBED FOR LOCAL PRESTIGE ADVERTISERS



THE HONORABLE
SUMNER WELLES

Former Under Secretary of State
Writer of "THE TIME FOR DECISION"
TRACING THE TRENDS OF THE PEACE

presented by

WJW ENTERPRISES, INC.
WJW BUILDING • CLEVELAND, OHIO

WRITE FOR AUDITION RECORD

Exclusive!

CHI' BEARS '45 FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

SAN FRANCISCO

VICTOR CLARKE BESANEON of San Diego walked into the KSFO studios recently and related how, on the penalty of death in a dismal Jap prison camp, he and his comrades of the U. S. Navy listened every night for three and a half years to the Associated Broadcasters stations KWID and KWIX over a stolen receiver cleverly concealed under the floor. Taken prisoner at Wake Island the group was moved to a prison camp near Tokyo. One dark night Chief Besaneon got over the fence surrounding the prison camp and stole a shortwave radio receiver from a farmhouse. Concealing the receiver under the floor of their bunkhouse they had two small wires leading to earphones over which they listened hopefully for three and a half years until the thrilling day of the Jap surrender. Before entering the service Besaneon was an assistant engineer at KONO in San Antonio.

Dick Templeton, well known sports authority and former track coach at Stanford University is doing a new "Sports Page of the Air" program over KFRC-Mutual at 6:45 Saturday nights.

Gil Dowd, recently released from the Army, has joined the production staff of KGO-ABC, according to Robert Wesson, program manager. Two former KGO announcers are also back on the job. Herb Haley has returned from service in the Merchant Marine, and Hugh Turner is back from two years service as radio operator for Pan American Airways.

Other service men returning to radio are Lou Hartman, recently added to the announcer staff at KROW, and Edward J. Kingsland, Albert B. Jackson, Charles Robertson and Gus Lynch, four new additions to the staff of KSFO.

KPO-NBC, San Francisco bought \$100,000 worth of Victory Loan bonds in the current drive.

Benjamin Poberesky

Benjamin Poberesky for 20 years first violinist with Emil Coleman's Orchestra, currently featured at the Waldorf-Astoria Hotel, died suddenly Thursday night. Burial services took place yesterday from the late musician's home in Brooklyn. A son, also a musician, is currently with an Army Orchestra in Germany.

You can be
sure of
the result
because it's
CERTIFIED



California Commentary !!!

● ● ● John L. Hogg, commercial manager of KOY, Phoenix, is one of the most enthusiastic workers on the "Victory Loan Queen" contest being conducted in Arizona and several other Western states. The winners in the

Los Angeles

Western states participating will be given a trip to Hollywood and will be guests on a "Meet The Missus" broadcast. The contests are being conducted in co-operation with state war finance committees, and while in Hollywood the "queens" will also be given dates with radio and screen stars. Bill Goodwin plays a house detective in Alfred Hitchcock's new screen production, "Spellbound," while Art Baker enacts the role of a police investigator. Dave "Tugwell" Willock, of the "Jack Carson show," who is playing an important role in the new revue, "Opening Night," is also a member of "The Spellbound" cast. A whirlwind romance will culminate Dec. 1 in the marriage of Jane Glenn, formerly of the N. W. Ayer & Son publicity department, and Bill Mullens, of the Republic press bureau. Jane's three sisters were married in the last few months and Dan Cupid touched Jane and Glenn a few weeks ago. She is from Cedar Rapids, Ia., while Bill is a Chicago boy.



● ● ● C. W. "Chuck" Myers, president of KOIN, Portland, Oregon, visited CBS executives here last week, en route to Kansas City, where he will be the guest of Arthur Church, head of KMBC. Francis Conrad, American station relations manager for the western division, lectured before the Ad Club at Portland, November 8. Possibility is that Conrad will trek further north and visit network outlets in the state of Washington. Jack O'Mara, sales promotion manager for American's western division, has whipped up a new presentation gimmick for salesmen to present prospective clients. New twist has been readied for promotion of "Dark Venture" ailer and is in form of an 18-inch album. Album opens with presentation and sales pitch, and actual show platter is included, which can be slipped out and used for audition right in the prospective sponsors' office.



● ● ● Roger Q. Denny, who was killed in a recent automobile accident, was a prolific radio writer before joining Warner Bros. scenario writing staff. Parkyakarkus, Greek-dialect comedian, has just had the honor of preserving for posterity his scrambled version of the English language. James W. Rennick, philologist of Chicago, requested the star of "Meet Me At Parky's" to send him a recording of his Greek dialect, to be added to a collection Rennick is making of various types of foreign accents. Parky, who majored in English in college, was happy to oblige. Edward Buckalew, Columbia Pacific station relations manager, is on a 2,000 mile auto trip that will take him to Arizona, Texas and New Mexico. On his junket he will confer with executives and representatives of stations that are members of Columbia Pacific. Marvin Miller, the announcer, who is also being kept busy in films, has been signed to play a racketeer in "The Crime Doctor's Dark Hour," at Columbia. The deck of the aircraft-carrier Shangri-La, anchored at Long Beach, served as the setting for the Dick Haymes show broadcast recently. Gordon Jenkins, musical director on the Bob Burns show, is one native son of Missouri who has answered the state's slogan of "Show Mo," by being another hometown boy who has made his mark in a successful career. Jonkins, who wrote "San Fernando Valley," on a visit to New York recently wrote "Manhattan Towers" in three days time and recorded it at NBC on his return to Hollywood. Incidentally, winning an amateur ukololo contest held by Cliff Edwards, known as "Ukololo Ike," was the deciding factor in Jonkins' choosing a musical career. Navy Lt. Clark Goorgo, who will rejoin the Columbia Pacific press department Nov. 12, is visiting in his old home town, Fort Wayne.

CHICAGO

By **BILL IRVIN**

ANDES candies has signed a 52-week contract to sponsor "Anniversary Girl," new 15-minute musical ailer on Sundays, 12:15 to 12:30 p.m. over WBBM. Program invites listeners to submit anniversary dates of their friends, relatives and loved ones, so that they may be reminded of these dates in advance through courtesy of the sponsor. Contract was placed through Earl Baker, advertising, Chicago. . . . NBC Chicago recording division has completed the production and recording of series of 13 15-minute programs for the American Medical Association, it was announced by Frank Chizzini, manager of the division.

Rudi Neubauer, an NBC veteran of 16 years service and a member of the NBC Chicago national spot sales department for the past four years, will replace Frank O'Leary, network salesman, who has resigned effective November 15, it was announced by Paul McCluer, sales manager of the NBC central division. O'Leary will join the Chicago office of the Conde Nast Publishing Company.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Zenith Conducts Field Tests; FCC Disputes FM Findings

(Continued from Page 1)

Stafson, vice-president in charge of engineering. The letter said the FCC has been misled by theoretical data during the switch to the new band, which, it was claimed, "will not give satisfactory rural service."

The tests, which covered the period from July 20 to Sept. 21, included transmissions from Milwaukee to Deerfield, Ill., on 45.5 megs. in the present band, and 91 megs. in the higher frequencies. The distance between Milwaukee and Deerfield is 67 miles.

Stafson said the results were backed by Maj. Edwin H. Armstrong, Art L. Bailey, Washington consulting engineer and an FCC representative, and showed that:

The lower frequency signal averaged three and a half times the power of the 91 megs. signal; the actual signal received in microvolts was ten times greater on the 45.5 channel resulting in, he said, a power level difference of 49 to one; the power disparity will be worsened if the FCC carries through its plan to increase transmission power when the change to the higher frequencies is effected; although the switch has been deferred in the hopes of eliminating long-range interference. The 91 megs. signal is "entirely absent for a much greater percentage of the time than interference on 45.5 megs. is present."

Washington Bureau, RADIO DAILY
Washington—Claims made by Zenith Radio Corp. that FM operation in the higher band allocated by FCC requires substantially more power have been disproved in laboratory tests, the FCC announced on Friday. The Commission said its tests showed the exact opposite of Zenith's claims but admitted neither its tests nor the corporation "are conclusive on the question of power."

In subsequent tests, the FCC report said "may establish that somewhat higher power might be desirable in the new band. However, there is no warrant for any such conclusion on the basis of limited data now available."

Confirming the Zenith conclusions

"unsound," FCC said power was only one phase of the problem. "Power," FCC said, "can be greatly reduced if antenna structures are designed for high gain and placed at high locations."

Cites Empire State Antenna

FCC cited the example of the New York station whose antenna is located on top of the Empire State Building. This station, FCC said, need only use 1.6 kilowatts of power to render service comparable to that of a 20-kilowatt transmitter feeding an antenna at a height of 500 feet.

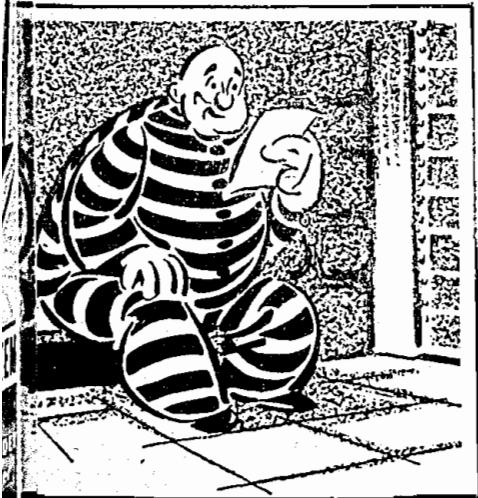
Another reason for moving FM broadcasting from the 40 to the 100 megacycles region, the FCC said, was to minimize sky-wave interference.

"The important point," FCC said, "is that no Sporadic E interference of the type found in the old band has been observed in the new FM band. This will benefit listeners, particularly in rural areas."

On the basis of information now on hand, the FCC said, power requirements for the new band will be substantially the same as requirements for the old band.

Democrats Set Radio Committee

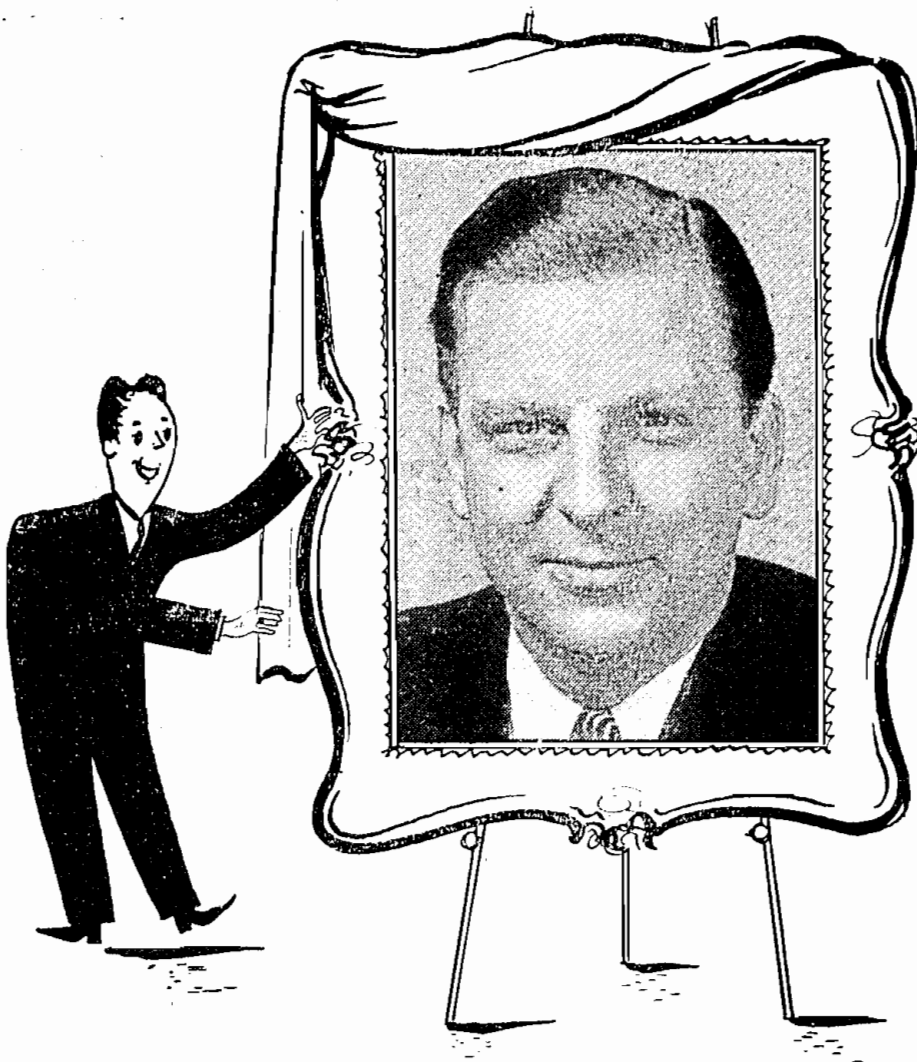
Democratic State Chairman Paul E. Fitzpatrick has announced the formation of the stage, screen, and radio division of the Democratic State Committee, and named as its chairman, James Sauter, who organized and headed a similar group in support of General William O'Dwyer during the recent New York City Mayoral Campaign.



Edy! WFDF Flint says they've low discharge points again."



50,000 Watts • NBC Network
Edward Petry & Co., National Representative



a work of art...

the way Fulton Lewis, jr. can

keep so many sponsors result-happy!

This man Lewis has a way that

makes his listeners believe in

him and the sponsors he represents

nightly on 184 stations. Fulton Lewis, jr.

is recognized as America's No. 1

cooperative program. He's still available in

a few cities, if you want to get aboard.

Program originates from WOL, Washington, D. C.

Write, phone or wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

'Hams' Back Nov. 15 In U. S. And Canada

(Continued from Page 1)

the wartime restrictions including the prohibition of exchanging communications with operators or stations of any foreign governments, and sets new frequency bands for amateur use.

The order expressly excludes use of all frequency bands by amateur stations in the Central, South and West Pacific ocean areas.

FCC assigned the following frequency bands to amateur use beginning November 15:

28 to 29.7 mc using type A1 emission; 28.1 to 29.5 mc using type A3 emission; 28.95 to 29.7 mc using special emissions for FM; 56 to 60 mc using types A1, A2, A3 and A4 emissions and on 58.5 to 60 mc, special emission for FM; 144 to 148 mc, using A1, A2, A3 and A4 emissions and special emissions for radio telephony and FM. This portion of this band, however, between 146.5 and 148 mc shall not be used by any amateur station located within 50 miles of Washington, D. C., or Seattle, Wash., 2,300 to 2,450 mc, 5,250 to 5,650 mc, 10,000 to 10,500 mc, and 21,000 to 22,000 mc, using on these four bands, A1, A2, A3, A4 and A5 emissions and special emissions for radio telephony and FM.

Other orders cancelled by FCC include Order No. 73 which prohibited portable and portable-mobile radio stations operated by licensed amateurs and stations on frequencies below 56,000 kilocycles; Order No. 87 which prohibited all amateur operation and Order No. 87B suspending the issuance of renewed or modified amateur station licenses.

Canadians Returning

Quebec—The wartime ban on amateur radio operation will be lifted Nov. 15, when Canada's "hams" will go back on the air on seven radio frequency bands, along with amateurs in the United States, Hon. C. D. Howe, reconstruction minister, has announced. The Minister said in a statement that for their peace-time return to the air the amateurs have been allotted the following frequency bands: 28-29.1; 56-60; 144-148; 2,300-2,450; 5,250-5,650; 10,000-10,500 and 21,000-22,000 megacycles.

The statement said that the frequency band 56-60 megacycles was only being allocated temporarily and would be replaced in about six months by the frequency band 50-54 megacycles.

The Minister said every effort was being made by Canada and the United States to clear other frequency bands for amateur radio operations, particularly the 3.5-4; the 7-7.3 and 14-14.4 megacycles bands.

U. Of C. Granted FM

Hollywood—University of Southern California has been granted a wave length for an FM station. A director has been chosen, but his name cannot be disclosed as yet, as he still is serving in Army.

★ THE WEEK IN RADIO ★

World Salutes Radio Birthday

By JIM OWENS

THE 25th Anniversary of Radio in America received world-wide acclaim, as NAB President Justin Miller received congratulatory messages from foreign government and industry officials. . . . Highlights of the observance were President Truman's letter to Miller citing Radio's role in the war effort, and the presentation of a statuette to NAB, on behalf of the industry, by the Radio Manufacturers Association. . . . FCC chairman, Paul Porter lauded the co-operation of broadcasters and manufacturers through the first quarter-century for the great service they have made available to the public.

Important FM activity centered around FCC's approval of 65 new grants for construction permits in 21 states in order to enable applicants to proceed with equipment plans. . . . A new organization backed by several newspaper publishers in the New York area filed applications for FM stations in Syracuse, N. Y. and Newark, N. J. . . . Seven newspapers are represented in the group. . . . Robert T. Bartley, former legislative director of NAB, was appointed head of the FM division of the association. . . . Before joining NAB two years ago, Bartley was secretary of FMBI. . . . A new \$600,000,000 market for new radio sets during the next few years through production of FM sets was forecast by Frank Mansfield of Sylvania Electric Products. . . . A survey by Sylvania revealed that approximately 11 million sets could be sold during that time.

RCA-Gimbel intra-store television show in Philadelphia was reported to have been witnessed by over 250,000 persons, proving the intense interest in the new medium as a pulling and selling power. . . . RCA announced plans for a two-year nation-wide tour of department stores in larger cities. . . . FCC announced permission to construct 22 experimental microwave relay stations in the East by Western Union. . . . Grant permits development of WU's program to connect all principal traffic centers in a commercial relay system. . . . FCC's retention of Drs. Goodwin Watson and William E. Dodd beyond the Nov. 15th deadline set by Congress for their discharge was upheld by the Circuit

ILGWU Files For FM

Washington — Unity Broadcasting Corp. of Massachusetts, operated by the International Ladies Garment Workers Union, has applied for an FM station, the FCC has announced.

Applications for seven other FM stations and one standard station have also been filed at the offices of the Commission.

Lewis In Honolulu

Fulton Lewis, Jr., Mutual commentator, is broadcasting from KGMB, the MBS outlet in Honolulu, Hawaii, where he discusses on-the-scene events surrounding the Pearl Harbor attack.

Court of Appeals in Washington. . . . Case is expected to go the Supreme Court.

Production of new radios was seen seriously retarded by OPA pricing bottleneck by the Radio Manufacturers Association. . . . Early estimates of three and one-half million sets by the end of the year are now considered impossible, with a half million production figure more likely. . . . In New York office of OPA, manufacturers and smaller firm representatives met with government price officials to receive new ruling on radio sets.

As the Victory Loan wound up its second week, networks intensified bond drive programs. . . . Week-end programs were scheduled from hospitals and Army and Navy bases, with special messages from Treasury Secretary Vinson. . . . Top-flight entertainers aired their personal appeals, dramatizing them with incidents from their various trips through combat areas.

Sales and advertising figures continue on the upgrade, as indicated by Mutual's report for the past three months. . . . Five of the nation's top advertisers are now listed among MBS clients. . . . BMB issued its first annual report to AAAA members, revealing that 562 stations have signed with the measurement group.

Radio's Old Timers Gather At IRE Dinner

(Continued from Page 1)

Knight, Ed East, and Deric Leigh of American web's production who presented a satirical skit on famous old-timers in radio engineering.

Among the guests at the dinner were Maj. Gen. H. C. Ingles, a signal officer of the Army; Rear Adm. J. R. Redman, director of Naval Communications; Maj. Gen. George L. Deusen, chief of engineering and technical service of the Army; Maj. Gen. H. Armstrong, inventor of Gano Dunn; Maj. Gen. H. M. McClelland; Maj. Gen. Roger B. Colby; Harry Sadenwater and Sgt. Irvin Strobinger, who sent the last message from besieged Corregidor before the island surrendered to the enemy.

Decca Dividend

Consolidated net profit of Decca Records, Inc., for the nine months ended Sept. 30, 1945, amounted to \$640,289 after provision of \$420,000 for all estimated income and expense taxes in accordance with the new tax law. This is equal to \$1.91 per share on 388,325 shares of common stock outstanding at September 30, 1945 and compares with net profit of \$743,832 equal to \$1.91 per share on the same number of shares outstanding in corresponding 1944 period.



Young Man Going West.. Next Stop — Hollywood

Thanks to all the guys and gals who helped make New York a memorable and wonderful town . . . and in particular . . .

- | | | |
|-------------------|--------------------|------------------|
| Frank Sinatra | John Reber | Dewey Pinsker |
| Billy Rose | Joe Bigelow | E. T. Howard |
| Bert Wheeler | Maury Holland | Emil Mogul |
| Ruth Barth | Bill Harding | Stanley Joseloff |
| Lindsey MacHarrie | J. Walter Thompson | Biow Co., Inc. |
| Ted Adams | Bob Wolfe | Mitchell Benson |
| "We the People," | K & E | Herb Gordon |
| Y & R | Nat Strom | Reed White |
| Bob La Bour | Buchanan | Wm. Morris |
| BBD&O | Tony Conrey | Charlie Stark |
| | Donahue & Coe | WOR—WABC—WMC |

New address:
CBS—Hollywood, Calif.
"MEET THE MRS. SHOW"

EQUIPMENT

Home Set Distributors

Stewart-Warner Corporation announces the following distribution points for home radios: TheASURE State Gas and Electric Company, Butte, Montana. Distributors Butte, Billings and Great Falls territories. Arizona Mercantile Company, Phoenix, Arizona, distributors Phoenix and Tucson territories. Central Rubber and Supply Company, Indianapolis, Indiana, distributor for central Indiana territory. Tracy & Company, Inc., Providence, R. I., distributor for all of Rhode Island and counties of southern Massachusetts.

Postpones Display

Smith Radio Corporation of Chicago, Ill., has postponed until an undetermined date the distributors convention scheduled for October 15-16. H. Bonfig, vice-president in charge of household radio sales said that parts manufacturers, upon whom the entire radio industry depends for many of its vital parts, have refused to accept the pricing formula offered them by RCA, and have not gotten their production under way. Consequently, he said, production cannot begin until parts become available.

Farnsworth Expansion

Farnsworth Television & Radio Corp., of Fort Wayne, Indiana, has purchased the Lucretia Street plant of the Hosdreg Co., Inc., at Huntington, Indiana, and announces a new building project at Fort Wayne, stating that an east wing would be added to the company's administration and engineering building, which plans for supplementing the company's manufacturing and engineering facilities in order to be in a position to manufacture more of the component parts which go into its completed projects.

Emerson Sales Manager

Edgar G. Herman, formerly with Smith Radio Corporation of Chicago as advertising manager, household radio sales manager and assistant vice-president in charge of advertising, has been appointed sales manager of Emerson Radio and Phonograph Corp.

An Armistice Day Show

NBC, CBS, American and Associated webs yesterday aired descriptions of the Armistice Day ceremonies at Arlington Cemetery, in which President Harry S. Truman and Prime Minister Clement R. Attlee participated.

Vandergrift On "Headline"

General Alexander Vandergrift, commandant of the United States Marine Corps, appeared on America's "Headline Edition" program last Friday night on the occasion of the 10th anniversary of the foundation of the Corps.

The Next 25 Years Of Radio To Be More Exciting—Porter

(Continued from Page 1)

growing pains and that perhaps what he meant was that we have not yet evolved a philosophy about this form of communication. The regulatory agency of Government really has no fixed or stable guide posts in the areas of performance of broadcast service. And there are those who insist that government should have none. The NAB, I am informed, is currently revising its code which in the early days (that is back in 1929) provided, and I quote, 'commercial announcements, as the term is generally understood, shall not be broadcast between 7 and 11 p.m.'

"Science Outstripping Morals"

"Thus, I think it apparent that while the first 25 years of broadcasting have brought us a great technical system and the next quarter of a century will bring even greater scientific progress, all of us are fumbling and groping for a policy or a philosophy which would encourage broadcasting to realize its full potential.

"In other words, I think it is clear to all of us that here, as in other fields, science has outstripped the moral values of society and that among other scientific miracles the atom bomb has made this the basic problem of our time. Our social scientists tell us that if civilization is to be saved from itself some new and

more audacious methods must be found through which men will learn the way to harness science to moral values. Yet the cult of realism seems to have so blunted intellectual clarity that these values are not seen in relation with the specific conditions of human conduct to which they apply. I like to think of broadcasting as one obvious and powerful instrument which could create a more appropriate climate,—one in which relationships among men and nations will be seen and appraised on the basis of the new era we have entered.

"Broadcasting possesses men and women with the vision and creative imagination who can bring to us not only taste in entertainment but an awareness of the obligations—the moral obligations, the religious and philosophical concepts—which all must agree are essential in the re-evaluation of problems which mankind must meet to survive. And I take comfort in the prospect that broadcasters would be less didactic and ponderous in this undertaking than I have in my efforts to state the problem.

"Those who command vast public audiences have especial duties in the days ahead. Let the next 25 years become a true competition in excellence."

Asks 'Atomic-Age' Study Of Religious Programming

(Continued from Page 1)

tian, Methodist and Presbyterian (USA) Churches, told the opening session of the Religious Radio Workshop on Friday. The meetings will continue through Friday, alternating at the Palmer House and CBS and NBC studios.

The American radio audience does not tune its sets for religious education, Parker said, and it is necessary for good religious programs to provide elements of escape and hero-identification along with the religious message. By providing religious programs which build good audiences, Parker pointed out, the religious message is spread to greater numbers and religious programs become more attractive to station managers.

Conducting the session of the Workshop are Parker and Elinor Inman, CBS director of religious broadcasts.

Lawrence Joining KNX

Jerry Lawrence, WMCA record jockey, who also does the announcing chores on such shows as "We, The People," "The Bert Wheeler Show" and "Lanny & Ginger," has resigned from these East Coast commitments, as of November 18, at which time he leaves for Hollywood, where he joins KNX, of CBS, with a three-year contract to serve as master of ceremonies on the West Coast show, "Meet The Missus."

AGENCIES

DELL CROSBY, producer and director of packaged radio shows, has joined Cecil & Presbrey, Inc., as director of radio for the agency. Crosby has been in radio work 20 years, 14 of them with radio stations.

THE ADVERTISING RESEARCH FOUNDATION will study transportation advertising in Chicago next April, Chairman Otis A. Kenyon of the Administrative Committee for the Continuing Study of Transportation Advertising has revealed. The Chicago examination, No. 7 in the Continuing Study, will be made in cooperation with the National Association of Transportation Advertising and the Chicago Car Advertising Company.

HARRIET M. BELILLE has been named time buyer for the Grey Advertising Agency, Inc. Miss Belille was formerly time buyer for Compton Advertising, Inc., and has been associated with McCann-Erickson and Charles Daniel Frey, of Chicago.

DANIEL GREEN COMPANY has appointed Dancer-Fitzgerald-Sample, Inc., as advertising agency. The account executive will be Miss Peggy Read New York office of Dancer-Fitzgerald-Sample, Inc. Plans for the coming year are under way.



HENNY YOUNGMAN

AVAILABLE FOR TELEVISION UNTIL 1972

Now Appearing at the Capitol Theatre, N. Y. C.

831 Miles from the Chicago Theatre

"Hello, Nate Platt."

COAST-TO-COAST

— CANADA —

ONTARIO—Douglas Greig has re-joined CJCA's announcing staff after spending 4½ years with the RCAF. Doug replaces Don Langbell, who left recently to take over management of his father's photo studios at Cambore, Alberta. . . . **VANCOUVER**—Ideas and advice on how to organize clubs, plan programs, make reports and give leadership for better community living, will be offered in the broadcast series on "Community Life" now being presented over the CBC Trans-Canada network.

— ILLINOIS —

CHICAGO—Monte Randall, lecturer, forum chairman and radio moderator returned to the air last Sunday over WJJD with his "Chicago Speaks" forum. . . . Dr. Preston Bradley, pastor of Chicago's People Church, last week addressed his extensive listening audience and attending congregation with his weekly sermon, "A Faith For These Days," divulging a secret of the times for bearing burdensome troubles during the strife that follows war.

— PENNSYLVANIA —

PITTSBURGH—A network program "Veterans of Foreign Wars Armistice Day," originated in the WCAE studios Nov. 11th, in observance of the anniversary of Armistice Day. This special broadcast was sponsored by the Veterans of Foreign Wars of the U. S. and its Ladies Auxiliary, with guest speakers Commander-in-chief of VFW Joseph M. Stack and Mrs. M. Francis Anderson, president of the Ladies Auxiliary to the VFW.

— OHIO —

CLEVELAND—Albert Bohn, has joined the staff of Lee Donnelly Co., industrial advertising agency, having previously been with the World Publishing Co. . . . **ZANESVILLE**—Allen Haid, manager of WHIZ, has been named chairman of the Christmas Seal sale in Zanesville and Muskingum County. . . . **COLUMBUS**—Irwin A. Johnson, has returned to WBNS in his former post, as director of developmental programs and the "early Worm" show.

— TEXAS —

DALLAS—Application for permission to build an experimental land radio-telephone station has been submitted by the Southwestern Bell Telephone Co. The plan calls for the installation of 125 mobile radio-telephone stations in this area and if approved the system would provide communication between vehicles and any other telephone. . . . Tony Bessan is being heard in a new series of programs over KMAC, titled "Language of the Flowers" sponsored by Bobby's Flower Shop.

— WISCONSIN —

MILWAUKEE—WEMP announces the appointment of Capt. Carl Zimmerman as program director. While overseas Zimmerman produced and announced front line descriptions and interviews for the "Army Hour." . . . Roy Queeman, recently discharged from the Navy, has rejoined the announcing staff of WEMP.

— CONNECTICUT —

HARTFORD—Ben Hawthorne, recently discharged from the Army Air Corps, will resume broadcasting over WHTT with a daily stint beginning Nov. 12. . . . The National Safety Council's top award in the 50,000-watt division was awarded to Paul W. Morency, general manager of WTIC, for the best farm safety programs during the Farm Safety Week.

— NEW YORK —

NEW YORK—New additions to WOV's announcing staff are Bob Barry, a returned veteran, formerly with WIND, Chicago, and Fred Robbins, new emcee of the "1280 Club" program aired Mon. through Sat. . . . Carlton Fredericks, conductor of the "Living Should Be Fun" session, has been appointed nutrition editor of "This Month" Magazine, effective Dec. 1st.

— NORTH CAROLINA —

GREENSBORO—Elliot and Beth Weisgarzer, clarinet and piano duo, opened the 1945-46 schedule of Woman's College programs over WBIG yesterday, with a series of introductory remarks by Dr. W. C. Jackson of the University of North Carolina.

— CALIFORNIA —

OAKLAND—New to the announcing staff of KROW is Lou Hartman, recently out of maritime service uniform. . . . **LOS ANGELES**—The KFI Young Artists' Competition opened the 1945-46 season with Peter Meremblum, renowned leader of the Meremblum Junior Orchestra, as guest conductor. Produced by Ruth Franzen, the 1945-46 season of the 'Competition' is jointly sponsored as a public service by the Hollywood Bowl Association and KFI.

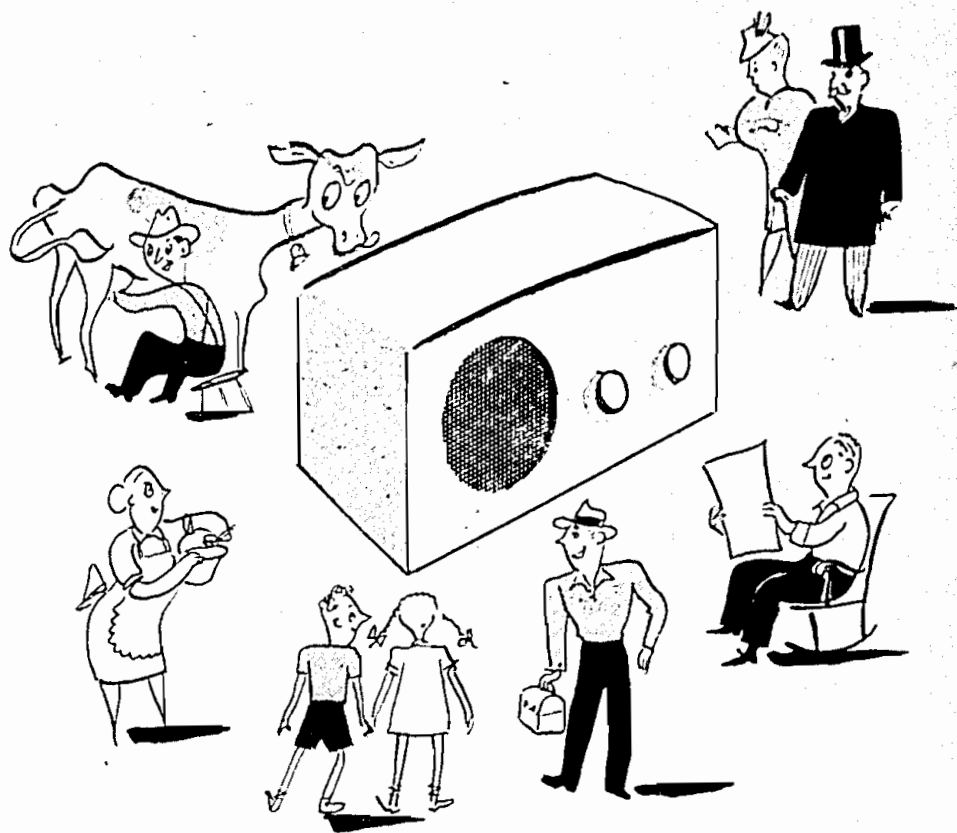
— DISTRICT OF COLUMBIA —

WASHINGTON—The latest feature of WINX's program producing department, is an hour of entertainment entitled "Sophisticated Rhythm." Starting Nov. 11th, supper club type of music is being heard during this hour. . . . WINX broadcasts a series of Fall and Winter programs entitled "Congress on the Air" as a public feature of this station. "Congress on the Air" is directed by Bob Coar, in charge of the radio room at the Capital, and is produced by Mrs. Hobart Bosworth and Leo. S. Spencer.

Send Birthday
Greetings To

November 12

Pat Patterson Larry White
J. P. Wright Herry Jerome
Marusia Sava Louise Michel



It's Radio Listenin' Time In Eastern Iowa—

and WMT is a MUST if you want to reach the 1,200,000 people within its 2.5 MV line!

Eastern Iowa offers advertisers a tremendous post-war audience that can be reached—and sold—with one tremendous sweep by WMT. For WMT leads every other Eastern Iowa station in popularity—both day and night—providing exclusive Columbia programs at Iowa's best frequency—600 KC with 5000 watts.

Contact us at once for
availabilities and market data.



Represented by
KATZ AGENCY

World's Foremost Tobacco Center
FIFTY MILLION TOBACCO DOLLARS
turned loose in Kingston, N. C., last
year. MORE this year!

Represented by
BURN-SMITH

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 33, NO. 30

NEW YORK, N. Y., TUESDAY, NOVEMBER 13, 1945

TEN CENTS

New Legislative Proposal

Religious Workshop Opens In Chicago

Chicago—Created to "study the use of radio for religious education," a five-day religious radio workshop, sponsored by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian churches of the Chicago area, got under way yesterday, with major web outlets as hosts. The introductory session was held Sunday night in NBC studios in the Merchandise Mart. After opening sessions at the Palster House, a workshop dinner was held last night with Harold B. McMurty, manager of the University of Wisconsin station, WHA, Madison, as

(Continued on Page 5)

Bruce Dennis Returning To New Post With WGN

Lieutenant Cmdr. Bruce Dennis, now on terminal leave from the Navy, has been appointed director of public relations of station WGN, it was announced by Frank P. Schreiber, station manager. Dennis will rejoin the WGN staff on Dec. 3. Prior to entering the service in 1942, he was director of publicity and special events for WGN. Dennis served in the Navy for 18 months, 10 of them as executive

(Continued on Page 2)

Auto Workers CIO Union Will Spend \$400,000 On FM

The United Automobile Workers, CIO, has authorized the expenditure of \$400,000 to establish FM outlets in Detroit, Chicago, Cleveland, Los Angeles, Flint and Newark, and will press vigorously for FCC approval.

(Continued on Page 2)

Decorated

Lt. Col. Frederick Brisson has just been decorated by General of the Army H. H. Arnold with the Legion of Merit medal, the War Department announced. Brisson, Chief of all Army Air Forces radio activities during the war, received the decoration for "exceptionally meritorious performance of outstanding service" between the months of June, 1942 to October, 1945.

Final FCC Rulings On Television Soon

Final television rules and regulations will be issued by the Federal Communications Commission "within the next few weeks," Paul Porter, chairman of the FCC, disclosed in New York last Saturday in answer to a question raised by RADIO DAILY.

Questioned on the FM problem recently confronted by broadcasters by James C. Petrillo's demand for double

(Continued on Page 7)

Elmer Davis Series Set Over American Network

Elmer Davis, former director of the OWI, has been signed by the American Broadcasting Co. for a series of commentaries that will start as sustaining and be available for sponsorship

(Continued on Page 5)

Counsel For Un-American Activities Com. Seeks Drastic Legislation To Curb Newscasters

Midwest Sponsor Buys Full Hour On Mutual

The Ralston-Purina Company on Saturday will begin sponsorship of a new full hour series over Mutual, "Oprey House Matinee" to be heard from 1:00 to 2:00 p.m., EST. The program will star Eddie Arnold, mountain balladeer and singing emcee, The Old Hickory Singers, The Cackle Sisters, The Tennessee Plowboy, and

(Continued on Page 5)

Balaban & Katz Seek FM License For Chi. Station

Balaban and Katz, leading Chicago Theater chain and owners and operators of television Station WBKB have applied to the FCC for a license for an FM station to be

(Continued on Page 6)

Radio's First News Clinic Being Sponsored By NAB

Radio's first news clinic will be held Friday at the Abraham Lincoln Hotel, in Springfield, Illinois, with WCBS and WTAX of Springfield as

(Continued on Page 5)

A bill providing for stricter supervision of radio broadcasters is in preparation by Ernest Adamson, counsel for the House Committee Investigating Un-American Activities, it was announced over the week-end. The measure, which will shortly be offered to the Committee for consideration, drew sharp and prompt opposition from outside quarters.

Adamson told the press that his proposal would specify: (1) Radio stations must clearly identify commentators, including an announce-

(Continued on Page 6)

Du Mont Gives Views On Tele Situation

Administrative problems of the FCC due to an avalanche of applications for tele, FM and AM stations was termed as one of the principal reasons for the impasse reached by television today by Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., in an address before a luncheon meeting of the Ad-

(Continued on Page 7)

Staff Changes At WMAL To Bolster Program Dept.

Details of a new program department alignment at WMAL, Washington key for the American Broadcasting Company, were announced here at the week-end by General Manager

(Continued on Page 5)

Why Buy Victory Bonds?



Returning home are men who have paid a debt for victory that none of us can equal. These G.I.'s did it the hard way, in Okinawa, Salerno, Bastogne and all the other battlefronts where the only currency you could spend was courage. The Victory Loan drive is under way. You and I and every living American must get behind this Victory Loan so that these lads who have given so much

that our liberties may survive can find that better world for which they fought. We can honor their honor in no better way!

—PAUL WHITEMAN, musical director, American Broadcasting Company.

Bond Giveaways

A new "gimmick" in bond-incentive drives will be inaugurated Monday by WNEW when the outlet will give away artists' originals of nationally-famous comic strips with purchases of Victory Bonds. The strips, which were donated by the distributing syndicates, will be offered on disc shows by Martin Block, Hal Moore, Maurice Hart, Bill Williams and Art Ford.

Pigeon-Grams

Residents of Yonkers and Pleasantville on Sunday observed the arrival of 150 Army-bred carrier pigeons sent from WADC, Columbia outlet in Akron, Ohio, with messages to Kate Smith, Arthur Godfrey, Phil Baker and Bob Hawk. Leaving Akron at 9 a.m. Saturday, the birds were given a send-off by that city's mayor and made the trip in just about 24 hours.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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Two AM Station Grants In Pennsylvania By FCC

Washington Bureau, RADIO DAILY

Washington—FCC Friday granted permits for construction of two standard stations in Pennsylvania. They are the Central Broadcasting Co., Inc., Johnstown, Pa., which will operate on 1,490 kilocycles, 250 watts, unlimited time. Paul J. Short is listed as president and Samuel Collins, vice-president. Also the Airplane and Marine Instruments, Inc., Clearfield, Pa., which will operate on 1,490 kilocycles, 250 watts unlimited time. Theodore W. Stemmler is president and Edward S. Little, vice-president of the company.

Samish Co-Chairman Of March Of Dimes Drive

Adrian Samish, vice-president in charge of programs for the American Broadcasting Company, has accepted an invitation to be co-chairman of the 1946 March of Dimes National Radio Division, it was announced yesterday. Invitation was extended by Basil O'Connor, president of the National Foundation for Infantile Paralysis, Inc., for the March of Dimes campaign.

20 YEARS AGO TODAY

(November 13, 1925)

Station KFWB, Hollywood installed radio's first mobile studio and short wave transmitter, W6XBR.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

7. 5. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

DAVE DRISCOLL, director of news and special features for WOR, returned over the weekend from his round-the-world flight. Driscoll took three weeks to make the trip, having stopped over to broadcast en route from Cairo, Chungking, and other points.

A. N. ARMSTRONG, JR., manager of WCOP, Boston, and HARRY GOODWIN, program director of the station, are in New York for conferences with network officials.

DON KELLEY, director of press information for WBBM, Chicago, will arrive in New York today to join Lloyd Brownfield, head of press information at KNX, in conferences with network officials.

FRANK GAITHER, associate manager in charge of sales for WGST, Atlanta, has returned to Georgia following a few days in Gotham for talks with the national representatives of the station.

TED MALONE, commentator for American Network returned to the U. S. from an air trip around the globe, and is now en route from Los Angeles to New York, making stopovers in the Middle West.

PAUL WHITE, CBS director of news broadcasts, is back at his desk following several weeks of vacationing in Tampa, Fla.

HOWARD LANE, general manager for WSAI, Cincinnati, Ohio, is in Gotham for talks with executives of the American network.

FRANCES McGUIRE will arrive from Philadelphia tomorrow for a style-shopping tour in the interest of her program broadcast over WIP.

H. V. KALTENBORN, commentator on NBC, off for three days in Washington, D. C., where he will confer with his sponsor, Hahn Shoe Stores.

J. C. LINER, manager of KMLB, Monroe, La., arrived late last week for a few days on station and network business.

BERT WEST, of the "True Story" program heard via the American network, leaves tomorrow on a three-month trip to Miami.

LYMAN BRYSON, director of education for the Columbia network, has left for Detroit, where he will address the Michigan Education Assn. on "Radio Today."

Bruce Dennis Returning To New Post With WGN

(Continued from Page 1)

officer of the radio section on the staff of Fleet Adm. Nimitz. He was in charge of network broadcasts during the invasion of Okinawa. He served aboard Adm. Richmond K. Turner's flagship and also went ashore on Okinawa to help originate radio transmissions. Before his period of duty overseas, Dennis was attached to the public relations office, Ninth Naval District, and later served as personnel officer on the staff of Capt. William C. Eddy's Navy Radar school in Chicago.

Rumple Returns To NBC

Barry T. Rumple will rejoin NBC Thursday as manager of the Research Department. He joined the web in 1930 as a statistical clerk, later became chief statistician, and was named research manager in 1942. He left NBC last July to become research director for the NAB.

As WXYZ Musical Director

Detroit—George W. Tendle, president of the King-Trendle Broadcasting Corp., announced Phil Brestoff as the new musical director of radio station WXYZ, Detroit.

Auto Workers CIO Union Will Spend \$400,000 On FM

(Continued from Page 1)

R. J. Thomas, president of the union, announced.

Thomas said the stations would be operated for community programs as well as for union members. The funds were allocated to cover construction costs and operating deficits for the first year, he said. It was reported that the outlets would be made self-supporting on a non-profit basis by acceptance of certain types of advertising.

Hooley In Paris

Jack Hooley, American Broadcasting Company correspondent, has arrived in Paris, it was announced yesterday. Formerly in the Pacific theater of operations, Hooley will be the regular American network correspondent in the French capital.

GOING! GOING! GONE!

To the highest bidder. The year's sensation. Super Secretary. College degree. Five years' radio experience.

Write Box No. 228, Radio Daily
1501 Broadway New York 18, N. Y.



Harvest time

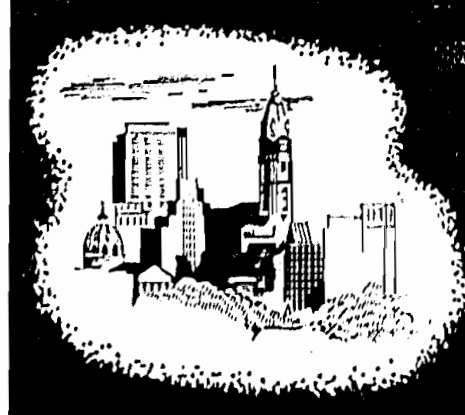
These fall days are harvest days. The crops are ready to be taken.

The picture is pretty much the same in business. Customers are waiting for the harvest of things they've done without. And the battle for brands is going to be colossal.

If you'd like to get off to a good start in the country's 6th largest city . . . if you'd like to reach more customers for each dollar spent . . . then you should get the radio facts about Baltimore.

W-I-T-H, the independent station, is your best bet in this five-station town. Facts prove that W-I-T-H delivers more listeners-per-dollar-spent. We'd be glad to show the facts to you.

Within Your Reach



Philadelphia's

WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REID



TRIPLE CHECK

Recently we published the results of a post card survey which showed that 14.7% of all homes in the Metropolitan area—or approximately 445,000 homes—listen to WQXR regularly.

We checked this result with a house-to-house survey (60% non-telephone, 40% telephone homes) by the Pulse of New York, which showed that 14.6% or approximately the same number—listen frequently to WQXR.

In order to make certain this was not just a coincidence, we asked the Pulse to find what percentage of the people who listen to WQXR subscribe to our monthly program magazine, which now has a paid circulation of over 25,000. Pulse interviewers found more than 25 listener-homes for each subscriber-home, indicating an audience of approximately 500,000 homes in the New York metropolitan area, alone.

- ✓ Once might have been chance
- ✓ Twice might have been coincidence
- ✓ But three times is conclusive evidence that

Nearly a half-million homes are tuned regularly to WQXR



WQXR AND FM STATION **WQXQ**
730 FIFTH AVENUE, NEW YORK 19, N. Y.

The Radio Stations of The New York Times

LOS ANGELES

By RALPH WILK

KAY KYSER will welcome back the return of Ish Kabibble (Merwyn Bogue) on his "College of Musical Knowledge," November 14th. Ish has been discharged from the Special Services branch of the U. S. Army after having served overseas entertaining the troops in the South Pacific.

Oren G. Mattison has returned to KMPC and assumed his former position of office manager, which position he held prior to his two years service with the United States Army.

Knox Manning, ace newscaster and commentator heard over KNX-CBS, is set to make personal appearances with "Ghosts of Berchtesgaden." Warner Bros., short subject which he narrated, in theaters in and near Los Angeles starting November 20.

Clete Roberts, American correspondent at various war fronts, has returned to his home in Los Angeles and is currently resting up from the grind of war radio-reporting by doing only one show a day via American. He has announced no plans for the future as yet.

Jerome Kern Memorial Broadcast Over WOR

A special memorial broadcast in honor of Jerome Kern, who died Sunday after a brief illness, was offered over WOR Sunday night from 11:30 to 12:00 midnight. Music from Kern's great shows including "Show Boat," "Roberta," "Music in the Air," and others was sung by Metropolitan Opera stars Frances Greer and Hugh Thompson, under the music direction of Sylvan Levin. Deems Taylor was guest master-of-ceremonies.

Special Victory Loan Show

CBS will broadcast a special Victory Loan show, "This is the Picture," saluting the part played by women in the war, Thursday, 11:30-12:00 midnight. Program features Ilka Chase, Margaret Bourke-White, and WABC commentator Margaret Arlen in a script written by Barbara Booth. Rosemary Whitford will direct, with Lee Bland producing.

Schmidt, Mercer Back At NBC

Daniel E. Schmidt, III, and Donald J. Mercer, on military leave from NBC as captains in the U. S. Army, are back at the network and have joined the NBC Radio-Recording Division as salesmen, according to Willis B. Parsons, assistant sales head.



A Reporter's Report Card . . . !

● ● ● **FRANK SINATRA:** Those tolerance epics are wonderful—but why go so far from home? Try them out on the boys in some of the local bands. **DAVE ROSE:** When Red Skelton resumes on Dec. 4th, his maestro will be your former assistant, Dave Forrester, heading a 45-piece ork. **BUTCH La GUARDIA:** Understand that everything has been covered in your radio contract except one thing: What will happen if a fire siren sounds as you are about to broadcast. **GINNY SIMMS:** Your medico will order you to take a holiday. **DAVID STREET:** Your wife, Lois Andrews, will be your new radio manager. **JACK BENNY:** When Joe Louis dons the padded mitts for an exhibition tuneup bout in S. F. on the 15th, Rochester will be in his corner as chief second and tactical advisor. Don't be surprised to see Roch doing a repeat next June when Louis squares off with Billy Conn for the heavyweight title. **STAN JOSELOFF:** Hollywood reports that Milton Biow is the star dancer in his wife's new terpsichorean school. **NICKY BLAIR:** Martha Raye, who will headline your Carnival show on the 15th, refused to audition for a radio sponsor not long ago. Told him to "catch" her at your club. **TOM BRENEMAN:** Glad to hear you're considering doing an evening commercial. What will you call it—"Supper in Hollywood?" **OCTAVUS ROY COHEN:** Those Amos 'n' Andy shows are smoother now that you have discovered that Florian Slappey doesn't fit.

★ ★ ★

● ● ● **FRED ASTAIRE:** Your ex-dancing partner and sister, Lady Cavendish, will make one of her rare radio appearances Dec. 13th on the Powder Box Theater. **JACK KAPP:** Smart move on Decca's part to have Bing on the other side of an unknown. That's building de luxe for a Johnny-Come-Lately. **DR. LEE DeFORREST:** Hear you're Mexico-bound to set up that government's television project. **LEE SULLIVAN:** Burns and Allen are paging you for that singing spot. **WALTER WINCHELL:** Is it true that Cissy Patterson is now drinking Jergen's Lotion? **HAM FISHER:** "Joe Palooka" will be released this week—live on the Mississippi net and plattered for the other stations. **JESSYCA RUSSELL:** Your six-minute tie-in on the Hildegard show last week as a promotion stunt for Magazine Digest was one of the neatest tricks of the year. **SPORTSCASTERS ASS'N:** Howcum none of the sports broadcasters were on hand at Toots Shor's the other nite when Harry Wismer received his Oscar from the Sporting News? **DANNY KAYE:** Tokyo reports that you're raising a mustache.

★ ★ ★

● ● ● **FRED WARING:** NBC is trying to get you a Sunday p.m. show. **EDDIE DOWNS:** Victor McLeod, coast writer, is heading east to take over the scripting on one of the top comedy dramatic shows here. **RAYMOND PAIGE:** Deems Taylor and Leonard Feather are set for your new RCA show. **TOMMY DORSEY:** Brother Jimmy opens at the Terrace Room in Newark tonite with 15 air shots weekly. He's due at the Capitol Theater on the 22nd. **LEONARD BERNSTEIN:** Ted Cott would like you on "So You Think You Know Music" as a regular. He thinks you'll add to the show what Levant gave to "Inio, Please". **LEW PARKER:** Best tribute we can hand you is that we've yet to run into any of Broadway's citizens who begrudge you your cick. **HENNY YOUNGMAN:** They're still screaming in Philly over Milton Berle's crack at a radio exec's luncheon down there the other day. He said that WFIL stands for "We'll fool Iko Levy"—and that's cleaning it up. **WALTER LURIE:** Coast reports say that the Spike Jones show will be nothing short of sensational. **MIKE TODD:** I. Hurst, the burlesque impresario, is plotting a \$250,000 B'way musical with nothing but burlesque talent.

SOUTHWEST

SCHOOL football is being aired by **KNOW**, Austin, under sponsorship of Superior Dairies. The William Charles Music Co., is airing a program titled "The Saturday Morning Quarterback" over **KNOW**.

Frank Dinkins at the console of the organ with five minutes of organ melodies is the format of "Home Sweet Home" aired over **KGKO** each Tuesday, Thursday and Saturday under sponsorship of the Vergal Bourland Home Appliance Co.

Interstate Theatres "Showtime" heard over the Texas Quality Network each Sunday, as its part in the Eighth War Loan Drive organized part of its November 4th broadcast from the decks of the cruiser U.S.S. Houston with interviews with its Captain Howard E. Orem and its crew.

San Antonio will soon have its sixth standard broadcast station to be operated by Raoul A. Cortez. The new station has been given a permit to operate on 1,300 kilocycles with a power of 1000 watts daytime only. Cortez now is heard on **KMAC** as director of the Mexican Commercial Hour which he owns. The new station will predominate in Spanish language broadcasts.

Faye Emerson, movie star and wife of Elliott Roosevelt, both visiting in the Southwest, was heard in an interview on "Texas Today" over **WOAI**, San Antonio where she discussed her movie career.

American Script In Library

A copy of the script of the American Broadcasting Company's special V-J Day broadcast entitled "Make Way For Tomorrow" is now among the archives of the New York Public Library. The script was written by Adrian Samish, vice-president in charge of programs of the network, and forwarded to the Library at its request. Program featured many prominent persons and their ideas for the future peacetime world.

46th Week

THE JACK KIRKWOOD SHOW

Procter & Gamble

Miracoustic RECORDINGS
OFF-THE-AIR RECORDINGS
RECORDING STUDIO
Day and Night Service
Circle 7-2965
CARL FISCHER, INC.
119 West 57th Street
New York 19, N.Y.

Religious Workshop Opens In Chicago

(Continued from Page 1)

Speaker. McCarty spoke on "The Social Significance of Radio." Other sessions and panel discussions are to be held thrice daily, today through Friday at NBC and CBS studios. Among the topics to be discussed are "How to Write a Radio Sermon," "The Why of Religious Broadcasting," and "Utilizing Radio in Religious Education."

Workshop leaders include Elinor Gann, broadcasting director of religious programs, CBS, religious chairman; Rev. Everett Parker, director, National Radio Committee of the Congregational Christian, Methodist and Presbyterian Churches, co-chairman; Dr. Ross Snyder, professor of religious education, the Federated Divinity Faculty of the University of Chicago, national counsellor; Lyle Barnhart, lecturer in radio production, Northwestern University and member of production staff, WBBM-CBS; Dr. Fred Eastman, professor of geography, literature and drama, Federated Divinity Faculties, University of Chicago; B. W. Gunn, production director station WGN, Chicago; Frances Heck, lecturer in radio production, Northwestern University, production director, NBC; Harold McCarthy, general manager, station WVA, Madison, Wisconsin; Al. Morley, production manager, station WBBM, Chicago; William J. Murphree, lecturer in radio script writing, Northwestern University, and manager of script division, NBC; Jack Lynn, lecturer on radio, Northwestern University, and manager of the radio division, NBC; Dr. Barrett Clark, director of music, Fourth Presbyterian Church, Chicago; Rev. E. E. Walker, director of international productions, International Council of Religious Education; Judith Miller, midwest public service manager, NBC; and J. Orin Weaver, director of education, station WBBM, Chicago.

The meetings of the organization, which will continue through Friday, will be held at the Palmer House and the NBC and CBS studios.

Staff Changes At WMAL To Bolster Program Dept.

(Continued from Page 1)

Kenneth H. Berkeley. Gordon Hubbel, former production manager, becomes director of the new department of program operations, with John Mackercher taking over his former assignment and Mrs. Jackie Keese named night program supervisor of the station.

At the same time, Berkeley revealed the recent affiliation of two news men and two new producers. They include Bill Travis, news editor, from Sioux City, Iowa. Travis has been with the United Press in Los Angeles and Press Association in New York, and has worked at KSCJ, Sioux City; WMC, Memphis and KMOX, St. Louis; John Philip Dwyer, news editor, from Rochester, N. Y. Dwyer has worked with the United Press in New York, the New York Sun, the Rochester Evening News, and the New York Journal-American. Gordon Shaw, producer, from Cleveland, Ohio. Before serving in the U. S. Maritime service, Shaw was announcer-producer at stations in Columbus and Lima, Ohio; WLW-WSAI, Cincinnati; WJW, Detroit; and WJR, Detroit; and James Hunter Logan, producer, from Pittsburgh, Pa. also a newly discharged veteran (from the Navy) Logan started his radio career as program director at WEHC (now WCHV), Charlottesville, Va. Then followed work as news editor, WLVA, Lynchburg, Va., staff announcer, WJAS, Pittsburgh, Pa., and finally press relations and publicity work for the Navy in the Pacific theater.

Elmer Davis Series Set Over American Network

(Continued from Page 1)

Elmer Davis will open his series on Sunday, Dec. 2, at 3 p.m. Thereafter he will be heard three times weekly, including Tuesday and Wednesday at 8:15-8:30 p.m., EST.

Davis before heading the OWI was a CBS news analyst and prior to that was for many years on the staff of the New York Times. He is author of many stories and articles for various publications. Davis' programs will originate in Washington, D. C., it was announced.

Press Wireless Crews Return From Overseas

Six radio operators and technicians who served with Press Wireless station PX, a mobile transmitter which served war correspondents in Europe from the landings in Normandy to the surrender, returned to the U. S. Friday.

The 400-watt station set up at 26 locations, traveled over 2,000 miles handled over 10-million words, and in addition, transmitted many voice broadcasts directly to New York for rebroadcast. Similar stations saw service in Holland and the Philippines.

The returning men are Albert McGeagh, station manager; Francis McNamara, technician; Joseph Madden, operator first-class; George Auer, operator; Rudolph Ferrari, operator first-class, all of New York, and Jean Seymour, operator, of Salina, Kansas.

Will Broadcast Church Services

Montreal—Evening church services will again be broadcast in Montreal. Following an almost three-year interruption in the radio broadcasting of evening church services from Montreal, arrangements have been made for their resumption. The services will be heard over Montreal's new radio station, CJAD, as soon as it commences operations sometime in November or early December.

Morning service will continue to be heard from 11 a.m. to 12 noon over station CBM.

Midwest Sponsor Buys Full Hour On Mutual

(Continued from Page 1)

Rod Brasfield in the first half hour, second half of the show will feature Ernest Tubb as emcee and his Texas troubadours; Tenor Jack Baker, Becky Barfield, Johnny Sapp and Mack McGarr in an all request show.

Curly Bradley, star of the Ralston-Purina "Tom Mix" show on Mutual will make a guest appearance on the premiere broadcast. Sponsorship of the first half hour of the series by the Cereal Division of the Ralston-Purina Co. will start January 5. The second half backed by the Purina Mills for its farm food division will begin Nov. 17. Business was placed through Gardner Advertising Company, St. Louis. Program is written and produced by Charles Brown and will originate from WSM, Nashville, Tenn.

WGY's "Farm Forum" Salutes 20th Birthday

Schenectady—WGY's "Farm Forum" celebrated its twentieth anniversary with a broadcast featuring addresses by Governor Maurice J. Tobin of Massachusetts, Robert S. Peare, GE vice-president, and Emerson Markham, director of the program. Ed Mitchell, farm adviser, answered his 46,000th question on the broadcast. A letter of congratulations from William H. Wills, FCC member, also was read.



HENNY YOUNGMAN

AVAILABLE FOR THE ATOMIC ERA
BEGINNING IN 1999

*Have New Tuxedo With Uranium Lapels
with belt in back*

Make your offer early!

Now Appearing at the Capitol Theatre, New York City
(opposite the Winter Garden)

3,000 MILES FROM THE M-G-M STUDIOS

Making Steel Talk

• WATCH!

AGENCIES

COMMDR. GENE TUNNEY will be guest-speaker at the regular Wednesday Celebrity-Luncheon of the Advertising Club of New York, tomorrow at 12:30 p.m. His subject will be "The G. I. in the Post-War World." This talk will be recorded and broadcast over WINS from 8:30 to 9, that same evening.

THOS. D'ARCY BROPHY, president of Kenyon & Eckhardt, Inc., will be guest speaker at the next regular dinner session of the Media Men's Association to be held at the Hotel Sheraton tomorrow. He will speak on "What the head of advertising agency may expect of a media department."

WILLIAM W. JOYCE, after two years service in the U. S. Army Air Forces as public relations specialist, has joined the Chicago sales force of The Katz Agency, Inc., national advertising representatives. Formerly program director of Trans-American Broadcasting and Television in Chicago and Mid-West sales manager for the Texas State Network, Joyce was assistant resident manager of the World Broadcasting System in Chicago before entering the service.

KRAFT FOODS COMPANY has appointed Dancer-Fitzgerald-Sample as the advertising agency for two new products that will be marketed in the near future.

ETHEL WHELAN, formerly of Duane Jones Company and the Standard Brands advertising department, has joined the staff of Hutchins & Graves, Inc., advertising agency, as production manager.

Legion Aids Cantor Drive

American Legion posts and auxiliaries, retail druggists and department stores throughout the country will cooperate in Eddie Cantor's "Give a Gift to a Yank Who Gave" campaign this year with a goal of 2,500,000 Christmas presents for wounded servicemen still hospitalized in this country. The 1945 goal represents one million more gifts over last year's donations.

Chicago's
**ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS**

Supervision Over Newscasters Asked In House Group's Bill

(Continued from Page 1)

ment whether they are reporting news or opinions; (2) Radio stations must have a legal agent in each state, so they can be prosecuted through the courts of the state by any person damaged by their broadcasts.

Patterson Objects

Representative Ellis E. Patterson, (Dem. Calif.) issued a statement terming the proposal "an unconstitutional attempt . . . to control the airways." Adamson denied this, however, explaining that "We do not want to control or gag any one. We just desire to provide for closer regulation wild, irresponsible analysts and to make a clear distinction between news and prejudiced viewpoints." He added that, in reply to letters he had written, the lawyers of "all but one" national radio network had agreed that "there is room for improvement in the broadcasting of news and news analysis."

Adamson said the lawyers urged that stations be allowed to work out improvement through self-regulation, but remarked that he doubts this will work satisfactorily without Federal supervision. "We'll have to require

in some way that the stations write up rules and regulations and file them with the Federal Communications Commission and then have the Commission see that they adhere to them," he added. "This would put the radio industry in the same relation to the FCC as the railroad industry is to the Interstate Commerce Commission," he asserted.

The House Committee official claimed the legal agent idea is needed to "put radio stations in the same position as newspapers when they make mistakes." He said that at present, when radio broadcasts damage a person, the aggrieved has to seek legal redress in the state where the station is located.

In New York, the American Broadcasting Company said its views were expressed in a letter sent to Adamson on Nov. 1st, by Mark Woods, president of the network, which said in part: "The American Broadcasting Company is opposed to any attempt by Congress to restrict the freedom of expression of news commentators, whether on our own network or other networks or on individual stations."

Balaban & Katz Seek FM License For Chi. Station

(Continued from Page 1)

operated in conjunction with WBKB it was announced by William C. Eddy, director of WBKB television. The proposed FM outlet would present 15 hours of programming daily and would supplement WBKB's planned expansion in the video field. Studio facilities in the State-Lake Building now devoted entirely to television would be expanded to accommodate the FM station. A large part of WBKB floor studio floor space has been used by the Navy during the war for technical training activities. With the departure of the Navy at an early date this space will revert to WBKB to be utilized for both television and FM under present plans.

Balaban and Katz began television operation in 1940.

Brotherson In New Spot

Robert M. Brotherson has been appointed district manager of the states of Michigan, Kentucky, southern Indiana and Ohio, it was announced over the week-end by National Union Radio Corporation. Brotherson has served in a similar capacity with National Union for the past years in the Middle West.

Jacobson Joins American

Louis Jacobson, formerly a radio producer for J. Walter Thompson in Chicago, has joined the production department of the American Broadcasting Company. At the same time it was made known that Paul Shreffels, formerly a staff writer, has been promoted to manager of the New York news room of the network.

Radio's First News Clinic Being Sponsored By NAB

(Continued from Page 1)

hosts at the NAB-sponsored operation. Radio newsmen from all over Illinois will participate in discussions designed to point the way to make radio stations the prime source of important news and a general nationwide horizontal improvement in radio news handling.

Fred S. Seibert, director of the University of Illinois' journalism school will discuss libel, and others to appear in the discussions include Les Johnson of WJBF, Rock Island, NAB Ninth district director, E. R. Vandeboncover, WSYR, Syracuse, and chairman of the NAB radio news committee, and Arthur Stringer of NAB, secretary of the committee.

Tele Contract Signed

Chicago—The first contract in the television field here has been signed by International Photographers of the Motion Picture Industries and Television Film Shorts, Inc.

Those who
are honored
will be proud
because it's
CERTIFIED

EQUIPMENT

Boucheron To Farnsworth

Captain Pierre H. Boucheron USNR, who, before going on active duty in July, 1941, was sales manager for Farnsworth Television and Radio Corp., Fort Wayne, Ind., has been appointed director of public relations for the company. He served in the Navy as communications specialist for four years, and was awarded the Navy Commendation Ribbon, the Ray Ouissam Alaouite Cherifien, degree of commandeur, from the Sultan of Morocco, and the Cross of the Chevalier, Legion of Honor, from the French Government.

G.E. Transfers Young

M. J. Young, for many years a district representative for the General Electric Company's household refrigerator division, has been transferred to Bridgeport where he will be in charge of G-E home freezer sales.

Stromberg Carlson Reps Seen

Clifford J. Hunt, manager of radio sales for the Stromberg-Carlson Company, is at present in the middle of a business trip that carries a full schedule of meetings with representatives of distributors and company branch office radio sales representatives from all over the U. S. on subjects concerning the Stromberg-Carlson radio sales force.

New FM Mast Kit

Plymold Corporation of Lawrence, Mass., pioneers and the largest manufacturers in the world of antenna masts manufactured by them from patented plywood tubing, announce the development of a new mast for use in FM and television radio receivers.

James F. Weldon Appointment

James F. Weldon, export manager of Sperti, Inc., has been appointed a member of the Radio Manufacturers' Association Export Committee by President Cosgrove. This is the eleventh year in which Mr. Weldon has been so honored.

The only station in all
broadcasting history to
receive four awards for
outstanding achievement
in a single year, Pea-
body, duPont, Variety
and Billboard.

W T A G
W O R C E S T E R

Final FCC Rulings On Television Soon

(Continued from Page 1)

ment on AM program duplications, Porter declared "The Commission has no jurisdiction in the matter, and I have no basis for a prediction as to what the outcome may be." Over the week-end, a request was made from Leonard L. Asch, president of the Capitol Broadcasting Company, who sought assistance from Porter in the matter of a special Victory Bond broadcast over an FM station. Asch explained that Petrillo had refused to modify his demand in this case, and the FCC chairman replied "I do not see that there is anything that I can do in response to your request. I think you must know that the matter of making necessary arrangements for broadcast material is the function of the licensee."

Addressed Gathering

Addressing 400 representatives from press, radio, religion, labor and public service organizations at a luncheon sponsored by the Citizens Radio Anniversary Committee at the Hotel Roosevelt last Saturday, the FCC chairman disclosed that the Commission has on file 450 applications for new standard stations, 700 for FM stations and 157 television applications awaiting determination on "allocation, standards and regulations." Touching on the importance of radio in the next quarter-century, Porter declared that one of the industry's responsibilities "will be the securing of peace in the atomic age."

Justin Miller, president of the NAB, was presented with a book containing letters of anniversary congratulations from the various sponsoring groups, which included 110 organizations who joined forces to hail radio's 25th birthday.

LaGuardia Lauds Radio

Radio was given a strong vote of confidence as a news dispensing medium by Mayor LaGuardia, who said he never had any trouble getting himself understood over the airwaves, and called for a "healthy rivalry" between press and radio. The mayor also declared that "radio has done more in the past 25 years to bring about good government than the daily newspapers in the last 50 or 60 years."

Acquire Additional Space

Electronic Corp. of America has acquired and additional plant at 5302 Second Avenue, Brooklyn, which is being remodeled for occupancy Jan. The firm will continue to operate its two Manhattan factories. A soundproof testing laboratory will be installed in addition to production facilities, offices and meeting rooms.

SALESMAN WANTED

Man or Woman with Car. To call on Radio Stations offering transcription programs of one of country's leading suppliers. Excellent opportunity for experienced person. Salary, Commission and Expenses. Reply in detail. Box No. 237, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— ILLINOIS —

EAST MOLINE—Ray R. Hampton, news editor of WHBF, was one of the speakers, leaders of discussion and contest judges in Double I Press Association conference held on Nov. 3rd. . . . **CHICAGO**—Tony Parrish formerly of WTOP in Washington, D. C., has joined the announcing staff at WIND. . . . Sunday Nov. 11th over WIND, Northwestern Playshop presented "Look To This Day," a real life drama depicting the thoughts of our returning serviceman on Armistice Day.

— NEW JERSEY —

PATERSON—U S. Senator H. Alexander Smith and Dr. Henry De Wolf Smyth, head of the Princeton Dept. of Physics and author of the official U. S. report on atomic energy for military purposes, discussed "The Control Of Atomic Energy" during the Sunday broadcast of WPAT's "Princeton University Preceptorial of the Air." . . . James J. DeMario, ad and sales promotion manager of the Manhattan Rubber Mfg. Division, reported on the progress of reconversion, when he appeared as his organization is making in the matter guest on Bill Bohack's WPAT, feature "North Jersey Industry Enrolls For Peace."

— VIRGINIA —

RICHMOND—C. T. Lucy, general manager of WRVA, announces the appointment of Jack Stone as director of special events. Stone a WRVA war correspondent, recently returned from service in the Southwest Pacific. . . . Ashby Mahone, who sang on WRVA children's programs, returned to the station a discharged veteran Nov. 12th, singing popular songs accompanied by the WRVA orchestra under the direction of Burt Repine and Charlie Wakefield, organist.

— MISSOURI —

ST. LOUIS—KSD announces the return of Frank Eschen, who was program director and sports and special events announcer before the war. He's back from two years service with the Army Air Forces, as is Richard James Dutson, who was dramatic writer and producer for the station, who served more than four years with the RCAF as a pilot.

— OHIO —

CINCINNATI—Annual turkey shoot of the Crosley Square Club, composed of WLW employes, was staged Nov. 10th, at WLW's Everybody's Farm. Howard Chamberlain, news director, and Roy Battles, farm program director, were co-chairman. The shooting was followed by a buffet supper and barn dance at WLW's Bethany Transmitters, with Dorothy Jung and Helen Kelly handling arrangements.

— TEXAS —

AUSTIN—A new series of half hour programs will be produced by Radio House of the University of Texas pointing out the importance of the employer's understanding the veteran's problem and giving him a fair chance to return to his old job. Six stations on the Texas Quality Network and supplementary stations will carry the series.

— PENNSYLVANIA —

PHILADELPHIA—Charles P. Shoffner, who has been broadcasting farm programs from WCAU for 21 years, reminisced about a few of the strange requests that he has received, in commenting on radio's 25th anniversary. . . . WIP has inaugurated a new series of 15-minute programs for the purpose of having leading figures in industry discuss the plans of the nation, state and city in reconversion, industrial trends and jobs.

— CONNECTICUT —

HARTFORD—Ernest Peterson, Bruce Kern and Frank Stuhlman have been discharged from the service and have rejoined the staff of WTIC. . . . **BRIDGEPORT**—American Forum of the Air presents an all feminine cast for Nov. 13, to discuss the question "Are We Facing a Moral Breakdown in America?" . . . **HARTFORD**—WHTD is again co-operating with the Conn. Highway Safety Commission in calling the public's attention to the Pedestrian Program which the Commission is sponsoring from Oct. 20th through Nov. 30th.

— MASSACHUSETTS —

WORCESTER—Special spots and programs being aired by WTAG in honor of National Radio Week. History of the station from crystal set days to the present was dramatized in a broadcast entitled "The Birth of a Station." . . . **BOSTON**—"Radio and the Local Grocery" is the title of an article Nov. "New England Grocery and Market Magazine," authored by Harry D. Goodwin, promotion and merchandising manager of WCOP.

— INDIANA —

FORT WAYNE—In order to create a staff of radio-wise individuals from the continuity clerk to the station manager, Farnsworth's WGL, has instituted a series of luncheon meetings designed to acquaint all members of this broadcasting group with all phases of radio. . . . Ted Lee, formerly with WISH, has joined the announcing staff at WOWO.

Send Birthday Greetings To—

November 13
Harold Fair Thomas Tobin
Conrad Thibault

there's **NO QUESTION** ..about **SELLING KANSAS** when you hire: **WIBW**
Ben Ludy, GEN'L. MGR.
The Voice of Kansas
TOPEKA

Du Mont Gives Views On Tele Situation

(Continued from Page 1)

vertising club of Newark at the Essex House.

"Television is at a standstill right now for several reasons," Dr. DuMont stated. "First is the inability of the Federal Communications Commission to act promptly on applications for television applications, but also with hundreds of FM and standards broadcast applications are very much understaffed.

"President Truman has asked for an increase in their appropriation of some \$700,000, bringing their total appropriation up to around \$2,000,000 for the full year, but as yet this has not been acted upon. Until such time as their organization is expanded, we may expect a continuing delay in the building of new stations."

Du Mont said that it had been expected that television receivers would be on the market by Christmas, but from present indications it will be toward the latter part of 1946 before they will be available, and this is upon the assumption that the OPA is eliminated and labor conditions improved.

Scientists Will Discuss Atomic Bomb On CBS

A series of four talks by scientists whose work made possible the atomic bomb will be aired by CBS during the intermission periods of the New York Philharmonic-Symphony broadcasts beginning Sunday, Dec. 2, 3:00-4:30 p.m., EST.

Dr. H. A. Bethe, of Cornell University, will be the initial speaker followed by Dr. Harold C. Urey, University of Chicago, on the 9th; Dr. James Franck, University of Chicago, on the 16th; and Dr. J. R. Oppenheimer, University of California, on the 23rd.

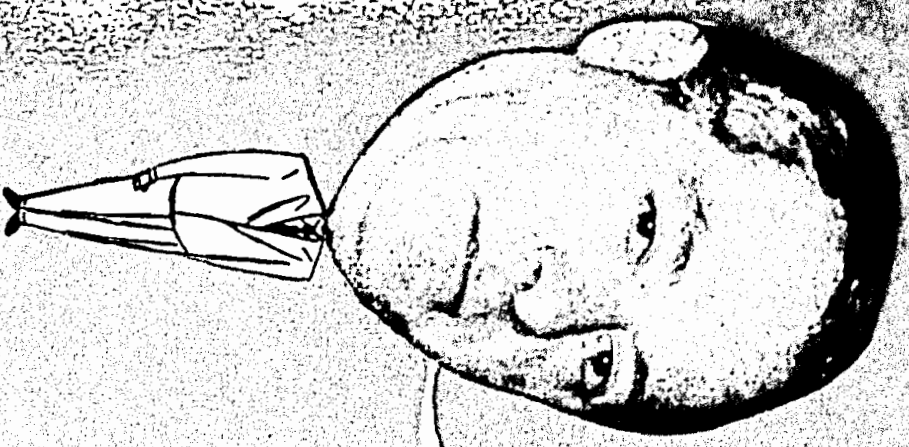
The programs are sponsored by U. S. Rubber Co.

WDOD
20th YEAR
CBS
for
CHATTANOOGA
6,000 WATTS DAY AND NIGHT

first in Chattanooga in
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

George Jessel Says —

*"It's The Biggest
Hit Ya My
Picture!"*



I'M ALWAYS CHASING RAINBOWS

Lyric by JOSEPH McCARTHY

Music by HARRY CARROLL

Sung, Played and Themed in 20th Century-Fox's Musicolossal THE DOLLY SISTERS

Produced in Technicolor by George Jessel — Directed by Irving Cummings — featuring BETTY GRABLE, JOHN PAYNE and JUNE HAVER

Listen to the great recordings by

PERRY COMO — Victor

HARRY JAMES — Columbia

DICK HAYMES and HELEN FORREST — Decca

BARRY WOOD — Cosmo

ROBBINS MUSIC CORPORATION 799 SEVENTH AVE., N. Y. 19 • JERRY JOHNSON GEN. PROD. MGMT.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 31

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 14, 1945

TEN CENTS

FCC To Act On FM Today

New Duties At CBS For Coulter, Taylor

In a move designed to intensify co-ordination between CBS' program and sales operations, Douglas Coulter, network vice-president, has been appointed director of commercial program development, and Davidson Taylor has been named director of programs, effective Nov. 15, it was announced yesterday.

Before joining CBS in 1936, Coulter was an advertising agency executive, and responsibilities in his new position will comprise the study of program needs of agencies and advertisers and co-operating with them.

(Continued on Page 7)

Fry Gets New BBC Post As Amer. Program Head

Stephen Fry has been appointed program director for BBC's North American activities, it was announced by Charles Brewer, North American director. Fry, in charge of programming from Britain to the U. S. since 1942, becomes responsible for westbound programs also. He is now on a four-week tour of the country to confer with radio executives in San Francisco, Los Angeles, Denver, Ft. Worth, San Antonio, Chicago, Des Moines, and Cincinnati.

Associated Will Pickup Sked Of WMCA Shows

WMCA's "Halls of Congress" and commentators J. Raymond Walsh and Frank Kingdon will be fed to the Associated web beginning Sunday, it was announced yesterday. A national sponsor is being sought for the "Con-

(Continued on Page 2)

Tele Coverage

Pictorial emphasis on Uncle Sam's vital needs in meeting the urgent demands imposed by reconversion from war to peace is being depicted nightly over the nation's television stations. Pledging all-out support to the Treasury Department in "The Victory Loan," the Television Broadcasters Association, Inc., has enlisted the cooperation of its member organizations in the big drive which started last week.

Frigidaire Buys Time For Network Show

Chicago—The Frigidaire 20th Century-Fox air theater will have its premiere over CBS on Sunday, January 6, from 2:00 to 2:30 EST. Sponsored by the Frigidaire division, General Motors Corporation, Dayton, Ohio, and utilizing the properties of 20th Century studios — including stories, stars and supporting players—the Frigidaire-20th Century Air Theater.

(Continued on Page 6)

Dyke Gets Promotion; Now Brigadier General

Col. Ken R. Dyke, former director of promotion and research at NBC, has been promoted to brigadier general. He is chief of the civil information and education section under General Douglas MacArthur.

A veteran of two wars, Dyke in

(Continued on Page 2)

Commission Expected To Deal Favorably With 4 Recommendations Of NAB; Armstrong Gives FM Views

WGST's Tie With SBS Brings Renewal-Nix

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday denied application of the Georgia School of Technology for renewal of license of WGST, Atlanta, Ga. In denying the application, FCC said the school has until Dec. 18 to disassociate itself from all agreements with Southern Broadcast Stations, Incorporated.

The FCC noted that although influ-

(Continued on Page 7)

GI Radio Surplus In Italy May Go To U. S. Firms

Representatives of the communications industry have been invited to a meeting on Nov. 26 to discuss possible sale of American surpluses in Italy, the FCC has announced. The

(Continued on Page 5)

Jolliffe Will Address REC On Television

Dr. C. E. Jolliffe, vice-president of RCA television laboratories, Princeton, N. J. will be the main speaker at the Radio Executives Club lun-

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—The FCC is expected to take favorable action today on one or more of the four revisions in FM rules recommended by the NAB. The association suggested the changes last week in the interest of a "more rapid and efficient development of FM broadcasting."

Suggested simplification of channel numbering is expected to be approved by the FCC, but in a reverse order from that recommended by NAB.

NAB recommended channel design-

(Continued on Page 5)

Mutual Strengthens Web's News Division

Reorganization and expansion of Mutual's news and special events divisions was announced yesterday by A. A. Schechter, director of the departments, with staffs in New York, Washington and San Francisco augmented.

Milton Burgh, former news editor on Schechter at NBC, recently dis-

(Continued on Page 6)

Industrial Film Made Of Bell Telephone Hour

West Coast Bureau, RADIO DAILY

Los Angeles—First public showing of 23-minute industrial film "The Bell Telephone Hour," a filmization of radio program, was held here Mon-

(Continued on Page 2)

Why Buy Victory Bonds?



"Not long ago a blind soldier in a hospital asked me to sing a special song for him. When I finished I looked down at him and said, 'You're going to see again, I just know it. Next time I come back you're going to be able to see me.' He did. Lots of men like him gave everything they had. Many are still giving. Nothing we can do will match their sacrifice, but buying Victory Bonds will help

give them the care they deserve."—KATE SMITH, CBS.

Has-Beens

To all the time-worn automobiles in the collection of James Melton, he is about to add the world's most outmoded petrol buggy. It is the specially-built, bullet-proof Mercedes of the late and unlamented Adolf Hitler. Der Fuehrer's bus is now touring in the interest of War Bonds. It will be delivered to Melton—high bidder for it—at the close of the drive.

Calf Cuts Up

Calf mascot of "County Fair" show which switches to CBS on December 8 caused confusion at Columbia web headquarters yesterday when she ate a grass mat, stopped traffic in front of the network offices and embarrassed Hal Davis, Kenyon and Eckhardt, p.a., by forgetting her studio manners. Calf has been returned to a Jersey farm—exiled from the land of radio.



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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Tues., Nov. 13)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks and their prices.

Sill Joins American Jerry Sill, who recently resigned as eastern division manager of Mutual's station relations department, has joined the staff of American Broadcasting Company as research specialist in the sales department.

20 YEARS AGO TODAY (November 14, 1925) Station WEEI, Boston presents the first all-girl radio orchestra. The concert aggregation is called, 'The Fadettes.'

DON CORDRAY Former NBC Radio City Staff Announcer—newscaster, Producer returning to London. Available for Radio or Television contacts in Britain. Write Box 236, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

ADOLPH SCHNEIDER, assistant manager of operations in the news and special events division of NBC, has returned from Rapid City, S. D., where he supervised the broadcast marking the anniversary of the historic stratosphere balloon flight.
HAROLD MEYER, manager of WSRR, Stamford, Conn., visited yesterday with officials of the American Broadcasting Co.
RUSSELL CASE, conductor on the Bert Wheeler program, is back in town from Hollywood, where he did a number of recordings.
ELINOR INMAN, CBS director of religious broadcasts, is in Chicago to serve as co-chairman of the Religious Radio Workshop sponsored by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian (USA) Churches.
PAUL SCHEFFELS, manager of the New York newsroom of the American Broadcasting Co., is visiting in Pittsburgh.

Industrial Film Made Of Bell Telephone Hour

(Continued from Page 1) day. In addition to music of pianist Josef Hofmann and Bell Telephone orchestra, led by Donald Voorhees, film depicts service of Bell Telephone System to network and demonstrates Bell is ready to furnish national facilities for television via coaxial cables and radio relay stations in near future. Jascha Heifetz, Voorhees, Producer Wallace McGill, Sidney N. Strotz, Don Searle, Harry W. Witt, Marvin Kirsch, Margaret Ettinger and Jack Lavin were among spectators.

Dyke Gets Promotion; Now Brigadier General

(Continued from Page 1) civilian life had been also associated with U. S. Rubber Co., Johns-Manville Corp., and Colgate-Palmolive-Peet. He joined NBC in 1937 as eastern district manager.

Jolliffe Will Address REC On Television

(Continued from Page 1) cheon at 12:30 in the Hendrik Hudson Room of the Roosevelt Hotel, New York, tomorrow. Chairman of the activities will be J. R. Poppele chief engineer WOR and president of TBA. Directors of the television association and leaders in the field will be seated on the dias.

Associated Will Pickup Sked Of WMCA Shows

(Continued from Page 1) gress" program, while the others will be aired on a co-op basis. In addition, four sustaining musical programs will be fed to the network. Locally, WMCA, in a trend toward more live musical programs, has scheduled three new series by the Mac Ceppos quintet. These will be heard across the board 11:45-Noon and 1:45-2:00 p.m., and Sundays from 10:45 to 11:00 a.m.

Wedding Bells

Announcement has been made of the marriage of Irma Lemke, known to WGY's audiences as Martha Brooks, to David Boris Kroman. Kroman, an instructor at Mount Pleasant High School in Schenectady, is a member of the WGY Players.

Exclusive! Chicago's Only NEWS-ON-THE-HOUR SERVICE W-I-N-D 560 Kc. 5000 WATTS



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our point in Baltimore radio:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available.

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say 'Thank You!'

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REBI



Mission Accomplished

During the initial broadcast of the Army Hour, April 5, 1942, Henry L. Stimson, then Secretary of War, said:

"The main purpose of the Army Hour will be to keep you in touch with our soldiers, our sailors and our Allies . . . we shall establish a firm link between those stationed in faraway places and those of us who remain here at home to carry on our part of the battle. All America will hear these programs as well as our fighting forces and our allies everywhere."

Throughout 189 broadcasts from April 5, 1942, to November 11, 1945, the Army Hour was true to its purpose. More than a radio program, it was a military mission of the Army of the United States to bring to the people back home the sounds of war—to tell them how their men were living in battle stations throughout the war. Now that mission is accomplished.

Niles Trammell, President of the National Broadcasting Company, expressed the sentiments of all who shared in the operations of the Army Hour when he wrote Major General A. D. Surles, Director of Information, War Department:

"It has been an extraordinary privilege and a source of great pride to NBC and its affiliated stations to broadcast this splendid program uninterruptedly for three years and seven months. You and your able staff have earned the gratitude of the American people for bringing the Army close to them each week in a vivid and human presentation."

In saluting an outstanding veteran of the first war in which modern radio broadcasting was called upon to serve, NBC hopes to have further opportunity of serving the War Department—to help preserve the peace so valiantly won by our fighting men.

National Broadcasting Company

America's No. 1 Network



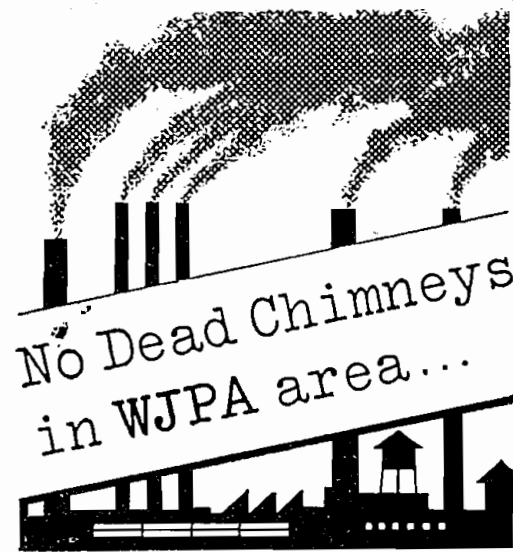
A Service of Radio Corporation of America

CHICAGO

By BILL IRVIN

ROCO PADULO, JR. and George Emme, most recently news photographers of the Chicago Herald-American, have established their own news and publicity photographic studio of Chicago Photographers, located in the Clark Building. Prior to his Herald-American association, Padulo was for five years chief photographer for the Columbia Broadcasting System in New York City, and previous to that had spent nine years as a photographer for the Chicago Times. Emme, 1945 President of Chicago's Press Photographers Association, has been for the past year assistant city editor in charge of photographers for the Herald-American.

Fifty employes of Prairie Farmer-WLS and their families climaxed the third successful Victory Garden canning season with a harvest moon party and old fashioned barbecue, complete with square dancing, Sunday evening, Nov. 4, at the Burr Ridge Farm in Hinsdale, Ill., of Burr Ridge D. Butler, publisher-owner of the farm paper and radio station. On their allotted five acres the WLS-Prairie Farmer Victory Gardeners have grown enough tomatoes, corn, carrots, beans and beets to fill 16,500 cans since 1943. This year the count was approximately 5,000 cans.



No Dead Chimneys
in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass... NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, New York, Chicago, San Francisco, Los Angeles.

JOHN LAUX
Managing Director

- WSTV - Steubenville, O.
- WFPG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



Notes From An Aisle Seat . . . !

● ● ● Small Talk: Henry Ford II looking for a replacement of his Tues. nite airer—in the pop field. . . . One of the femme stars of a coast dramatic series is suffering from serious ear trouble. And a wag we know suggests she might cure it by not listening to the playbacks of her show Mrs. FDR practically set for a weekly half-hour series on "Stories From The White House" Sterling Advertising Agency looking for a radio director. . . . Frank Cooper can use a couple of good comedy writers. . . . Woodrow Wilson Herman (Woody, to you) opens at Nat Moss' 400 Club on the 22nd. . . . Gen'l Amusement waxing "Did He Do It," an audience participation show with Frankie Carle. Idea belongs to Al Rylander and Sammy Geison. . . . Hoagy Carmichael show on which 1-2-3 Eddie Cashman is doing such a sweet job, rates more stations than it currently has. . . . Perry Como leaving for the coast in Feb., and it's an even money bet he won't be back on Chesterfield. . . . Beginning of the end dep't. as WW says: Jerry Wayne has bought a race horse. . . . Aside to Louis Sobol: Beautiful column on Gus Edwards. . . . Ian Martin out of the Army soon, but will continue to direct the Treas. show. . . . Funny letter Phil Carlin sent Doug Coulter as a result of announcer Andre Baruch signing off Mutual's "Leave It To The Girls" with a Columbia tag. Phil demanded full payment from CBS, claiming that Mutual has no network rate for spot announcements! Lanie Harper, formerly with "People Are Funny," joins Bill Gernannt as production assistant on "County Fair," which switches to CBS Dec. 8th. . . . Louie Prima on the Sinatra show next Wed. . . . Ben Marden going back into the nite club biz. He's opening a club in Miami in Dec., said to cost 400 G's. . . . Mari Yanofsky will receive a certificate of honor from the Nat'l League for the Improvement of Radio Programs.



● ● ● Question Marks: Is it true that CBS has bought \$30,000 worth of the fabulous new RCA television tubes? What's all this talk about T. Dorsey quitting the music biz after his RCA chores are done next month? He's going to Mexico for a long, long vacation, we hear. . . . Is there another shake-up due at the Biow agency? When will the shake-up at the American web be over? Is "Hollywood Mystery Time" shelving its latter 15 minutes to make way for LaGuardia?



● ● ● Our Hat's Off Dept.: To the big timelodies of Phil Spitalny's Sunday nite "Hour of Charm." His Hymnal Album is harder to find around town than a cloth coat in the Stork Club. . . . Joan Edwards—as solid a click at the Waldorf's Wedgewood Room as she is on the Hit Parade. In sum, Joan's bustin' out all over! Lionel Hampton's Decca record of "Beulah's Boogie" Jay Jostyn's stirring bit on rehabilitation at the Roxy. . . . Elaine Rost's 'big-time emoting on the "soaps" Count Basie's recording of "The Feather Merchant" Bert Stanley, tenor-emcee at the Glass Hat. . . . Herb Moss for smart pacing and direction on the Hildegarde stanzas.



● ● ● Names 'n News: Robert Montgomery, a little grayer and a little slimmer, still causing femme heads to turn on Park Ave. . . . Oscar Levant, slumping into Toots Shor's, leers at Boris Karloff as he passes. . . . Joe E. Brown, very gay, and Ned Sparks, very glum, lurching at the Lambs. . . . Bobby-soxers starting a Perry Comotion when they catch him at Sardi's. . . . A tough little 14-year-old character near the Plaza letting go with a wolf whistle as Hildegarde passes. . . . Tommy Harmon, the gridiron hero, who doesn't look it, talking with James Melton, who does.



With the "Remember Our Men" campaign KGW has taken the lead in initiating a nation-wide movement to provide entertainment for hospitalized veterans, now that the war is over.



L. F. Kimball, National President of the U.S.O., signs his "Remember Our Men" pledge card and presents it to Arden X. Pangborn, manager of KGW.

President Kimball favors this campaign to bring top-flight entertainment to veterans still receiving treatment, because "the war's end may bring a shelved and forgotten feeling to men and women who face a period of hospitalization."

Many prominent radio and screen artists have pledged their support and active participation and many additional signatures are being received.

FREE PLEDGE CARDS are still available to organizations interested in furthering this post-war entertainment campaign for wounded veterans.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

FCC, Meeting Today On FM, Expected To Favor The NAB

(Continued from Page 1)

nations start with No. 1 for 107.9 mc; No. 2 for 107.7; No. 3 for 107.5, and so on downward. FCC is expected to assign No. 1 to 88.1 mc, and so on upward.

Other NAB recommendations included adoption of a rule authorizing maintenance of joint program logs during duplicate operation of standard and FM stations, use of joint call letters during duplicate operation, and relaxing of the rule to allow staggering of hours for FM operation.

Maj. Armstrong Gives Views

Rochester—Maj. Edwin H. Armstrong, speaking at the opening session of a three-day joint meeting of the IRE and RMA, attacked the FCC for its intended change of FM bands. He said the Commission's stand on the switch to the higher frequencies shows "a lack of engineering integrity" and represents "the first time that radio has been forced to follow an unsound theory."

The inventor of FM supported the findings reported previously by Zenith Radio Corp. to the effect that field tests had proven the superiority of the present band. The comparisons

were made by the company on 45.5 mc in the present band, and on 91 mc in the higher frequencies over the 67-mile distance between Milwaukee and Deerfield, Ill.

Armstrong claimed the tests proved the present band to be 25 per cent more efficient than the new one, which, he said, would not provide satisfactory service to rural areas. Because these findings were termed "unsound" by the FCC, Armstrong challenged the Commission to defend its viewpoint at the meeting, but no FCC representative made known his presence by the time of Armstrong's address.

Other speakers at the meeting included: E. E. Gross, General Radio Co.; Dr. Herbert Trotter, Jr., Eastman Kodak Co.; M. A. Acheson, H. K. Ishler, and Edward Cornelius,sylvania Electric Products; Donald G. Fink, McGraw-Hill Co.; L. C. Holmes, Stromberg-Carlson Co.; C. W. Gartlein, Cornell University; W. A. Harris, R. F. Dunn, and X. E. W. Engstrom, RCA; D. B. Smith, Philco Corp.; Hugh S. Knowles, Jensen Radio Co.; Jerry Minter, Measurements Corp., and Dr. Lee A. Dubridge, of M. I. T.

Kramer Hotels Sign With Associated Web

Maria Kramer, who operates the Lincoln and Edison Hotels in New York, and the Roosevelt in Washington, signed a contract this week with the Associated Broadcasting Corporation which puts the bands in her establishments on the air twice weekly over the web, it was announced yesterday by W. G. Henderson, vice-president of the network. The Associated dance band plan guarantees network coverage on every station, coast-to-coast, before midnight.

Named To NWMC Post

West W. Willcox, former assistant general manager of WHOM, New York, has been named program director of the newly-organized National Wired Music Corp. of New York. He will be in charge of programming for the New York and Philadelphia branches of the organization.

GI Radio Surplus In Italy May Go To U. S. Firms

(Continued from Page 1)

meeting will be held at 2 p.m. in Room 5127B, New War Department Building, 21st and Virginia Ave., N. W., Washington, D. C.

The War Department said vast radio supplies have been declared surplus and Americans interested will be given priority before sale to the Italian Government. Industry representatives interested in attending the meeting are asked to communicate with George P. Adair, chief engineer of the FCC.

Ground Breaking For CKOC

Ontario — Mayor Samuel Lawrence turned the first sod in the construction of a building that will house the newest and most modern of 5,000-watt broadcast transmitters. The service of CKOC will be extended to a new and greater area and its effective service to Hamilton and district will be many times greater than at present. The transmitter site is located in the village of Elfrida, the highest peak of ground within this area.

AGENCIES

M. E. CARLOCK was elected a vice-president of Benton & Bowles, Inc. at a recent meeting of the agency's board of directors, Clarence B. Goshorn, president, has announced. Carlock, who joined Benton & Bowles in July of 1942, is the executive of the agency's Prudential Insurance Company of America account. Previously, he was with B B D & O and a member of the advertising and editorial staffs of both Encyclopedia Britannica and Fawcett Publications.

"CY" LANGLOIS, of Lang-Worth Feature Programs, Inc., was on the receiving end of another big birthday party recently, an annual event staged by his staff. About 60 people in the trade attended.

MARSHALL WELLS COMPANY LIMITED, Winnipeg, through McKim Advertising, Winnipeg, has placed 26 transcribed announcements to run five times weekly, Monday thru Friday, on CKNW.

FRANCE CAMPBELL & DARLING, Kenilworth, New Jersey, manufacturers of synthetic resins, have appointed the R. T. O'Connell Company as their advertising agents.



When it's time to go to work on new national business, then it's high time to call in Weed & Company, whose full-time business is good times on good stations. With Weed men constantly on the job, "time will sell".

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD



ROBERT KAPLAN has been discharged from the Army and has joined Murray-Jeff Alexander music of New York City, in an advisory capacity. Sgt. Kaplan, who recently returned from overseas, is the son of Ben Kaplan, radio columnist and advertising executive of Providence, R. I.

GEORGE W. DIFENDERFER, recently discharged from the Navy after 31 months, has rejoined the NBC Central network sales staff. As naval lieutenant, Diefenderfer served 10 months with a bomber squadron and 21 months at San Diego. He replaces Lou Diefenderfer, who resigned to head the radio department at Sherman and Marquette.

LT. CMDR. KENNETH W. STOW, USNR, has been released from active duty, and will join WFIL as assistant to president Roger W. Clipp, on Nov. 6. Before joining the Navy, where he served in the Caribbean and South America, he was with WCAU in an executive capacity since 1927.

FRANCE DODGE has rejoined the Bioword radio production department after five years with the Army Air Forces, as a staff sergeant.

Cremer Leaves NBC

Large Cremer, for the past two and a half years a producer-director of the National Broadcasting Company, has resigned to do free-lance work, it was announced yesterday. Cremer handled the shows "The Army Hour," official War Department program, "Here's Babe" sponsored by Spalding, and "The New World," winner of second prize in the annual poll of Music Editors of America.

24 HOUR SERVICE

ON DIRECT CUT COPIES OF YOUR RECORDINGS



RECORDING CO.

VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Jules Harberg

INSURANCE

80 JOHN STREET
NEW-YORK-CITY

PHONES: BOWLING GREEN 9 0284
WHITEHALL 3 6767

Frigidaire Buys Time For Network Show

(Continued from Page 1)

ter will be presented each Sunday for 52 weeks over CBS.

The contract calls for a five-year option, in addition to the weekly schedule through 1946. Cost of the show is estimated at approximately \$25.00 per week including air time, and will be carried by the entire CBS network. Producer, director and announcer for the series have not yet been selected but they are expected to be announced within a week or two from Hollywood.

Negotiations On for Month

Negotiations for the program which have been in progress for the past month were completed this week on the coast. Representing 20th Century-Fox were Joseph Schenck, president; Harry Brand, director of exploitation, and Lew Schreiber, business manager. Foote, Cone & Belding, agency for Frigidaire, which handled all details of the new series, was represented by Fairfax Cone, chairman of the executive committee; D. S. Manchester, vice-president and Frigidaire account executive; Stuart Dawson, director of radio Chicago office, and V. A. Hunter, Pacific coast representative.

Properties, Artists Listed

A typical list of 20th Century film properties made available to Frigidaire for this series includes: "A Tree Grows in Brooklyn," "Junior Miss," "Laura," "Song of Bernadette," "Lifeboat," "The Eve of Saint Mark," "Wilson," "How Green Was My Valley," "The Dolly Sisters," "Fallen Angel," "Enchanted Voyage," "Leave Here to Heaven," "Dragonwyck," and "Two Arabian Nights." Included in the list of performers who will be featured on the series are Alice Faye, Betty Grable, Fred MacMurray, Gene Tierney, Joan Bennett, Joan Blondell, James Dunn, Henry Fonda, Vincent Price, Dana Andrews, Lynn Bari, Monty Woolley, Ann Baxter, John Hodiak, Carole Landis, Ida Lupino, Carmen Miranda and Maureen O'Hara.

Launch Drive For Xmas Fund

An urgent appeal for the annual "Father Hyland's Christmas Fund" has been voiced by Roc Rogers, chairman, in letter form to members of the radio profession, including artists, producers, directors, writers, engineers sound men and other connected with the industry. Each year Father Hyland Chaplain at Clinton Prison, Dannemora, N. Y. solicits contributions to buy gifts for distribution among inmates. Rogers reports that early response to the call for financial support has been excellent.

ASK THE MAN WHO OWNED ONE!

I'm the one. I'm a secretary. Good? Just let me refer you to the man who "owned" me for two years. He has exhausted Mr. Webster and now coins his own words of praise. College degree. 5 years in radio. Write Box 228, Radio Daily, 1501 Broadway, New York 18, N. Y.

District NAB Meetings Will Begin In January

President Justin Miller, C. E. Arney, Jr., secretary-treasurer; A. D. Willard Jr., vice-president, and Frank E. Pellegrin, director of broadcast advertising, will attend the NAB district meetings scheduled to start Jan. 7 in Hollywood. Hugh M. Feltis, BMB president, also will attend the meetings.

A group of associate members, including representatives of BMI, manufacturers, transcription firms and other related activities, also is slated to attend the meetings which will occur twice weekly during the six week period of the first section.

The first group schedule is as follows: 16th District, Hollywood, Jan. 7-8; 15th District, San Francisco, Jan. 10-11; 17th District, Seattle, Jan. 14-15; 11th District, Minneapolis; Jan. 22-23; 10th District, Omaha, Jan. 25-26; 14th District, Denver, Jan. 28-29; 13th District, Dallas, Jan. 21-Feb. 1; 12th District, Tulsa, Feb. 4-5; 6th District, Memphis, Feb. 7-8; 7th District, Cincinnati, Feb. 11-12.

Elections of directors will be held in Districts 6, 10, 12, 14 and 16. The second group of district meetings is scheduled to start in March.

CCNY Publishes Book On Confab Proceedings

Publication of the proceedings of the first annual Conference on Radio and Business, sponsored by the City College School of Business and Civic Administration, was announced yesterday by Dr. Robert A. Lowe, Conference Director and head of the school's evening session.

Publication of the proceedings includes complete data and talks of the conference held last May 22 and 23, reflecting the purpose of the yearly conferences intended to advance business through the wider and more effective use of radio. Representatives from advertising, broadcasting and industry have contributed their ideas and viewpoints on radio and television. Cloth-bound volume also includes the 1945 awards of merit to networks, agencies and stations.

Joins CBS Press Staff

George Crandall, CBS press chief, yesterday announced the appointment of Dorothy M. Lefler as magazine division manager, and the assignment of Walter J. Murphy, recently discharged from the Army, to the magazine unit. Miss Lefler has been with the web since 1942. Before entering the service three years ago, Murphy served as CBS' college editor, and publicity director for WEEI, Boston.

WRHI Joins Mutual

WRHI, Rock Hill, South Carolina, joins the Mutual Broadcasting System as an affiliate as soon as lines have been established to the station. It was announced yesterday by Carl Haverlin, vice-president of the network in charge of station relations. Acquisition of the new outlet brings the MBS affiliates total to 280 stations.

CAB Membership Drive Launched Among Stations

The extension of Co-operative Analysis of Broadcasting, Inc. membership to radio stations has brought about applications from many outlets throughout the country, it was understood yesterday. As previously reported in RADIO DAILY, WOR was the first station to attain membership.

A. W. Lehman, CAB president, said the organization offers stations "A genuine service with . . . City Reports, which give a continuous picture of radio listening habits throughout the years" in the 81 cities surveyed. About 275 stations are covered by these reports, he added.

Member stations will receive the same standardized service offered to networks, agencies, producers, talent bureaus and other members. This includes semi-monthly program reports, analyses of sets-in-use and program audiences, brand identification analyses, in addition to the city reports and the CAB newsletter.

NBC Stations Committee Talks Labor, Tele, FM

The quarterly meeting of the NBC stations planning and advisory committee was called to order by president Niles Trammell yesterday, and will continue through today. The present labor situation, tele and FM were discussed in addition to the Victory Loan, "The National Hour," and other programs.

Present were Stanley Hubbard, KSTP, Minneapolis-St. Paul, Minn.; Nathan Lord, WAVE, Louisville, Ky.; Arden X. Pangborn, KGW, Portland, Ore.; Richard Lewis, KTAR, Phoenix, Ariz.; G. Richard Shafter, chairman, WIS, Columbia, S. C.; Harold Wheelahan, WSMB, New Orleans, La., and Clair McCullough, WGAL, Lancaster, Pa., Mason-Dixon Group.

Hainline Back In U. S.

NBC correspondent Joseph R. Hainline, Japanese-speaking expert on Nippon's internal affairs and member of the network's Pacific staff from March to October, 1945, has returned to the U. S. for rest and re-assignment. Hainline, who joined NBC in March of this year, following his release from the U. S. Army, and was assigned to the battleship Iowa, flagship of Rear Admiral Oscar C. Badger, was attached to Admiral Halsey's Third Fleet.

You can be sure
of the result
because it's
CERTIFIED

Mutual Strengthens Web's News Division

(Continued from Page 1)

charged from the Army, will rejoin him in an executive capacity next week. Jack Fern, formerly with N. KOA, Denver and WTAM, Cleveland, has been named director of news and special events for Mutual in San Francisco. Capt. Fern is a recent Force dischargee.

More Space Leased

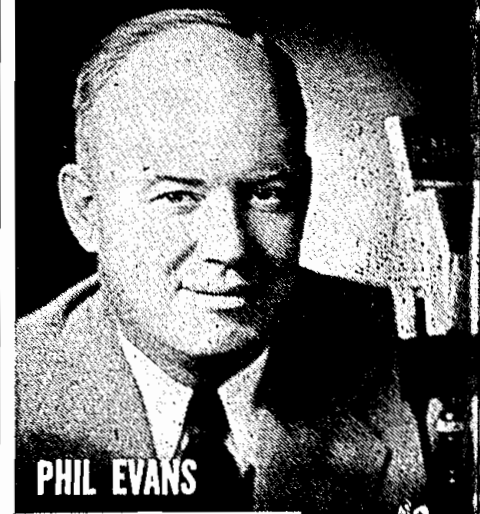
Additional space has been taken in Washington with Albert L. Warner heading Mutual's Washington news and special events department. Other on the Washington staff are William Hillman, news commentator; Jim Paige and Karl Bates as President's announcer.

Jack Mahon and Bob Brumby, both recently returned Tokyo correspondents, are awaiting re-assignments. New York; Arthur Mann, for several years in charge of Mutual's London office, will return to the United States soon to discuss future operational plans in Europe.

Other Correspondents

Other correspondents and their posts are: Robert F. Allen, Mexico City; Don Bell, Tokyo; Owen Cunningham, Honolulu; Gerald Dougherty, Buenos Aires; Sidney Fine, Moscow; Myra Fleming, London; Arthur Gaeth, Balkans; Ted Hoskins, Cambridge; Birger Jacobsen, Sweden; Seymour Korman, Rome; John Leonard, Panama; Ken McLaughlin, Chungking; Charles Miner, Shanghai; Leslie Nichols, Germany; Robert Stewart, Madrid; Helen Townsley, Rio de Janeiro; Fred Wagg, New Delhi-India; Dorothy Williams, Madrid.

STARS OVER KMBC



PHIL EVANS

Like all KMBC personalities, Phil Evans is nationally publicized and nationally known! Phil, as KMBC farm editor, is heard three times daily from "KMBC Service Farms". Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



KMBC
OF KANSAS CITY

SINCE 1928 BASIC CE
STATION for MISSOURI and KANSAS

New Duties At CBS For Coulter, Taylor

(Continued from Page 1)

The matters of program selection, program change, improvement and overall program structure of the network. He will also serve as program counsel to account executives in the sales department of the web. Taylor will be in charge of the sale of programs produced by the CBS' production department.

Taylor, who served as Coulter's assistant before entering Government service during the war, will assume responsibility for network's program administration including creative planning and administration of the web's sustaining programs and sponsored programs. He succeeds Coulter in this position, and brings to it 15 years of broadcasting experience. Taylor joined CBS in 1933 as a staff member of WHAS, Louisville, Kentucky, and worked in various phases of the network's operation until 1943. Heafter he served as Chief of Radio, Psychological Warfare Division of SHAEF, succeeding William H. Daley, CBS president, in that capacity and later as Chief of Film, Radio and Music Section of the Information Control Division, United States Forces, ETO.

Aimed At Petrillo Being Prepared By Lea

Washington Bureau, RADIO DAILY

Washington—Early introduction of curbing the powers of the AFM C. J. James Caesar Petrillo, is aimed by Chairman Clarence F. Lea of the House Interstate and Foreign Commerce Committee he told RADIO DAILY last week. Lea said he had the draft of his bill nearly worked out, that it would be directed against Petrillo's "coercive tactics." At the same time, he said he did not believe it could involve any amendment to anti-trust laws, but would be handled along other lines. He did not specify what the "other lines" would be.

Send Birthday Greetings To

Nov. 14

- Arzel Bower
- Morton Downey
- Wanda Ellis
- Budd Hulick
- Jack Nesbitt
- Dick Powell
- Martha Tilton

**A Voice
Your Future**

John Tillman

CBS Announcer
Serving in the Army



COAST-TO-COAST

— OREGON —

PORTLAND — Capt. Al Vaughan, KGIN account executive, has been named Portland "Citizen of the Week," an honor proclaimed on 550 car cards of the Portland Traction Co. Vaughan is the third KGIN staffer to be named "Citizen of the Week." Similar citations have been awarded previously to Clare Hays, who activated Northwest women in war work, and Johnny Carpenter, special events director and sports-caster.

— TENNESSEE —

KNOXVILLE—A special Armistice Day program paid tribute to the 30th "Old Hickory" Infantry Division and the 117th Infantry Regiment Sunday Nov. 11th over WNOX. Sgt. Ed Paulin, of the 30th Division, formerly of WCMI, Ashland, Ky., was sent to Knoxville to assist in preparation of the show, which included a dramatization of the history of the 117th and interviews with veterans of World War I as well as World War II.

— IOWA —

DES MOINES—One of the oldest programs on Iowa radio, a dramatized hour of Sunday morning comics, is about to celebrate a 13th anniversary of continuous broadcasts for the same sponsor, "Colonial Baking."

— NEW YORK —

NEW YORK—New addition to WOV's announcing staff is Bob Barry, a returned veteran formerly with WIND, Chicago, and head of Radio Rome for two years when America took over. . . Nathaniel Kaplan, former president of the Sgt. Meyer Levin Post, Jewish War Veterans, will speak on "New York Tomorrow" over WLIB Nov. 20th. . . After a month's absence in Missouri at his father's farm, tenor Brad Reynolds returned to his regular singing spot on the WHN "Gloom Dodgers" variety review.

— OKLAHOMA —

ENID—Expansion plans of KCRC, America's outlet for Enid and Northwest Oklahoma, got under way with the addition of Hugh Finnerty, recently discharged veteran. Finnerty comes to the station after four and a half years in the Army, during which time he was program director of an overseas radio station and producer of several Army radio shows. He was formerly a member of the staff of WRBL, Columbus, Ga., and will assume the position of promotion director and sports editor.

— GEORGIA —

ATLANTA—WSB, is now airing a new program, "This Is Your Georgia," heard each Tuesday and sponsored by the Georgia Power Co. Format of the show consists of a series of talks by one of the South's leading clergymen, Dean Raimundo De Ovies, about the state of Georgia, its culture, history and opportunities.

— RHODE ISLAND —

PROVIDENCE—Launching the Victory Loan drive in Rhode Island, WPRO took its microphones to the Narragansett Hotel ballroom on Nov. 5th, and broadcast speeches by Brig. Genl. Harold R. Barker, a native Rhode Islander just returned from the Pacific, Cpl. Margaret Hastings, "The Shangri-La Wac," who told about her thrilling experiences in the South Pacific, and President Henry M. Wriston of Brown University. The program was sponsored by the retailers of Providence, in conjunction with their "Retailers For Victory" campaign.

— PENNSYLVANIA —

PHILADELPHIA — The Philadelphia Chamber of Commerce and Board of Trade played host to local radio executives at a luncheon in the Barclay Hotel in honor of the silver anniversary of broadcasting. . . PITTSBURGH — Contract renewal for participations by Burlington Mills Corporation N. Y. in the KDKA shipping circle, has been placed by J. M. Mathes Inc. The renewal begins Dec. 10th and continues for 52 weeks.

— CONNECTICUT —

HARTFORD—The Carnival Junior Legion, numbering about 5,000 boys and girls in Southern New England, launched a campaign over WTIC Nov. 11th, to collect English language books to help establish the devastated libraries of the Soviet Union. The Legion, whose program is presented each Sunday noon, is under the direction of Glenn Rowell. . . "Encores," a program of best-loved classics, began a new season over WTIC Sat. Nov. 10th with Moshe Paranov, musical director, conducting.

WGST's Tie With SBS Brings Renewal-Nix

(Continued from Page 1)

ence and control of the interests identified with Southern "appear to have been removed," the obligation of WGST to pay to former stockholders of Southern 15 per cent of its gross income "was not in the public interest."

FCC said WGST could make a new application for a construction permit and a license to operate on the same frequency, "provided it is affirmatively shown that no further effect is given to agreements between the school and Southern." In the meantime, FCC granted the school a temporary license for the period ending Dec. 18.

Southern Web Builds Addition

Columbus, Miss.—Work has been started on the addition to the Gilmer Hotel which will house the headquarters for the Mid-South Network, Bob McRaney, general manager, has announced. The web is composed of four Mississippi stations, WCBI, Columbus; WELO, Tupelo; WROX, Clarksdale, and WMOX, Meridian.

KNOW YOUR ABC's about KOA

KOA's brilliant listening schedule is packed with good LIVE talent.

RESULT: Listener loyalty and more sales for KOA advertisers.

FIRST IN DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

KLZ

DENVER

CBS - 560 KC.

COLORADO ranks 7th in the U. S. in per family expenditures in Drug Stores.

REPRESENTED BY THE KATZ AGENCY

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives



Even in this size space we can include only a part of our long-as-your-arm list of top-flight advertisers.

Meet Some Folks Who Are Having A

Good Time On The Air

You know a lot about the advertisers on this page.

But there's one thing about them that maybe you hadn't realized: these big names all have franchises on ABC. This just didn't happen, you know; there are good reasons for it.

One reason is that we were able to offer them good time periods—and at *low cost*... (Network A costs 43.7% more than ABC per evening half-hour; Network B costs 28.7% more.)

How To Get More— For Less

What does an advertiser get for his money on ABC?

First of all, he gets *good national coverage*. On ABC's 194 stations, the potential audience of 22 million* radio families have about 92% of all spendable in-

come in the United States. These 22 million families, most of them located in highly concentrated areas, include practically every major buying market.

Thus, an advertiser can put his program on ABC at a good time... and for less money... and reach a rich, compact audience. This is why we honestly believe that an advertiser has greater opportunity to do outstandingly economical advertising on this network than on any other.

This opportunity is reflected in such ABC shows as *The Quiz Kids*, *Blind Date*, *Breakfast in Hollywood*, *Walter Winchell*, and *Counterspy*. They are prime examples of how an advertiser on ABC can get a high rating at reasonable cost. And there are plenty of others that an ABC representative can tell you about.

*This figure continues to climb with steadily improving station facilities.

7 reasons why ABC.... American Broadcasting Company is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network A costs 43.7% more than ABC per evening half-hour, Network B costs 28.7% more.

2. **REACHES 22,000,000 FAMILIES**... who have 92% of the nation's spendable income.

3. **EXPERT PROGRAM SERVICE** available if and when you want it.

4. **EFFECTIVE AUDIENCE PROMOTION** which builds bigger, more loyal audiences.

5. **GOOD WILL** through public service programs

that give an unbiased, complete picture of vital issues.

6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.

7. **PRACTICAL TELEVISION**—program building on an economical basis.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 33, NO. 32

NEW YORK, N. Y., THURSDAY, NOVEMBER 15, 1945

TEN CENTS

Coaxial Tele Web Looms

British Production Of Receivers Begins

(British Bureau, RADIO DAILY)
 London—British radio manufacturers have started on their post-war programs, which aim at 1,000,000 radio sets in the coming 12 months. Television sets are, however, not yet inactive and large scale production, it is disclosed, although some more definite lines of operation have now been made available to British set makers for their guidance. The fact that the Hankey report is to be substantially followed and that television broadcasts will resume from the Alexandra Palace station in the early (Continued on Page 7)

Final of KSOO Renewal Re-Affirmed By The FCC

(Washington Bureau, RADIO DAILY)
 Washington — The FCC yesterday made final its proposal of September 11t KSOO, Sioux Falls, S. D., be denied renewal of its license on the grounds of duopoly. This is believed to be the first case of final revocation resulting from dual ownership of two stations in the same area, with sales having been arranged in practically all other cases. The door (Continued on Page 6)

MacDonald Urges AMA Erase Waste Measures

The time has come when industry must "eliminate wasteful practices in both men and methods which have inevitably crept in during the past few years," John H. MacDonald, NBC vice-president in charge of finance, said this week in a session before the (Continued on Page 7)

Replacement

American web will premiere a new Saturday morning variety show, "Wake Up and Smile," Nov. 17, 9:00-10:00 a.m., EST. Fred Kasper will emcee the program which replaces the Saturday edition of the "Breakfast Club." Harold Stokes will produce and direct.

Radio Advances Cited By Senate Committee

(Washington Bureau, RADIO DAILY)
 Washington — Paying tribute to the "marvelous productivity" of American industry, an important senate sub-committee has released a report on the war-time developments in the radio and communication field. The report was released by Sen. Harley M. Kilgore, chairman of the sub-committee on war mobilization of the Senate Military Affairs Committee.

Commenting on the report, Senator Kilgore said radio "opens up possibilities" (Continued on Page 6)

100% Employment-Quota At Elec. Corporation

The Electronic Corporation of America is now operating at 100 per cent normal employment level, it was revealed this week by Samuel J. Novick, president of the company in a monthly report to ECA's labor-management committee. According to Novick, this is in sharp contrast to an average layoff of 50 per cent in the (Continued on Page 7)

Bell System Cooperating With Video Stations In Development Of Eastern Television Net

Paley Given Award Of Legion Of Merit

William S. Paley, president of CBS, last night was awarded the Legion of Merit in New York by Brig. Gen. Robert A. McClure, chief of the Psychological Warfare Division in General Eisenhower's Supreme Command. During the period specified in the award citation, Paley was deputy chief of the Psychological (Continued on Page 2)

Boston Radio Council Marks 25th Anniversary

Boston—Radio Council of Greater Boston, last night celebrated the 25th anniversary of radio in the U. S. at a meeting at Boston University, College of Business Administration. Ernest La Prade, for the past 16 years director (Continued on Page 2)

CBC Resumes Normal Broadcasting Hours

Toronto — Following a 30-minute reduction in broadcast time each day during the wartime period, the Canadian Broadcasting Corporation's Trans-Canada network has resumed normal peacetime hours of operation. (Continued on Page 8)

Television networks came out of the infinite into the visible future yesterday with the announcement by Keith S. McHugh, vice-president of A T & T, that a coaxial cable between Washington and New York would be made available, without charge, to tele broadcasters early in January. In addition, he said, the Army-Navy football game in Philadelphia, Dec. 1, will be carried by coaxial to New York where WNBT will broadcast it to the metropolitan area. The tele (Continued on Page 7)

Educational Network Planned In Wisconsin

Madison—The State of Wisconsin has filed license applications with the FCC for the first two units of a proposed FM educational network. The applications call for a 10-kw transmitter to serve the Milwaukee and eastern lake shore area, and a three-kw station at the University of Wisconsin here. Additional units are (Continued on Page 8)

Engineering Conference Resumed By NAB At OSU

NAB announced Friday the resumption of the broadcast engineering conference for the first time since 1942. The conference, sponsored jointly by NAB, Ohio State University and (Continued on Page 4)

Why Buy Victory Bonds?



"Let's not have any 'forgotten men' in this war. In my journeys through Army hospitals, the most pitiful sight I have seen are the veterans of World War I, alone and neglected. We must see that it doesn't happen to our fighting men of this war. Do your share for the men who did theirs and buy Victory Bonds in our last drive." — MORTON DOWNEY, MBS.

Camp Fire Award

Isabelle Manning Hewson, whose commentaries on Mutual are heard each Sunday from 3:30-4 p.m., will be honored by the Camp Fire Girls of America on next Sunday's program for her efforts in recruiting adult leaders for the youngsters. Martha F. Allen, national executive of the Camp Fire Girls, will present Miss Hewson a citation and honorary membership.



Vol. 33, No. 32 Thurs., Nov. 15, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wed., Nov. 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

Jane Cowl On NBC Show

Actress Jane Cowl will be starred in "A Year to Remember," special NBC dramatization marking the 25th anniversary of the American Legion Auxiliary, Nov. 17, 2:00-2:30 p.m., EST. A talk by Mrs. Charles B. Gilbert, national president of the organization, will be picked up from WMAQ, Chicago, following the drama.

20 YEARS AGO TODAY

(November 15, 1925)

Station WRYA, Richmond, broadcast the first children's program to be conducted entirely by children.

WLIB logo with 'THE VOICE OF LIBERTY' and '1190 On Your Dial' text.

Coming and Going

CHARLES F. PHILLIPS, vice-president and commercial manager of WFBL, Syracuse, is spending this week in Chicago and Detroit conferring with station reps.

ED T. OTIS, Mutual's commercial program supervisor, is leaving today for Nashville, Tenn., where he will supervise the inaugural matinee of "Opry House."

WALTER ROTHENCIES, general manager of WSBA, American web outlet in York, Pa., is in New York on station and network business.

SHIRL BLACK, formerly director at KOVO, Provo, Utah, has arrived in Salt Lake City to join the announcing staff of KSL.

SAMMY KAYE and his program entourage are in Peoria, where today they will make another of their one-night stands.

JACK FORBES, of the American network's publicity department, is in Hartford placing advance publicity for the "Ladies Be Seated" program, which makes its debut on the web tomorrow.

ADRIAN SAMISH, American Broadcasting Company vice-president in charge of programs, stopped in Philadelphia on his way back to New York from Hollywood.

QUINCY BRACKETT, president of WSPR, Springfield, Mass., is in New York on a business trip.

STEVE COCHRAN, film actor featured in Danny Kaye's "Wonder Man," has arrived in town for some radio work.

JOHN MAYO is now on the home stretch of an extended business trip in the interest of the Lang-Worth library.

Paley Given Award Of Legion Of Merit

(Continued from Page 1)

Warfare Division, serving directly under General McClure.

Official text of the citation follows: "Colonel William S. Paley, 02012000, General Staff Corps, United States Army, for exceptionally meritorious conduct in the performance of outstanding service as Deputy Chief, Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Force, and Deputy Chief, Information Control Division, United States Forces, European theater, during the period April 1, 1945 to August 23, 1945. Colonel Paley was largely responsible for the preparation and implementation of the United States plan for the control of such services. His tact, energy and remarkable background of experience greatly aided the rapid adaptation of German information services to the purpose of the Commander in Chief. Colonel Paley demonstrated outstanding organizing ability and contributed materially to the success of the division. Entered military service from New York."

Will Cover Midwest Game

Harry Wismer will do the play-by-play, and Joe Wilson the color on American's broadcast of the Notre Dame-Northwestern game Nov. 17, 2:45 p.m., EST., which will be played at Evanston, Ill.

Boston Radio Council Marks 25th Anniversary

(Continued from Page 1)

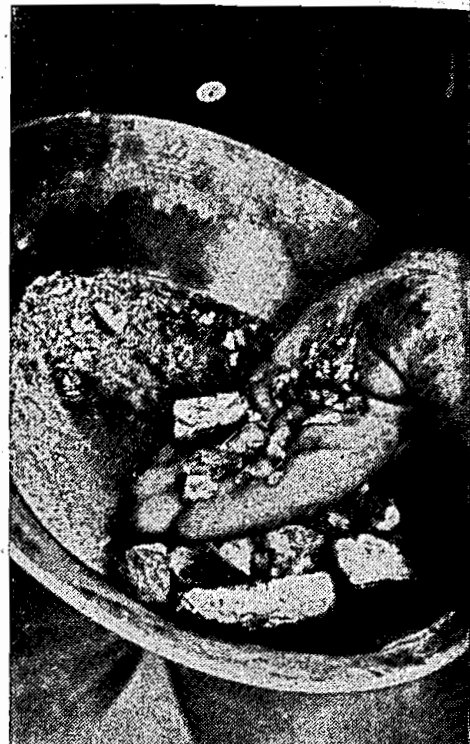
tor of music research and Barbara Sprague, director of station relations for the Yankee Network, were the featured speakers. La Prade spoke on "The Growth of Symphonic Music" and Miss Sprague on, "A Quarter Century of Radio."

Mrs. Benjamin F. Kraus, president of the Council, presided and Miss Elizabeth B. Boudreau, first vice-president and program chairman, introduced the speakers.

TPA Meeting Tonight

Television Producers Association will hold a meeting tonight, 7:30, at Hotel Pennsylvania.

Over 1000 will see to it that it's CERTIFIED



Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

W-I-T-H, the independent, delivers more listeners - per - dollar - spent than any other station in this big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.

FOR RESULTS IN THE Philadelphia MARKET WLDAS PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-RE...

**"Throw Your Voice Where
It Will Do the Most Good!"**



WXYZ

maintains an aggressive Promotion Department insuring advertisers the best possible results. Tested types of promotion guarantee sponsors outlets to all potential customers!

Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world... and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

... **WXYZ**



The National Tuberculosis Association, in the most extensive radio campaign in their history, opens the annual Christmas Seal drive November 19th on 475 stations with a series of NBC Recorded programs and announcements highlighting some of America's finest talent.

One quarter-hour program features the inspiring beauty and simplicity of age-old Christmas music, NBC Recorded by Richard Crooks and the Firestone Orchestra under Howard Barlow's direction. Milton Cross is narrator on this NTA show . . . carrying the spirit of the holiday season throughout.

The Light That Saves Lives starring Walter Huston is the dramatic story of the discovery of the X-Ray by Roentgen fifty years ago. Also a quarter-hour show, *The Light That Saves Lives* presents the facts behind the sale of Christmas Seals.

Personalities galore appear on the NTA 20-second spot announcements. Eddie Rickenbacker, Herbert Marshall, Edward Everett Horton, Roland Young, Ralph Bellamy and Lou Costello are some of the great-greats to deliver messages in behalf of NTA.

We are proud to have a part in the development of this worthwhile radio effort by one of America's greatest philanthropic agencies.

Selznick International Pictures have just released the Alfred Hitchcock production "Spellbound" which the critics say will bring you a year closer to white hair. The film, which opened at New York's Astor Theater, was promoted through an NBC Recorded series of equally eerie spot announcements. 100 pressings have been ordered to precede the movie in cities all over the nation.

One of Broadway's most talked about plays opened this month using a special set of NBC Recorded sound effects. "The Rugged Path" starring Spencer Tracy bowed in at the Plymouth Theater with a 5-minute stage blackout scene in which the entire plot was carried by sound effects. The scene represented a destroyer being dive-bombed by enemy planes.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



California Commentary . . .

• • • A perfect example of radio public service is reported by the Red Cross Blood Bank of Stockton. Needing a certain type of blood desperately, the Red Cross officials notified KGDM and asked that a plea for Type "B" and "3" blood donors be put on the air.

Los Angeles Fifteen minutes after the first and only broadcast six donors had called the Blood Bank to volunteer their services. To do a little paraphrasing, Sgts. Frank O'Connor and Sherwood Schwartz of the Armed Forces Radio Service production staff, agree that "where there's hope there is life." After unsuccessfully approaching a number of comedians to do a very minor part on a recent "Command Performance," the sergeants ran into Bob Hope, who readily agreed to play the role. That evening a member of the audience was sent back to his seat by Emcee Ralph Edwards. Several moments later a buxom woman sitting next to the unsuspecting participant put the audience in hysterics by accusing him of making advances. It was Bob Hope—in nylons. Howard Wormser, who was Boswell for the Eddy Howard orchestra and later a member of the Paramount studio press department, has joined Hal Bock's NBC tub-thumpers at Hollywood and Sunset.

★ ★ ★

• • • Bob Graham, baritone soloist on "The Baby Snooks" show, is inaugurating a new policy of weekly popular concerts at service hospitals. The week of Nov. 12 he will entertain at three Army hospitals in the vicinity of Denver. He is accompanied by his personal manager, Jack Stern, and will return to Hollywood in time for his broadcast Nov. 18th. William H. Moyes, radio editor of the Portland Oregonian, is here on his annual motor trip to the Southland. Al "Cappy" Capstaff, Foote, Cone and Belding's producer of the Bob Hope show, became a father Nov. 5 when his wife presented him with a 7 pound, 9 ounce baby boy. Marjorie Esterbrook, who was secretary to Bob Nichols of Seattle, the American commentator, has become secretary to Lew Frost, who is assistant to Sidney N. Strotz, NBC's western division chief. "All is fair in love and war," but Richard Esiminger, of the NBC western division press department, had Hal Carlock, of the American publicity bureau, as his best man when he was married to Leona Baryo, of Detroit, at Glendale. Oct. 27. Mrs. Carlock was matron of honor.

★ ★ ★

• • • Wendell Niles, Don Prindle, Bill Lawrence and Vic Hunter are sharing a duck blind near Madera these week-ends. The boys are bagging plenty of ducks. The initial trip turned into a casualty for Prindle, when his borrowed boots, too small to begin with, sprung a leak. The Abbott and Costello gag-writer could see nothing funny in a bootful of water, and consequent head cold. William Thomas Leyden, Jr., former Army Air forces pilot and previously associated with WJBK, Detroit, has joined KMPC as a program announcer. (Ed 1-2-3) Cashman says he's been sitting in glass-enclosed booths for so many years as a radio producer, that every time he passes a goldfish in a bowl—it winks at him. Lois January, whose "Calendar For Tomorrow," is aired over Mutual without a studio audience, this week had a one-man audience in the person of Pfc. Joe Fleming, just back from the Pacific. Fleming, who came to the studio on crutches, has been a Lois January fan since she was the G.I.'s "Reveille Sweetheart" over WABC two years ago, and he was stationed at Fort Hancock, N. J., but he had never met her until this week. From now on he has a permanent pass for a seat in the control booth for as long as Lois is on the air. Vick Hunter and Al "Cappy" Capstaff, of Foote, Cone and Belding office, entertained Stu Dawson, of F C & B's Chicago office, at the Beachcombers. Mel Hunt, formerly of KFL, and Irving Howard, who was with NBC Hollywood, have been added to the announcing staff at KECA. Ted Bentley, KECA announced, is on an extended leave of absence for the purpose of completing a novel he is writing.

Engineering Confab Resumed By NAI

(Continued from Page 1)

the University of Illinois, will be held March 18-23 at OSU in Columbus, Ohio.

Industry developments since the last conference will be emphasized, including FM and tele.

Conferences to Alternate

The conferences will be held annually and will alternate between Ohio State U. and the University of Illinois.

Dr. W. L. Everitt, head of the department of electrical engineering at the University of Illinois will continue as director of the conference with Prof. E. M. Boone of Ohio State serving as associate director of the conferences.

Those interested in the conference are asked to communicate with Dr. Everitt at the University of Illinois, Urbana, Ill.

A RADIO SCOOP!

THERE'S LAUGHTER IN THE AIR!
BY JACK GAYLER AND DAVID STANLEY

The best scripts of radio's 21 top-flight comedians with clever sketches of each of these Crossley headlines.
\$2 at your bookstore.

GREENBERG PUBLISHERS
400 Madison Ave., New York, N. Y.



FRANKIE CARLE
records for
LANG-WORTH



McLaughlin's MANOR HOUSE COFFEE CHOSE...

... **WMAQ** at 6:30 PM

In 1943 McLaughlin's Manor House Coffee completed plans for a 15 minute radio program. They wanted to reach the vast Chicago market, the nation's 2nd largest, where 2,855,700 families spend over \$3,500,000,000 annually.

They checked station coverages, time availabilities and then chose—WMAQ, the Chicago station most people listen to most. Manor House Coffee has been on the air continually over WMAQ ever since. Their current program, "The Manor House Party," is heard Monday thru Friday at 6:30 PM.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.



The Chicago station most people listen to most

670 ON YOUR DIAL

AGENCIES

VANCE KING, newspaperman, has joined the Pessis and Ettinger public relations office. King has worked on trade and daily newspapers since 1929, and at one time was studio publicity director of PRC.

LT. COL. FARISH JENKINS has returned to McCann-Erickson, Inc., as assistant account executive after five years with the U. S. Army. Col. Jenkins was the first man to leave McCann-Erickson for the armed service... CAPT. FRED ROTH has returned to the agency as assistant account executive after four years with the Army Air Forces.

CLARK - WANDLESS COMPANY, newly-formed radio sales representatives, with headquarters at 205 East 42nd Street, New York City, have been appointed exclusive representatives of WNEL in San Juan, Puerto Rico.

Denial Of KSOO Renewal Re-Affirmed By The FCC

(Continued from Page 1)

is left open here for sale too, however. KSOO operates on 1140 kilocycles with five kilowatts, limited, while KELO, also in Sioux Falls and owned also by the Sioux Falls Broadcast Association, operates on 1230 kilocycles with 250 watts, unlimited. The license had argued that the dual ownership rule was not applicable in his case because only one of the two stations was on full time operation.

The Commission found, however, that "even if the two stations were run completely separately and competitively, the rule nevertheless outlaws dual ownership in the same service area."

KSOO, according to its financial statement for 1943, grossed \$82,598 compared with a gross of \$28,788 for KELO.

The licensee is given until March 25 of next year to dispose of either of the two stations. In the event it decides to sell KELO, the Commission assures, it will be permitted to apply for night operation of KSOO, with directional antenna to protect WRVA, Richmond, Va. Such an application was actually filed in 1942, but because of the materials shortage during the war it was dismissed.

Radio's Advances Acclaimed In Senate Committee Report

(Continued from Page 1)

sibilities for entirely new peacetimevented by Baird. Telechrome does industries, new uses of materials, not require a wider frequency band new benefits for mankind."

Covering a wide range of items, the report lists many of the great advances made by the industry during the war years. Although many of the items are known to the trade, the report represents Congressional recognition of the "marvelous productivity" of radio as well as the allied industries.

A thumb-nail sketch of some of the technological advances noted by the Senate sub-committee include:

New tele facsimile instrument demonstrated by John Baird, which makes possible the transmission of 25 typewritten pages a second, against the six to 10 minutes per page required by present systems.

Compact lightweight radio noise filters. The filters, mounted in any position and operating over a wide range, suppress noise effectively, especially from 200 to 20,000 kilocycles.

Tele in color and in three dimensions attained with "telechrome," in-

Wilkins Takes CRC Post

Columbia Recording Corp., a subsidiary of Columbia Broadcasting System, announces that William G. Wilkins will become associated with the company as treasurer and will assume his duties immediately. He takes over as treasurer from Frank K. White of Columbia Broadcasting System, Inc., who has carried the additional duties as treasurer of CRC during an interim period.

Montgomery On "Info"

Lieut. Cmdr. Robert Montgomery, recently released from the Navy, will guest on "Information Please," Nov. 19, 9:30 p.m., EST, over NBC. The actor saw four years of active service in the war, and is holder of the Bronze Star.

PROMOTION

KTSA Booklet

A 10½ x 14 booklet is to be issued by KTSA, San Antonio as a listening guide to the Fall and Winter radio season. Book will contain 12 pages of pictures of local and national radio stars, program listings by days, interesting facts about radio and its stations and other interesting items. Cover laid out in the form of a circus tent with the legend "Here's Your Guide To The Biggest Show in Town on KTSA." This is part of the local campaign in the national CBS contest among CBS affiliates. Book was laid out by Bud Lutz, head of the KTSA promotion department.



ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.

RADIO EXECUTIVES CLUB SALUTES

THE TELEVISION INDUSTRY

Hear "TELEVISION — TODAY AND TOMORROW" discussed in a program arranged by the Television Broadcasters Association, Inc.

COMMITTEE

- J. R. POPPELE of WOR, President of TBA, *Chairman*
- RALPH B. AUSTRIAN, RKO Television Corp., *Co-chairman*
- DR. ALLEN B. DU MONT, DuMont Laboratories
- O. B. HANSON, National Broadcasting Company
- PAUL RAIBOURN, Television Productions, Inc.
- F. J. BINGLEY, Philco Radio & Television Corp.
- G. EMERSON MARKHAM, General Electric Company
- WILL BALTIMORE, Secretary-Treasurer, TBA

GUEST SPEAKER

DR. C. B. JOLLIFFE
*Vice President in Charge of
RCA Laboratories, Princeton, N. J.*

Come Early and Assure Yourself of a Good Seat

Luncheon for Members—\$2.25
Guests with Members—\$2.75

*For phone reservations — call
CLAUDE BARRERE — CI 7-8300*

this is
WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga CBS

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

5,000 WATTS DAY AND NIGHT

Exclusive!
CHI' BEARS '45 FOOTBALL W-I-N-D CHICAGO
560 Kc. 5000 WATTS

Coaxial Tele Network Now In Preparation

(Continued from Page 1)

Program also will be fed to WPTZ broadcast in Philadelphia. The Washington-New York cable, one-way circuit, will be available to CBS, DuMont and NBC two nights a week each during an extended experimental period. Others interested have been offered use of the system during the period, when they can use the facilities available.

Special Events Planned

It is expected that a stream of special events will flow into New York from the Capital over the cable. NBC has received permission to set up equipment in the House of Represent-

Pooled Program

The first tele broadcast from Washington to New York, scheduled to take place in January over the Bell System's new coaxial cable, will be a co-operative venture, it was understood here last night, with NBC, DuMont, and CBS all participating in the historic program.

atives, and it is possible that an actual session of Congress will be televised.

The Bell System's coaxial program is for the construction each year during the next few years, of upwards of 1,500 miles of cable suitable for carrying television or long distance telephone conversations. In 1946, the cable network is to be extended southward to Charlotte, N. C. as well as between Atlanta and Dallas. By 1947, it is expected the project will cover Chicago, St. Louis and Los Angeles.

Army-Navy Game Hookup

For the Army-Navy game, telephone lines especially arranged for it, will link the camera installation at Municipal Stadium with the coaxial cable terminal in Philadelphia. Similar lines will carry the program from A T & T's long distance terminal in New York City to the NC transmitter atop the Empire State Building. It is expected that a new image-orthicon tube will be used at the game.

Another development that may help tie the country with tele webs, radio relay, is under development by Bell engineers, with an experimental system being built between New York and Boston. When this is completed, the company plans to test the two systems—radio relay and coaxial cable to develop the most efficient method for the operation of nationwide television networks.

LAST CHANCE!

Scintillating secretary seeks a substantial salary for guaranteed satisfaction. College degree and five years' experience—not one year's experience five times! This ad ends my series, so hurry, hurry! Write Box No. 228, Radio Daily, 1501 Broadway, New York 18, N. Y.

100% Employment-Quota At Elec. Corporation

(Continued from Page 1)

remainder of the electronic industry. "Careful planning was responsible for the maintenance of full employment," Novick said at the committee meeting. "We built up a loyal and efficient labor force during the war and we were of no mind to see these people deprived, even temporarily, of work. On the other hand, from a business point of view, there were obvious advantages in keeping our labor force intact and not disrupting or losing the skills we had developed."

Ready for Reconversion

For sometime prior to V-J Day, ECA prepared to minimize the effect of the sharp cutbacks that were bound to occur during reconversion, and by holding in readiness new products that could be made from non-critical materials, the company was able, according to Novick, to swing immediately into new production with a minimum of layoffs.

At present, ECA reports, even the small number of workers laid off has been recalled and the plant is back again on its full scale of production and employment. Novick added that without this preparation there would have been of necessity a large lay-off at ECA, since for the past two months it has been difficult for radio manufacturers to get components. Manufacturers of parts have not been willing to release the material at the present ceiling prices and this has prevented all but a dribble of radio manufacture. It is unlikely that any substantial volume will be available for public consumption until after January 1st.

Radio-Making Later

The products on which the Electronic Corporation is now concentrating are musical toys and electro-medical apparatus. At the same time lines have been set up for the mass production of radio sets when a sufficient number of components is available. The engineering departments have been kept intact and samples are being manufactured for the dealers. The manufacture of radio sets will begin when equipment is available, Novick said, and "In this way we reasonably expect to maintain continuous employment throughout the year."

MacDonald Urges AMA Erase Waste Measures

(Continued from Page 1)

American Management Association's Office Management Conference being held at the New Yorker Hotel.

Addressing office managers gathered from all points of the United States and representing all industries, MacDonald said that while knowing it must continue to make profits for stockholders, top management recognized that these must be consistent with its increased responsibility to labor for jobs and to the public for better goods and services.

Stating that top management ranks labor relations at least on a par with sales, production and financial activities, MacDonald urged that office managers co-ordinate their labor policies with those of the factory and to draw management's attention to important inequalities between factory and office wages and working conditions where they exist.

"Top management," he continued, "expects the office manager to keep in touch with current thinking on these matters by outside reading and personal contacts."

NBC Executives Present Radio Media At Ins. Meet

A special presentation illustrating radio as an advertising medium, was a highlight of the annual meeting of the Life Advertising Association yesterday at the Hotel Pennsylvania. Prepared by NBC, the feature was presented by web officials William S. Hedges, vice-president in charge of planning and development; Charles P. Hammond, director of advertising and promotion, who gave a slide film lecture on network radio, and a panel which answered questions from the floor.

On the panel were C. Lloyd Egner, Edward R. Hitz, James V. McConnell, and Hammond. Other NBC representatives present were James H. Nelson, John T. Murphy, Charles B. H. Vaill, and Miss Ethel Gilchrist.

Garfield, Youngman Guesting

John Garfield and Henny Youngman will be guests next Tuesday on Hildegard's Raleigh Room program over NBC at 10:30 p.m.

British Production Of Receivers Begins

(Continued from Page 1)

months of the New Year gives makers something to go on.

Prewar Production Sked

Prewar the British radio industry manufactured some 1,400,000 sets per annum of which only about 66,000 went for export. Now, as a result of the vital need to increase export trade, manufacturers are more or less controlled and subjected to Government plans to that end. Of the 1,000,000 sets to be produced in the next 12 months, fully 400,000 are intended for export. This very definitely alters the balance of selling as between the home and export trade and will inevitably mean that many Britishers will have to go without those new sets to allow the export markets to be fed adequately.

Of the remaining 600,000 fully one half must be of a type which will sell at 15 pounds or less, without Purchase Tax. This means that the Government is prepared to allow the radio industry the green light, only if it is prepared to produce a given volume of sets which will sell at a given price.

70 Manufacturers Involved

Since the alternative would be a greatly reduced share of available labor materials, the industry has very properly accepted the offer willingly. This will still permit some 300,000 sets to be built to the manufacturers own specifications and to be sold at the price which the public can be induced to pay. There are some 70 manufacturers involved in this deal which will definitely have the effect of putting the British radio industry back into serious production.

Problems still hampering the full scale resumption include the lack of wood for cabinets, and some few components. The plastic industry will be able to make good the deficiencies in suitable timber to some extent, so that no serious limitation is anticipated to the development of the programs set out.

Making Steel Talk

• WATCH!



ALLAN CLARK

As WKY's musical director for the past nine years, he is responsible for the high standard of music characteristic of every WKY program.



CBC Resumes Normal Broadcasting Hours

(Continued from Page 1)

it was announced here this week. The Dominion network, which was not in operation when this curtailment went into effect, also increases its hours on the air. CBC networks now sign off at midnight instead of 11:30 p.m., EST.

The reduction of broadcast operations in each time zone across the Dominion during the war years helped lengthen the life of a large amount of equipment, some of which could not have been replaced. Some of the vacuum tubes used in the 50 kw stations are water-cooled pieces valued at a cost of \$3,000. The earlier network sign-off was put into effect at all but one of the broadcasting stations owned or operated by the CBC, with station CBA, Sackville, N. B., the only exception operated until midnight during the period of economy.

In reducing its hours of operation CBC set an example that was followed widely in the United States a short time later. Orders affecting both length of broadcast time and power of transmitters were issued by FCC some time after CBC's action.

Atom Expert On Mutual

Dr. J. R. Oppenheimer, director of atomic research at Los Alamos, N. M., will be guest on "Meet the Press," over MBS, Nov. 16, 10:30-11:00 p.m. The newsmen facing him will be Edgar Ansel Mowrer, Press Alliance; William Laurence, New York Times; Barnet Novar, Washington Post; and John McCollough, Philadelphia Inquirer. Albert Warner, of the web's Washington news staff, will be moderator.

Kyser At Hollywood Canteen

Kay Kyser's "College of Musical Knowledge" will broadcast from the Hollywood Stage Door Canteen Nov. 21, 10:00 p.m., EST. Kyser was the first to entertain from the spot when it opened Oct. 17, 1942, and will be one of the last, as the Canteen closes Thanksgiving, the day after the broadcast.

Send Birthday Greetings To

November 15

Franklin P. Adams Carol Bruce
Norman E. Rock

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

COAST-TO-COAST

— CANADA —

TORONTO — S. W. Caldwell, manager program division of All-Canada Radio Facilities Limited, announces the appointment of G. Norris MacKenzie as a representative of the program division. Norris will assist Fred Cannon in giving better service to the Toronto Advertising Agency men, and will contact all Ontario radio stations.

— SOUTH CAROLINA —

FLORENCE—Nov. 8th was the first program of the Florence "Youth Forum," a new and novel program written and produced by pupils of the Florence High and Junior High schools. The program is heard weekly, with pupils giving their open and frank opinions of the various subjects discussed concerning the city of Florence.

— PENNSYLVANIA —

PHILADELPHIA—Gary Linn, who spent the last 20 months of the war in the Pacific with the Navy, is back at KYW as traffic manager. While serving with Navy Public Relations on Guam, Linn acted as flag announcer of the U. S. Pacific Fleet and introduced Admiral Nimitz to the combined networks on several occasions. General manager Leslie W. Joy has announced the appointment of Josephine Thomas as head of Guest Relations at KYW.

— NEW HAMPSHIRE —

PORTSMOUTH — "Accent on Youth," has returned to the air featuring a cast of teen-agers through high school, with Skippy Scott acting as master of ceremonies. Special scripts are dramatized, including some furnished by the State War Finance Committee, AP Features and original scripts by Florence Fuller who writes all continuity. The program is produced by Bob Fuller with music under the direction of Bob Athearn.

— OREGON —

PORTLAND — A series of Junior Town Meeting broadcasts has been drawn up and will be presented the second Tuesday of each month over KEX, in co-operation with the social study classes and teachers of the Portland High Schools. The schedule began yesterday when Commerce and Jefferson high schools met at Commerce auditorium to discuss "Can Americans and Russians Live as 'Good Neighbors'?"

— FLORIDA —

PALM BEACH — Five hundred and twenty thousand Winter visitors will come to the East Coast between Dec. 1st and May 1st, it was announced by Ralph Blank, general manager of the Palm Beach County Resources Development Board. Visitors from all 48 states will be represented and WJNO is planning a special promotion, welcoming visitors from a specified state of the Union each day, dedicating special features and audience participation shows to honor that particular state.

— OHIO —

PORTSMOUTH—WPAY staff members presented a half hour program Nov. 8th, entitled "25 Years of American Radio," which included a dramatization of the growth of radio from the days of crystal sets and two stations to the multi-million dollar nationwide industry. CINCINNATI—Jane Finnerman, society editor of the Cincinnati Enquirer, and just elected president of the Ohio Newspaper Women's Association, was honored on Tues., Nov. 6th, with a reception in Hotel Gibson, sponsored by Robert E. Dunville, general manager of WLW and vice-president of the Crosley Corp.

— TEXAS —

SAN ANTONIO—KABC announces the return of Jim Young, recently discharged, as announcer. Previous to his original position with KABC, Young saw service with WMCA, WEHC, WLVA, WSAL and the Texas State Network. DALLAS—During the Southwest Book Fair, KGKO featured fifteen-minute interviews with famous authors each afternoon of the week. Among those interviewed were Laura Krey ("And Tell Of Time"), Adria Locke Langley ("A Lion is in the Street") and J. Roy Stockton ("Gas House Gang").

— OHIO —

CINCINNATI — "Responsibilities of Peace" was the general theme of the second annual Institute of the Foreign Policy Association of Cincinnati last Thurs., and Fri., Nov. 8th and 9th, under the joint sponsorship of WLW and the Cincinnati Enquirer, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, served as toastmaster Thursday night, and Attorney Robert Goldman, Association vice-president, was toastmaster Friday night.

Educational Network Planned In Wisconsin

(Continued from Page 1)

planned for various points to provide day and night coverage throughout the state.

"All stations will operate non-commercially in the presentation of educational, public service programs," said H. B. McCarty, executive director or the State Radio Council, which filed the applications on behalf of the state. Wisconsin has operated WHA, the University, since 1919, and WLBI an agricultural service outlet in Stevens Point, since 1922.

Backed by Board

Back of the license requests is the Radio Council, a board of 11 members representing the university, state department of public instruction, the teachers colleges, state board of vocational and adult education, and the state department of agriculture, together with the governor. The Council, established by the 1945 legislature was authorized to co-ordinate the educational interests of the state in developing an educational FM system. Funds have been appropriated for the first two units.

WHA is expected to provide a large share of the program service for the FM web, with additional features to be contributed by other agencies and institutions throughout the state.

Underground Radio Unit Operates In Palestine

Washington Bureau, RADIO DAILY

Washington—Palestine Jews have been operating for over a month now an underground radio transmitter which has thus far escaped detection by the British authorities, it was learned here yesterday. Frequent broadcasts in English, Hebrew and Arabic are heard throughout all of Palestine, it was reported. Police authorities are under the impression that the underground radio operates from a mobile station, is well guarded and camouflaged, and it was not until late last week that authorities succeeded in jamming any of the programs.

EXCLUSIVE!

WIBG
990 ON YOUR DIAL

EAGLE PRO GAMES

TEMPLE HOME GAMES

PHILADELPHIA

THERE'S ONLY 1 TIMES SQUARE

but

WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—
Loew's Affiliate

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 33, NO. 33

NEW YORK, N. Y., FRIDAY, NOVEMBER 16, 1945

TEN CENTS

FCC Budget Cut Restored

Jolliffe Declares Television Ready

Dr. C. B. Jolliffe, vice-president in charge of RCA Laboratories, speaking before a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt in New York yesterday said television is ready to go. The speaker reviewed the pre-war development of video, progress made during the war, and gave the REC members an insight into the future of the new art.

Discussing permanency of present standards, Dr. Jolliffe stated that "the big taboo of quick obsolescence in television has been over emphasized."

Of course, there will be obsolescence. (Continued on Page 13)

American Offers Time For Labor Discussions

As evidence of radio's powerful influence in the exploration and dissemination of facts to the public on matters concerning national labor problems, Mark Woods, president of the American Broadcasting Company, announced yesterday that a 52-week proposal of free broadcast time over the full network had been offered to the National Association of Manufacturers. (Continued on Page 2)

NBC Committee Meets; Considers Web Problems

The quarterly meeting of the NBC operations planning and advisory committee, under the supervision of Niles Gammell, network president, comes to a close today. Subjects under discussion at the meetings, which opened last night, included: (Continued on Page 4)

Proximity

With the nation eager for details of the Pearl Harbor hearing being held in Washington, the American network has engaged an office next door to the hearing room, set up microphones and alerted all newscasters in the capital to stand by for special bulletins. Martin Agronsky, following his a.m. program, spends the rest of the day on duty at the hearing.

Versatile

Murray Grabhorn, president of the REC, met an emergency at the Hotel Roosevelt luncheon yesterday. Unable to locate a pianist to play the "Star Spangled Banner," Grabhorn stepped down from dais, played the piano, and led the singing of the national anthem.

CBS Applies To FCC For New Tele License

Washington Bureau, RADIO DAILY

Washington—CBS has applied for a license for its new experimental television station, FCC announced yesterday.

This action followed CBS's disclosure that it was "ready to go" on its wider band, full-color broadcasting.

CBS's new frequencies would fall between 480 and 496 megacycles, much higher than the present 13 commercial channels below 225 megacycles.

Fly Resigns As Chairman Of Assoc. Muzak's Board

James Lawrence Fly, former chairman of the FCC, who since his resignation from that post has been chairman of the board of Associated Muzak Corp., has resigned from the latter position.

Fly stated that he will devote his full time to his new position. (Continued on Page 2)

Senate Committee Allows \$930,000 Cut Voted By House; Recommends State Dept. Short Wave Budget

Walker Forecasts Big FM Development

Oklahoma City—Praising radio's great contribution to the education of the people, FCC Commissioner Paul A. Walker yesterday said the future holds "almost limitless possibilities."

In a speech before the Oklahoma City Chamber of Commerce, Walker reviewed the technical advances of the industry and predicted close to the future. (Continued on Page 13)

Shortwave Info. Agency Streamlined By Benton

In a move to streamline Government short-wave radio and other informational activities, William Benton, assistant secretary of state, has issued a memorandum outlining the changes. (Continued on Page 2)

WFOY Mgr. Joins NAB; To Aid Small Outlets, FM

St. Augustine — J. Allen Brown, who has been general manager of WFOY, St. Augustine, Fla., was named yesterday by the NAB as assistant director. (Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—The Senate Appropriations Committee yesterday recommended that the \$930,000 cut in the FCC budget voted last month by the House be restored. These funds would be used to continue the work of the Foreign Broadcast Intelligence Service and the Radio Intelligence Division. It was pointed out that the original appropriation for FCC's war work was \$2,430,000 with the House having cut the sum to \$1,500,000. Obligations through September already amounted to \$765,736, leaving only \$1,664,264. (Continued on Page 14)

First Post-War Sets Shown Here By RCA

The first showing of RCA-Victor's post-war line of radios was held this week by Bruno-New York, Inc., New York distributor for the line, at a meeting of franchise dealers in the Belmont Plaza. The new line consists of eight models—four table models, one personal type radio, one automatic. (Continued on Page 14)

Egolf NAB Spec. Counsel; Col. Kirby Takes His Post

Washington Bureau, RADIO DAILY
Washington — Willard D. Egolf, director of public relations at NAB, yesterday was named special counsel to the organization. Col. Edwin M. Kirby, who preceded Egolf, was named special counsel. (Continued on Page 2)

Why Buy Victory Bonds?



"It's a long distance from New York to Tokyo, and no one knows it better than the thousands of American boys who are stationed there as occupation troops. They have won their war, with the aid of equipment bought with War Bonds. Now they must stay out there as insurance that they'll not have to do the job all over again. The least we can do is to buy Victory Bonds that will be used to buy materials to make their job easier."—JOE R. HAINLINE, NBC war correspondent back from Tokyo.

Misnomer?

When Bessie Beatty interviews Elmo de Lacroix Avel, proprietor of the Flea Market, Nov. 20, on WOR, they will not be discussing the pest, but rather the fabulous creations which Elmo produces out of Victorian and other furniture monstrosities in his New York decorating establishment, named after the Paris market place known to all tourists.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

"Hams" Back On Air

At 3:00 a.m. yesterday, the nation's 60,000 hams and Canada's 4,000 went back on the air after a long war-enforced silence. In the U. S., they were permitted to broadcast on the 10, five and two and one half meter bands, while in Canada, the 28 and 56 mc channels were reopened.

Tom Scott On NBC Program

Ballad singer Tom Scott will guest on "Transatlantic Spotlight," NBC, Nov. 24.

20 YEARS AGO TODAY

(November 16, 1925)

Station W K A R, Michigan State College, East Lansing, begins the first organized college on the air devoted to agriculture.

CKLW
BEST RADIO BUY
in the DETROIT AREA
5,000 WATTS DAY and NIGHT 800 KC.
MUTUAL SYSTEM

Shortwave Info. Agency Streamlined By Benton

(Continued from Page 1)

merger of OIAA and OWI in the Office of International Information and Cultural Affairs (OIC).

All shortwave operations will be housed in the International Radio Division, which will be headed by John Ogilvie, OIAA radio chief, with Larry Blochman, OWI radio chief, as deputy. Werner Michel and Wilfred Roberts, of OWI and OIAA respectively, are expected to be in charge of programming.

OWI's broadcasting facilities at 224 W. 57th Street will be maintained, and the OIAA staff will move into the building early next week. This will provide for a single radio organization, under Ogilvie, to handle broadcasts to Europe, Latin America, the Pacific and the Far East. These however, will continue on a sharply-curtailed basis.

The shortwave operations of OWI will be cut the most, and the type of material broadcast will be changed. The agency no longer will compete with other international broadcasters, such as BBC and commercial American webs, but instead will operate on a local station basis, an agency official said. Output will consist almost entirely of "Americana," the OWI term for information on this country's cultural activities, science, and other domestic happenings, as well as the presentation of the American way of life, he added.

Broadcasts to Europe will be in 13 languages, half of the number broadcast during the war. They are: Austrian, 75 minutes daily; Bulgarian, 25 minutes daily; Czechoslovakian, 45 minutes daily; English, 105 minutes daily; French, 90 minutes daily; German, 150 minutes daily; Greek, 20 minutes daily; Hungarian, 15 minutes daily and 20 minutes thrice weekly; Italian, 75 minutes daily; Polish, 45 minutes daily; Romanian, 25 minutes daily; Spanish, 30 minutes daily; and Yugoslavian, 55 minutes daily. Broadcasts to Czechoslovakia and Yugoslavia will be bi-lingual, while those to Austria will be in German, slanted for Austrian audiences.

American Offers Time For Labor Discussions

(Continued from Page 1)

turers, the U. S. Chamber of Commerce, the Committee for Industrial Organizations, and the American Federation of Labor during the year 1946.

The current series, entitled "Labor, U. S. A.," heard on Saturdays from 6:45 to 7:00 p.m., EST, which currently airs discussions between labor groups, will be extended throughout 1946, Woods said, and a 15 minute program immediately following the present one is proposed for the NAM and the Chamber of Commerce.

Egolf NAB Spec. Counsel; Col. Kirby Takes His Post

(Continued from Page 1)

Egolf as public relations director, will assume the duties once again.

An attorney, Egolf has been with NAB since February, 1943, first as assistant to the president and later as director of public relations. Closely identified with the administration of the former NAB code, Egolf prepared the program of revision for the code committee which resulted in the adoption of the present standards of practice by the NAB board.

Fly Resigns As Chairman Of Assoc. Muzak's Board

(Continued from Page 1)

entire time to the work of his law firm, with offices in the RCA Building.

"Blind Date" Bond Show

The purchase of a Victory Bond will be admission ticket to American's "Blind Date" program when it originates from Convention Hall, Philadelphia, Nov. 23 and 30.

FINANCIAL
 (Thurs., Nov. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chr.
Am. Tel. & Tel.	192	190 1/2	192	+ 1/2
CBS A	50	49 1/2	49 1/2	- 1/2
Crosley Corp.	35 1/2	35 1/2	35 1/2	- 1
Farnsworth T. & R.	15 5/8	15 1/4	15 3/8
Gen. Electric	48 3/4	48	48 1/4
Philco	37	36 1/2	37	+ 1/2
RCA Common	15 3/4	15 3/8	15 3/4	+ 3/8
RCA First Pfd.	90	90	90
Stewart-Warner	22 1/4	22 1/8	22 1/4	- 1/8
Westinghouse	36 3/4	35 7/8	35 7/8	- 1/8
Zenith Radio	38 1/2	38 1/4	38 1/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	46 1/2	46 1/2	46 1/2	- 1/4
Nat. Union Radlo.	8 1/2	8	8 1/2	+ 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab	85 1/2	93 1/4
Stramberg-Carlson	22 1/4	23 3/4
WCAO (Baltimore)	30
WJR (Detroit)	29 1/2



Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent...

And if you'd like to do that job in the country's 6th largest city...

And you plan to use radio...

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H is your buy in this big five-station town.

Coverage
 ... in Philadelphia

WDAS covers the largest cross-section of the buying public in the Philadelphia area ... at lowest cost.

W-I-T-H
IN BALTIMORE
 TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REID



THE BALANCE THAT

CARRIES WEIGHT IN NEW YORK.

Announcing the Winners of
the WOV "Key To Two
Markets" Contest

★
FIRST PRIZE—\$500.00
VICTORY BOND

ALAN SCOTT
Michigan State College
East Lansing, Mich.

\$25.00 VICTORY BONDS

HERB WELCH
33 N. High St., Columbus, Ohio.
MYRON A. MAHLER
250 West 57th St., New York City
ALLEN GLASSER
1645 Grand Concourse, Bronx, N.Y.
JAMES A. DICKSON
55 Sheridan St., Brantford, Canada
ROBERT COLLINS
30 Rockefeller Plaza, N. Y. C.

AS the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



SOUTHWEST

CONGRESSMAN PAUL J. KILDAY, representative of the 20th District of Texas, began on Wednesday a new series of broadcasts over KTSA titled "Report from Washington." Series will be transcribed and sent to San Antonio for the quarter hour presentation.

The Iowa Canning Co. will sponsor a new series of quarter hour broadcasts over WFAA, Dallas each Saturday morning. Programs will feature Jack Prigmore, tenor songsmith and the duo pianists, Ed and Jeanne Deis.

NBC Committee Meets; Considers Web Problems

(Continued from Page 1)

in New York Wednesday of this week, included television and FM, present labor problems, and programs including Fred Waring's "The National Hour," Maggi McNellis, a new woman's co-operative program, and the Victory Loan Drive.

Present at the meeting were Stanley Hubbard, KTSP, Minneapolis-St. Paul; Nathan Lord, WAVE, Louisville, Ky.; Arden X. Pangborn, KGW, Portland, Ore.; Richard Lewis, KTAR, Phoenix, Ariz.; G. Richard Shafto, chairman, WIS, Columbia, S. C.; Harold Wheelahan, WSMB, New Orleans, La., and Clair McCullough, WGAL, Lancaster, Pa., Mason-Dixon Group.

Mrs. Roosevelt On WJZ

A recorded interview with Eleanor Roosevelt will be broadcast over WJZ tonight from 11:00 to 11:15 p.m., EST, on the occasion of the dedication of the new Roosevelt College in Chicago.

Send Birthday Greetings To -

November 16

Albert A. Grobe Jim Jordan
Lucien Dumont Rosalind Sherman
Mary Margaret McBride Jay Stanle
Louise Starkoy Lawrence Tibbett

November 17

Frank Fay Jack Loscoulie
Willey Walker Quin Ryan

Loon Rosenberg

November 18

Pat Alan Bobby Jarvis
Sid Singor Don Quinn
Johnny Mercer Sharon Grainger
Sam Kaufman Mrs. Joe Rinos
Arthur H. Peterson, Jr.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Memos Of A Midnigher. . . . !

● ● ● A few editions ago we reported a secret meeting which took place between several of the bigger sponsors and some agency men to discuss the ever-growing practice of package groups contacting clients directly. We can tell you now that there will be another secret meeting shortly with those same sponsors, who feel that some of the package shows their agencies buy for them are often over-priced and under-done. In sum, they feel it's time the agencies quit following the lines of least resistance and created their own shows. . . . Kellogg's, who now have three shows on the air through Kenyon & Eckhardt, are looking for a fourth. A kid show. . . . Fred Waring rushed to the bedside of his mother, who is seriously ailing. . . . NBC has ordered a 10 per cent personnel cut starting Jan. 1st. . . . Is Hub Robinson going with Biow? . . . Paula Stone and Hunt Stromberg, Jr., producers of "The Red Mill," are toying with the ideas of a whole series of Victor Herbert revivals. . . . What were Bert Wheeler's writers, Bud Pearson and Les White, huddling with Bert Lahr about at Toots Shor's the other noontime? . . . Because working hours have been shortened, radio execs. believe that ratings will be appreciably higher this Winter, with people having more time to tune in. . . . Hotel people here not too happy about having the Louis-Conn bout in N. Y. Too many headaches as it is. . . . Paramount bidding furiously for "Harvey" rights so they can offer it to Bing for his next flicker.

★ ★ ★

● ● ● Si Steinhauser, Pittsburgh Press radio ed, was given a regular "Truth or Consequences" routine on KDKA's "Brunch with Bill" ainer yesterday on his birthday—but wound up okay with the first 1945 Westinghouse radio set to come off the production line. . . . Recommended reading: Johnny Bishop's exciting "The Glass Crutch." Also the current Pic mag's article by L. S. Goldsmith tagged "The Man Who Stole A Dream". . . . Monica Lewis such a smash-eroo in a week's booking at the Belvedere in Baltimore, the management wired MCA for a two-week extension. . . . As a gesture of gratitude — or just to make sure he retains his job, maybe—Lew Parker, star of the musical hit, "Are You With It," has invited his producer, Dick Kollmar, to be his guest on his "Keep Ahead" air show tonite over WOR. . . . 400 Club giving T. Dorsey a birthday and farewell party Sunday nite. . . . Vick Knight creating a show for Sam Raskyn, the dialect king.

★ ★ ★

● ● ● Mexico looking for a top-notch press agent to lure the tourists. Even in '44, the American vacationers spent over 56 million bucks down there. . . . There are so many detective serials on the air, we hear that Dick Tracy and Bulldog Drummond are both working on the same case. . . . Mac Ceppos being groomed as musical director for the new Associated net. . . . Blue pencil trouble may keep the Little Flower off the air after all. . . . CBS and Mutual both eying sites for new radio theaters—just in case the Shuberts succeed in recapturing legit houses used as radio theaters. . . . Milton Berle and his writer, Marty Ragaway, were arguing over the merits of a certain piece of humor. "It's funny, Marty," admitted Milton, "but after all—it's only a joke". . . . Jack Dompsey's \$250,000 per year contract with that television firm is for 10 years. . . . Door Loulo B. Mayor's huddle with Irving Mansfold, producer of the Fred Allen ainer, mean a change in Metro's anti-radio policy? . . . MCA's Marty Goodman readying an air deal with a cabinet member bigglo. . . . WJZ promoted deal to have Pan-American Airways equipped with radios. . . . Ted Coll's "So You Think You Know Music" tees off on WOR tonite after four weeks of roadshowing on Mutual's out-of-town stations. . . . Dooms Taylor and Loonard Foather will built up a "feud" on the now RCA show, swing vs. the classics. . . . Judy Canova show coming out for two weeks.

CHICAGO

By BILL IRVIN

WHITE collar, non-executive office employes of WGN, and frequency modulation station WGNB, have received a 10 per cent salary increase effective Oct. 29. The pay raises were announced by Elbert M. Antrim, business manager of the Chicago Tribune and assistant secretary of WGN, Inc. Employes of WGN and WGNB also share in a liberal benefit plan. Benefits include payment of full salary to ill or disabled employes for as long as six months, group life insurance running as high as \$11,000, payments of as much as \$300 monthly to the families of employes on military leave, bonuses based on length of service and amount of pay, vacations with pay and a voluntary insurance plan. There are also credit and savings plans, and free dental service.

Art Thaler has joined the staff of Schwimmer and Scott, advertising agency, Chicago, as creative head of art and production. He comes to Chicago from Hollywood, where he was advertising art director for Paramount Pictures.

Bill Hamilton, announcer for the Moulton Kelsey Fair Store new broadcast over WCFL was married Nov. 9 to Kathryn Steel of Gary, Indiana.

WFOY Mgr. Joins NAB; To Aid Small Outlets, FM

(Continued from Page 1)

Director of broadcast advertising, working under Frank Pellegrin, manager of the division. Brown's efforts will be directed toward increasing the advertising of small-market stations, paying particular attention to the problems of FM members of the NAB.

This is the first appointment since the merger of the NAB and FME which is directed toward increased service for the FM members, although Brown will not work exclusively on FM problems.

Brown will join NAB Dec. 1, and also will serve as secretary of the All-Market Stations Committee.

The new appointee has had 12 years of fruitful experience in the radio field. In 1942 he opened WHIT, New Berne, N. C., later joining WFOY, scoring impressive records of sponsor-building at both stations.

TELEVISION DAILY

Copyright, 1945, by Radio Daily Corp.

SECTION OF THE RADIO DAILY • NOVEMBER 16, 1945

European Tele Outlook

Reich Tele Experts Hindered During The War

Berlin—The German public had little opportunity to view television, a post-war science survey of the industry in Germany has revealed.

Berlin was the only German city where tele was broadcast, the survey showed, and there was no independent broadcasting system. In other cities, persons had to go to the postoffice, pay a fee and sit in a booth to see the televised person at the other end.

Although there was tele transmission between Berlin, Leipzig, Nuremberg and Munich, it was for telephone use and not broadcasting.

American military representatives questioning German scientists were

(Continued on Page 7)

NBA Officials To Aid New Jersey Educators

Officials of the Television Broadcasters Association in co-operation with the New Jersey Educational Association and its subsidiary, the New Jersey Visual Education Association, will sponsor a symposium on "Education by Television" at the first post-war convention of both educational groups in Atlantic City on Saturday, December 1.

Prominent educators and television leaders will participate in the program, which will highlight a demonstration by high school students of

(Continued on Page 8)

FRENCH VIDEO APPRAISAL

(By Cable to TELEVISION DAILY)

Paris—M. Jean Guignebert, head of the French National Radio, in response to an inquiry from Television Daily this week, made the following statement concerning the status of television in France:

"Since the liberation, old equipment has been reconditioned and new equipment, built in spite of the occupation, has been installed. Two one hour television broadcasts with two cameras and one long-range lens (telecima) are scheduled each week. The 30 kilowatt transmitter of the Eiffel Tower has been repaired.

"Owing to the very small amount of existing receiving sets, it is as yet impossible to popularize television in France. For that purpose, showrooms equipped with receiving sets will be opened to the public at large. Moreover, owing to the small amount of these sets, the technical nature of the broadcasts may be changed without entailing a loss in equipment, and a program covering the field is under study. Experimental equipment is being built for a definition of from 500 to 1,200 lines.

"Color television by simultaneous combination of three colors can be achieved with the use of an apparatus for synchro propagation of decimetrical waves. The picture definition will be of from 450 to 1,200 lines.

"A broadcasting station at Cagnac Jay consisting of one

(Continued on Page 7)

RCA Camera Used At Herald-Trib Forum

The annual New York Herald-Tribune forum recently held at the Waldorf-Astoria gave NBC's television department one of its first opportunities to make public use of the new "image orthicon" camera tube at a major event, together with one of the advanced development-model large-screen television receivers of the RCA-Victor division of RCA.

Appearing before the new camera

(Continued on Page 10)

Television Included In New Don Lee Plans

Los Angeles—An elevator-equipped, 150-foot tower housing antennas for television sight and sound as well as for FM, will be the outstanding feature of Don Lee web's new Vine St. studios scheduled to be completed Sept., 1946. Transmitters will be located on Mt. Lee and Mt. Wilson.

The ground floor of the three-story building will contain four theater studios seating 350 persons, four medium sized studios, and three

(Continued on Page 8)

West Coast Movie Interests Accelerate Tele Planning

Hollywood—That film companies will not be caught napping insofar as television is concerned is indicated by number of applications filed by motion picture organizations for permits to build and operate video stations. Paramount's subsidiary, Television Productions, Inc. which operates W6XYZ, starts work next week on its transmitter building on Mt. Wilson. Transmitter will be moved from Paramount studios and its power

increased to four kilowatts. Transmitter antenna of 75 feet can be increased later to 125 feet. Transmitter will go into operation about Jan. 1, with programs relayed by relay station W6XLA from tele station at Paramount. Later, when W6XYZ goes commercial its call letters will be KTLA.

From this location station expects to provide television service to an

(Continued on Page 9)

New British System Disclosed By Pye, Ltd.

London—A new system of tele transmission which makes use of the principle of radar "pulses" to eliminate the dual transmission required for sight and sound, was announced Oct. 31 by Pye, Ltd., one of Britain's pioneers in radar during the war.

The new system embodies the transmission of sound by pulses similar to the small bursts of radio waves or "pulses," lasting a few millionths of a second, which are used in radar. It enables a home receiver to receive both vision and sound, and makes it possible for a televised program to be effected by a single transmitting unit.

(Hitherto, a station had to have two distinct single-purpose transmitting

(Continued on Page 7)

Resolution Sent FCC By CBS Group On Tele

The Columbia Broadcasting System has forwarded to the Federal Communications Commission a resolution adopted by the Columbia Affiliates Advisory Board, as representatives of 145 independently-owned broadcasting stations in the U. S. which recorded "unanimous endorsement" of CBS full-color, high definition television, it was announced yesterday. The advisory board expressed the hope that the high frequencies "should be authorized under commercial li-

(Continued on Page 10)

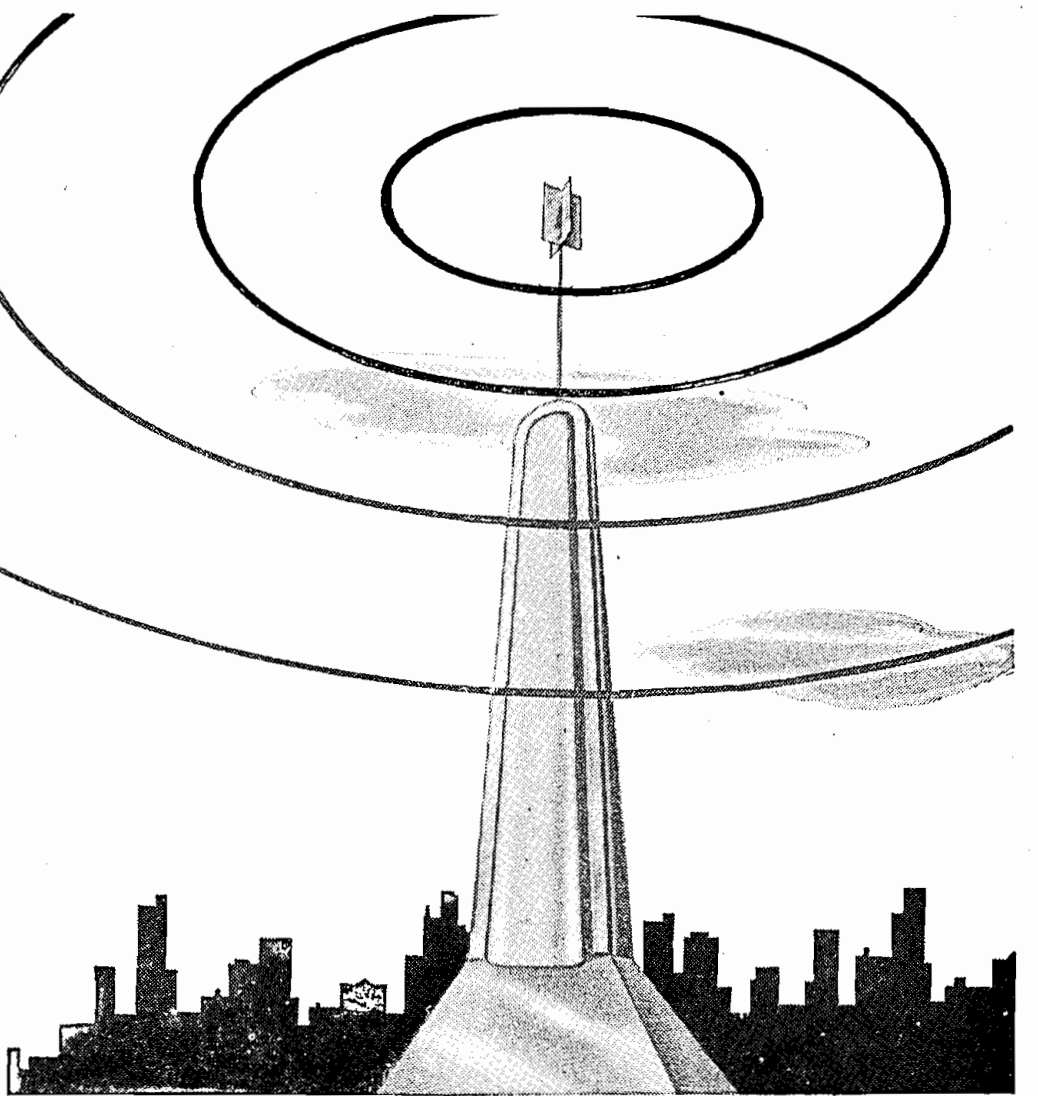
BBC Chief

London—Maurice Gorham, former AEF program chief, has been named director of BBC's Television Service, inactive since 1939. Gorham, who joined BBC in 1926, was North American service director from 1941 to 1944 when the AEF programs were originated. He will have headquarters in London.

Tele Films

Hollywood—Experimental work in the production of special films for television are now being conducted by some of the major movie studios. Among them are Paramount, Walt Disney and RKO. Other television film projects are being undertaken by NBC and private producers.

**MORE
MORE
MORE**



TELEVISION "Know How" THAN ANY OTHER COMPANY!



DuMont engineers have designed and built more television stations than any other organization...are now completing the world's first "Television City" in New York.

During more than four years of operational trail-blazing, DuMont equipment design has been steadily improved to keep pace with increasingly elaborate programming experimentation. Today,

DuMont design boasts incomparably simplified precision controls...provides high efficiency, extreme flexibility and rugged dependability at *low operating cost*.

DuMont experience assures the finest craftsmanship for the least outlay...offers a pattern of station operation for your study and a plan for training your personnel...starts you off in television on the right foot!

Copyright 1945, Allen B. DuMont Laboratories, Inc.



ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Foreign Television Plans

British Outlook For Video Era Is Bright

(Continued from Page 5)

units, one to transmit the picture and the other to broadcast sound. A similar setup was required on the receiving end, necessitating a vision receiver and a sound receiver, either on separate sets or housed in one cabinet.

The use of the new system, it is claimed, would considerably reduce the cost of television from both the sending and receiving ends. Stations using the dual-purpose transmitter should be less costly to erect and maintain, and manufacturing costs of the combined sound-vision receiver should be far below those of sets currently in use.

Operation Described

The principle of the new system embodies the use of the television transmitter during the idle periods, when the spot which traces the picture is returning to its starting point preparatory to making another line, to transmit the sound program. This would be done by taking a "sound snapshot" of the sound part of the program during these idle periods, of which there are just over 10,000 in each second. Using tele of the present definition, 10,125 "sound snapshots" would be transmitted per second, thus recovering the original sound program.

The width of the "sound snapshot," which is similar to the radar pulse sent out by a vision transmitter, is made to vary according to the sound that has been transmitted. With the system in operation, this modification to the transmitted wave form would enable both vision and sound to be transmitted on a single carrier by a single transmitter with a single aerial system. This pulse would be separated from the vision program in the receiver and the variation of its width would be made to operate a speaker.

Claims Outlined

Other improvements claimed for the new system are:

- (1) Elimination of interference in the receiver between sound and vision.
- (2) An efficient tele receiving aerial would be simpler to make.
- (3) Less frequency space would be needed for each transmitter, because it would no longer be necessary to provide separate frequencies for vision and sound transmitters.
- (4) Because the system can incorporate automatic gain control, the picture would be held steady even during severe fading.
- (5) Reduction of noise and interference.

Models used at a demonstration were the same size as a table top radio set, with only two visible adjusting knobs, a screen 8 x 6 3/4 inches, and a radio-type loudspeaker. A possible 15 per cent cut on the pre-war price of \$160 was forecast.

French Video Appraisal

(Continued from Page 5)

large studio, and another one of 17 by 24 meters will be completed shortly. Six other studios have also been planned for.

"The 1946 equipment for 'reportages' will include relay trucks, one of them carrying a single transmitter to transmit pictures, sound, and service messages. National equipment will be designed according to a new system and will include the development of a television network with hertzian relay system, transmitters and wide-band automatic pick-ups. Local transmitters will serve limited areas. Large transmitting studios will be located in big cities.

"Further technical studies will allow us to expect a great development of television in France."

Kornetz Gets Tele Post At Westinghouse Plant

Sunbury, Pa.—Norman S. Kornetz, veteran with 10 years' experience in tele and allied fields, has been named as project engineer in charge of Westinghouse tele receiver development, Harold B. Donley, manager of the home radio division, has announced. He will be in charge of all of the firm's home tele receiver development, and will devote his particular attention to receiving units to be used in Stratovision test flights, Donley said.

Served in Signal Corps

During the war Kornetz served as captain in the Signal Corps in India. He is a graduate of MIT and an associate of the IRE. He formerly worked with the American Television Corp. and Colonial Radio Corp.

"Bedelia" On NBC-WNBT

A repeat performance of Vera Caspary's novel "Bedelia" was presented last Sunday over NBC's television station WNBT, at 8:00 p.m., EST. Adapted especially for video, the novel was written by the author of the Hollywood film success, "Laura," and presentation of the new novel came well in advance of the picture that is currently in production from "Bedelia."

CBS Explanation

In October, 1944, CBS announced that it had placed an order with the Federal Telephone and Radio Corp. for a tele transmitter which, in addition to transmitting high-frequency video images in full color, also would combine vision and sound in one transmission. Although the transmitter has not been delivered as yet, it was described by a CBS engineer as combining sound and picture signals at the studio and airing them as a composite signal. Although the CBS term for the new development is "sound on synch," it was described as "very similar" to the British system.

New Affiliate Members Join TBA Membership

Directors of Television Broadcast-Association Inc., have unanimously approved the applications for affiliate membership of the Research Council of the Academy of Motion Picture Arts and Sciences of Hollywood, California, and of the Eastman Kodak Co., of Rochester, N. Y. Designated to serve as official representatives for the Research Council, are John P. Livadary and Gordon S. Mitchell while the Eastman organization has delegated Donald Hynman and Waldo Potter.

Four Film Companies Active

Motion picture interests already affiliated with TBA, the official organization of the U. S., include Paramount Pictures through its subsidiary Television Productions, Inc., RKO Television Corp., 20th Century Fox Film Corp., Cecil B. deMille Productions and E. I. du Pont de Nemours Company.

Leaves CBS Tele Staff

Lillian Jacobs, secretary to George Moskovics, commercial manager at WCBW and Gilbert Seldes, resigned from CBS to settle down to married life recently as the wife of Dr. Leo Berman.

Joins Web Tele Dept.

Harry H. Barnhart, Jr. has joined CBS advertising and sales promotion department in charge of the web's tele activities, Paul Hollister, vice-president in charge of the department, has announced. Barnhart formerly was associated with Lennen and Mitchell agency, R. H. Macy & Co., Federal Advertising Agency, and J. M. Mathes agency.

Back at WCBW

Lt. Commander Bob Edge, recently discharged from the U. S. Coast Guard Service, has rejoined WCBW-N. Y., as special events director, master of ceremonies and sportscaster. Previous to his television connection, Edge conducted his own radio program over the CBS web entitled "Outdoors With Edge."

Reich Tele Plans At Standstill Due To War

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told that although the tele network had been set in Germany for 441 lines with a four mc band, they had not actually been used with this band.

Scientist Explains

One German scientist discussed large screen experiments with tele. The German, Dr. Karolus, told investigators of his own system, which used individual lamps for the picture elements, switched mechanically for the lines and electronically for the elements in the lines.

Using a 200 line tele system, it was set up at Leipzig—the system set up at Zurich used a 441 line system but the definitions were poor, according to Dr. Karolus, and not equal to his own.

A serious trouble, the German told military representatives, was the disintegration of the liquid sprayed by the cathode beams. This develops hairs which raise out of the liquid because of the electrostatic forces generated.

Other Radio Developments

German production techniques in radio and facsimile system unearthed by American military investigators show a general lag behind developments in this country.

Still under development by German scientists was a high speed facsimile system which investigators said showed "promise."

This system used a band of 10 kc, about 10 times the usual speed. It employed a supersonic light valve at the receiver. This was described as similar to the Scopphony valve except it does not need an immobilizer, since at the speed required the motion of the wave train in the liquid call is fast enough for the delay across the aperture to be negligible compared to the time of one picture element.

This high speed system was to be used on the German broad band networks.

One German scientist described dark trace tubes which were being worked on. These consisted of a layer of KCl deposited on a thin layer of tungsten (translucent) which is itself deposited on a layer of SiO2. To erase fast, the Germans put heavier connections across the two opposite edges of the tungsten film and passed current through it to heat it.

In one modern plant, investigators were told that 3,000 vacuum tubes were produced per day. The rejection rate, however, was 25 per cent.

Tedder At NBC Tele Show

Chief Air Marshal Sir Arthur Tedder, who is visiting the U. S. with other British officials, was among the audience at the NBC television broadcast of "The Front Page" over WNBT last Sunday, Nov. 11th.

TBA Officials To Aid New Jersey Educators

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television techniques, as well as motion pictures depicting television's possibilities in education.

Dr. Millard L. Lowery, county superintendent of schools of Middlesex County, N. J., and head of the New Jersey Visual Education Association, is arranging the session. He stated that widespread interest has been aroused among educators on the potentialities of television, and estimated the symposium would attract a record throng.

Dr. James Rowland Angell, president emeritus of Yale and public service counsellor for the National Broadcasting Company, will send a message of greeting, expressing his views on television, in which he is keenly interested, it was stated.

Prof. Edward C. Cole, head of the Department of Dramatic Arts at Yale and a member of the educational committee of TBA, will serve as moderator at the symposium. Participants will include Prof. Kenneth G. Bartlett of Syracuse University, another member of the TBA educational committee; G. Emerson Markham, program manager of television station WRGB and a member of the board of directors of TBA; Edward Stasheff of the All-City Workshop in Radio and Television of the New York City Board of Education, and another speaker to be announced.

The demonstration of television techniques in education will be presented by five students from Brooklyn Technical High School, under the supervision of Mr. Stasheff. Titled "The World We Live In," the presentation has been arranged by the All-City Workshop in co-operation with television station WCBW.

The symposium is the first in which educational members of TBA will actively participate. Educational members include Yale, Rutgers, Syracuse and Western Reserve Universities, as well as the New School for Social Research.

The program is to take place in Room "D" of the Atlantic City Convention Hall at 2 p.m. on Saturday, December 1.

New Lamp Development Will Aid Television

The Westinghouse Lamp Division has developed a fluorescent lamp producing invisible ultraviolet rays which illuminate the dial markings on home radio and tele receivers. The lamp, company officials said, is expected to be widely used in television where it will cause receiver control knobs and dials to fluoresce with easy visibility and minimum interference with the image.

The tubular lamp, eight and a half inches long, is similar to the familiar lighting tube, with a coating of special "black light" phosphorus on the inner surface. It is expected that production will start early next year on a limited basis for luxury radio receivers.

Tele Outlook In Canada Reviewed By Toronto Press

Montreal—Under ordinary circumstances Toronto and Montreal should lead all Canada in obtaining the benefits and pleasures of television, says the Toronto Telegram.

Experts believe Montreal will enjoy it within the next two years. But Toronto will not have television for three years or perhaps four.

This, they say, is part of the price Toronto will have to pay if it remains on obsolete 25-cycle electric power. The producers of television equipment will be so busy filling orders for customers in 60-cycle areas they will have no time and no incentive to produce special non-standard apparatus for the only big city in North America not on 60-cycle.

Scientists forecast that in five years' time more than half the citizens of the United States will have television available to them, and everyone who can afford \$250 for a set—some say they will be as low as \$150—will be demanding one. Enjoying television already are New York, Philadelphia, Chicago, Los Angeles and Schenectady.

Television reception radius has always been bounded by the horizon—hence the establishment of the New York transmitter atop the Empire State Building. But now there is a relay-tower system of distribution, as well as special cable transmission facilities, which eventually will provide a whole North American network.

Montreal Has Edge

Those who know say that Montreal probably will start, as other cities have done, with home-made programs and later the city's transmission facilities will have a hook-up with network programs originating in the United States. The same opportunities would be open to Toronto except that without the special 25-cycle receivers the people in Toronto would be unable to tune in.

And even after manufacturers have filled the 60-cycle demand to the point where it is economically worthwhile to produce 25-cycle sets exclusively for southern Ontario, any new refinements in television reception will for the same reason reach Toronto a year or two late. A 25-cycle set when finally produced will cost 10 or 20 per cent more than one for standard cycle.

Equipment Leaders Comment

Equipment manufacturers foresee a popular enthusiasm for television comparable to the tremendous radio fad that followed the last war. Programs will be expensive to produce, especially at first, and television talent will be at a premium, but it is expected the "intimate" nature of television—the broadcasters and performers right in your living room, only a few feet from you—will provide splendid entertainment.

Television, of course, is only one of a thousand new applications of the science of electronics, although as a domestic product it has caught the most attention. But there are many industrial applications of enormous

importance, which would be similarly denied Toronto for the first couple of years.

For instance, the recording spectrophotometer, using a photo-electric cell, provides the most reliable method for analyzing color that has ever been devised. The human eye can detect some 10,000 tints of reds, blues, greens, browns, yellows, but the spectrophotometer defines 2,000,000 different shades.

It is used for perfect matching of such diversified things as false teeth, silk stockings, paints and dyes.

Electronic Developments

An electronic device automatically squares the lengthwise and crosswise threads in fabric. An electronic eye can open doors, provide foolproof burglar alarms, level elevators exactly, measure the thickness of razor blades, spot pinhole defects in sheet metal.

Electronic tubes can turn on lights as darkness falls, keep schoolrooms always at the proper brightness, keep furnaces at an exact desired temperature. Electronic devices control high-speed wrapping of packages, fill ginger ale bottles and toothpaste tubes to exact levels, determine the vitamin content of a loaf of bread.

And the X-Ray, which is electronic in origin, has graduated from the medical sphere and become of utmost industrial importance.

Twelve inches or more of solid steel can be X-rayed for structural flaws. Fruit is X-rayed for hidden decay or disease. Candy is X-rayed for intrusive foreign materials. Golf balls, molded plastics, rubber heels and wire insulations are X-ray inspected.

The wonder-secrets of wartime radar are now recalled, and research in this line will henceforth proceed toward domestic and industrial peacetime applications.

No one seriously doubts that the world is, indeed, crossing the threshold into the "Electronics Age."

And the progressively inclined members of society are wondering whether Toronto and Southern Ontario are to be kept always several laps behind by a reluctance to convert from obsolete 25-cycle electric power to standard 60-cycle.

Cunning Tele Chairman Of Sister Kenny Drive

Hollywood—Patrick M. Cunning, television producer, has been appointed national television chairman of the Sister Kenny Foundation Drive scheduled to open on Nov. 22.

Cunning, who is planning a program of television productions to promote campaign funds, will name regional chairman for the video group in New York, Chicago and Schenectady in the near future. A tele-cine production title, "Nor All Your Tears," is in preparation at the moment, and will be made available to every television broadcasting station in the United States.

Television Included In New Don Lee Plan

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smaller studios. Each studio will be entirely surrounded by an air space to isolate it from the building as a whole and from vibration. The upper floors of the building will be devoted to offices.

An innovation in the studio acoustical treatment will incorporate a modified poly-cylindrical array type of construction using curved surfaces to diffuse sound and provide natural reverberation. This treatment will be blended into the architectural design.

Plans for the building were drawn by Paul Williams from specifications outlined by Willet H. Brown, vice-president and assistant general manager. Chief engineer Frank M. Kennedy is in charge of radio equipment installations.

Board Of Education Okays Tele Classes

The New York Board of Education took a step forward in visual education this past week in approving a request from the WCBW-CBS cultural television program, "The World We Live In," to cast and hold preliminary rehearsals in the radio and broadcasting class of Brooklyn Technical High School.

The students selected and rehearsed will participate in the next program of the "The World" series. The last group of students to take part in the video series was seen and heard in a program subtitled "Leaves" on Columbus Day. Most members of the school's radio and broadcasting class are enthusiastically tele-minded, and many of them are regular weekly participants in another educational television program on WCBW titled "There Ought To Be a Law." The Board of Education operates its own radio station, WNYE, at Brooklyn Tech.

Gen. Walson WCBW Guest

General Walson, Surgeon General of the New York area, will interview a wounded serviceman preliminary to the showing of the Victory Loan film, "The Army Nurse," on WCBW scheduled for tonight, from 8:25 to 8:45 p.m., EST.

"The Army Nurse" is a picture that describes with on-the-scene-details the task faced in war by America's women, and of the many months of effort that still remain before them. In the scenes illustrated throughout the film, the audience accompanies the war nurse in her missions close to the fighting lines.

Marcus Duffield On WCBW

Marcus Duffield, newspaperman and writer of the New York Sunday Herald-Tribune feature, "History in the Making," is doing a weekly news spot on CBS television station WCBW. His first broadcast occurred last week with the station's coverage of the New York mayoralty election.

Radio And Television On Agenda Of ANA

Sessions on the use of radio as an advertising medium, the corporate functions of television and films, and a two-hour group discussion on various phases of broadcasting will be features of the 36th annual meeting of the Association of National Advertisers which will be held at the Hotel Pennsylvania, Nov. 18, 19, 20.

Topics Listed

Topics for the various sessions include "What's Ahead for Advertiser?" the morning of the 19th; the outlook on media, Monday afternoon; radio films and television, that evening. Tuesday, the 20th, will be devoted to group discussions in the morning, and a business sessions and election of officers and directors in the afternoon. The meeting will close with an open session on the future of advertising and dinner and entertainment Tuesday evening.

The meeting will get under way Friday night with a dinner and open meeting of the board of directors and advisory committee, with C. C. Cr. of ALCOA, presiding. The keynote will be delivered by ANA president Paul B. West Monday at 10:00 a. m.

Monday morning's session, presided over by T. H. Young, U. S. Rubber Co., will feature talks based on a study of advertising functions conducted for ANA by McKinsey & Co., followed by speeches by Paul S. Elin, of Sylvania Electric Products, Inc., and Fairfax Cone, of Foote, Che & Belding.

Potter Tele Chairman

The media to be discussed that afternoon include radio, magazines, outdoor, transportation advertising, newspapers and point of purchase. E. B. Stetler of Standard Brands, Inc., will preside at the radio portion, Al Marion Harper, Jr., of McCann-Eckson, Inc., will speak on the facts that build radio audiences.

V. B. Potter, of Eastman Kodak Co., will preside at the films and television session Monday evening.

The morning of the 20th, there will be group discussions on radio, household equipment, foreign trade government relations and agricultural and industrial advertising. Stetler will preside at the radio session which will include discussion on the ANA radio council; BMB, with president Hugh Feltis leading the discussion; CB, with Al Lehman and George Aen; and the radio allocation plan of The Advertising Council, with George Ludlam.

Lippmann Scheduled

At 4:00 p. m., following the business session and elections, there will be an open session featuring a talk by Walter Lippmann on "Responsibilities of Advertising During the Period of Pacification," a March of Time film, "The Year of Decision," and a discussion of "How the Mobilized Forces of Advertising are Prepared to Meet Today's Challenge." Dinner and entertainment starting at 7:00 p. m. will bring the meeting to a close.

Tele View of the Month



RCA's new super sensitive television camera (foreground) was placed along side the conventional camera at Madison Square Garden, New York, recently, in a demonstration of the new camera's improvements. The new camera displayed a greater depth of perception and clearer view under imperfect lighting conditions.

Coast Movie Interests Push Tele Planning

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area of more than 100 miles, as far north as Santa Barbara and south to San Diego, and as far as Riverside and San Bernardino. Programs from Hollywood will be relayed to company's planned San Francisco station which will have a 25-kilowatt transmitter on Mt. Tamalpais and studios in Paramount Theater Building on Market Street. Warner's who pioneered in sound, have acquired a 17-acre site on Mulholland drive at an elevation of 1,500 feet and have applied for a construction and operating permit as Warner Bros. Broadcasting Company.

20th Century-Fox is expected to use part of its Western Avenue plant for its video station. Walt Disney Productions has applied to Dept. of Agriculture to use a site on Mt. Lowe. Hughes Productions (division of Hughes Tool Co.) has a site, but will not even disclose its location or any details until its application which

Benrus Buys Signals On CBS' Tele Station

The Benrus Watch Company has signed for a series of time signals, four-a-week, over CBS television station WCBW, the first of which was telecast yesterday. The signals, of 20-seconds duration, are scheduled to appear at the end of program transmissions on Tuesday and Friday nights, and before and after the station's fight program which is broadcast on Wednesday.

Through the use of actual watches, the signals are produced "live" with narration. Contract was signed by Young & Rubicam for Benrus, and George Moskovics, commercial manager of television operations for the Columbia network.

has been pending with FCC since April 1942, is approved. Maxwell Arnow is in charge of Columbia's tele plans; while RKO is represented by RKO Television Corp. M-G-M also has made application for an FCC permit.

Westinghouse Plans New Color Tele Units

Baltimore—Westinghouse announced last week that an important step in the development of color television has been reached which will complement its recently designed "Stratovision," and which involves high-definition pickup units for processing both black-and-white and color pictures. According to C. J. Burnside, manager of the industrial electronics division of Westinghouse, the basic development was undertaken and achieved by CBS, and the new system provides for simultaneous transmission of pictures and their associated sound on the same radio carrier wave. Production will begin shortly in local plants.

Made Available Generally

The new units, originally designed as studio experimental equipment, open a new road for all high-definition television, according to Burnside, and are declared to be the first to handle both picture and sound transmission simultaneously on the same carrier. Because of their importance to the progress of the industry, the units are being made available generally so that all interests may co-operate in the development of television. All sound transmission will be handled on FM.

Explaining the principles of the new unit system, Burnside said, "Simultaneous broadcast of pictures and sound on the same frequency is made possible by borrowing military radar technique and transmitting first one then the other in a series of high speed pulses. Picture information is transmitted as each component line of the scene is traced, or scanned, in the camera tube of the pickup apparatus," he continued, "and FM sound is added in the fraction of a second in which the electron beam is moved back to the left edge of the picture to begin scanning next line."

Favors Stratovision

Burnside declared that stratovision, as announced a few months ago, represents the only satisfactory system yet proposed for making programs available on a nationwide basis, and that present coaxial cables are unsuited to high-definition transmission because they cannot accommodate the 10 megacycle bandwidths required. Because of the low number of repeater stations required in nation-wide coverage by stratovision, distortion is held to a minimum, which is not true in the case of ground-type radio relay systems which require repeaters every 35 to 50 miles, he said.

In their original form, the new units will pick up pictures from film or slides, and work is continuing at CBS on a further development which will make possible live-talent pickups as well. Although the units are designed especially for color work, they can be used to produce superior black-and-white pictures as well.

The new units, Burnside explained, will produce black-and-white pictures of 1,029 lines-per-frame at 30 frames per second.

RCA Camera Used At Herald-Trib Forum

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for the first time were Secretary of State James F. Byrnes, Secretary of War Robert P. Patterson, Secretary of Labor Lewis B. Schwellenbach, Lieut. Cord Meyer, Jr., one of the delegates to the United Nations Conference, Dr. Vannevar Bush, atomic scientist, William (Bill) Mauldin, American Army cartoonist, and C. R. Smith.

To accommodate the overflow audience and passerby at the forum, NBC installed the new model RCA receiver containing a screen that measures 16 by 21-1/3 inches in the foyer adjacent to the auditorium, enabling hundreds to view proceedings.

Coverage of the Herald-Tribune forum was the second public use of the new tube, since NBC's station WNBT two weeks ago televised the Navy League dinner on Navy Day with a pick-up from the new camera.

Resolution Sent FCC By CBS Group On Tele

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censes from the FCC at the earliest possible date."

The resolution came in response to a demonstration of the new-high-frequency television that was witnessed by the board on October 19th last, and the pictures, broadcast from the Chrysler Tower and viewed at CBS headquarters on Madison Ave., were described in the resolution as "of a quality exceeding the fondest expectations of the members of the board."

Members of the board are: Arthur B. Church, KWBC, Kansas City; John M. Rivers, WCSC, Charleston, S. C.; Edward E. Hill, WTAG, Worcester; I. R. Lounsberry, WKBW, Buffalo; C. T. Lucy, WRVA, Richmond; W. H. Summerville, WWL, New Orleans; F. C. Tighmey, WTAD, Quincy, Ill.; Clyde W. Rembert, KRLD, Dallas, and C. F. Coombs, KARM, Fresno, Calif.

Text of Resolution

Text of the formal resolution follows:

"Whereas the members of the Columbia Affiliates Advisory Board, as representatives of 145 independently-owned broadcasting stations in the United States, have today witnessed a CBS demonstration of the broadcasting and reception of high definition, full color television pictures on a 10 megacycle video channel in the ultra high frequencies, and whereas this better television has been accomplished many months in advance of the earliest date heretofore predicted and is of a quality exceeding the fondest expectations of the members of the board,

"Now, therefore, be it resolved that the members of the Columbia Affiliates Advisory Board record their unanimous endorsement of the work which CBS has done in order to bring television, having a satisfying picture quality, to the American people with a minimum possible

Remember Explored Frequencies!

By DR. ALLEN B. DU MONT

President, Allen B. Du Mont Laboratories, Inc.

For long, arduous years, the television industry has carefully explored and mastered a portion of the spectrum then assigned to its art. The industry developed transmitting and receiving equipment capable of effecting pleasing, trouble-free pictures of a quality that held and satisfied a discriminating viewing public for years. With the superimposition of wartime improvements in television broadcasting, the quality and definition of the pictures being broadcast is being improved sufficiently to very nearly approximate 35 mm. motion pictures. After lengthy debate, experimentation and testing, standards were set and a completely evolved television broadcasting service



ALLEN B. DU MONT

was in the industry's hands and ready to be offered the public.

Sees Business Men Eager

That this service is both practical and desirable is evident from the fact that the Federal Communications Commission has assigned essentially this same set of channels to the television art for post-war broadcast purposes. They fall in between 44 and 216 megacycles. Perceptive businessmen have applied for licenses to broadcast television programs in this set of frequencies and distributors and retailers throughout the country—men whose very livelihood depends on the good will of local customers—are eager to supply customers with teletests for which they are expectantly waiting.

Comment on Color Tele

The prospects of color television have naturally captured many an imagination. There is danger, though, that the imminence of color television and its practicality in its present stages be distorted and exaggerated. We must guard, for example, against premature standardization of color transmission at the 525-line system adopted now for black-and-white. If, eventually, we broadcast color in the higher set of frequencies paralleling black-and-white in the lower, that color should represent a very marked

delay, and their gratification that the CBS prediction of this better television has been realized at so early a date.

"Resolved that in the opinion of this board the utilization of the ultra high frequencies wherein it is possible to achieve wide band television transmission and reception and high definition pictures in full color, represents the only real hope of successful commercial television operation, and

"Resolved that the members of this

and definite advance in definition as well as chromatics.

The color system which has been so widely publicized recently is fundamentally tantamount to the Baird idea of 1928, a mechanical device, not the electronic one which can and will be developed eventually.

Indicative of the limitations of the mechanical system is the fact that the 20-inch Du Mont receiving screen would require the installation of a color wheel five feet in diameter, which would seriously jeopardize the acceptance of this superior type of receiver as furniture in the home.

Program Outlook

There is little question but that television, like radio, will be able to offer the finest quality programs only when a number of stations are linked together to lessen the per-station cost of this material. The coaxial cables now being laid in a comprehensive, five-year project cannot transmit programs in the wider band required for color television and installation of special coaxial cables would almost certainly delay the advent of nation-wide network television for years.

In an almost unprecedented move among scientific investigators, public statements were made about the quality of this color television system after the very first broadcast conducted with it. No test was made with high power transmission in the high frequency. The problem created by shadow effects was side-stepped or slurred over. Yet we do know, from actual experimentation, that high-frequency broadcasts from Pascaic could be received in New York only on East-West streets and were completely shielded from reception on the North-South ones.

Color Tele Coming

Indubitably color television will arrive eventually and be of satisfactory quality. But that is many years away for there are many technical "bugs" to be worked out, new developments to be incorporated into the system and a new set of standards to be set.

Meanwhile, a fully-explored, high-quality, well-accepted black-and-white television is ready to be made available to a large, waiting public in well-explored frequencies.

It would be a serious disservice to communications and the people were the value of this established television to be unrecognized.

board express the hope on behalf of themselves and their constituent stations that high definition, full color television in these frequencies should be authorized under commercial licenses from the Federal Communications Commission at the earliest possible date and that manufacturers of television broadcasting and receiving equipment should co-operate to that end, all for the purpose of bringing to the American people the superior service which television under these new standards will make possible."

Baltimore To Become Tele Center—Mowre

Baltimore, Md.—This city will be one of the most important television centers in the United States, and the development may come as early as January of 1947, Paul B. Mowre, manager of the television division of the American Broadcasting Company, told advertising executives at a luncheon of the Advertising Club at the Hotel Emerson this week.

Network Prospects

"There are already two network services running through Baltimore," the American video chief said. "This city has the advantage of an American Telephone and Telegraph Company coaxial cable, connecting it with television origination points in New York, Washington and Philadelphia and a Philco Company relay station that will transmit signals from the latter city. These three cities at Schenectady, N. Y., with the General Electric station WRGB, must concede the first four important television centers in the U. S., but Baltimore will be a close fifth, preceding Chicago and the Pacific Coast in network service," Mowre pointed out.

"Finest Eastern Port"

"Baltimore's position as the finest port on the East Coast will be tremendously enhanced by the important place it will hold in the coming television picture," Mowre predicted. "It is an accepted fact he reminded the ad men, "that direct spot-news pickups will provide the most exciting television program feature once television hits its stride. At Baltimore, with its constant departures and arrivals of world-prominent people, will be the cynosure of camera eyes poised to transmit the picture of news in the making to the entire nation. Thus, perhaps for the first time, Americans in other cities from coast to coast will see for themselves the manifold activities that make Baltimore a focal point of our national life."

American Programming

American television programs are broadcast from New York, Schenectady and Philadelphia, many of them sponsored by national manufacturers. The Mowre-produced pictures of the Navy Day activities in New York were recently broadcast from the Philco station in Philadelphia, and later the films were accepted by the U. S. Navy, to be placed in the Navy's official files.

'Missus' Renewed On CBS Pioneer WCBW Tele Show

One of the first radio programs tested for adaptability to television, John Reed King's "Missus Goes Shopping," telecast for the first time on WCBW on Aug. 3rd, 1944, was recently renewed by the CBS network television outlet for an indefinite period. The program, a regular early morning WABC program, telecast each Tuesday evening from 9:00 to 9:30 p.m.

Tele-Radio Equipment

G. E. Promotes R. J. Leonard
 R. J. Leonard has been appointed manager of the Wabash (Ind.) cabinet works, receiver division, GE electronics department, I. J. Kaar, division manager has announced. Leonard has been with the company since 1927.

Gets Galvin Post
 Murray Yeomans has been appointed mid-west regional manager for Galvin Mfg. Corp., makers of Motorola receivers, W. H. Kelley, general sales manager, has announced. Yeomans, who has been with the company since 1931, was transferred from the eastern territory to his new headquarters in St. Louis.

Philco Advances Peltz
 William J. Peltz has been named general production manager of Philco's refrigerator division, vice-president W. Paul Jones announced. Peltz has been with the firm since 1925 and spent most of that time in the radio division.

W. E. Promotes McMullen
 C. C. McMullen, in charge of aviation radio sales for Western Electric Company, has been appointed chairman of the aviation section of the Radio Manufacturers Association's transmitter division. McMullen succeeds J. W. Hammond of Bendix Radio, Baltimore, Md.

Named To RCA Sales Post
 Joseph B. Elliott, general manager of the Home Instrument Division of RCA Victor, announces the appointment of Henry G. Baker, as general sales manager. Mr. Baker will have complete charge of sales, advertising, and promotional activities for the Home Instrument Division. Earlier in the year before he was made purchasing director, his initial assignment with RCA Victor was agent for the company's Indianapolis plant.

Farnsworth Resignation
 Guy C. Cyr has resigned as assistant advertising manager of the Farnsworth Corp., to become advertising and sales promotion manager for the Blitt-Sparks Industries, Columbus, Ill., makers of Arvin radios and other products. Before joining Farnsworth when it was formed in 1939, Mr. Cyr served as assistant advertising manager at Bendix Home Appliances in South Bend, Ind.

Joins Emerson
 Lt. Col. A. Earle Fisher recently placed on inactive status with the Army Air Corps, has joined Emerson Radio and Phonograph Corporation as Southern field representative, Ben Grams, president, announced. Fisher, recently returned from Italy after serving 18 months as radio engineer and communications officer in the Mediterranean Theater of Operations, will represent Emerson Radio and Phonograph Corporation in Georgia, Alabama and Florida.

Lear Aids In Survey
 Lear Home Radios have been chosen official equipment for two Case Study Houses which are being erected in Los Angeles, it was announced by Nate Hast, merchandise manager of the Lear Home Radio division. The Case Study Houses program is designed to cover various price ranges and types of home construction, with all modern equipment and installations. Architects who planned the homes are included among the nation's outstanding designers and engineers.

In New G.E. Post
 Henry A. Miserocci, formerly an executive in the New York office of the War Production Board, has been named manager of apartment house sales for the New York appliance distributing branch of the General Electric Company.

Rail Radio For Railroads
 Very high frequency radio will speed railroad passenger and freight service in the coming months, William P. Hilliard, general manager of the radio division of Bendix Aviation has announced. Several of the more than 20 railroads, with which the company's engineers have conducted joint tests, have ordered the equipment and it is now in production at the Baltimore plant.

Distributors For Lear Line
 Hune-Marquardt, Inc., of Boston, have been appointed Massachusetts distributors of the Lear Home Radio Line. The company will handle the complete line of Lear Home Radios and Wire Recorder.

Army-Navy Game On NBC
 One of the year's outstanding sporting events, the Army-Navy game at Franklin Field, Philadelphia, will be telecast over NBC's station WNBT on Dec. 1st, under the sponsorship of the Curtis Publishing Co., publishers of the Saturday Evening Post, the Ladies Home Journal, Country Gentlemen and other national magazines, it was announced this week by Reynold R. Kraft, sales manager of NBC television. The Army-Notre Dame contest, held last Saturday in New York's Yankee Stadium, was telecast under same arrangement, with Walter "Red" Barber, veteran sports announcer covering the play-by-play. Agency is MacFarland, Aveyard & Co.

New Tele Antenna
 Chicago—A new horizontal antenna is being installed atop the B & K tele transmitter tower on the roof of the State Lake Bldg., A. H. Brolly, chief engineer, announced. The new antenna will increase signal output and improve reception on the city's west side, Brolly said. The installation is expected to be completed Dec. 1. Regular WBKB programs will not be interrupted by the work, he added.

Radio Daily

*takes pleasure in announcing
 its newest publication*

THE YEAR BOOK

of

TELEVISION

to be ready for distribution
 shortly after the first
 of the year





Super-FM, made exclusively by RCA Victor, "soundproofs the air" . . . eliminates static and other interferences.

RCA Super-FM... storms can be seen but not heard

With RCA Super-FM radio, a thunderstorm becomes a "polite little shower." It can be seen, but never interrupts broadcast reception.

The first time you hear Super-FM (Frequency Modulation) you'll hardly believe your ears. For all static, interference and other extraneous noises are miraculously eliminated.

During a thunderstorm you can listen to a delicate violin sonata—and think you're right in the broadcasting studio! Voices have a natural "in the same room with you" quality. You will agree that never before have your favorite symphonies, operas and popular tunes sounded so

colorful, so pure, so full-ranged and so distinct on the radio . . . never before been so thrilling.

Super-FM is another RCA "modern miracle." You'll owe it to yourself now, to hear RCA Super-FM before you buy.

The same kind of "let's do it better" research that perfected Super-FM goes into all RCA radio products. And when you buy an RCA Super-FM radio, or television set, or Victrola—made exclusively by RCA Victor—or even a radio tube, you will enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.



George L. Beers, Assistant Director of Engineering for the RCA Victor Division, is shown here listening to the RCA Super-FM that he developed. Super-FM provides greater ease in tuning and higher selectivity as well as freedom from noise and interference.



RADIO CORPORATION of AMERICA

Jolliffe Declares Television Ready

(Continued from Page 1)

ence; that is the only way industry can grow," he continued. "As research and development work in the field there will be things. If we wait for the perfect them, it will always be 'around the corner' for men will think and will be new discoveries. Meanwhile we are the makings of an industry that all likelihood eventually will produce an annual income of between one and five billion dollars." Declaring that the time is here when management must take television out of the engineering laboratory and give it a chance to grow; Dr. Jolliffe admonished the radio executives "to analyze the almost limitless program possibilities of television and determine how best to present them."

Discusses Tele Units

Dr. Jolliffe discussed in turn the antenna, transmitter, network facilities and receiver as related to the television system based on the present frequency assignments of 44 to 48 megacycles. He described the present iconoscope, later the development of the orthicon, a pickup tube 10 times as sensitive as the iconoscope and the image orthicon camera tube 100 times more sensitive than the iconoscope.

Transmitters Improved

Returning to transmitters the speaker said that before Pearl Harbor transmitters were capable of operating at 10 kilowatts of power on frequencies between 40 and 108 megacycles. Today they can be built at 50 kilowatts up to 108 megacycles and at 10 kilowatts all the way up to 300 megacycles.

A new type of projection tube which provides a picture size of approximately 18 by 24 inches has been developed, Dr. Jolliffe said, and projection receivers improved to the point where screen brightness permits showing of pictures in daylight.

Receiver Outlook

"We feel confident that we can manufacture direct-viewing and projection-type receivers at prices within the reach of the public in various income groups," Dr. Jolliffe said. The range probably will be from

CBS Television Station Salutes Radio On Ann.

Columbia's television station WCBW, N. Y., the first television station to join the National Association of Broadcasters, saluted radio's 25th anniversary, with a program of anecdotes and reminiscences Nov. 7th. Arthur Godfrey, radio oldtimer and a sight-and-sound fledgling conducted the celebration.

Godfrey, the glib CBS artist was a "ham" operator in the Navy some twenty-five years ago, back in the days when that branch of the military service was a pioneer in sound transmissions. Stationed near Turkey, Godfrey "pulled in" one of the first receptions of music and voice by tinkering with the adjustments on the communications receiver normally used for code reception.

\$150 to \$200 for excellent direct view table models, to \$500 for the large projection console type."

Dr. Jolliffe referred to both coaxial cables and radio relays as being ready for immediate practical use in television network development.

Poppele Guest Chairman

Jack R. Poppele, president of the Television Broadcasters Assn. and chief engineer of WOR, was guest chairman of the luncheon. In an introductory talk he noted the progress signified by the REC's tribute to the television industry, coming as it did immediately following the Old Timers' luncheon two weeks ago on the occasion of the 25th anniversary of radio.

Also seated at the speaker's table were the following: Murray Grabhorn, president of REC; Harvey Marlowe, television producer, the American Broadcasting Co.; Harlow D. Gaines, executive assistant to the vice-president, Allen B. Du Mont Laboratories, WABD; Ira A. Hirschmann, vice-president; Metropolitan Television, Inc.; George Shupert, president, the American Television Society; Worthington Miner, manager of the television department, CBS; Ralph B. Austrian, exec. vice-president, RKO Television Corp.; O. B. Hansen, vice-president in charge

Movie Interests Buy Spots To Plug Pictures In Chi.

Chicago—Orders from motion picture firms accounted for a large portion of the announcement business on WMAQ the past week. Paramount Pictures, Inc., through M. M. Fisher Associates ordered 52 live station break announcements to be heard weekly for 52 weeks beginning Nov. 10. RKO Radio Pictures placed orders direct for six live station breaks during the week of Nov. 11 for the movie "The Spanish Main" and for two live announcements between Nov. 10 and 17 for the movie "Pinocchio." Balaban and Katz also through M. M. Fisher Associates ordered three live station breaks and two one-minute transcribed announcements between Nov. 7 and 11 for Duffy's Tavern.

of engineering, NBC; Bernard Goodwin, eastern production manager, Paramount Pictures, and vice-president of Television Productions, Inc.; Arthur Levey, president, Scophony Television Corp. of America; F. J. Bingley, chief television engineer, Philco Corporation, and Will Baltin, secretary-treasurer, TBA.

The next REC meeting is scheduled for December 6th, and will be devoted to activities and plans of the Radio Manufacturers Association.

Walker Forecasts Big FM Development

(Continued from Page 1)

2,000 FM stations would be in operation by 1947.

"Today," Walker said, "we are on the verge of an FM development in broadcasting so enormous that it may soon rival and thereafter surpass our present broadcasting system."

"If it is true that we may have as many as two or three thousand FM stations in this country in the next few years, this has crucially important social and economic implications."

Walker said advancement of aeronautical science during the war was due in large measure to radio and telephony.

Radio and telephony, he said, "played a vital part in giving us the finest and most efficient air force the world has ever known."

In reviewing advances, Walker predicted a great future for tele. He noted FCC had set aside new bands of frequencies for experimentation in tele because "only 13 channels would not afford a truly nation-wide competitive system of television broadcasting, that is, a competitive system in small as well as large cities."

JOBS OPEN

To radio staffers, with preference given to veterans. Splendid opening for announcers, script writers, engineers, salesmen and traffic directors at a planned new station in a major Texas city.

Radio experience in Texas desirable, but not absolutely essential. In your reply give position and salary desired, references and background.

Replies to be kept confidential. No present or past employer will be contacted without authority from you. State when could start work in letter or wire to

Box 238, RADIO DAILY
1501 Broadway New York, 18, N. Y.

KCMC
TEXARKANA
U.S.A.
• AMERICAN
• MUTUAL
1230 Kc.

A Major Distributing Point for the 4 States Market

Resources—Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

Texarkana's only radio outlet, delivering a primary coverage to 239,330 people in the 4 States Area.

For information and availabilities, write or wire Frank O. Myers, Manager KCMC, Texarkana, U. S. A.

Chicago's ONLY 24 HOUR STATION W-I-N-D 560 Kc. 5000 WATTS

Senate Would Restore Slash In FCC Budget

(Continued from Page 1)

\$734,264 for the rest of the fiscal year—which ends next June.

At the same time, the committee recommended that an additional five million be made available to the Interim International Information Service, part of the State Department, in order that the government short wave program formerly carried on by OWI may be continued on a reduced basis. Original OWI budget had been \$35,000,000 of which the House had voted to recover \$10,662,558, leaving slightly less than that sum available to the service for the eight months ending in June of next year.

Followed Budget Hearings

These recommendations followed extensive testimony by FCC Chairman Paul A. Porter, Assistant Secretary of State William Benton and his deputy, Ferdinand Kuhn, Jr. Porter pointed out that the rescission voted by the House would have forced the committee to reduce its budget for the necessary work of policing the airwaves, a legal function assigned to it in peace time as well as during the war.

Benton told the committee that if the presently operating short wave transmitters were shut down and those leased since Pearl Harbor turned back to their owners, "the government would automatically lose the frequencies on which its radio had been operating for the past four years.

Warns of Frequency Loss

"Once these frequencies were lost, we might never be able to get them back, nor could we hang on to frequencies while the government shuts down its transmitters until the Congress can make up its mind about the future of the short wave radio."

Massey On NBC Sunday

Raymond Massey will read the "Gettysburg Address" as part of the "Harvest of Stars" program dedicated to the memory of Abraham Lincoln, next Sunday Nov. 18, over NBC at 2:00 p.m., EST. Nov. 19th is the 82nd anniversary of the address. Jan Peerce, opera, concert and radio tenor, returns as guest soloist with the orchestra and chorus under direction of Howard Barlow. Russ Johnston is producer of the show.

It will be
Good News
to many
because it's
CERTIFIED

WORDS AND MUSIC

By HERMAN PINCUS

N-ow B-eing C-ongratulated

WHEN this scribbler called attention to the fact that 74-year-old George Parsons was about to be retired on a \$12 per month pension, NBCians lost no time in remedying the unfortunate situation . . . so three long and lusty cheers for NBC who notified us that it has decided to augment Mr. Parsons' social security payments so that he's "guaranteed \$100 per month for life."

☆ ☆ ☆

RADIOLOGY:—Radio is currently celebrating its 25th year and we note an interesting item in the fact that three men associated with WHN's "GloomDodgers," likewise have spent a quarter century, respectively in this field . . . Don Albert, the station's Musical Director; Don Bestor, Ork Pilot, and violinist Eddie South. . . ● The MBSalute, in tribute to Radio's 25th anniversary, titled "Tomorrow's Talent," will undoubtedly uncover many future "mike" stars if the program we heard last Saturday is a criterion. . . ● We thought you might like to know that Contralto Francine Falkon, now being represented for radio appearances by NCAC, is none other than "Francine," "Hour of NBCharmer." . . ● Radio scripter Arthur Henley has a story and a poem in the current issues of "Facts" and "Saturday Review of Literature" respectively. . . ● The new MBSustainer, "Raising A Husband," (Thursdays, 8 p.m.) is easily one of the funniest programs on the networks . . . femceed by charming Irene Beasley, this audience-participation rib-tickler, is produced by former NBC producer Albert N. Williams. . . ● Tenoriole Jack Duggan, after four years with the Maritime Service (during which time he'd had four ships sunk from under him) is again in civvies. . . ● Roc Rogers, Radio's w. k. "menace and all-round bad man," is soliciting funds to enable Father Hyland, Dannemora Chaplain, to provide inmates with their annual Christmas Party. . . The Dolph Gobel trio, heard a.m. on American, is a musical pepper-upper these chilly ante meridians. . . ● George Hamilton Combs, Jr. starting his ninth year as WHNews Commentator, has never missed a scheduled broadcast. . . ● Dorothy Zimmer of N. W. Ayer and Wayne Colvin have co-authored the book for the forthcoming musical, "Great Scott," which goes into rehearsal late this month.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Lester Shurr, just out of the army, heard Mickey Katz' Katz-N-Jammers in Paris and confirms what we wrote in this pillar dated July 27th. . . ● Herb Gray of Lake Music Co. has a ballad titled, "Home My Home" which sounds like a natural . . . penned by Evelyn Chase, S. J. Michelson and Dan Franklin. . . ● Unknown four months ago, the Joe Liggins Sextette, managed by Harold Oxley, has skyrocketed into the big time . . . the sensational sales of the group's Exclusive Label platter, "Honey Dripper," not only earned them a guest spot on NBChesterfield's "Supper Club," but also boosted them from a \$300 to a \$1200 per week act. . . ● When Enoch Light's band opens at Loew's State in Gotham, Nov. 22, it will be the quickest repeat in that theater's history . . . Light's band was there five months ago. . . ● Dick Liebert, Music Hall Organist and Victor Recording Artist, is now prexy of Noteworthy Music . . . first plug tune is "Music Box Serenade," by Joe Seiferth and Dale Spengler. . . ● Contrary to reports, Emil Coleman's Orchestra has not been signed to record for DeLuxe. . . ● With the release from Government war work, Nat Abramson's unbreakable commercial recordings are going into mass production with initial platters scheduled to be retailed before the Yuletide. . . ● Joe Glover, Andre Kostelanetz arranger, has been elected Prexy of the American Society of Musical Arrangers. . . ● Majestic Records has signed George Paxton's Orchestra to a three-year exclusive contract . . . Paxton opens at the Roseland Ballroom, Jan. 6, for a six week stay. . . ● Mose Gumble is doing a fine plugging job on "Only A Paper Moon," featured in the Warner flicker, "Too Young To Know" which premieres Dec. 7. . . ● 2½ million New Yorkers have paid \$4,000,000 to laugh at Oscar Serlin's "Life With Father," since the premiere six years ago. . . ● Tin Pan Alley suffered a triple loss this past week . . . Gus Edwards, Jerome Kern and Harry Pease.

First Post-War Sets Shown Here By RCA

(Continued from Page 1)

tic combination table unit and two automatic combination console radio. Prices range from \$19.95 to \$200.

G. O. Kaye, merchandise manager of Bruno-New York, told the dealer that for each set allocated for delivery before March 31, the dealer will receive a gift certificate representing a promise of delivery. This the retailer is entitled to sell to his customer as assurance he will get delivery some time before March 31. All dealers will receive a complete line of samples by Christmas, it was announced, but these samples cannot be sold. While a very limited amount of sets will be available for sale to customers by Christmas, RCA hopes to deliver between 50,000 and 60,000 sets in this market by the end of March.

At the same time it was announced by The Philco Corporation that the new complete 1946 line of Philco radio receivers, radio-phonographs, refrigerators, freezers, air conditioners, and a completely new kind of FM receiver would be displayed next Monday at its New York dealer meeting at the Hotel Waldorf-Astoria.

Philco's entire sales and merchandising plans for the coming year will also be announced at the meeting.

E. R. Johnson Dies; Founded Victor Co.

Eldridge Reeves Johnson, founder and until 1927 president of the Victor Talking Machine Co. of Camden, died Wednesday at his home in Moorestown, N. J. following a stroke last week-end. He was 78 years old.

Johnson first became interested in the phonograph while on a trip to Coney Island in 1898, when he visited one of the then popular phonograph rooms of an amusement resort, and listened to a crude machine in operation. That trip and a fired imagination plus mechanical aptitude and perseverance, laid the foundation for what is now the RCA-Victor Corporation. He is credited with the development of the flat disc record, and contributed greatly to the popularity of his device by persuading the late Enrico Caruso to sing for the first recording by a recognized musical star in 1906.

Johnson retired in 1927, a short time after the company was sold to a New York syndicate for \$40,000,000. His son, E. R. Fenimore Johnson, remained in the new organization, however, as vice-president.

Experimental Series

An experimental video series titled "Abstract," designed to transmit formalized visual impressions as rhythmic accompaniment to music telecasts over WCBW-N. Y., tonight. Modern Russian music, including compositions by Mossolov, Prokofieff and Shostakovitch, is scheduled for the program with Paul Bellanger directing and George Olden in charge of art work.

AGENCIES

LENYON & ECKHARDT, INC., has taken a color page in Life for the week of December 21, for a special Christmas broadcast of the Ford Sunday Evening Hour on Sunday, December 23, American network, 8:00-9:00 p.m., EST.

PAULINE ARNOLD AND PERVAL WHITE, of the Market Research Co., will speak before the Advertising Club of New York's advertising and selling course, tomorrow night at the Engineering Societies Building.

THE ADVERTISING COUNCIL has accepted a request for aid from the Army in promoting a campaign designed to maintain the prestige of men in uniform. The new assignment is entirely separate from the paid advertising campaign recently launched by the Army to secure enlistments for the peacetime Army. In order to coordinate the two programs, N. W. Ayer & Son, Inc., agency in charge of the paid campaign, will also serve as volunteer task force for the Council's campaign.

ADVERTISING AND SELLING COURSE CLASS of the Advertising Club of New York has elected the following officers: President, John W. Hamilton, Jr.; Vice-president, Charles S. Weigert, Benton & Bowles, Inc.; Secretary-treasurer: Helen Keye, Philip E. Wilcox, Inc.

New Wired Music Service Planned For Florida Hotels

Miami—Establishment of Melody, Inc., a new organization distributing wired music to hotels, restaurants and other businesses throughout Dade and Broward counties, Florida, was announced yesterday by Col. Frederick Merritt, vice-president and general manager.

The firm, which has opened offices and studios in Miami Beach, was organized by Merritt and Col. A. Frank Matzentine, Miami attorney and owner of station WKAT, who will serve as chairman of the board. Operating on a 16-hour daily schedule, the firm will distribute scientifically programmed music from a library of over 3,000 newly transcribed pieces to business establishments throughout the mentioned area.

Acting on the premise that music is definitely proven its morale value in factories and industries, Merritt believes that music will greatly increase as an adjunct to modern businesses in the post-war period.

Thanksgiving Preview

NBC's "Home is What You Make" will present a "Thanksgiving Preview" Nov. 17, 9:00 a.m., EST, which will tell the story of the holiday and include a prayer of thanks. Don Oddard will narrate the script written by Lou Hazam. Howard Keegan will direct.

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—Now that her husband has been discharged from the Army, Anne Schulz, secretary to program manager Frank Tooke of KDKA, will resign her duties at the station to take up her new responsibilities as Mrs. Robert Hackett. Succeeding her will be Grace Hirt, head of the central stenographic dept. . . . Bonnie Jane Douglas, former WAC sergeant, has joined the WFIL program dept., as secretary to Jack Steck, program director.

— NEW YORK —

NEW YORK—"The WACS Are Coming Home," the dramatic story of one WAC's difficulties at home after four years in foreign lands, will be presented on WMCA's series on veterans' readjustment, "When He Comes Home," Nov. 21st. Guest authority on the program will be Mrs. Oswald B. Lord, chairman of the WAC Civilian Advisory Committee, who will discuss the WAC's problems of readjustment with Dr. Robert M. Golden, director of the series and member of the Department of Psychology at Hunter College.

— CALIFORNIA —

SAN FRANCISCO—Gil Dowd, released from the Army after two years of service, has been added to the KGO staff as producer, according to Robert Wessen program manager. . . . **HOLLYWOOD**—That progressive institution of higher learning, University of California at Los Angeles, is the first state university to offer a four years curriculum in apparel design. During her KECA broadcast Nov. 13th, Frances Scully discussed this week's inauguration of the School of Apparel Design on the UCLA campus, telling how aspiring young designers can take advantage of the school.

— FLORIDA —

MIAMI—Knight Bros. Paper Co. saluted the radio industry on the "Crusader Kids" program over WIOD, Nov. 10th, with a special reference to the part radio has done to encourage youngsters in developing their talents along entertainment lines by presenting them on broadcasts such as the "Crusader Kids". . . . **PALM BEACH**—For the season when Palm Beach is filled to overflowing with Winter visitors, WJNO has designed special broadcasts which feature the high and low temperatures of the cities, weather forecasts for all sections of the country and special feature stories about cold-waves, snowfalls and gosh-awful blizzards.

— INDIANA —

TOLEDO—W. F. Shannon, sales executive of WSPD has been named for a two year period as member of the board of governors of the Advertising Club of Toledo. Herbert D. Bissell, ad manager of Electric Auto-lite Co., was elected president of the Toledo group. . . . Cpl. Sidney Golden, former announcer at WOSU and WBNS, Columbus, has been named to the staff of the American Forces Network in Bremen, Germany. He was announcer at AFN Paris and AFN Rheims before going to Bremen.

— OKLAHOMA —

ENID—A recent addition to the staff of KCRC as production manager is Marjorie Studer, who comes to the station after a short career as continuity writer and announcer for KWOC, Missouri. . . . **TULSA**—Ben Henneke, KVOO relief announcer is teaching a radio production course at the University of Tulsa. Henneke, former regular member of the KVOO announcing staff, heads the university's speech and radio school.

— COLORADO —

DENVER—Fred Mueller, KLZ sales manager, has been elected director of the Kiwanis Club, while on a business trip to Kansas City and St. Louis, Missouri. During the past year he acted as entertainment chairman for the Denver Club.

— MISSOURI —

ST. LOUIS—Pianist and musical director for KXOK, Emmett Schuster returns after two years in the Coast Guard. . . . Joe Brennan, announcer for KXOK, returns with more than two years to his credit in the Marine Corps. . . . Myron Bennett, who until he entered the Army Air Forces, conducted the M. J. B. shows at KWK, has been signed by KRNT, Des Moines, to do a similar series of broadcasts.

— NEW YORK —

BROOKLYN—Wiping out 16 Jap emplacements on Iwo Jima with the aid of his trusty 'bazooka' brought the Congressional Medal of Honor to Cpl. Douglas Jacobson, of Port Washington, L. I., featured guest on Salute To The Marines, hailing the 170th anniversary of the U. S. Marine Corps, heard over WBYN last Friday.

— OHIO —

CINCINNATI—Lawrence E. Neville has joined WLW as a script writer, after three years in the army. He was formerly with KMOX, St. Louis, and two years with the FBI. . . . Edward Feinthal, assistant director of sales promotion for WLW, has been elected Town Clerk of Montgomery, a Cincinnati suburb. . . . **TOLEDO**—Russ Perry, has been discharged from his Navy job with the Fleet Home Town News Service in Chicago and has returned to WTOL, as chief announcer.

— CALIFORNIA —

OAKLAND—The first public address of Lt. General James H. Doolittle upon his return to the U. S. was broadcast over KROW before a crowd of 1,200 at a dinner in his honor at Oakland's Scottish Rite Auditorium. The broadcast of Doolittle's address was arranged by program director Bob Wassenberg. . . . **HOLLYWOOD**—Larry Hays, former Marine Corps Captain, joins the Don Lee network as program director.

— NEBRASKA —

OMAHA—Palmer Brink, a former service man, has been named radio and special events director for the Baker advertising Agency. . . . Jean Sullivan, KOWH newscaster, was toastmaster of the Creighton University homecoming banquet. . . . The Omaha Progressive League has asked President Truman to begin a series of weekly radio talks to secure public support for his program.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Installation and maintenance, radio teletype; troubleshooter, DuMont and RCA oscilloscopes; technical editorial experience; university graduate; trained by Radio Television Institute, and Army Service School. Write: Serviceman's Want Ad, Box No. 70, Radio Daily, 1501 Broadway, New York City.



Sports announcer, newscasts, commercials, two years network affiliate desires position anywhere. Able to start immediately. Write: Serviceman's Want Ad, Box 72, Radio Daily, 1501 Broadway, New York City.



PRODUCER-WRITER-ANNOUNCER, more than 500 programs in past four years as Army Public Relations Radio officer. BCS degree in Bus. Admin. Thorough knowledge station programming and operation. Available immediately. Write: Serviceman's Want Ad, Box No. 78, Radio Daily, 1501 Broadway, New York City.



VERSATILE ANNOUNCER, familiar with all dialects. Experienced as network announcer, narrator, disc-jockey. Willing to travel ANYWHERE if suitable offer. Recording furnished if desired. Write: Serviceman's Want Ad, Box No. 79, Radio Daily, 1501 Broadway, New York City.



Young **CHIEF ANNOUNCER**, Disc-Jockey, sports, news, commercial, versatile. Two years experience at New England affiliate. Prefer North Eastern section of U. S. All offers considered. Write: Serviceman's Want Ad, Box No. 80, Radio Daily, 1501 Broadway, New York City.



Do you need a right hand assistant production man, radio artist? Fifteen years radio experience, member AFRA. Not afraid of work, willing to start in television, desires N. Y. Write: Serviceman's Want Ad, Box No. 81, Radio Daily, 1501 Broadway, New York City.



Unusual background in **TELEVISION FIELD**, experienced **PRODUCTION MANAGER, DIRECTOR**, full knowledge of television station planning and operation. Family man seeking position with future. Write: Serviceman's Want Ad, Box No. 82, Radio Daily, 1501 Broadway, New York City.

Now... waltzing away with DAYTIME audiences!



WOR's fun-filled family quiz

"THE BETTER HALF MATINEE"

*4:00 - 4:30 P.M., Mondays through Fridays**

Yes, it's the same riotous, rollicking quiz-show that stacked up high ratings in the evenings — now translated into a click WOR daytime feature! It's the program that once pulled 25,000 local requests for a party booklet in 14 weeks — now a natural for home-product advertisers who want to reach women at one of the most sales-responsive hours of the afternoon.

"THE BETTER HALF MATINEE", with Tiny

Ruffner piloting the fun and knitting the commercials into the stunts, is putting even further gloss on a tried and found-terrific formula. If you haven't heard this daytime edition of "THE BETTER HALF", we urge you to catch it this week on the air, or on a WOR audition disk. If you have, we suggest you call PE 6-8600 today, while there is still room for sponsors on a participating, fifteen-minute or half-hour basis.

** Saturdays, too, starting December 8*

Another show that makes sales grow from

MUTUAL

WOR

1440 Broadway
New York 18

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 34

NEW YORK, MONDAY, NOVEMBER 19, 1945

TEN CENTS

New FM-Band Numbers

WKBZ vs. The FCC Before Supreme Court

Washington Bureau, RADIO DAILY
Washington — The U. S. Supreme Court is weighing evidence presented in the case of Ashbacker Radio Corp., operator of WKBZ, versus FCC, which may have important ramifications in the industry.

Evidence showed that FCC granted application of the Fetzer Broadcasting Co. to construct a new standard station at Grand Rapids, Mich., for operation on 1230 kilocycles — the same frequency applied for by Ash-

(Continued on Page 7)

NAB 11th & 7th Districts Change Meeting Dates

Revisions in the association's district meeting have been announced by the NAB.

Due to lack of hotel facilities in Minneapolis-St. Paul and in Cincinnati, at the time the 11th and 7th district meetings were scheduled, these meetings have been postponed to a latter series. The revised schedule for the first series of district

(Continued on Page 4)

Mouthful "Experimenter" Toys With WKBN Towers

Youngstown, O. — A 16-year-old radio "genius" who has been "experimenting" with the towers of WKBN, Youngstown, near Midlothian Blvd., has been charged with damaging property at the station, solving the mystery of why programs from that station have been distorted or have faded out altogether in the past

(Continued on Page 7)

Album Auction

Two prominent radio figures will join to aid the National War Fund tonight when Dave Elman's "Auction Gallery" will put on the block the "Musical Autographs Album" of Guy Lombardo, containing the signatures and favorite tunes of the industry's top singers and comedians. Proceeds will go to the war fund. The Elman program is heard over Mutual Mondays at 10 p.m.

Braille Logs

What is believed to be the first radio logs printed in braille has been inaugurated by Bob Phillips, manager of WSAM, Saginaw. Phillips got the idea during a Bond-selling broadcast and a visit to the Saginaw branch of the Michigan Employment Institute for the Blind. He contacted Dr. Edward L. Collins, blind superintendent of the Institute, and arranged to use the braille presses at the Institute for producing radio logs. Logs are now distributed to the blind in the WSAM serviced areas.

Tele Receiver Outlook Reviewed By Folsom

Frank M. Folsom, RCA executive vice-president, said his company will start shipping television receivers "in about six months," with picture sizes ranging from 4 x 5 inches to the size of a full newspaper page. He said prices will range from under \$200 to about \$450. He spoke at a meeting of

(Continued on Page 3)

FCC Urges Divorcement Of KGKO-WBAP Ownership

Washington Bureau, RADIO DAILY
Washington—Stating the applicants were not exempted from rules regarding multiple ownership, FCC yesterday said KGKO, Fort Worth, Texas, must be separated from WBAP,

(Continued on Page 2)

Former RCA Executive Enters Tele Movie Field

West Coast Bureau, RADIO DAILY
Hollywood—Colonial Film Productions of Culver City has been formed by Charles B. Brown, formerly advertising director of RCA Victor and NBC, and Colin MacDonald, producer, writer and composer. MacDonald has composed music for Sonja Henie's Ice Show and Grand National Pictures; while in the Army, MacDonald wrote and produced the famous "Wizard of Ord" a spectacle which

FCC Adopts Simplified Designation For Channel Frequencies In Line With Recommendations By NAB

Victory Loan Shows Featured On 'CBS Day'

The Victory Loan drive enters its fourth week today with radio's participation on the upgrade. In addition to numerous continuing features, special programs and musical salutes have been scheduled, highlighted by CBS' "day" on Thanksgiving.

Ted R. Gamble, chief of the Treasury Dept.'s War Finance Committee,

(Continued on Page 7)

Emery Named President Of Tele Producers Assoc.

Bob Emery, television producer at WOR, was elected to the post of president of the Television Producers Association at a meeting held last Thursday at the Hotel Pennsylvania. Other new officers elected at the meeting include Vice-President, William Wal-

(Continued on Page 5)

Browne Leaves Associated; Cooke In Publicity Post

Frank Brown, director of publicity and promotion for the Associated Broadcasting Corporation, has resigned, effective immediately, it was made known over the week-end. Bob

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington — The FCC on Friday adopted a simplified system of numbering FM channels recommended by the NAB. Robert T. Bartley, director of NAB's FM division, immediately hailed the prompt action by FCC, as "in the public interest," and added, "FCC's prompt action in simplifying the system of numbering FM channels is a definite step forward in FM broadcasting. NAB is deeply appreciative of this action in the public interest."

NAB previously had stated it

(Continued on Page 3)

Financial Advertisers Meet with Radio Execs.

Four New York radio executives, Arthur H. Hayes, manager of WABC; John McNeil, manager of WJZ; R. C. Maddux, vice-president of WOR; and William O. Tilenius, assistant manager, NBC spot sales, Friday outlined the advantages offered by radio advertising to financial institutions at a luncheon of New York Financial Ad-

(Continued on Page 6)

Maj. Robt. Tincher Returns To WNAX As Manager

Des Moines—Major Robert R. Tincher will return on December 1st to radio station WNAX as general manager, Gardner Cowles, Jr., president

(Continued on Page 4)

Nylons For Bonds

WNEW has invaded the lingerie field in the interest of the Victory Loan. Martin Block, "Make Believe Ballroom" emcee, Friday sold 48 pairs of nylon hose at \$500 in Victory Bonds per pair, within 20 minutes, for an average or more than \$1,000 in Bonds a minute. Today he will offer 12 "genuine, stretch-back nylon girdles" at \$1,000 in Bonds each.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 16)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	192 3/4	192 1/4	192 3/4	+ 3/4
CBS A	49 1/2	49 1/8	49 1/4	- 1/4
CBS B	50	49 1/2	49 1/2	- 1/2
Farnsworth T. & R.	15 3/4	15 3/8	15 5/8	+ 1/4
Gen. Electric	48 3/8	48 1/4	48 1/4	...
Philco	37 1/2	37 1/2	37 1/4	+ 1/4
RCA Common	16 1/8	15 3/4	16	+ 1/4
RCA First Pfd.	89	89	89	+ 1
Stewart-Warner	22 1/8	22 1/8	22 1/8	- 1/8
Westinghouse	36	35 1/4	35 3/4	- 1/8
Zenith Radio	38 3/8	38 1/4	37 7/8	+ 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	48	47 3/4	48	+ 1 1/2
Nat. Union Radio	8 3/4	8 1/2	8 5/8	+ 1/8

Wood Appointed Director Of WOR's Program Sales

Bob Wood, recently discharged from the Third Army in which he served as an infantry sergeant during the European campaign, has been appointed director of commercial program sales, a division of WOR Program Service, Inc., it was announced over the week-end by Norman Livingston, Sr., director of WOR's program operations. Before his Army service Wood had been in charge of WOR's western sales office.

20 YEARS AGO TODAY

(November 19, 1925)
Station WFBR in Baltimore gave the first radio description of a parade.

World's Foremost Tobacco Center
FIFTY MILLION TOBACCO DOLLARS turned loose in Winston, N. C., last year. MORE this year!
Represented by BURN-SMITH

Why Buy Victory Bonds?



"When I sang at the Richmond General Hospital, I visited the amputee ward. Despite their great handicap, these boys were not embittered and they displayed the greatest courage I have ever seen. Their courage needs our support. At this crucial moment, more than ever we should buy more Victory Bonds to insure their future."—JOAN EDWARDS, CBS.

FCC Urges Divorcement Of KGKO-WBAP Ownership

(Continued from Page 1)
Fort Worth, and WFAA, Dallas, or the stations would be denied license renewals.
Under the Commission's ruling, the stations were granted license extensions until May 14, 1946, when the separation must have been effected.
WFAA is licensed to A. H. Belo Corp., Dallas, Texas, publisher of the Dallas News. The Belo Corp. is controlled by G. B. Dealey through ownership of 66.6 per cent of outstanding voting stock.
WBAP is licensed to Carter Publications, Inc., publisher of the Fort Worth Star-Telegram. Carter Publications is controlled by Amon G. Carter through ownership of 56-2/3 per cent of the outstanding stock.
KGKO is licensed to the KGKO Broadcasting Co. Fifty per cent of outstanding stock is owned by G. B. Dealey and other Belo Corp. officer-stockholders, all of whom are holding their stock in trust for Belo, and 50 per cent of KGKO stock is owned by Carter and others.
"Neither Carter Publications," the FCC ruling said, "licensee of WBAP, nor any of its stockholders, officers or directors have any ownership in the Belo Corp. or station WFAA; nor do the stockholders, officers or directors of the latter company have ownership in the Carter Publications or station WBAP."
"Nevertheless, in view of the extensive co-operation which exists between WFAA and WBAP in the operation of a joint transmitter and in the handling of national sales accounts, network affiliations, advertising and programming, it must be concluded that a considerable amount

New License Applications Before The Commission

Washington—The Globe Publishing Company, publishers of the Bethlehem (Pa.) Globe-Times, have applied for a permit for a new standard station, FCC announced last week the station would operate on 1100 kilocycles, power of 250 watts and daytime hours of operation.
Filing for a new FM station was made by WSAV, Inc., Savannah, Ga. The company operates standard station WSAV.
of common control is exercised in the co-operative functioning of the two share-time stations."
Carter Publications, FCC pointed out, does not, in its own right, own any stock in KGKO, but four of its officers and directors hold 50 per cent of KGKO stock.
"Therefore," FCC said, "the licenses of WFAA and WBAP, through their interlocking directorates, fully control station KGKO."
The FCC ruling also noted the primary service areas of WFAA and WBAP are identical and the daytime primary service area of KGKO and that of the combined stations WFAA-WBAP are "almost co-extensive" and that at night time the WFAA-WBAP primary service contour "extensively overlaps" the entire service area of KGKO.
"Taking into consideration the population, location and service factors this Commission concludes that KGKO renders primary service to a substantial portion of the primary service area of stations WBAP-WFAA, and that WFAA and WBAP render primary service to a substantial portion of the primary service area of station KGKO."



Married woman

Natives do it better. They have way of putting labels on people and things that define, describe, fit and identify.
She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.
We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.
That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city has to run ads telling you:
W-I-T-H delivers more listeners per-dollar-spent than any other station in this big five-radio-station town.
And that's a fact.

WDAS AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.

W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-RIP

FM Channel Numbers Simplified By FCC

(Continued from Page 1)

ould notify the industry to take proper steps to see that the new system is carried out, in numbering new stations and the like.

The FCC, in its announcement, gave full recognition to the part played by NAB in the new numbering system.

"As a result of a conference with representatives of the National Association of Broadcasters," FCC said, "the Federal Communications Commission today adopted a new system of numbering FM channels. Under this system, the first channel frequency (88.1 megacycles) will be numbered 201; the second frequency (91.3 megacycles) will be numbered 202, and so on up to and including channel number 300 (107.9 megacycles)."

NAB recommended designating number one for 107.9, number two for 107.7 and so on downward, but said the FCC action was a definite step forward.

"Inasmuch," FCC said, "as FM receiver production is just starting, and in order to provide for possible expansion of the FM band in the future without disturbing channel numbering of stations in the 88-108 megacycle band, it appears desirable to revise the channel numbering plan at this time to provide for such expansion."

Browne Leaves Associated! Cooke In Publicity Post

(Continued from Page 1)

Cooke, recently appointed Eastern division publicity manager, will assume temporarily some of Browne's duties. Browne's future plans are not known, according to Associated officials, who offered no comment.

Stamford At Disney Studio

Hollywood—Tony Stamford, radio producer, checked into the Walt Disney studio to handle a talent surveying assignment for the Burbank organization. Stamford has been engaged by Disney to survey all studio's talent which might be available for radio and television, and will devote six weeks to the job.

* THE WEEK IN RADIO *

New Bill Would Scan Analysts

By JIM OWENS

A BILL providing for stricter supervision of newscasters and analysts was under preparation by the House Committee on Un-American Activities. . . . Fearing "control of the airwaves," several House members strongly denounced the move. . . . Elmer Davis was signed for his return to radio by the American network. . . . He starts a three-times-weekly series on Dec. 2nd. . . . FCC's recently budget cut of \$930,000 was restored by the Senate Appropriations Committee.

FCC head, Paul Porter, revealed that final rulings on television will be issued "within the next few weeks." . . . The nation's 60,000 radio hams were permitted to return to the airways Friday. . . . Simultaneously, the Canadian Government announced lifting of the wartime ban on amateur radio operation. . . . FCC denied accusations that it favored newspapers over other business groups in FM licensing. . . . A T & T announced that a coaxial cable between New York and Washington would be made available to television broadcasters early in January. . . . Announcement was first definite step in the direction of a video network.

Radio's advances in the past quarter-century were acclaimed by a Senate committee which highlighted the possibilities created by it for new peacetime industries. . . . British radio manufacturers began production on post-war programs. . . . An output of 1,000,000 sets is scheduled for the next 12 months. . . . Outlook for television in Europe is bright with reports from France, Britain and Germany indicating early and progressive action. . . . Britain announced the installation of a new tele-transmitting system based on radar principles. . . . France believes that new equipment would permit rapid return to pre-war video preparations.

CBC Officials Promoted

Toronto—Two senior officials of the Canadian Broadcasting Corporation have been promoted, the CBC announced. Charles Jennings former assistant supervisor of programs becomes general supervisor of programs, and Jean Beaudet, supervisor of music, takes the newly created post of director of the French network. Mr. Jennings, new position was held by E. L. Bushnell until he became director general of programs a year ago.

Jack Manning On Leave

Jack Manning, emcee of "Saturday Senior Swing," heard over the American network from 1:00 to 1:30 p.m. each week, is on leave until December to appear in a new musical "The Mermaids Singing" which recently opened in Wilmington, Del. Manning will return to the program when the show appears in New York. This, according to present plans, will be on or about Dec. 12.

Television experts in Germany were hindered because of the war, but plans for re-organization are under way.

Dr. C. B. Jolliffe of RCA declared that "television is ready" and urged industry to take it out of the laboratory and give it to the public. . . . CBS sent a resolution of its affiliates board to FCC on behalf of high-frequency tele. . . . The board expressed complete satisfaction with plans for color-video. . . . Dr. Allen B. Du Mont declared that present tele broadcasting is practical, and warned against depriving the American people of its value. . . . FCC was expected to favor the four revisions in FM rules recently suggested by NAB.

The Commission denied application for renewal of license of WGST, station operated by Georgia School of Technology. . . . New duties were assigned Douglas Coulter and Davidson Taylor at CBS. . . . William S. Paley, CBS prexy, was awarded the Legion of Merit.

Television figured importantly in the new Don Lee web plans with the construction of a new studio in Los Angeles. . . . West Coast film companies kept a watchful eye on tele. . . . Paramount started work on new transmitter scheduled to operate about Jan. 1. . . . 20th Century-Fox may use part of its picture plant as a video station. . . . Walt Disney and RKO were among others who filed applications for sites and permits.

Canadian television experts expect Montreal to enjoy video within the next two years. . . . Other cities, including Toronto, may have to wait three-four years because of their position on 25-cycle electric power. . . . Ex-FCC head James L. Fly resigned as chairman of the board of Associated Muzak. . . . He will devote his time to law practice.

Philco Dividend

The Board of Directors of Philco Corporation Tuesday declared a dividend of twenty cents (20c) per share of common stock payable December 12 to stockholders of record November 28, 1945.



5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD - 117 West 44th Street, New York, N. Y.

Tele Receiver Outlook Reviewed By Folsom

(Continued from Page 1)

the Heavy Outerwear Association at the Waldorf-Astoria.

The new medium, he said, "will eventually have a revolutionary effect on virtually all businesses and on every phase of merchandising. . . . It presents the most powerful mass medium for conveying a story that has ever been available in history."

"Television is technically ready," he concluded. "By 1947 it will be well on the way toward achieving the brilliant future which is predicted for it. All of us will be beneficiaries of this great new service. . . ."

Folsom described also many electronic applications in industry, and predicted that electronic heating and sealing would find greatly extended uses.

Joins WRNL Sales Staff

Richmond—Joseph H. Sierer has joined the WRNL sales and promotion staff it has been announced by Edward S. Whitlock, general manager of WRNL.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Exclusive!

Chicago's Only
NEWS-ON-THE-
HOUR SERVICE

W-I-N-D

560 Kc. 5000 WATTS

SOUTHWEST

BILL SHEPARD, who recently re-joined WFAA, Dallas announcing staff after 10 years at WHN, New York was awarded an honorable mention in the H. P. Davis national announcers contest.

Minnie Claire Stewart, 15 years old of Dallas was judged winner in the search for "Tomorrow's Talent" and as a reward was given a trip to New York City to appear on the Mutual network. Auditions were conducted here by WRR.

Louis J. Riklin, WOAI, San Antonio account executive, has been appointed chairman of the Speaker's Committee for San Antonio's Victory Loan drive.

Authors attending the Southwest Book Fair in Dallas were heard in the CBS "Invitation to Learning" broadcast on Sunday, Nov. 11. Airing originated in the studios of KRLD.

One of the outstanding tributes aired over the southwest to the 25th anniversary of radio was presented on KABC, San Antonio. The full hour broadcast was written and produced by George Case, KABC program director. The program traced the growth of radio to the present with special transcribed and recorded effects adding to its authenticity.

NAB 11th & 7th Districts Change Meeting Dates

(Continued from Page 1)
meetings as listed by the NAB follows:

District 16, January 7-8, Hotel Roosevelt, Hollywood, Calif.

District 15, January 10-11, Hotel Fairmont, San Francisco, Calif.

District 17, January 14-15, Hotel Olympic, Seattle, Wash.

District 10, January 25-26, Hotel Fontenelle, Omaha, Ner.

District 14, January 28-29, Hotel Brown, Palace, Denver, Col.

District 13, January 31-Feb. 1, Hotel Baker, Dallas, Texas.

District 12, Feb. 4-5, Hotel Tulsa, Tulsa, Okla.

District 6, Feb. 7-8, Hotel Peabody, Memphis, Tenn.

Martin Campbell, WFAA, 13th (Texas) district requests any who plan to attend that meeting and desire accommodations at the Baker Hotel, communicate with him; and if at the Adolphus, contact Clyde Rembert, KRLD.

It covers
the whole U. S. A.
and it's
CERTIFIED



Notes From An Aisle Seat. . . !

● ● ● Producers of "Nellie Bly" hope to pull off the season's biggest opening nite surprise. Present plans are to have Bing sing some of the songs from the show during intermission, without any announcement. . . . Rumor has it that a new three million dollar musical film which was shown in several towns, has been called back and will be shelved permanently. The Hollywood grapevine also has its producer very much on the skids. . . . Dec. issue of "Coronet" will have a piece on Norman Corwin, tagged "Corwin of the Airwaves" It's the third in a series of Great Living Americans, the first two being on Charles F. Kettering and Bernard Baruch. . . . Arthur Henley, who claims to have a contract with the News for the air rights to 'Moon Mullins,' is suing the publication for alleged breach of contract, claiming they've subsequently sold the rights to Herb Polesie and Bert Lahr. . . . Frankie Carle is telling intimates that he won't renew with Gen'l Amusement after Feb. unless he gets a commercial. . . . Favorite new song backstage at "Polonaise" is "Poland Must Be Heaven—Because Kiepura Is Over Here." . . . A group of Nat'l League ball players will shove off for the So. Pacific shortly for a series of games against GI teams. . . . Ted Collins has picked 20 out of 22 gridiron winners in the past four weeks via his predictions on the Kate Smith show. . . . Harry James' ex-singer, Buddy Moreno, will get an MCA build-up. . . . Claude Thornhill won't revive his band, but will take a job as musical director with one of the movie outfits.

★ ★ ★

● ● ● Harry Sosnik's brother, Capt. Joe Sosnik, has the Army's most unenviable job. He's been appointed defense counsel for the Jap war criminals. . . . The Murphy Sisters making personal appearances for the Victory Loan and Infantile Paralysis drives. . . . Aside to Sid Fields: Welcome back, fella. The Mirror editorial page looks normal again now. . . . If Jay Jostyn can't get to Hollywood, Edw. G. Robinson will play the lead in Columbia's "Mr. D.A." . . . Guy Lombardo reveals that FDR told him his favorite song was "The Yellow Rose of Texas," but didn't want it disclosed as he thought it might offend other Chambers of Commerce. . . . Broderick Crawford will produce a legit show as soon as his army discharge comes through. . . . Joan Edwards will put out an album of her pianoing alone—without warbling a note. A long-time ambition of hers. . . . Proudest person in town over Peggy Mann's click is her original voice coach, Miriam Spier, who started her on the way. . . .

★ ★ ★

● ● ● Phil Baker knows an Englishman who just arrived here and was asked how he liked this country. "I think I must have come here too soon," he replied. "Everybody tells me they'll see me later." . . . Wed. nite on NBC (when Hildegard switches on Dec. 5th) shapes up as another top comedy nite, with "Mr. & Mrs. North," Eddie Cantor and Kay Kyser in the lineup. . . . Alan Courtney's Campus Club preems on WOR Dec. 15th with Enoch Light's ork and guestars, backed by Song Hits mag, for a 13-week test before going network. Courtney is writing, producing, directing and emceeing. . . . Jack Banner out of the Merchant Marine. . . . Ethel Merman's husband, Bob Levitt, joining the Mildred Fenton organization. . . . Gertrude Lawrence will be Radie Harris' guestar tomorrow nite. . . . Vince Curran, the Club 66 wit, says he received an offer to play John's Other Wife's Other John. . . . Add Nice People: Compton's publicity expert, Virginia Travers. . . . 20th Century making overtures to Elaine Rost. . . . "The Care and Feeding of Executives" is the tag of a satirical book being readied by Tex Faught and Laurence Hammond. Some of the hilarious chapters are called: "How to Engage a Sec'y," "How to Pound a Table," "How to Take a Client to Lunch," etc. . . . Chico Marx calls her Mary Dee-licious. . . . Frances Langford has been ordered to take it easy by the medicos. . . . Bob Hope's show may emanate from college campuses after the first of the year. . . . Hear that "Two On A Clue" will fade soon.

CHICAGO

By BILL IRVIN

GEORGE E. PROBST, is newly appointed head of radio office the University of Chicago, which conducts the Round Table and Hum Adventure programs on NBC and Mutual respectively. Probst, a native Hardtner, Kansas, will fill the post of executive secretary temporarily vacated by John P. Howe, recently appointed executive assistant to William Benton, assistant secretary state. Benton formerly was vice president of the university. Probst, who is an alumnus of the university and a member of its College faculty has been associated with the radio office since 1939, following his graduation, having served as acting director for eight months and as research director. He is a third generation alumnus of the Midway institution, his grandfather having obtained his medical degree and his father a law degree. Probst is married and has two daughters, Patricia, three, and Barbara, one.

Robert F. Hurleigh, WGN news director, left Monday, Nov. 5 on a 1,600-mile trip through the East for a special series of broadcasts from headquarters of the aluminum industry on the industry's reconversion peace-time pursuits, Hurleigh's 8 a. and 5 p.m. newscasts on Nov. 7, 8 and 9 originate from Richmond, Va. R. Reynolds, president of the Reynolds Metals Company of Richmond, was a guest on the 5 p.m. program broadcast Nov. 9.

Maj. Robt. Tincher Returns To WNAX As Manager

(Continued from Page 1)
of WNAX, Inc., announced on Friday. Tincher held this position before resigning shortly before Pearl Harbor to enter the Army. During a distinguished career in the European theater, he rose to the rank of major. Don Inman, who has been serving as head of WNAX in Tincher's absence, has been named commercial manager of the station.

WNAX, with studios in Yankton, South Dakota, and Sioux City serving parts of the five states of South Dakota, Nebraska, Iowa, Minnesota and North Dakota.



"Yeah—but yuh ain't back on WFLA Flint—yet!"

AGENCIES

WILLIAM A. MALONE, JR., has joined Sherman & Marquette, New York, in an executive capacity from American Home Products where he was advertising manager of the cosmetic division.

THIS MONTH magazine has placed new and extended advertising campaign starting with the December issue through Herman Morris, of the H.C. Morris advertising agency. The schedule, with an emphasis on radio spot announcements, includes full usage of stations WQXR and WJLB.

THOMAS C. BUTCHER has joined Clerty, Clifford and Shenfield, Inc. as an account executive and member of the plans board, following his resignation as assistant advertising manager of Colgate - Palmolive - Peet Co. During four years with Colgate, Butcher directed the advertising for Palmolive Soap, Vel, Colgate Dental Cream, Shave Cream, Halo Shampoo and other products. Previously he worked with Benton & Bowles, Inc. on the General Foods account.

LAWRENCE M. GELB, president of Clairol, Incorporated; Stamford, Conn., manufacturers of Clairol, announces the appointment of Roy S.irstine, Inc., as its advertising agen-

Agency Named President of Tele Producers Assoc.

(Continued from Page 1)
The technicians at DuMont Studios; Secretary, Bob Anthony, promotion director of WHN and Treasurer, Clarence VanAucken, an executive of the Law Agency.

It was voted at the session to retain the outgoing officers, Bud Gamble, Woodruff, Jay Strong, Douglas Men in addition to Harvey Marlowe and Charles Alicoate on the board of directors. Plans were also made for the next meeting, slated for December 6th.

Britain To Export Radios

London—Reconversion of the British radio industry reveals plans for the production of 1,000,000 radio sets during the next year, of which 400,000 will be for export. Seventy manufacturers have been granted production licenses on the understanding that 50 per cent of value of the output for the home market will be devoted to sets to retail at £15 or less, exclusive of the 33-1/3 per cent purchase tax wholesale prices.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S



WLIB
THE VOICE OF LIBERTY
1190 On Your Dial

Former RCA Executive Enters Tele Movie Field

(Continued from Page 1)

Pictures for 14 years, where he is presently in charge of all negative timing.

Briggs, studio manager of Pan-A, is a mechanical engineer of note; he was instrumental specialist for Union Switch & Signal Co., miniature and prop maker with Metro-Goldwyn-Mayer and Paramount Studios, instruments maker for Western Electric and Underground Cameras, X-ray machines and earth recording instruments. He is also builder and co-designer of 16mm and 35mm cameras and was special instrument designer for Douglas Aircraft Co., Inc.

Colonial Film Productions will book, distribute and handle motion picture films for Television, Minute Movies, Educational Sales Training and entertainment purposes.

Life-Like Puppets Planned

Colonial puppets are already being represented and reproduced in the likeness of famous American trade figures which will deliver the advertiser's message in interesting story form. Brown and MacDonald have carried on experiments for the past year for RCA and NBC. Several national advertisers have already started projects with Colonial.

Colonial's live action unit has already completed several travelogues for RCA Victor's Television Program "The World In Your Home." The unit also shot Admiral Halsey's fleet at sea and his arrival in San Francisco. The film was planned to New York for televising by NBC within hours after its shooting. Colonial's live action producer, Jack McCoskey, is now

busy lining up cameramen throughout the country and will be able to catch Tele-Reel news events wherever they develop. McCoskey is vice-president of the Society of 16mm Cinematographers.

Under McCoskey's direction Colonial is now readying Television's first visual gossip column; the film is a weekly coverage of Hollywood activities and is entitled "This Week In Hollywood." This film will be offered for sponsorship sometime in January.


Announces New Development

One of the most significant developments in motion picture film and projectors was announced by Brown. He stated that Colonial represented three engineering and scientific groups who have developed and perfected an electronic instantaneous dry film which can be taken out of its camera and projected immediately; a 16mm projector which eliminates shutter and intermittent movement with a constant pull on the film with no loop required; a new continuous belt film developer which eliminates loss of film through breakage in the developer itself. These three developments Brown stated, will do more to speed the use of 16mm film than any other contribution in the past decade. Colonial is now starting negotiations for the manufacturing rights on all three products.



Addition of CHESTER M. CAMPBELL, JR., recently discharged as a captain from the AAF, to his department as a staff writer, was announced this week by Jack Ryan, manager of the NBC Central Division press department. A graduate of the University of Illinois, Campbell was news editor of the Greenwood (S. C.) Plain-Dealer and a staff member of the Spartanburg Herald before joining the Army in 1941. Two and a half years of Campbell's four years service with the Army were spent overseas as an intelligence officer with a fighter squadron in the Mediterranean theater of operations, during which time he participated in many of the principal battles. He holds the Bronze Star, the African-European theater of operations and pre-Pearl Harbor ribbons. Campbell replaces Elliott Robertson, who has joined the Central Division's production staff as a production director.

MAJOR ROBERT E. BUTTON, on military leave from NBC since 1941, has rejoined the network as assistant to Thomas McCray, eastern program manager. Button served as an intelligence officer attached to Gen. Omar Bradley's staff, and was awarded the Bronze Star with Oak Leaf Cluster.



HIS 21ST YEAR..

AND MORE POWERFULLY PROGRAMMED THAN EVER

50,000 Watts • NBC Network
Edward Petry & Co., National Representative

NOW APPEARING



CAPITOL THEATRE N. Y.

HENNY YOUNGMAN
AVAILABLE FOR RADIO

Will positively increase the sales of any radio sponsor that hires me

P. S.—This ad paid for by Henny Youngman's relatives. We're no fools —if he doesn't work, we don't eat.

Signed RELATIVES

Financial Advertisers Meet with Radio Execs.

(Continued from Page 1)

vertisers, at the Mid-Day Club. Each spoke in answer to a previously posed question.

Hayes, answering the question "What particular types of radio programs are recommended for financial institution?" pointed out that the financial advertiser was no different from other advertisers, and that a program based on the service offered by the sponsor was not necessary. "Radio offers an audience," he said, and the best program is that which reaches most of the type of audience desired by the advertiser.

Radio is equally adaptable for advertising services as it is for consumer goods, McNeil said. He pointed out as examples the many savings banks and other services now using radio, and also cited radio's uniqueness in that the consumer must listen to the advertiser's message.

Maddux showed how local advertisers could have a radio program that would successfully compete with programs of network advertisers, citing the many local radio personalities with large loyal audiences. In answering his question he said that generally, local programs enjoy many times the audience of web shows.

Tilenius' answer to the question "Do major New York stations reach too wide an audience to interest advertisers depending upon local patronage?" was a definite "no."

Annual Convention Of ANA Under Way

More than 150 persons attended the opening session of the ANA's 36th annual meeting last night at the Hotel Pennsylvania. Business was kept to a minimum at the dinner, the major item being presentation of new applications for membership.

The meeting gets under way this morning at 10:00 a.m. when Paul B. West, ANA president, delivers the keynote address. A session on "What's Ahead for Advertising?" will follow.

Radio and television will highlight the afternoon and evening sessions today. D. B. Stetler, of Standard Brands, and Marion Harper, Jr., of McCann-Erickson, will lead the discussion on radio during this afternoon's session on media. W. B. Potter, of Eastman Kodak Co., will lead discussion and demonstration on the use of television and films this evening.

Stetler will also lead tomorrow morning's group session on radio, with Hugh Feltis, BMB president; Al Lehman and George Allen, of CAB; and George Ludlam, of the Advertising Council, as speakers.

Following a closed business session tomorrow afternoon, Walter Lippmann will speak on the responsibilities of advertising at the closing session which begins at 4:00 p.m. A "March of Time" film and dinner and entertainment will follow.

COAST-TO-COAST

—NEW YORK STATE—

BUFFALO—Jim Wells will originate his sports program from Gowand's American Legion Hall. Nov. 29th, after recent broadcasts from Hamburg and Jamestown. Recently discharged from the Navy as a Lieutenant, the WBEN sportscaster spent 21 of his 27 service months on the high seas. . . . John E. McFadden, a dischargee, has joined the WBEN staff as musical arranger.

—UTAH—

SALT LAKE CITY—Glen Walwer, instructor in the Army Air Force until his recent discharge, is now announcing at KSL. He was formerly with KFXD, Nampa, Idaho, before the war. . . . Bert Frank, after his release from the armed forces, has joined the staff of KDYL as local reporter. He was formerly with WDAN, Danville, Ill., WIJD, Chicago and KFOR, Lincoln, Neb.

—TEXAS—

DALLAS—Ben M. McCloskey, for a number of years continuity editor of WFAA, has joined the staff of the Couchman Advertising Agency as a radio writer and producer. . . . **SAN ANTONIO**—According to a statement made by Dr. R. R. Lowdermilk, radio specialist with the U. S. Office of Education, "the growth and development of the Texas School of the Air has been watched with great interest by the U. S. Office of Education." Dr. W. B. Levenson, director of Radio Education in the Cleveland, Ohio public schools stated that "the Texas School of the Air" is one of the finest examples of how radio can serve education.

—MINNESOTA—

DULUTH—Recently appointed sales manager of station WEBC, is Howard H. Dunavan who has been a member of the WEBC staff since Jan. '45. New members of the WEBC local sales staff are, Richard L. Purcell, recently released from U. S. Merchant Marine service after 38 months and Arthur Nelson honorably discharged after four years service in the Army.

—FLORIDA—

MIAMI—A special salute program to the broadcasting industry on the "Builders of South Florida" series highlighted WIOD's observance of National Radio Week. Florida Power & Light Co., sponsors of the program, saluted the industry and the four Miami area stations Nov. 8th, in a broadcast which traced the development of radio during the past 25 years and gave the history of WIOD, WQAM, WGBS of Miami and WKAT of Miami Beach.

—CANADA—

ONTARIO—A. Davidson Dunton, first full time chairman of the Canadian Broadcasting Corporation's board of governors, took over the newly created post Nov. 15th for a period of three years. The announcement was made by Acting Prime Minister J. L. Ilsley, as a result of a recommendation by the 1944 Parliamentary radio committee. The new chairman succeeds Howard B. Chase, who will remain a CBC governor. Rene Morin, also a former chairman, has been named vice-chairman of the board.

—CALIFORNIA—

SAN FRANCISCO—A representative group of San Francisco Bay Area business men have been invited to a luncheon Nov. 20th, to meet Gayle V. Grubb, new manager of KGO. The luncheon is to be held in the Red Room of the Bohemian Club. . . . **LONG BEACH**—Effective immediately, Joseph Hershey McGillvra, Inc. will act as KGER's exclusive national representatives.

—OHIO—

COLUMBUS—Resolution asking enactment of legislation to ban advertising of alcoholic beverages on the air was adopted at a recent convention of the Ohio Woman's Christian Temperance Union. . . . Standard Paper Co., has been named distributor in 30 central Ohio counties for the line of Sonora radio and records, with James K. Jenkins formerly in the appliance business in Cincinnati, named manager of the Standard's new appliance division.

—OREGON—

PORTLAND—Celebrating his 20th year with the Westinghouse Corp., J. B. Conley, general manager of KEX, was presented on Nov. 15th, his 20-year-service button by Ken Foelinger, KEX auditor-treasurer in the absence of Lee B. Wailes, general manager of Westinghouse Radio Stations, Inc. . . . KOIN studios have announced the return of former staff members, Master Technical Sgt. Fred Aiken, USMCR, and Vernon Koehler of the control room. Lt. Stanley G. Warwick, USNR, is again beamed out as announcer and singer John Walton McKinney, USNR, music librarian who will soon be heard as tenor vocalist on various productions.

—CONNECTICUT—

HARTFORD—While radio is celebrating its 25th anniversary, Herman Taylor, plant manager of WTIC, is celebrating the 28th year he has been active professionally in radio. Taylor started his career in radio with the old Marconi Wireless Telegraph Co. on Nov. 12, 1917, and has been continuously employed in the technical branch of radio since that time. . . . Margaret Thomas, director of WTIC, Hartford's Radio Bazaar, is one of a committee of eight outstanding women selected to deal with the problems of women discharged from the service.

—NEBRASKA—

OMAHA—Bill Malone, promotion manager of KOIL and KFOR, Omaha and Lincoln, respectively, has been appointed radio co-ordinator, State of Nebraska, for the Victory Loan drive.

Send Birthday Greetings To

November 19
 Charne Allen Tommy Dorsey
 Natalie Feldman Bob Harris
 Karl Kraus

RADIO DAILY, as a gesture to honorably discharged service men and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

Need a capable talented young man to assist your ADVERTISING SALES or PROMOTION manager? I'm your man Friday, everyday. Write: Serviceman's Want Ad, Box No. 51, Radio Daily, 1501 Broadway, New York City.

An expert at getting facts for the TELEVISION industry. Newspaper man with fifteen years advertising and publishing experience. Seek promotional spot with radio station, special aptitude for research. Write: Serviceman's Want Ad, Box No. 59, Radio Daily, 1501 Broadway, New York City.

RADIO DIRECTOR. Ten years experience, very strong in variety and popular music. Hurry up boys this kind of man doesn't stay "a liberty" long. Write: Serviceman's Want Ad, Box No. 65, Radio Daily, 1501 Broadway, New York City.

Here's a woman with an effervescent personality, full of ideas PRODUCTION and DIRECTION programming, experienced with Children's Theater, musical background. Familiar with TELEVISION here and England. Write: Serviceman's Want Ad, Box No. 83, Radio Daily, 1501 Broadway, New York City.

WRITER (publicity, public relations), expert in Latin-American and South American music, also jazz. Experienced writer for foremost trade publications. Write: Serviceman's Want Ad, Box No. 84, Radio Daily, 1501 Broadway, New York City.

MALE VOCALIST, (popular, hill billy), excellent musical background, (knowledge of music library setup). Hard worker and ambitious six years radio experience. Desire position with station or agency. Write: Serviceman's Want Ad, Box No. 85, Radio Daily, 1501 Broadway, New York City.

TELEVISION PRODUCTION, PROGRAMMING, expert on miniature and color, research since 1940 Paramount connection or consultant. Prefer East. Write: Serviceman's Want Ad, Box No. 86, Radio Daily, 1501 Broadway, New York City.

WKBY vs. The FCC Before Supreme Court

(Continued from Page 1)

maker in a change-of-frequency request. FCC granted the application to Fetzer without a hearing and designated a hearing on Ashbacker's application.

Ashbacker, in effect, contended that the FCC's grant to Fetzer amounts to a prejudicing of Ashbacker's case and amounts to a denial of its application. The FCC argued that if Ashbacker's rights were enforced it would mean the opening of new stations would be effectively delayed and "strike applications" would be encouraged.

FCC Lists "Difficulties"

The difficulties," FCC argued in its brief before the Supreme Court, which would be created if the Commission were unable to grant any license application before according a hearing to a competing applicant are emphasized by recent developments in the radio broadcasting field, notably FM and television.

We are advised that approximately 2,000 FM stations will probably be constructed during the next five years. Each will require a construction permit from the Commission. In the case of such cities as New York and Philadelphia, the number of applications already exceeds the number of frequencies available for distribution.

If the Commission were required to afford a hearing to each applicant for particular facilities before any grant could be made, however lacking in merit some of the applications might be, substantial delay in the development of the industry, of service to the public, and of the art of broadcasting would result."

Calls Pleas Mutually Exclusive

WKBY, Muskegon, Mich., has been operating on 1490 kilocycles and requested a change in frequency to 10 kilocycles.

The FCC termed the applications "mutually exclusive" because "simultaneous operation on 1230 at Grand Rapids and at Muskegon would result in intolerable interference to both stations."

The FCC said the grant to Fetzer would result in bringing a new service to 2,800 listeners at night time and 2,000 listeners during daytime, while Ashbacker's application would only increase its listening audience to 3,972 listeners at night time and 1,885 listeners during the daytime.

In addition, FCC said, grant to Fetzer would not result in interference to any other station, but grant to Ashbacker would involve "objectional interference" to about five per cent of the primary daytime service of WBY, Appleton, Wis.

It was FCC's contention that Ashbacker had not been denied its rights, since a hearing in its case would be held and conceivably Fetzer might receive its grant.

Ashbacker argued however, that their case, in effect, had already been decided and a hearing would be to avail.

PICTURE OF THE WEEK



A hurdy-gurdy operator, hillbilly singer and an operatic tenor joined forces on Fifth Avenue, New York, the other day in WOV's campaign to stimulate Victory Bond sales. Left to right in the picture are Enrico Caruso, Jr., Rosalie Allen, and Don Bastone, hand organ grinder.

Youthful "Experimenter" Toys With WKBN Towers

(Continued from Page 1)

A few months. The boy, a high school honor student, told Judge Henry P. Beckenbach about the "experiments" which he had been conducting, to the detriment of the station and its listeners, and Judge Beckenbach reserved his decision in the case for a week, pending discussion with school authorities.

When the interruptions began in August, Warren Williamson, Jr., and other WKBN officials, suspecting sabotage, hired Herbert Bodine to investigate, with the result that the boy and several of his interested companions were apprehended and held for investigation.

First occasion of his experiments were noticed on V-J Day, Aug. 14, when the youth grounded one of the radio towers with a fine piece of copper wire. It took two hours to trace the cause and restore normal broadcasting. Further "experiments" were conducted Sept. 18, Oct. 12 and 31,

Connie Bennett's Program From N. Y., Week of Dec. 2

Constance Bennett will broadcast her American network co-operative program from New York for one week starting Sunday, Dec. 2, when she will arrive from Hollywood. While in New York the star will confer with American web executives and with the publisher of a series of children's books she is writing.

Miss Bennett's program, regularly broadcast from Hollywood, is heard Monday through Friday at 1:15 p.m., EST.

also. The youth explained he would cause the short with lengths of copper wire, and on Oct. 31 he put the station completely off the air when he shorted two of the towers.

One peculiar phenomenon was an arc of flame which traveled over the copper wire when the tower was circuited. The youth's audiences would then hear the program being broadcast as the flame vibrated with the music.

Victory Loan Shows Featured On 'CBS Day'

(Continued from Page 1)

tonight begins a series of daily reports to the nation on the progress of the drive on NBC's "News of the World," 7:00 p.m., EST from Washington.

Tonight CBS will present Fredric March in "A New Birth of Freedom," marking the 82nd anniversary of Lincoln's Gettysburg Address, 10:30-11:00 p.m. The First Combat Infantry Band will appear on American's "Pacific Serenade," 8:30-9:00 p.m. Tuesday night, Ginny Simms and Frances Langford will sing special Bond songs, and Hildegard will begin a series of Victory Loan pitches which will run for the duration of the drive.

Highlighting CBS "day" will be "Thank Your Stars," starring Eddie Cantor, Frank Sinatra, Danny Kaye, Bob Hope, Mickey Rooney, Bert Gordon and Martha Tilton, 8:30 p.m., EST. Program is produced by Lee Bland, with Robert Lewis Shayon directing, and Archie Bleyer handling the music. Script was written by Hal Block, William Kendall Clarke, and Joe Quillan.

In a continuation of radio's co-operation with the Motion Picture industry in the interests of the Victory Loan drive, the following radio personalities are slated to appear at the War Activities Committee's Bond stage in Times Square this week:

Today: Karl Swenson, Martin Gable, Joan Tetzel; Tuesday: Elizabeth Eustis, Spencer Bentley, Alan Bunce, Barry Gray, Don McLaughlin; Wednesday: Hazel Shermet, Adelaide Klein, Jackie Kelk, Ed Pawley, Charita Bauer Will Geer, Gilbert Mack; Friday: Betty Wragge, Ed Jerome, Jack Arthur, Thelma Schnee, Staats Cotsworth, and Lon Clark.

Hill-Billy Show On WOV

"Jivin' the Corn," a new type of hill-billy show, is now presented nightly over WOV, Monday through Saturday, 6:40 to 7:00 p.m., EST. The program presents modernized swingy versions of hill-country tunes.

IN EASTERN NORTH CAROLINA

★ WRRF ★

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets

Annual RETAIL SALES
Over \$100,000,000

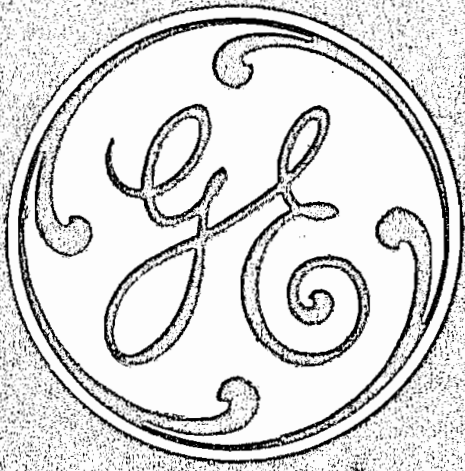
Served by
WRRF The American Network
Station

Write Us Today for Our
New Informative Folder

TARHEEL

BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FOR JOE & CO.

New York • Chicago • Philadelphia



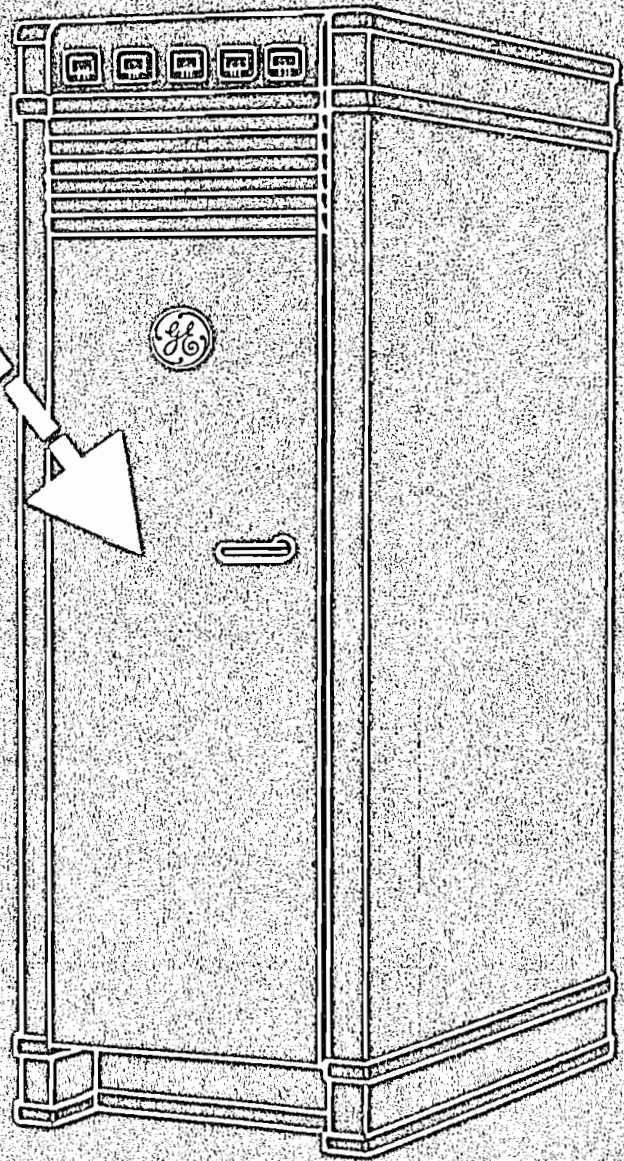
A Revolutionary

NEW CIRCUIT for

FM BROADCAST TRANSMITTERS

is here!

Telephone your
G-E broadcast sales
engineer at once for the
most significant news in
broadcasting since the intro-
duction of crystal control.



W. C. JAEGER
Boston, Mass.
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J. D. COMER
Atlanta, Ga.
187 Spring St., N. W.

G. P. FOSTER
Kansas City, Mo.
106 W. 14th Street

F. D. MORTON
Denver, Colorado
519 17th Street

H. L. BENDIS
New York City, N. Y.
570 Lexington Ave.

F. R. WALKER
Cleveland, Ohio
2966 Woodland Ave.

F. P. BARNES
San Francisco, Calif.
295 Montgomery St.

T. C. HERGE
Los Angeles, Calif.
212 N. Vignes St.

J. E. HOGG
Seattle, Wash.
710 Second Avenue

M. L. PRESCOTT
Washington, D. C.
806 15th St., N. W.

S. W. POZGAY
Chicago, Ill.
810 So. Canal St.

J. H. DOUGLAS
Dallas, Texas
1801 N. Lamar St.

Other offices are located in all principal cities

GENERAL  ELECTRIC

1947-1948



Thanksgiving Day Plans

First Tele-Outlet Drive Will Aid Victory Loan

Victory Loan films will be broadcast over nine tele stations for the concerted drive of its kind, the Treasury Department has announced. ... Baltimore, secretary-treasurer of the National Broadcasters Assn., ... that 20 films prepared for the Treasury will be telecast over stations in New York, New Jersey, Philadelphia, Chicago and Los Angeles through the co-

(Continued on Page 5)

"Teentimers" New Format Set With Large Budget

The "Teentimers Club," which has been over NBC this Saturday at 10:30 a.m., EST, under a new and expanded format changing its time to 10:00 a.m. slot, will operate on one of the largest budgets for a daytime show, with the possible exception of one program. Addition of name-band policy and strong dramatic cast plus ex-Sgt. Johnny Bond doing the vocals along with

(Continued on Page 5)

Llewellyn Of Bell Labs Elected Pres. Of IRE

Frederick B. Llewellyn, consulting engineer on the staff of Bell Telephone Laboratories, has been elected president of the Institute of Radio Engineers for 1946, it was announced this week. He succeeds Dr. Ham L. Everitt, head of the department of electrical engineering at the University of Illinois. Llewellyn is considered to be an

(Continued on Page 2)

Announce Line

Fourteen models comprise the new post-war radio line announced by the Stewart-Warner Corporation yesterday. Models range from small plastic table models through portables and radio-phonograph combinations. Line of receivers are now being produced in Stewart-Warner's new radio plant in Chicago.

4,000,000 Sets Goal Of Philco In 1946

Disclosing plans to manufacture 4,000,000 radio receivers in 1946, John Ballantyne, president of the Philco Corporation, presided over a preview of the company's new line of products at the Waldorf-Astoria Hotel in New York City yesterday.

"Philco is spending \$7,000,000 on its reconversion program for new facilities and to design and tool up for completely new post-war lines of radio sets, radio phonographs, refrigerators and other appliances."

(Continued on Page 6)

American Web President Elected To CAB Board

Mark Woods, president of the American Broadcasting Company, has been elected a member of the board of governors of the Co-operative Analysis of Broadcasting, Inc., Bernard C. Duffy, chairman of the CAB board, announced yesterday. With the election

(Continued on Page 2)

Kobak Greets Trade Press At Anniversary Luncheon

Sales of the Mutual Broadcasting System have increased 10 per cent during 1945 over last year, and indications are that figure will be strongly maintained as the network completes the fourth quarter of the present year, Edgar Kobak, president, announced yesterday at a press luncheon at the Hotel Ambassador on the occasion of his first anniversary as head of MBS. Programming and operating plans

Networks, Stations Announce Programs For Thursday's Observance— CBS Has "Bond Day"

AFRA Files Protest On Investigation

Washington Bureau, RADIO DAILY
Washington—A strong protest from AFRA against the "unconstitutional exercise of censorship" over commentators pursued by the House Committee on Un-American Activities was received yesterday by Chairman John S. Wood, of the committee, and all members of the committee. AFRA

(Continued on Page 5)

NAB Attorneys Aiding KGFL In State Tax Case

Washington Bureau, RADIO DAILY
Washington—NAB attorneys, John Morgan Davis and Milton J. Kibler left Washington for New Mexico where they will appear as "friends of the court" in the KGFL tax case. In addition, Howard Frazier, NAB director of engineering, has been

(Continued on Page 2)

Col. Wall Back At NBC As Assistant to V.P.

Col. Charles A. Wall has returned to NBC as administrative assistant to the vice-president in charge of finance after a successful Army career. He

(Continued on Page 4)

The general tone of radio's observance of the first peacetime Thanksgiving Day in three years will be one of prayer and solemn thanks and reminiscences, with church services, messages from leading religious and civic leaders, and pickups from armed forces centers throughout the world scheduled

(Continued on Page 6)

Bill Aimed At Petrillo Filed In House By Lea

Washington Bureau, RADIO DAILY
Washington—Chairman Clarence F. Lea, of the House Committee on Interstate and Foreign Commerce, yesterday filed in the House a bill proposing fines and imprisonment for "coercive tactics" such as those allegedly employed by the AFM president, James C. Petrillo. As pre-

(Continued on Page 6)

Railroad Radio Service Established By Commission

To promote "efficiency and safety" on the nation's railroads, FCC announced Friday the establishment of its railroad radio service, effective December 31. Rules and regulations governing

(Continued on Page 4)

Bond Auctions

Colorado Springs — KVOR closed its eighth consecutive Bond auction with total of \$249,650. In Bonds sold to bidders on everything from nylons to live hogs, chickens and rabbits. This brings total contribution of the station from direct sales to nearly \$3,000,000 for the eight auctions. The outlet always has gone in heavily for the Bond-selling campaigns.

Press Aid

Chicago — Potentialities of developing the "handie-talkie" for use among leg men and photographers in newspaper reporting were outlined by R. Floyd McCall of the Calvin Manufacturing Corporation, addressing a group of Associated Press editors. McCall suggested that newspapermen utilize the two-way system already established by police radio communications.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Nov. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	194 1/2	193	193 3/4	- 1/2
CBS A	48 1/4	47 1/2	48 1/4	- 1/2
CBS A	48	48	48	- 3/4
Crosley Corp.	36 1/4	36 1/4	36 1/4
Farnsworth T. & R.	15 5/8	15 3/8	15 3/8	- 1/4
Gen. Electric	48 5/8	47 3/4	48 1/2	+ 1/4
Philco	37 3/4	36	37 1/2	+ 1/2
RCA Common	16	15 5/8	16
RCA First Pfd.	89	88	89
Stewart-Warner	22 5/8	22 1/4	22 5/8
Westinghouse	35 5/8	35	35 5/8	- 1/8
Zenith Radio	39	38 1/2	38 5/8	- 3/8

NEW YORK CURB MARKET

Hazeltine Corp.	48	48	48
Nat. Union Radio	8 1/2	7 7/8	7 7/8	- 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	85 5/8	9 1/8
WCAO (Baltimore)	31
WJR (Detroit)	29 1/2

American Web President Elected To CAB Board

(Continued from Page 1)

tion of Woods, two network presidents are now serving on the CAB board. The other is Edgar Kobak, president of Mutual.

20 YEARS AGO TODAY

(November 20, 1925)

Broadcast of the first "Newspaper of the Air" included news, music and advertising on the program over KOIN, Portland.

KGW one of the GREAT STATIONS of the NATION

NBC AFFILIATE **PORTLAND, ORE.**

Represented by Edward Petry & Co.

Why Buy Victory Bonds?



Victory Drive, folks, so it's really our last chance to show those fighting men still in our hospitals and all our men and women in uniform that we know they have finished their job. — JACK BENNY, NBC.

Sometime between now and December 8th your doorbell will be rung by a Victory Loan Volunteer. Answer the doorbell and welcome him or her, because these are the Americans who worked faithfully and hard to make previous Bond drives so successful. Although the war is over we haven't paid the bill for it, and the quota for this Victory Loan is \$11,000,000,000. This will be the last

NAB Attorneys Aiding KGFL In State Tax Case

(Continued from Page 1)

conducting intensity tests in states surrounding New Mexico to determine that KGFL is an interstate system.

Davis and Kibler will file a brief with the New Mexico court in an effort to show that the state's tax on radio stations is an infringement against power of Congress to regulate radio broadcasting.

"It is not conceivable," the brief states, "that any radio station, no matter where located within a state nor how low its power, can be brought within the accepted definition of intrastate commerce, due to the uncontrolled and comparatively unknown characteristics."

Stating that radio broadcasting can continue to be a "bulwark to our economic, political and social life" if properly regulated, the brief says "the courts should not allow to creep into its life, regulations and taxes by the several states, which in their operation regulate or tend to regulate, or which destroy, or which could destroy, its efficient and orderly existence."

Celestials Luncheon

The Celestials, the organization of advertising and publishing executives devoted to the securing of jobs for wounded veterans, winds up its first year of activity with its luncheon at the Waldorf-Astoria today.

Llewellyn Of Bell Labs Elected Pres. Of IRE

(Continued from Page 1)

international authority on the design of vacuum tubes used for communication and electronic control purposes. His theoretical study of the subject resulted in his invention of the ultra-high frequency oscillator tube which is fundamental to the development carried on during the war in radar and other communication devices. He is also known for his work on stabilized oscillating circuits used in radio and telephony, and in 1936 he was awarded the Morris Liebman Memorial prize for his analysis of reactions within the vacuum tube.

As president of the IRE, Llewellyn will direct a program of activity with which the 16,000 members of the association are concerned, and which has been amplified by peacetime utilization of wartime developments in radio and electronics.

Elected as vice-president of IRE was E. M. Deloraine, president of the International Telecommunication Laboratories, and the following directors: Dr. Walter R. G. Baker, vice-president of the General Electric Company, Syracuse; Dr. Donald B. Sinclair, assistant chief engineer of General Radio Company, Cambridge, Mass.; and Virgil M. Graham, plant manager of Sylvania Electric Products, Inc., Williamsport, Pa.

Installation will take place in January at the annual meeting, which is to be held at the first day of the Winter technical confab at the Astor.



Fault finder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're tiny. They're tiny, as you can see.

To do a big job right on a small thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous call letters.

W-I-T-H, the successful independent in Baltimore, is one of that.

In this five-station town it's the little fellow . . . W-I-T-H . . . who delivers the greatest number of listeners for the lowest cost per dollar-spent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY

Within Your Reach



Philadelphia's

WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

5 OUT OF 10

Since the first of this year, five of the nation's top ten radio advertisers (those who, according to P.I.B. records, made the largest investments in network broadcasting time during 1944) have become clients of the Mutual Network.

4 OUT OF 5

Greater programming, facilities, and economy seem to have interested the majority of these leaders: Four of the five are sponsoring programs developed by Mutual...and four of the five advertisers use the full Mutual Network.

MUTUAL BROADCASTING SYSTEM

**WHERE
SHOWMANSHIP
MEANS
BUSINESS!**

LOS ANGELES

By RALPH WILK

GORDON JENKINS, musical director-composer of the CBS "Dick Haymes Show," has written his first little symphony, "Manhattan Tower," based on his impressions of New York City. The composition, heralded by music critics, as a strikingly modern piece, is coming out in album form, to be narrated by radio and screen actor Carleton Young.

Judy Canova is moving her NBC show to New York for three weeks, starting December 1st. Accompanying the comedienne will be cast regulars Mel Blanc and Ruby Dandridge, writers Henry Hoople and Fred Fox, and producer Joe Rines.

Robert O. Reynolds, vice-president and general manager of Radio Station KMPC, has accepted the invitation of the Hollywood Bowl Theater Association to become a member of its board of directors for the coming season.

Stanley Cutler has joined the technical force of the Hoffman Radio Corp., as a radio project engineer. He had been with Air Associates, Inc. four years as assistant chief engineer for radio projects, and two years with Norman B. Neely Enterprises designing broadcast and sound recording equipment.

Railroad Radio Service Established By Commission

(Continued from Page 1)
The new service were issued by FCC with the provision that any interested party may, within 20 days, file exceptions and request oral argument.

The rules will permit radio communication train-to-train, caboose to engine and train to dispatcher or other fixed points.

Up to date, FCC has received 131 applications for experimental licenses in this field and granted 129. The applications were filed by 19 companies and individuals.

Stork News

A five-pound boy, Robert Gregory, has been born to Mr. and Mrs. Robert G. Sewell of American web's audience promotion department, at Columbia Medical Center, New York.



Windy City Wordage . . . !

● ● ● The news and special events boys have been falling over each other to get to the city's visiting celebs first. WMAQ lined up a live interview with Major Arthur Wermuth, "one-man Army" of Bataan fame, on the NBC News of the World program last week. . . .

Chicago

Not to be outdone, WBBM rushed a recorder out to the Municipal airport to catch the major as he stepped off his plane from San Francisco. WGN recorded an interview with him at a press conference following his arrival. WBBM got its recorded interview on the air at 2 PM, WGN its recording at 3:15 and WMAQ its live interview at 6:15. . . . WBBM rushed its wire recorder to the airport again on Sunday to report the arrival of Adm. Halsey and interview him. The admiral's remarks were aired over WBBM on Sunday's 10:30 p.m. news period and again on John Harrington's program at 8:45 AM Monday. . . . It's "step aside, brother!" for Quiz Kid announcers. 'Way back when Fort Pearson held down the announcing chores for the mental moppets until he donned a naval lieutenant's uniform, he was succeeded by Durward Kirby. Then Kirby was drafted and entered the Navy and Bob Murphy succeeded him. Next it was Murphy's turn to don navy blue. Ed Prentiss then took over. On Oct. 21 Prentiss stepped aside to welcome back Murphy, and it looks as if the succession begins again—in reverse. . . . Dewitt Mower, Mutual Chicago salesman, got caught in Cincy by the airline strike, which he discovered only when he reached the airport. His hotel reservations had been cancelled and no others were available, so Mower spent the night on a cot at the airfield.

☆ ☆ ☆

● ● ● Frank Sinatra, who was in town a couple of weeks ago to address striking high school students in nearby Gary, Ind., in his campaign to aid the cause of tolerance, will be back again early in December to break the ground for the first building in Father Michael A. Campagna's Boys Town project in East Chicago, Indiana. . . . Don McNeill, the man who came to breakfast and stayed 12 years, was gifted with a miniature breakfast table this week by a trio of furniture dealers when they visited the program. . . . What's this about President Truman getting votes as the country's top pianist in Downbeat's annual all-star poll? . . . Prof. Backwards (Jimmy Edmondson), newly signed NBC comic, wowing 'em this week at the Chicago Theater. . . . and Tenor Allan Jones captivating the femme contingent at the Oriental. . . . Jack Owens, the Cruising Crooner, tried to buy back for 10 grand the publishing rights of his tune, "Hi, Neighbor," but BMI wasn't interested. They claim its one of their biggest money-makers. It's the theme song for approximately 60 radio programs. . . . Any day now Percy Faith and his NBC Carnation Contented musicians will get a bill for a lady's bonnet if Diva Josephine Antoine, the program's Metopera soprano star, is of the same mind she was after last week's rehearsal. Josephine recently decided she wanted something extra-dashing in a chapeaux. When she waltzed into rehearsal wearing a dashing peaked job a la Robin Hood with a snappy brim and flaunting a vari-colored feather, Percy and the orchestra took one look and burst into a medley of bird calls and all the hunting tunes in their repertoire. P.S. Josie threw the hat away that night.

☆ ☆ ☆

● ● ● The famed Great Lakes Bluejacket Choir becomes a permanent organization on Dec. 1, made up of 40 Ship's Company men who will be heard on the choir's regular WBBM-CBS Sunday morning period. Thus will be eliminated the problem of continuous personnel turn-over. Approximately 25,000 former choir members are scattered all over the world.

☆ ☆ ☆

AGENCIES

FOUR ADVERTISERS have named Ralph H. Jones Co., advertising agency, New York and Cincinnati to handle their new campaign. This has been announced by C. M. Ross, Jr., agency president. They are International Vitamin Corporation, New York, (Division of American Home Products); Clopay Corporation, Cincinnati; Cimcool (Division of Cincinnati Milling Machine Co.) and Bavarian Brewing Company, Cincinnati, Ky.

JOHN B. TUTTLE AND CHAIRMAN W. BOHMER have been appointed assistant managers of the sales engineering department of the Standard Oil Company of New Jersey. This was announced this week. Tuttle joined the Esso Laboratories of the Standard Oil Company at Bayonne, N. J. in 1929, and subsequently headed the engineering division of Petroleum, prior to his present position. Bohmer has been with Standard Oil since 1930 and recently was connected with the sales engineering department.

ANCHORAGE HOMES, Westborough, Mass., makers of manufactured homes, has appointed Cecil & Presbrey, Inc. as its advertising agency.

Col. Wall Back At NBC As Assistant To VP

(Continued from Page 1)

was business manager of the program department when he was on active duty as a captain in 1941.

After service at Governor's Island and Norfolk, Wall went overseas and landed in Normandy on D-Day. In this year he was made chief of operations, 12th Army group headquarters. He holds the Legion of Merit, Bronze Star, and was decorated by the governments of Britain, France, Luxembourg and Belgium.

47th Week

**THE
JACK
KIRKWOOD
SHOW**

Procter & Gamble

Exclusive!
CHI' BEARS
'45 FOOTBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

AFRA Files Protest On Investigation

(Continued from Page 1)

also wired Representative Ellis E. Patterson of California its support of his move to abolish the committee. Text of the AFRA wire to Wood follows: "AFRA, the union of all performers, singers and announcers and persons who speak or sing over the microphone in the United States of America comprising over 19,000 members and affiliated with the American Federation of Labor is shocked at the violation of the right of free speech and the unconstitutional exercise of censorship by the majority action of your committee in demanding certain radio scripts from designated radio artists who have exercised their legitimate right of employment in broadcasting over stations and networks in this country. The demand of your committee under cloak of Congressional privilege freely publicized in the press is tantamount to the star chamber proceedings which were outlawed by the Bill of Rights. In certain instances your action has even threatened the livelihood of American citizens who are privileged to speak as all citizens are in open meetings on the air or in the press without fear or favor of censorship. In our opinion, your action transgresses the boundaries of Congressional privileges. By selecting a few named individuals out of the many artists who broadcast news commendation and analyses to the American public you editorialize the entire field and by your action you stigmatize those few whose scripts you demand. The very name of your committee calls for the highest degree of integrity in investigation and we earnestly submit that in this instance you have fallen short as committee members of that degree of integrity and we protest that action and any continuation of such tactics."

Guy della-Cioppa Paley Asst.

Following more than two years of overseas war service, Guy della-Cioppa has returned to CBS, where he is acting in its New York headquarters as assistant to the president, William S. Paley. Before his departure for England in the Spring of 1943, della-Cioppa was a member of the CBS program department and director of many of its sustaining programs.

Kobak Greet Trade Press At Anniversary Luncheon

(Continued from Page 1)

in our plans for next year," Kobak said, "is an increase in the number of affiliates to about 325 stations. This means an addition of a possible 45 stations before the end of 1946." Mutual's latest figures show list of 280 affiliates.

K o b a k stressed the fact that the 12 network shareholders have offered no problem on clearances, and that network operations have been granted complete freedom.



EDGAR KOBAK

"We are working on our budget for next year now," he said, "and our board of directors seems satisfied with what we have accomplished to this point."

In regard to new programs, Kobak said: "We're always looking for new shows and new ideas. We don't necessarily care where they come from, either from agencies or sponsors or our own program department,—just so long as they're good we'll buy them." He recognized as "healthy" the competitive spirit among the four networks, considering it beneficial and conducive to quality, production for the listening public. "We still have a strong responsibility to the American people," he added, "and it's still their air we're using."

Commentator programs are "holding up well" Kobak reported, and there has been no drop experienced in news listening. However, re-adjustment of certain types of news presentation has been made, but people are still concerned with news.

Although Mutual's progress for the year ending next month has been

New Business

Edgar Kobak, president of Mutual, at yesterday's luncheon disclosed that they were about to consummate the sale of a 15-minute show and that the John Anthony show would go full network in December. He also indicated commercial interest in the network sustainer, "Leave It to the Girls."

promising, Kobak declared "We are not satisfied with our work. As a matter of fact we don't think we'll ever be satisfied, and we consider it a dangerous feeling to experience."

Questioned as to Mutual's plans for FM and television, Kobak replied that the shareholders are now operating their own FM stations, without network affiliation, and similarly, television would be left to the desires of shareholders.

As to the possibility of an FM network, the MBS head said that "no plans have been discussed on that point yet. As a matter of fact, I think, that FM, while it is a coming thing, has been a little oversold."

Hosts to the members of the trade press, including Kobak, were Robert Swezey, Phillips Carlin, Jim O'Bryon, director of publicity, and Frank Zuzulo, assistant to O'Bryon.

First Tele-Outlet Drive Will Aid Victory Loan

(Continued from Page 1)

operation of Edward J. Mallin, administrator of the New York State War Council's film division.

During the Seventh War Loan, individual tele stations took part in the drive but this is the first time a concerted drive has been conducted by television stations.

"Teentimers" New Format Set With Large Budget

(Continued from Page 1)

Jane Harvey is mostly responsible for the larger budget.

Johnny Long's orchestra will supply the music for the premiere and others scheduled to follow are Jimmy Dorsey, Woody Herman, Tony Pastor and others. Desmond formerly sang with Glen Miller's AAF band, and Miss Harvey with Benny Goodman.

Jack Wyatt of the Buchanan agency, which handles the account, will produce and direct the show. Tieup with department store outlets distributing the Teentimers, Inc. dresses and cosmetics will receive the local credits, cut in each city. Gimbel Bros. will get the credits in New York, making the program the first network department store show.



HENRY YOUNGMAN
AVAILABLE FOR RADIO \$10,000 PER WEEK

"I might as well be the highest paid radio comic out of work."

NOW APPEARING:
CAPITOL THEATRE
NEW YORK CITY

1st CHOICE IN CHATTANOOGA IS

W D O D
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

1st IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

It's coming
and it's
CERTIFIED

Bill Aimed At Petrillo Filed In House By Lea

(Continued from Page 1)
dicted by RADIO DAILY last week, Lea frankly declared that it was the activity of Petrillo which prompted his bill.

Three new sections would be added to the penal provisions of the Federal Communications Act by the Lea bill. They would provide penalties up to two years in prison and \$5,000 fine, or both, for the compelling of broadcasters to hire a "greater number of employes than wanted or the exaction of tribute against the broadcaster for the use of certain materials, including transcriptions or chemical or electrical reproductions, and the use of such coercive methods to prevent non-compensated employes from participating in non-commercial education or cultural programs."

It is likely that Lea will see to it his bill has early hearings before his committee, with the entire Petrillo affair to receive another thorough airing on Capitol Hill.

Lea Cites 'Abuses'

Lea explained that "one of these demands compels the broadcaster to pay a financial tribute to the American Federation of Musicians for broadcasting transcriptions where no service whatever is performed by members of that organization. One Federated of Musicians announced that it would not permit its members to make programs of any kind, including transcriptions, except under such restrictions and upon such conditions as the Federation's executive board should deem best calculated to end for all time the menacing threat of 'canned music competition.'"

"Another demand was made, that, under penalty of boycott, a station which permitted non-compensated musicians to participate in a musical, educational or cultural program would be required to pay the Federation an amount equal to the compensation which would have been paid had members of the organization performed the service, even though they performed no service whatever.

"These and like demands made by Petrillo in behalf of the musicians union are not within the legitimate rights of any organization. Carrying as they do threats of reprisals if not complied with, they are on the moral level of racketeering and extortion. A self-respecting government cannot afford to permit such practices to prevail. The objective of this legislation is to prevent them.

"Compliance with these demands for tribute without the performance of service has cost the broadcasters millions of dollars in the last few years.

Thanksgiving To Be Saluted By N. Y. C. Webs And Indies

(Continued from Page 1)

by the leading networks and independent stations.

"What Have We to be Thankful For?", a special drama by Arch Farmer with background music by the "Hymns of All Churches" choir will be aired by NBC, 2:15 p.m., EST. The web will broadcast messages from American servicemen overseas, at 12:30 p.m. with pickups from London, Berlin, San Juan, Manila and Tokyo. Music by the Army band at Fort Myer, Va., and the Great Lakes Naval Station choir will be heard on "Message for Thanksgiving," at 9:30 a.m. (except WEAf) in addition to talks by service officers from New York and Philadelphia.

Other NBC activities Thursday include special programs by Robert St. John, Fred Waring, Mary Margaret McBride, and a sermon by John Barclay on "The Guiding Light," 2:00 p.m. Locally, WEAf will air special talks, musical programs, and "A Message for Thanksgiving" by Dr. Ralph Sockman, Pastor of Christ Church, 9:45 a.m.

Mutual will broadcast a special sermon by Msr. Fulton J. Sheen on "Faith in Our Time," 10:15 a.m. with music by the choir of the Blessed Sacrament Church of New York. In addition, Elsa Maxwell, 11:15 a.m., and Jane Cowl, 2:15 p.m., will air special holiday features on their respective programs.

CBS Has Elaborate Plans

Pickups from Berlin and Tokyo, and from a 300-year-old house in Plymouth, Mass., will be aired by CBS on "Americans at Thanksgiving," 6:15 p.m., which will feature also a prayer by Lt. Col. John K. Borneman, Army Chaplain, recently liberated from a Japanese prison camp. From four to six p.m., Elgin Co. will present "Two Hours of Stars," an all-star variety from Hollywood.

Tieing in with CBS Victory Loan "day," are two special shows. "Thank Your Stars" from New York, 8:30 p.m., and "Drum Beats and Drum Sticks," which will originate at a dinner from 200 servicemen on the West Coast, 11:30 p.m., EST. Lauritz Melchior, Marlin Hurt, Frances Lang-

ford and Arthur Treacher will be featured on the latter program.

Highlighting American web's observance of the holiday will be a message from the Archbishop of Canterbury, who will speak from London on Galen Drake's early morning program.

Indies Announce Programs

Among the local indies, WQXR will air "Thanksgiving for Victory" by Vaughn Williams, transcribed by the BBC Symphony under Sir Adrian Boult, 10:05 p.m. This will be the first time the work, written for V-E Day, will be heard in this country. WNEW's "I'm Thankful For" will feature messages from Paul Porter, Louis Adamic, Attorney-General Tom Clark, Manuel Komroff, and other notables, 10:00 p.m. On WOV, Peggy Lloyd and Fred Robbins will devote their programs to the celebration. WHN will air a special service football game between the Tuskegee AAF War Hawks and the Navy Undersea Raiders, 2:00 p.m.

Will Shortwave Messages

The "Voice of America," Government short-wave system, will bring the typically American holiday to listeners abroad via transcribed Thanksgiving services originating in the First Church of Plymouth, Mass., which was founded in 1620. The program, which was prepared by the OIC's special events section, will be preceded by a short history of the observance.

Servicemen and women overseas will get special holiday fare from AFRS, which will beam an all-star variety program headed by Lionel Barrymore as emcee, with Dinah Shore, Fanny Brice, Frank Morgan, and John Charles Thomas. Friday, AFRS will rebroadcast portions of CBS' "Two Hours of Stars" program.

NBC's tele outlet, WNBT, will set up cameras atop the marquee of the Hotel Astor in Times Square to pick-up the traditional Thanksgiving Day parade of R. H. Macy & Co., the first since the start of the war. CBS also will film the parade for broadcast Friday night.

4,000,000 Sets Goal Of Philco In 1946

(Continued from Page 1)

erators, freezers and air conditioners," Mr. Ballantyne said. A large plant to cost upward of \$1,000,000 for the manufacture of radio-phonographs is now under construction in Philadelphia.

Approximately 1,000 dealers from the greater New York area previewed Philco's new line of 43 radio receivers and radio-phonographs as well as their other products at yesterday's sales conference. Models of the company's new television receivers were not included in the exhibit.

Featured with the radio line was the company's new advanced FM circuit and a number of radio-phonograph models which included AM, FM, short wave and record playing services.

First Showing of New Line

The New York showing yesterday was the first major trade show of the new Philco line. Other trade showings will be conducted in key center cities throughout the country within the next month.

Explaining the new FM feature, David B. Smith, director of research for Philco, said it includes a phase detector, a quadrature circuit and a controlled oscillator. A single new tube performs the complete function of detection and by novel use of RF (radio frequency) signals to control the quadrature circuit and oscillator. The new Philco circuit is reported to completely eliminate noise.

Lewis-Wilder Speakers For "Workshop" On CBS

Mrs. Dorothy Lewis, of the NAB and Mrs. Frances Wilder, of CBS will discuss "How to Utilize Existing Radio Programs" at today's session of the American Association for the United Nations weekly workshop. Miss Marie Ragonetti is chairman of the sessions.



Ken & Lucille

Their Western songs are featured on "DeKalb Korners" over WKY at noon Monday through Friday.



Making Steel Talk

WATCH!

OFF THE AIR

REFERENCE RECORDINGS

IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEW YORK —

NEW YORK—Mayor LaGuardia introduces today WNYC's new series on the problems of GI Veteran, "Johnny Came Home," delving into the problems of the discharged G.I.'s who come to the N. Y. C. Veteran Center for help. Mayor LaGuardia who set up the center will explain how it works, on the opening broadcast, and will advise on ways of taking advantage of its services.

— MARYLAND —

FREDERICK—The board of directors of the Monocacy Broadcasting Company, Company, owners and operators of WFMD, have announced the appointment of Millard H. Klunk as program director and assistant to station manager William E. Hardy... Patrick J. Gilmore, formerly with WBEN, Buffalo, N. Y., WITH, Baltimore, Md., and Ellis Advertising agency, is now representing WFMD in the national market.

— NEW JERSEY —

PRINCETON — The first in the series of the "Princeton University Preceptorial of the Air" which WPAT has broadcast for 13 consecutive Sundays, was concluded with last Sunday's program on "Control of Atomic Energy," in which U. S. Senator H. Alexander Smith, a Princeton graduate, participated. The suspension was called for by Prof. Roy Dickinson Welch, who stated the Princeton faculty, will be so completely occupied with the reconversion of the university to a peace-time basis that it will be impossible to undertake any additional assignments.

— OHIO —

CINCINNATI—A new program of operatic and semi-classical music, titled "Winter Time Concert," will be aired weekly over WLW, beginning Nov. 25th, with a 35-piece orchestra being led by guest conductors, who direct symphony orchestras in other cities in the WLW area. Fabien Sevitzky, conductor of the Indianapolis Symphony Orchestra, will direct the first program.

— NORTH CAROLINA —

ASHEVILLE—Last month's public service report of WWNC, showed 6.5 per cent of the total operating time devoted to public service features, excluding newscasts... Carl Story, recently released from the armed forces,

has resumed his featured solo spot on the Western North Carolina Farm Hour over WWNC.

— UTAH —

SALT LAKE CITY — Co-operating with the Salt Lake County and Utah Medical Association, KALL is scheduling a daily quarter-hour titled "Children Are People." The series, directed by Mrs. Alvin Pack, features factual information dealing with children care, plus interviews with leading city and county medical authorities and educators... A new G-E wire recorder put into operation by KALL is being used in a daily street-interview series titled "Do You Have It." Produced by Al Collins, the series is sponsored by local jewelry firm, Barnett-Weiss.

— GEORGIA —

ATLANTA—Walter G. Paschall, returned to his post as news editor at WSB, after nearly three years service in the Army Air Corps. He was attached as Staff Sergeant to the Air Forces School, at Orlando, Florida, making training films strips and prior to his Army assignment and WSB he was on the Atlanta Journal staff as a reporter and magazine feature writer for four years.

— VIRGINIA —

CHARLESTON — Howard L. Chernoff, managing director of the West Virginia Network, announced last Wednesday that the network is offering a \$500 scholarship to West Virginia University to be awarded to the outstanding West Virginia senior high school athlete of this year and succeeding years. The award will be made annually after the close of the school year and will be given to the athlete at the start of the next school term if he chooses to go to the university.

— ILLINOIS —

CHICAGO—General of the Armies, Dwight D. Eisenhower, recently returned from Europe, will broadcast over WBBM tonite, 9:30 to 10:00 p.m., CST, when he makes an address before the American Legion Convention at Chicago's Coliseum. General Eisenhower has described this speech as the most important of his career.

— CONNECTICUT —

HARTFORD — WDRC has offered its facilities to the Hartford Charter Commission, now holding hearings on new charter proposals. Alderman John Hurley, member of the commission, was interviewed on the "Headliner's Club" program by Jack Zaiman of the Hartford Courant on the need for public participation in commission hearings.

— ILLINOIS —

CHICAGO — "Adventure," a new fictional series presented by the Wm. Wrigley, Jr. Company made its premiere over WBBM, Nov. 8th, with a fast-moving, action-packed story of adventure. The weekly dramatic series has as its central character an ex-Navy flier who is establishing an air freight line in the Pacific. The roles of "Gil Perry," former Navy pilot, and his assistant "Trigger" are portrayed by two servicemen recently discharged.

— UTAH —

SALT LAKE CITY—As part of its observance of National Pharmacy week, KDYL saluted the druggists with a special program on which S. C. Leaver, presi-

dent of the Utah Pharmaceutical Association was the featured guest. Emerson Smith, KDYL program director, questioned Leaver in an interview that developed the growth of the profession and described some of the many public services rendered by the neighborhood drug stores.

— MASSACHUSETTS —

BOSTON — The Albany Carpet Cleaning Co., will sponsor three broadcasts per week of the "Old Salt's Weather Report," new WCOP weather broadcast aired Monday through Saturday for a 52-week period... Dorothy Coen, who has been serving with the WAVES for the past three years, has joined the program dept. of WCOP.

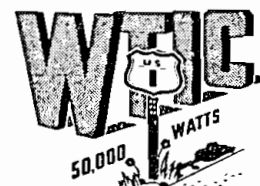
Direct Result of a Radio Program



YESTERDAY this woman listened to the radio. Out of the air came drama, and humor, and music. And then, at a moment when entertainment of the highest calibre had lessened any possible sales resistance, she heard a message from the sponsor of the program. Yesterday a radio program did a job. Yesterday a sale was born. Today that sale has become a reality.

That is the way radio works. That is the way it has been working for more than twenty-five years. And that is the way WTIC has become such a dominant sales medium in the wealthy Southern New England market.

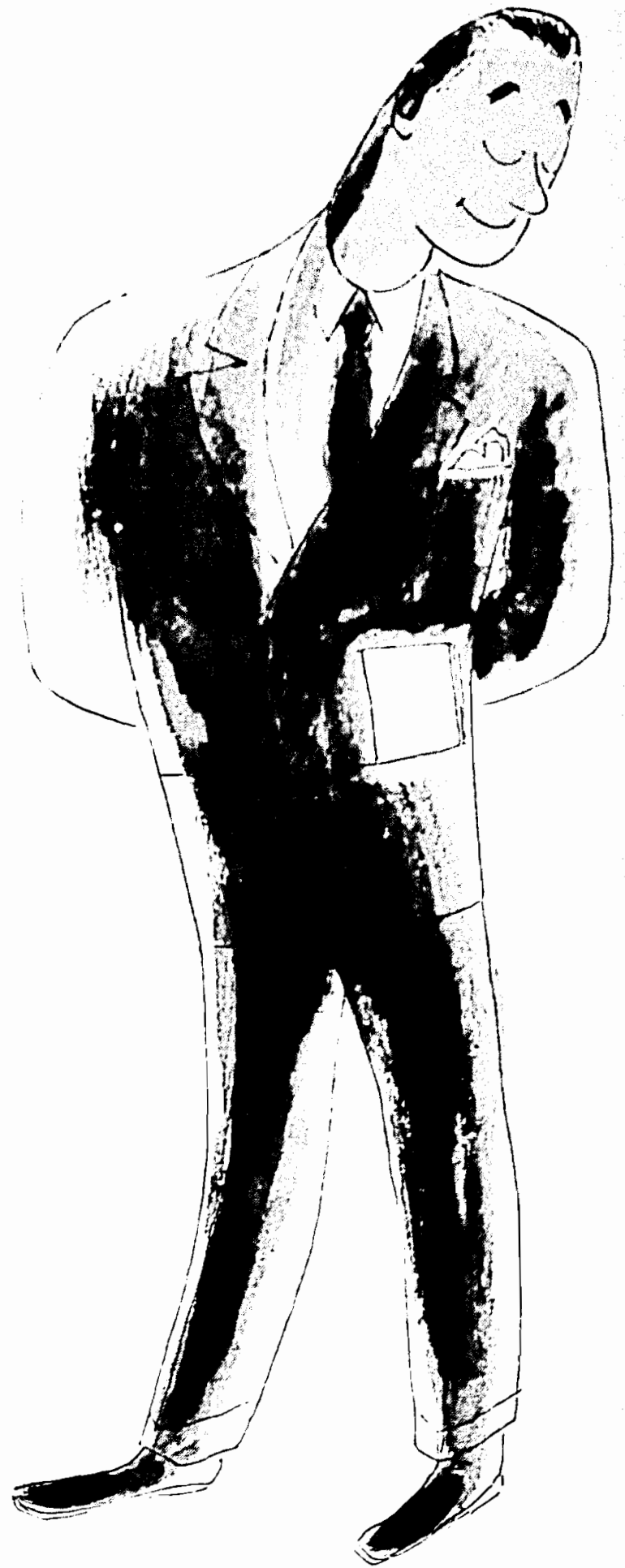
If you sell a food product—or any product, for that matter, in Southern New England, remember that this territory has a per capita spendable income more than 60% higher than the average for the entire United States. Remember too, that for quick and lasting acceptance of that product the friendly and familiar voice of WTIC is this region's most influential medium.



DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation
Affiliated with NBC and New England Regional Network
Represented by WEED'S COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

KCKN
The VOICE of GREATER KANSAS CITY
24 Hours a Day
BASIC MUTUAL
AFTER 6 P.M.

Send Birthday Greetings To—
Nov. 20
Fran Allison Walter Biddick
Judy Canova Art James
Allen Rivkin Frank Thomas



WE'RE BLUSHING!

An aside to our ever widening
circle of loyal listeners —

- Of course, we like to get letters from all you listeners. But when you write so often and say such nice things about our programs we're embarrassed. We're blushing so hard we can't think of anything to say except "Thank you!"
- It's encouraging to know you enjoy the many new programs we've put on the air since WPEN has been owned and operated by *The Evening Bulletin*, the largest evening newspaper in America. We're planning other programs of special interest to Philadelphians. We think you'll like them.

950

WPEN ... the Station
for Philadelphians
and WPEN-FM—a PLUS Value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 36

NEW YORK, WEDNESDAY, NOVEMBER 21, 1945

TEN CENTS

New Flood Of Applicants

Two Para. Associates Apply For Tele CPs

Washington Bureau, RADIO DAILY
Washington — Two companies with prominent connections have applied for construction permits for new commercial television stations, the FCC announced yesterday.

Comerford-Publix Theaters Corp., Santon, Pa., applied for a permit for a television station to be operated on Channel No. 12 (204-210 megacycles) with ESR of 2057. J. J. Geary is listed as president, treasurer and director of the corporation,
(Continued on Page 6)

NBC Expert In France; To Start Radio Course

Paris — Radio Broadcasting Companies might profitably keep a sharp eye on the Army's Biarritz American University, France, for potential radio talent and personnel, according to Albert Crews, producer and director on leave of absence from the National Broadcasting Company in Chicago. Crews arrived here recently en route to Biarritz where he will be in charge of the radio department.
(Continued on Page 2)

FM's Ruling On FM May Affect WQXQ In N. Y.

Only one of New York's three independent FM stations, WQXQ, is expected to be affected by the extension of the AFM's ruling on the duplication of AM and FM live musical programs to indie outlets. WHNF does not broadcast any live music, but WNYC's FM affiliate probably will be exempt because of its non-profit municipal status.

Speed

Nothing has matched the speed of Col. Clarence S. Irvine's record-breaking flight in a B-29 from Guam to Washington, D. C. The American web, however, did its own bit of hustling when, only 10 minutes after the plane landed, it had arranged with Colonel Irvine to broadcast a talk on the "Headline Edition," co-op program, at 7 p.m., EST, the same day.

No Paper Tomorrow

Thanksgiving Day, a legal holiday throughout the United States, is celebrated this year on November 22, tomorrow. In observance of the day, RADIO DAILY will not be published.

Two NBC Web Shows From Chi. To Coast

Chicago—Smilin' Ed McConnell and his Buster Brown gang (NBC, Saturdays, 10:30 a.m. CST) and "World Parade" (NBC Sundays, 2:00 p.m., CST), both currently being aired from Chicago, will switch to the West Coast in December. Smilin' Ed will pack up his songs and make-believe characters after the Nov. 24 broadcast and begin a permanent Hollywood run on Dec. 1. Program is sponsored by the Brown Shoe Company, through Leo Burnett Company, Inc., over 61 stations. "World Parade,"
(Continued on Page 4)

Former Amer. News Chief Joins Public Relations Firm

G. W. (Johnny) Johnstone, former news and special events director of the American Broadcasting Company, has become a member of the David E. Green Associates, New York public relations office, it was announced yesterday. Johnstone, one of radio's pioneers, was WEA and NBC's first publicity director serving
(Continued on Page 7)

West Re-Elected By ANA; 'Radio Council' Established

Paul S. Ellison, director of advertising and sales promotion of Sylvania Electric Products Inc., yesterday was elected chairman of the ANA board of directors at the organization's 36th annual meeting at the Hotel Pennsylvania. Paul B. West was re-elected president of ANA. Thomas H. Young, of U. S. Rubber Co., and William C. Connolly, of S. C. Johnson & Sons, were elected as vice-chairman. Board members chosen yesterday were C. C. Carr, of ALCOA,

Heavy List Filed With FCC Past Week For FM, Tele And AM Stations; Press Among Applicants

New Television Rules Due From FCC Today

Washington Bureau, RADIO DAILY
Washington—The long-awaited new rules for television are expected to be issued by the FCC today in a move designed to give tele some knowledge of Government's future course in the industry. Still in doubt is FCC's attitude toward TBA's recommendations regarding directional antennas and other items of importance to the
(Continued on Page 6)

Radio Artists Incorporate To Produce Shakespeare

A group of 49 radio artists have incorporated as "The Play's the Thing, Inc." in a venture designed to bring to the radio public the plays of Shakespeare in modern dress. Director Basil Loughrane is head of
(Continued on Page 2)

Chicago Phone Strike Does Not Affect Radio

Chicago—The strike of 8,800 telephone operators which began here yesterday, and which virtually isolated Chicago on long-distance calls,
(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—A new flood of applications for FM, tele and AM stations were filed with the FCC the past few days with newspaper publishers seeking licenses in all three fields.

Applications for AM permits lead off the list. They were: Austin Broadcasting Co., Austin, Texas, has applied for a permit to construct a new standard station. It would operate on 1300 kilocycles, power of 1 kilowatt unlimited.

The Telegram Publishing Co., Salt Lake City, Utah, publishers of The
(Continued on Page 6)

Porter Lauds Radio For Post-War Role

Nationwide radio systems to help solve the problem of reconversion, is one of the "blessings we can be thankful for," Paul A. Porter, FCC chairman will say tomorrow in course of his statement to be read over WNEW on its special Thanksgiving Day program. Porter further says
(Continued on Page 7)

Schedule IRE Meeting For Jan. 23-26 At Astor

Plans for the first postwar Winter technical meeting and radio engineering show of the Institute of Radio Engineers to be held at the
(Continued on Page 7)

Drumsticks

Hartford, Conn. — A 36-pound turkey, the first prize in a Connecticut state-wide competition sponsored by several agricultural agencies headed by WTIC's "Farmer's Digest," will grace the first Thanksgiving dinner of Governor and Mrs. Baldwin in the executive mansion. William Ajello, 19-year-old contest winner, contributed the turkey to the Chief Executive.



Vol. 33, No. 36 Wed., Nov. 21, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tues., Nov. 20)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Du Mont Lab, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(November 21, 1925)

The first radio description of a race between a speed boat and train—Garwood's speed boat and N. Y. Central's "Twentieth Century," Albany to New York was made via relay from Army plane equipped with radio voice transmitter from WGY, Schenectady.

One cannot get away from figures that are CERTIFIED

Coming and Going

MARVIN KIRSCH, vice-president and business manager of RADIO DAILY Corporation, returned yesterday from a 10-day business trip to Hollywood.

DICK DORRANCE, director of promotion service for Columbia-owned stations, off to confer with station executives in Chicago, Minneapolis, St. Louis and Charlotte. He'll also visit the network's new Radio Sales office in Atlanta.

FRANK KING, president and station manager of WMBR, Jacksonville, up from Florida on a brief business trip. Conferred with Hugh Feltis yesterday at the headquarters of the Broadcast Measurement Bureau.

JOHN H. NORTON, JR., manager of the American network's station relations department, has returned from a two-week business trip to the Midwest.

ALLEN CAMPBELL, general manager of WXYZ, Detroit, arrived in New York late last week. The station is an outlet of the American network.

WILLIAM B. McGRATH, sales promotion and television manager of WNEW, went up to Syracuse Friday to lecture before the combined radio classes at Syracuse University.

E. R. BORROFF, vice-president of the American network in charge of the Central division, is in town for talks with officials of the network.

DOROTHY LEWIS, co-ordinator of listener activity for the NAB, has returned from a speaking tour in upstate New York.

BENEDICT GIMBEL, JR., president and station manager of WIP, Philadelphia, has returned from a shake-down cruise aboard the aircraft carrier Midway.

DICK CONNOR, vice-president in charge of programs for the Associated Broadcasting Corp., is in Gotham on network business—and to recover from bruises sustained in the wreck of the Advance Commodore Vanderbilt last week in Indiana.

JOHN FRIEBERG has checked in at the Ambassador from Los Angeles. He's looking for a new program for Gallo Wines.

ED SCHAUGHENCY has returned to his "getter upper" program on KDKA, Pittsburgh, following a week bedded with laryngitis.

JOE LIEBOWITZ, musical director of the De Luxe Recording Co., has left on a talent-search tour of the South.

NBC Expert In France; To Start Radio Course

(Continued from Page 1)

ment. Biarritz is one of several American universities recently organized for Army personnel desirous of taking refresher courses in specific subjects or augmenting courses previously taken in the Army.

Five courses in radio will be available in the program which Crews is assisting in organizing,—announcing, continuity and commercial writing, dramatic writing, production and acting. Crews, who recently published a book called "Radio Production and Directing" said there is a great need for fresh talent in all branches of the industry.

Formerly chairman of the radio department at Northwestern University, he was also co-director of the Summer Radio Institute, a co-operative training course conducted jointly by Northwestern University and NBC.

Willard Speaks Here Sat.

A. D. Willard, Jr., NAB executive vice-president, will speak before the American Civil Liberties Union at the Hotel Biltmore, New York, on November 24. He will speak on "What's Ahead for American Liberties."

Radio Artists Incorporate To Produce Shakespeare

(Continued from Page 1)

the group, and scripter Evelyn Hart will adapt the classics into modern idiom. The members put up \$7,250 of their own money to back the venture, it was announced.

In addition to Loughrane as president, the other officers include Ian Martin, vice-president, Henry E. Codd, secretary-treasurer, and an administrative board made up of Loughrane, Luis Van Rooten and Walter Pick.

Sampson WSAI Manager

Robert M. Sampson, for many years identified with radio stations in St. Louis, has been named general manager of WSAI, the Marshall Field station in Cincinnati.

Sampson is a graduate of West Point, Class of 1925, and recently returned after Army duty with Tank Destroyers and the General Staff with the rank of Major.

Texaco Host To Sinatra

Frank Sinatra will guest this Sunday on the "Texaco Star Theater" program over CBS from 9:30-10 p.m.



Hard head

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

See that bump on his head? That's a two-inch thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of time buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

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

That's a fact and tough time buyers like it.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

MUSIC has power
WDAS is the only Philadelphia radio station featuring three hours of classical music daily
No wonder WDAS audiences say "Thank You!"



TIME!

When it's time to go to work on new national business, then it's high time to call in Weed & Company, whose full-time business is good times on good stations. With Weed men constantly on the job, "time will sell".

With headquarters in the nation's time buying centers, Weed men are well able to make "Nationally Represented by Weed & Company" mean business for sales-able stations. Ample proof is in the daily flow of Weed-arranged contracts.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

AGENCIES

TAYLOR - HOWE - SNOWDEN RADIO SALES giving cocktail party and buffet supper for advertising agency personnel at the Drake Hotel in Chicago on Friday, Dec. 7. Invitations come from O. L. Ted Taylor and Alex Keese. The party will follow by a week a similar soiree to be held by the organization in New York at the Ambassador Hotel, preparations for which are now under full momentum.

AL MARSHALL has returned to McCann-Erickson as art director after 1½ years service with the U. S. Army.

CARAGOL-CLARKE CO., INC., has appointed J. Franklyn Viola Company to conduct a radio campaign for Gift Packages to Italy and Poland.

Two NBC Web Shows From Chicago To Coast

(Continued from Page 1)

currently featuring Lou Breese and his orchestra, baritone Phil Kinsman and commentator Max Hill, will change its musical cast when it moves to the West Coast effective Dec. 16. Continuing at the same time the program will present Carmen Cavallaro and his 18-piece orchestra. Max Hill will give a five-minute news commentary at the close of each program. The Dec. 16 "World Parade" will be from San Francisco and then will move to Hollywood on Dec. 23.

It will remain in the film capital until mid-January when it will switch to New York for three months. Program is sponsored by W. A. Shaeffer Pen Company, through Russel M. Seeds Company, Inc. over 142 stations.

Chicago Phone Strike Does Not Affect Radio

(Continued from Page 1)

has thus far not affected radio networks, and it is hoped by officials here that the present situation will not get any worse during the next few days. Emergency calls in and out of the city are the only operations permitted, since all but supervisory operators left their posts at midnight Tuesday night.



A Reporter's Report Card . . . !

● ● ● **MARK WOODS:** Watch for big re-organizational news to come out of Associated Broadcasting. . . . **CHET LaROCHE:** Is it true that your partnership deal at Compton is about to be consummated? . . . **BILL PALEY:** Understand you're making plans for a television studio on the West Coast. . . . **IRVING BERLIN:** Decca will enter the music publishing field after the first of the year no matter where the denials fall. . . . **BOB HOPE:** The inside on the Crosby-Kraft deadlock is that Bing is waiting to work out a capital gains setup where he can realize some revenue out of radio. . . . **BILL MURRAY:** Max Baer will make one more comeback in the ring—not that he figures to regain his crown, but because he wants to hit the front pages again to smoke up sufficient interest to sell him on an air show of his own. . . . **PHIL BAKER:** Why is Milton Biow seeking a Hollywood star as quizmaster? Are you finding Eversharp dull—or has it had its Phil? . . . **EDDIE CANTOR:** George Jessel will produce the film version of "Queen for a Day." Incidentally, the current gag around the street is that Sonny Wisecarver is the kind of a guy that Jessel thought he was when he was a kid. . . . **DANTON WALKER:** Herb Stein won't go back to his old column replacing Edith Gwynne—but will be publicity director for Charlie Einfeld's new indie producing unit which is being backed by David Loew.



● ● ● **NILES TRAMMELL:** Bing Crosby will head a terrific lineup of guestars for the Mutual show, Dec. 5th for the Sister Kenny campaign. J. Dorsey's ork will be on. . . . **HAL BLOCK:** Hear you're doing one of the season's biggest musical comedies, and that your 'phone at the Gotham Hotel is driving you nuts with radio offers. . . . **TOMMY HARMON:** Your sports show will emanate from Hollywood after Dec 1st. . . . **JAY FAGGEN:** Is it going to be NBC on that television sale? . . . **JIMMY CARMINE:** Paul Whiteman proved himself a super-salesman at your Waldorf Philco show. . . . **JOAN ROBERTS:** Your smash click in "Are You With It," is the talk of the entertainment world. . . . **DOROTHY SHAY:** Y & R execs. at the St. Regis nitely only to hear your singing. . . . **BUD BARRY:** Can't understand why a talented guy like Tom Glazier is wasted in the 8:15 time slot Sunday ayem. Even at that hour his mail pull is terrific.



● ● ● **LOUELLA PARSONS:** Weren't you shocked when you saw Bill Hearst at Orson Welles' table? Welles, incidentally, is coming east to stage and produce Cole Porter's next musical. He and Rita will do guest shots together while here. . . . **VICK KNIGHT:** Understand that Phil Harris asked for full control of the package plus four grand a week. . . . **RED SKELTON:** Keith McLeod will get the nod as director on your show. . . . **COOKIE FAIRCHILD:** Tough break you got when you turned down the conducting jobs on two big shows to remain with Ginny Simms—only to find that she had changed her mind. . . . **DINAH SHORE:** Does your sale of your Beverly Hills home and your purchase of one in the San Fernando Valley indicate you are signing a picture contract with the studio near your new abode? . . . **BEN HECHT:** How many times are you going to answer in the negative? You're not afraid of the radio medium, are you? . . . **WERNER MICHEL:** Hear you're resigning as head of the OWI. You'd be a great "catch" for a network post. . . . **TONY LEADER:** Geo Maynard has resigned as production director with NBC. . . . **NICKY BLAIR:** Your new Carnival show is in the Ziegfeldian tradition and you'll see us back again and again. . . . **SGT. DICK DUDLEY:** Your "Duffle Bag" show topped all radio originating in the ETO. Why not come home where a million Yanks will form the nucleus for a listening audience rather than sign with BBC? . . . **STELLA ADLER:** Franchot Tone and John Garfield, both graduates of Group Theater, plotting an air show on the Coast sponsoring new talent.

CHICAGO

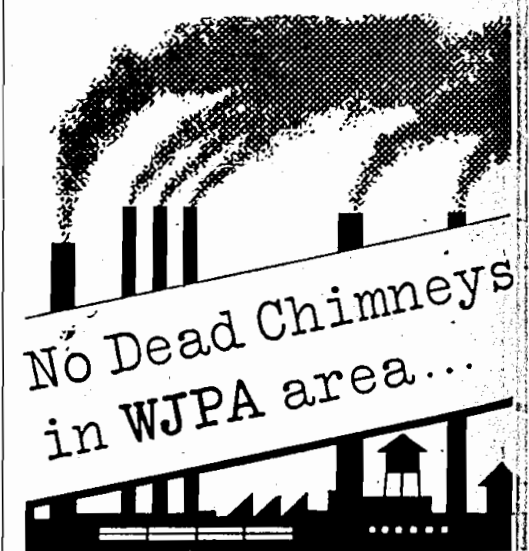
By BILL IRVIN

SEALY MATTRESS COMPANY through Schwimmer and Scott Chicago, has contracted for Sponsorship of American's Co-Operative Program, "Charlie Chan," Monday through Friday, from 10:30 to 10:45 p.m., CST over WENR, effective November 12. The "Charlie Chan" series will run through January 4, 1945 and then another program will be substituted for the remainder of the 52 week period.

Don McNeill and his Breakfast Clubbers attracted capacity audiences for their three out-of-town (Detroit, Indianapolis and Omaha) Victory Loan broadcasts last week. On the junket with McNeill were Jack Owens, Marian Mann, Sam Cowling, Fran Allison, Eddie Ballantine and Producer Cliff Petersen.

Major Russell Sturgis, a veteran of the 440th Troop Carrier Group which took part in seven major actions in Europe, has returned to the NBC Central Division engineering department as a master control engineer.

Mary Moorehead, formerly with Station WCFL, has been appointed secretary to Robert McKee, assistant manager of the American Broadcasting Company's Central Division network sales department.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, JOHN LAUX write SPOT SALES, Managing New York, Chicago, San Francisco, Los Angeles. Director

- WSTV - Steubenville, O.
- WFG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.



The Man Who Made A

Lady Leave Town

Every morning, for years, the little old lady had huddled by her radio, listening to the man who meant so much in her life—Don McNeill of the Breakfast Club.

But this morning she was to see her hero in person. The Breakfast Club had come to Boston for a single day, and the town was agog. Tingling with anticipation, the little old lady made her way to the studio. But it was jammed. Not even standing room. She returned home . . . crushed.

Then she learned of Don's plan to make six appearances in New York. She knew what to do.

She left town—for New York.

She arrived long before broadcast time—fortunately, because the theatre was soon jammed. This time she got in, saw the show, met McNeill, talked with him. And that night she was his guest of honor at dinner, an excited, thrilled old lady!

The Man With Millions of Sweethearts

A rare case of devotion? Not for Don McNeill. Millions of folks listen

religiously to Don's Breakfast Club. Don is one of the many reasons why ABC is the most-listened-to network every weekday morning.

ABC has more quarter-hours in the morning with a CAB rating of 4 or better than any other network—in fact, more than all other networks combined.

How did we do it? By pioneering in a new type of program technique, by going after it with all we had: new shows, improved facilities and effective audience-building methods.

ABC Is Really Going Places!

Today this network offers you an outstanding value in radio. 22,000,000 ABC families,* with 92% of the nation's spendable income jingling in their pockets, are waiting to hear your message at a surprisingly reasonable cost, in fact, if you'll compare actual rates, you'll find that Network X costs 43.7% more than ABC per evening half-hour, while Network Y costs 28.7% more!

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 reasons why ABC . . . American Broadcasting Company is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES . . .** who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** which builds bigger more loyal audiences.
5. **GOOD WILL** through public service programs that give an unbiased, complete picture of vital issues.
6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.
7. **PRACTICAL TELEVISION**—program building on an economical basis.

American Broadcasting Company

New Television Rules Due From FCC Today

(Continued from Page 1)

industry. FCC may take a stand on high frequency bands now used on experimental basis and recently plugged by FCC Commissioner Paul Walker as the coming band for tele broadcasting.

FCC Action Increases

There has been some notable action from FCC in passing on tele applications since industry leaders commented on FCC's slowness due to understaffing.

Allen B. DuMont, president of Allen B. DuMont Laboratories, had stated tele is at a standstill because of an overworked, under-budgeted FCC.

During the war tele rules were on an "emergency basis" and prior to that they were on a "preliminary." Industry leaders have expressed the hope that now they will be on a "normal" basis so tele can move ahead.

Xmas Present Drive

Margaret Arlen, WABC commentator, will launch a drive, Nov. 23, to obtain Christmas presents for returning servicemen and women debarking at New York points between Dec. 20 and Jan. 1.

Where "Dun
& Bradstreet"
meet "Hooper
& Crossley"!



FOR THE ANSWER TO ALL YOUR
RECORDING
PROBLEMS



U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

Newspapers Seek All Types In Applications Filed At FCC

(Continued from Page 1)

Salt Lake City Telegram and News. Station to be operated on 1490 kilocycles, power of 250 watts and unlimited hours of operation.

The News and Observer Publishing Co., Raleigh, N. C., publishers of The News and Observer. Station to be operated on 850 kilocycles, power of five kilowatts, unlimited hours.

Vermont Broadcasting Corp., Burlington, Vermont, to operate on 1230 kilocycles, power of 250 watts and unlimited hours.

The Camden Broadcasting Co., Camden, N. J., to operate on 800 kilocycles, with power of one kilowatt and daytime hours of operation.

The Meridian Broadcasting Co., Meridian, Mass., to operate on 1450 kilocycles, power of 250 watts and unlimited hours of operation.

Lee Segall Broadcasting Co., Houston, Texas, to operate on 790 kilocycles, power of one kilowatt and daytime hours of operation.

Radio Peoria, Inc., Peoria, Illinois, to operate on 970 kilocycles, power of one kilowatt and unlimited hours of operation.

Fort Wayne Broadcasting, Inc., Fort Wayne, to operate on 1030 kilocycles, power of one kilowatt and daytime hours of operation.

Syndicate Theaters, Inc., Columbus, Indiana, to operate on 1130 kilocycles, power of 500 watts and daytime hours of operation.

Southern Illinois Broadcasting Co., Centralia, Illinois to operate on 960 kilocycles, power of one kilowatt and unlimited hours of operation.

Universal Broadcasting Co., Inc., Indianapolis, Ind., to operate on 1130 kilocycles, power of 10 kilowatts and unlimited hours.

Pueblo Radio Co., Inc., Pueblo, Colo., would operate on 1230 kilocycles, power of 250 watts and unlimited hours of operation.

Other applicants for AM stations were as follows: Jose Ramson Quinones, San Juan, P. R., applied for station to be operated on 1450 kilocycles, power of 250 watts, unlimited; Jose M. Sepulveda and Dr. Jose M. Rodriguez, doing business as the Paradise Broadcasting Co., Mayaguez, P. R., applied for station to be operated on 1450 kilocycles, power of 250 watts, unlimited; The Evening Journal Publishing Co., Martinsburg, W. Va., station to be operated on 1490 kilocycles, power of 250 watts, unlimited; Parkersburg Sentinel Co., Marietta, Ohio, station to be operated on 1340 kilocycles, power of 250 watts, unlimited; Southeastern Mass Broadcasting Corp., New Bedford, Mass., station to be operated on 1400 kilocycles, power of 250 watts, unlimited; New England Broadcasting Co., Worcester, Mass., station to be operated on 1230 kilocycles, power of 250 watts, unlimited; Lake Erie Broadcasting Co., Sandusky, Ohio, station to be operated on 1450 kilocycles, power of 250 watts, unlimited; Northeastern Ohio Broadcasting Co., Amherst, Ohio, station to

be operated on 1040 kilocycles, power of 1 kilowatt, limited; Omar G. Hilton and Greeley N. Hilton, doing business as Davidson County Broadcasting Co., Lexington, N. C., station to be operated on 1190 kilocycles, power of 250 watts, daytime; Peninsular Broadcasting Corp., Coral Gables, Fla., to be operated on 1450 kilocycles, power of 250 watts, unlimited; Leo E. Owens, McAllen, Texas, station to be operated on 620 kilocycles, power of 1 kilowatt, daytime; Medford Printing Co., Medford, Oregon, station to be operated on 1230 kilocycles, power of 250 watts, unlimited.

Tele Applications

Applications for permit for commercial television stations were as follows:

WBEN, Inc. operated by the Buffalo Evening News. The station would operate on Channel No. 3 (60-66 megacycles) with ESR of 1340.

WHP, Inc., Harrisburg, Pa. would operate on Channel No. 1 (50-56 megacycles) with ESR of 1110.

The Times-Mirror Co., Pasadena, Calif., to operate on 480-290 megacycles with power of 500 watts for aural and 1,000 watts for visual.

FM List Includes Press

Applicants for FM stations were: Cowles Broadcasting Co., Des Moines, Iowa, operators of Standard stations WOL, Washington, D. C. and KRNT, Des Moines.

Silver City Crystal Co., Meriden, Connecticut.

Everett L. Dillard, treasurer of Commercial Radio Equipment Co., Washington, D. C.

H. C. Winslow, Meadville, Pa., Augusta Chronicle Broadcasting Co.

Application for FM station were as follows:

The Tribune Co., Tampa, Fla.
Elm City Broadcasting Corp., New Haven, Conn., operators of Standard WNAC.

Richard Field Lewis, Jr., Winchester, Va., operator of Standard WINC.

Community Broadcasting, Inc., Wheeling W. Va., operators of Standard WKWK.

Harry M. Bittner, Manchester, N. H., operators of Standard WFEA.

Labor Leader Sidney Hillman's Amalgamated Clothing Workers applied for construction permit for new FM station in the name of Amalgamated Broadcasting System, Inc., Chicago, Ill.

Three other FM applications also were listed by FCC. They are: Wabash Valley Broadcasting Corp., Terre Haute, Indiana; F. F. McNaughton, Peoria, Ill., and Radiohio, Inc., Portsmouth, Ohio.

The Independent School District of the City of El Paso, Texas, applied for a construction permit for a new non-commercial educational broadcast station to be operated on a frequency not specified, power of one kilowatt and special emission for FM.

Two Para. Associated Apply For Tele C

(Continued from Page 1)

which operates a chain of motion picture houses in Pennsylvania. He also general manager of Comer Theaters, Inc. Austin C. Keo vice-president of Paramount Pictures, Inc., is vice-president and rector of the corporation; Henry Wright, assistant treasurer; Nor Collyer, secretary; James McKin assistant treasurer; Marion E. Laughlin, assistant secretary; J. F. Comerford, a practicing physician; Thomas F. Friday; P. coin Corp., a holding company listed as holding 1,000 shares, per cent of the stock.

Coast Application Received

Television Productions, Inc., Francisco, Calif., listed by FCC as Paramount subsidiary, applied for construction permit to be operated on Channel No. 4 (66-72 megacycles).

FCC listed two other applications for construction permits for commercial tele stations: Worcester Telegram Publishing Co., Inc., Worcester, Mass., which operates WTAG, and William Penn Broadcasting Co., Philadelphia, Pa., operators of WPI.

BALTIMORE'S
Listening Habit

W
C
B
m

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROY General Manager

FREE & PETERS, Inc.
Exclusive National Representative

Editor Lauds Radio For Post-War Role

(Continued from Page 1)

...ate to radio for its important part in the postwar era. The FCC chairman's statement, follows in full:

...one of the blessings that we can be most thankful for in this post-war era is that this country has a national radio system to assist us in solving the many difficult problems of reconstruction. The capacity of our American radio machinery to spring to the rescue was signally demonstrated during the Second World War. It disseminated factual information to every corner of the nation on all necessary war measures as manpower mobilization, rationing, bond drives, salvage, security of military information, civilian defense, victory gardens and many others.

...as the nation now reconverts from war to peace, we are still faced with a tremendous demand for full, fair and accurate reporting on national and international problems, and the presentation of opinion representing all sides of current topics. Radio can and will perform this service. And in addition, we can count on American radio to pioneer such new broadcasting services as Frequency Modulation, Television and Mime, so that this nation may maintain its lead in broadcasting and reap the fruits of technological progress.

...We can be thankful today and every day that we live in a country where freedom of conscience, freedom of speech and freedom of action are fundamental. Let us be thankful that a beginning has been made in extending these freedoms on a nationwide basis as the surest guarantee of a peaceful future for all of us.

Atom Dinner On American

...The American network will carry important addresses delivered at the Atomic Age Dinner at the Waldorf-Astoria Hotel on Wednesday night, Nov. 28th, beginning at 9:30 p.m. EST. The dinner is sponsored by the Americans United for World Organization. Raymond Gram Swing will be toastmaster, and guest speakers will include Dr. Henry Smyth, expert in atomic development, and Dr. Bryan McMahon, (D-Conn.).

Why Buy Victory Bonds?



"A soldier's homecoming does not end with whistles blowing and everyone shouting 'Welcome Home.' He went away from his family and his work to train, and fight, and win. We must help him pick up where he left off. If he's wounded, we must do everything we can to nurse him back to health. Thousands have given their lives for our freedom—we must care for their families. We must do our part to finish the job. Buy the biggest Bond you ever bought—the last Victory Bond you'll ever have an opportunity to buy."—DICK HAYMES, CBS.

Schedule IRE Meeting For Jan. 23-26 At Astor

(Continued from Page 1)

Hotel Astor, January 23 through January 26, were announced yesterday by Edward J. Content, chairman of the arrangements committee.

Indications point to the largest gathering of technicians and engineers ever held in the history of the association, with a probable attendance estimated at well over 3,000. In preparation for the show, 124 exhibitors have already reserved a total of 151 booths, including three theater booths. The exhibition will open at 4:00 p.m. Wednesday, Jan. 23, and will close at 2:00 p.m. Saturday.

The annual banquet will be held on Thursday night, and over 2500 persons have registered as members and guests. Dr. Frank B. Jewett, president of the National Academy of Science, will be the principal speaker, and Edgar Kobak, president of Mutual, will be toastmaster. At president's luncheon, in honor of the incoming president, Dr. F. B. Llewellyn, it has been announced that L. M. Clement, vice-president in charge of research and engineering at the Crosley Corporation, will be master of ceremonies.

Former Amer. News Chief Joins Public Relations Firm

(Continued from Page 1)

in that capacity for 11 years from 1923 to 1934. From 1934 to 1940 he directed public relations, news and special features for WOR-Mutual and then became radio director of the late President Roosevelt's "third term" campaign.

"Treasure Hour" Returns

"Treasure Hour of Song" returns to the air waves for its 5th year on Thursday evening, Nov. 22nd at 9:30 p.m. EST over WOR-Mutual, with Licia Albanese, Metropolitan lyric soprano. Jan Peerce, also will appear on the program.

ANA Sets Radio Div.; West Re-elected Pres.

(Continued from Page 1)

Council, which will be headed by a "competent radio specialist," as yet unnamed, is intended to "provide a specialized service long needed by radio advertisers."

This service was explained further as giving ANA members better contacts with the industry, a better understanding of government restrictions, and a more analytic view of radio's cooperative research organizations such as the CAB and BMB.

In an effort to screen out "undesirable projects," and to eliminate "an increasing number of petitioners for free plugs," radio advertisers with network or national spot programs soon will be asked to continue cooperation with the various radio allocation plans now handled by the Advertising Council, according to a talk by Charles G. Mortimer, vice-president, General Foods Corp., at yesterday afternoon's session of the meeting.

Projects which are accepted by the Council "will be given an even more careful screening than during the war years," Mortimer said. Government projects will receive their initial screening in OWMR. Private organizations may now compete for Council aid, Mortimer said, but they must receive approval of the Council board, and three-fourths approval of an advisory committee made up of leading figures in varied fields.

NOW—**2** REMARKABLE

MIRACOUS TIC RECORDING STUDIOS AT

CARL FISCHER, INC. 19 W. 57th ST., N. Y. C. Circle 7-2965



KOA has coverage from the U. S.-Canada border to the U. S.-Mexico border.

Let KOA's 50,000 watts go to work for you!

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

NOW APPEARING



CAPITOLE THEATRE N. Y.

HENNY YOUNGMAN

Star of Stage, Screen and So Far **NOT RADIO**

PLEASE HIRE ME AND COMPLETE MY BILLING

★ ★ ★ COAST-TO-COAST ★ ★ ★

— MASSACHUSETTS —

WORCESTER — Pfc. Frankie Fontaine, known as the world's funniest GI, appeared as guest on WAAB's "Open House" program last Saturday, Nov. 17th. Fontaine, who is touring with the "Johnny Comes Marching" Bond show, opens an engagement at the "Mayfair" in Boston soon.

— CALIFORNIA —

HOLLYWOOD — "Jobs for G. I.'s," KECA's popular service program, moved from Wednesday nights to Thursday nights as of Nov. 15th. Bill Davidson, continues to emcee on the show which seeks, and finds suitable jobs for returning veterans. Since July, when "Jobs for G.I.'s" was first broadcast, 89 per cent of the men and women who have appeared on the program, have been placed in jobs to their liking.

— NEW YORK —

NEW YORK — "Our Stake in Britain's Economy" was the topic which will be discussed at the Foreign Policy Association luncheon Nov. 17th, with the principal addresses to be broadcast over WQXR direct from the Grand Ballroom of the Waldorf-Astoria. Speakers whose addresses were heard over WQXR are Colonel Robert R. McCormick, publisher of the Chicago Tribune, and William Batt, vice-chairman of the War Production Board.

In Central New England
WTAG is first in creative ability, first in listener interest and first in big time programming — therefore first in sales influence.

W T A G
W O R C E S T E R

— MINNESOTA —

MANKATO — With the general expansion program of KYSM, has come the addition of a production manager, Jerry Deane, former regional director for the OWI at Kansas City. . . . Bob McNight previously with WDZ, Tuscola, Illinois, has joined the KYSM announcing staff along with Bert Sather, a new engineer recently discharged.

— CONNECTICUT —

HARTFORD — Claire Gibson, for the past several years in the WHTD, continuity dept., has given up the typewriter for the microphone and has begun a daily woman's program titled "Today's World." . . . Ralph Klein, in the army for the past few years, has resumed his position as head of the WHTD continuity staff.

— VIRGINIA —

PETERSBURG — Jack Guller, announcer, has been named musical director at WSSV. . . . Pvt. Everett Neill, former producer at KDKA, Pittsburgh, is with WSSV as an announcer while he is stationed at Camp Lee, Virginia.

— FLORIDA —

ST. AUGUSTINE — WFOY has been awarded a certificate in recognition of its contribution to the education, entertainment and inspiration of its community, and in appreciation of courtesies and co-operation extended to the American Legion Auxiliary. The award was signed in behalf of WFOY by J. Allen Brown, general manager, during his news program, "Broadsides of the News" Nov. 15th. High ranking officials of the American Legion and American Legion Auxiliary were present in the studios for the ceremonies.

— NEW YORK —

BROOKLYN — "Veterans' Vocational Service," three-times-weekly public feature of WBYN, has been cited by John W. Green, contact officer of the New York regional office of Veterans Administration, for the time it is so generously extending on behalf of returning servicemen. "Veterans' Vocational Service" is a part of community interest programming under new WBYN operation by the Newark Evening News.

— MICHIGAN —

DETROIT — Russell Barnes, commentator from WWJ, returned to the

air for three weeks, Nov. 19th, from a leave of absence to the Office of War Information and will be heard three times weekly giving for the first time authentic reports on "How Japan Got the American Order of Battle Before Pearl Harbor," "How We Captured German Spies at Algiers," "Behind the Scenes at Cairo and Teheran," as well as other interesting reports in the nine special airings. On his first broadcast yesterday, Barnes discussed "The Plot to Kidnap Hitler."

— SOUTH CAROLINA —

COLUMBIA — Jack Knott, former newsman at WHO; Alden L. Fox, one-time night bureau manager in U. P., Buffalo; and Cele Roberts, ex-newspaper reporter, comprise the new news staff at WIS. . . . Latest addition to WIS announcing staff is George Thomas now stationed at Fort Jackson awaiting discharge.

— PENNSYLVANIA —

PHILADELPHIA — The Fraternal Order of Police have bought a couple of 15-minute shots in which they are dramatically presenting to the Philadelphia listeners, their campaign for a \$400-a-year raise. The programs have a format of dramatic

scenes, roll-call of honor of police dead and question and answer review of police record, expense and growth of the city which has not increased the size of its police force. . . . Novenson, WFIL announcer, has returned to the station after serving three and a half years with the Air Corps.

— NORTH CAROLINA —

KINSTON — Bob Bingham, general manager of WFTC, announces that they have having WFTC completely redecorated including the building of a large and modern studio with stage and a seating capacity of 450 people. His intent are to make WFTC one of the most beautiful stations in the South. Work on the station is expected to be complete within the next two weeks.

— CANADA —

HALIFAX — Acting Commander Keith Morrow of P.E.I., has been appointed assistant farm commentator for the Maritimes, it was announced recently by the Canadian Broadcasting Corp. Morrow will work with Ron Fraser, CBC Maritime farm commentator, in the presentation of daily farm broadcasts over the Maritime network.

Thanksgiving

Of all the holidays observed in this country, there is none so distinctively American as Thanksgiving. It is a legacy of the Pilgrims, cherished because of the romance and traditions that surround it.

Thanksgiving Day has long been celebrated as one of the greatest homecoming festivals of the year — a day of family reunions.

This year Thanksgiving takes on a deeper significance than ever before. There can be no more appropriate day than this for the people of a nation to join in song as an expression of thanksgiving.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York · Chicago · Hollywood

Send Birthday Greetings To —

Nov. 21

Joe DuMond Edward K. Oates
Ted Straeter Paul Rhymer

Nov. 22

Hoagy Carmichael Frank Graham
Mildred Hallmark Arthur Miller
Glen Litten Pvt. Dick Pack
Howard A. Petrie

Chicago's
ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS



FCC's Tele Rules Issued

TBA President Hails Tele Report Of FCC

The FCC's allocations of television channels for nation-wide use were issued Wednesday as "gratifying" by Frank Poppele, president of the Television Broadcasters Association, in one of the first reactions of the Commission's move.

The complete statement follows: The Federal Communications Commission has issued its long awaited report on the allocation of commercial television channels. In doing so the Commission has finally swung open the doors for the expansion of

(Continued on Page 5)

The Conference Planned For Washington, Jan. 29

The Advertising Clubs of Washington, D. C., Baltimore, Md., and Richmond, Va., will sponsor a "Television Institute" in co-operation with Irwin Sline, publisher of "The Televiser," to be held in the Hotel Statler, Washington, on January 29th. Discussions on the various phases of television operation will be similar to those which took place at a recent "Institute" in New York, but emphasis will

(Continued on Page 2)

Banner & Greif Announce New Public Relations Firm

Jack Banner and Ed Greif have announced the formation of a public relations firm, Banner and Greif, specializing in radio publicity and special exploitations for films.

Banner was released last week from the Maritime Service where he held

(Continued on Page 4)

Reunion

Bad Kissenger, well-known watering place in Germany, was also a meeting place recently for three stars of the Columbia network's "School of the Air" program. Quite by accident, Lamont Johnson, Toni Merrill and Bert Tanswell met at the resort. The latter was touring with "Here Today," and others with "Kind Lady," USO shows presented for servicemen abroad.

Aye!

Washington—Reaction of leading radio manufacturers to the FCC announcement of last week that FM channels will be numbered consecutively from the bottom to the top of the FM band is generally favorable, according to a poll conducted by the NAB television director, Robert T. Bartley. Only one manufacturer expressed displeasure, saying it preferred to mark its dials with the actual megacycle information.

NBC Now Preparing For Victory Loan Day

All NBC programs on Dec. 8, the web's "day" in the Victory Loan drive, will be specially-built under supervision of C. L. Menser, vice-president in charge of programs, to tie in with the closing day of the last War Bond drive. "Peace is Worth Paying For" is the web's theme for the day.

Pickups from all parts of the world and talks by national leaders will be heard during the day, which will be

(Continued on Page 2)

New Programs Scheduled On American Next Month

Several new programs will make their debut on the American network in December and carry on through 1946, with shows running the gamut from audience participation features

(Continued on Page 7)

U. S. Radio Role In Japan Described By G. I. Joe

How Radio Tokyo, once the mightiest voice in Japan's war propaganda battery, has been turned into the key station for the re-education of the Japanese people and for the entertainment and enlightenment of American forces of occupation in the conquered country, was described yesterday by M/Sgt. Bill Berns, of New York, a member of the radio section attached to General MacArthur's headquarters. Berns, holder

Modifications Of Sept. Order Released; Seven Channels Granted New York; Multiple-Owning Ruling Eased

Washington—FCC Wednesday issued its long-awaited television rules representing several important modifications in its September order, including granting of seven channels in New York and relaxation of its original minimum operating order.

FCC did not change its order making chain broadcasting regulations applicable to tele stations.

As a whole, FCC followed many industry recommendations in issuing the new rules and said it was not making any compulsory requirements "at this time" for the sharing of tele channels.

In regard to allocations in New York, FCC followed TBA's recommendations in some instances and compromised on others.

Plan Radio Institute At Univ. Of Georgia

Athens, Ga.—A Georgia radio institute, patterned after the Georgia Press Institute, now in its 19th year, is being planned by radio broadcasters under the joint sponsorship of the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism of the University of Georgia.

The broadcasters met in Columbus.

(Continued on Page 8)

Create Radio Bureau For New York State

Albany — Establishment of a State Radio Bureau to act as an information service to the public through the

(Continued on Page 6)

"The commission," FCC's statement said, "has carefully studied the TBA proposal and the data submitted therewith. The commission is of the opinion that it is desirable to have seven television stations in New York City if this can be done without depriving other important communities

(Continued on Page 5)

Canada Theater Men To Study Use Of Tele

Toronto—Intimation that the Famous Players Canadian theater circuit is considering and studying the feasibility of installing television in their key houses in Canada is seen in the decision of the organization to have officers and department heads attend video demonstrations in connection with their annual convention sched-

(Continued on Page 6)

Recognition

A tribute to the artistic excellence of the drawings submitted by child listeners to Isabelle Manning Hewson's MBS "Land of the Lost" program has been paid by Prof. Harry Zorhau, director of the New York Clinic for Gifted Children. Prof. Zorhau is exhibiting many of the drawings at the clinic, will judge them and will present awards to those deemed best.



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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Nov. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	192 1/4	190	191	- 2
CBS A	48	48	48	- 3/8
Crosley Corp.	36 1/2	36 1/2	36 1/2	...
Farnsworth T. & R.	15 3/8	15	15 1/8	- 3/8
Gen. Electric	47 3/4	46 1/2	46 3/8	- 1 3/8
Philco	39 1/4	38 1/4	38 3/4	+ 1/4
RCA Common	15 7/8	15 1/2	15 1/2	- 1/2
RCA First Pfd.	88	88	88	- 1
Stewart-Warner	22 1/8	22	22	- 1/8
Westinghouse	35 5/8	34 7/8	34 7/8	- 1
Zenith Radio	38 1/2	38 3/8	38 1/2	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	48 1/2	48 1/2	48 1/2	+ 1/2
Nat. Union Radio	7 1/8	7 1/2	7 1/2	- 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/2	9 1/4
Stromberg-Carlson	21 7/8	23 3/4
WCAO (Baltimore)	31	...
WJR (Detroit)	30	...

CBS Honors Lecuona

The 50th birthday of Ernesto Lecuona, Cuba's greatest composer, will be celebrated by CBS today, Nov. 23, when his music is played for a half hour beginning at 11:30 p.m. and shortwaved to all Latin America on the "Viva America" program.

Kaye Program Sponsored

Sammy Kaye's "Sunday Serenade," heard over WJZ-American each week at 1:30 p.m. EST, has been bought by Raymond Laboratories in the interests of Rayve Shampoo. Program is announced by Len Sterling.

KGfJ Moves Jan. 1

Los Angeles: KGfJ will remove to its new location at Sunset and Vine, Hollywood, about Jan. 1, 1946.

KGW one of the GREAT STATIONS of the NATION
 NBC AFFILIATE **PORTLAND, ORE.**
 Represented by Edward Peiry & Co.

Coming and Going

LT. COL. FRANK J. SHANNON, former technician at WCAU, Philadelphia, arrived in Washington Tuesday aboard the B-29 which broke the world's non-stop flight record, traveling 8,100 miles from Guam to the Nation's Capital.

FULTON LEWIS, JR., Mutual network commentator, has returned to San Francisco following a three-week stay in Hawaii. He will leave for Washington, D. C., very shortly.

ELL HENRY, head of the Chicago press department of the American network, in New York this week.

DON KELLEY, director of press information at WBBM, Columbia-owned station in Chicago, who has spent the last week or so in Gotham, has returned to the Windy City.

RALPH EDWARDS will broadcast Sunday's "Truth or Consequences" program from Chicago, another stop in his bond-selling tour to aid the Victory Loan.

ANDREW H. HILGARTNER, director of national sales for WFBR, Baltimore, has left for Chicago, where he will confer with national representatives of the station.

LOUIS SAIFF is in town from WSMA, Massena, N. Y. Paid a call Friday at the headquarters of the American network.

CLIFTON UTLEY, NBC commentator on foreign affairs, has arrived in London by plane from Chicago. He will spend about 10 days in Britain and Paris, broadcasting his programs tomorrow and Sunday from London.

Z. C. BARNES, vice-president in charge of sales at Mutual, is in Detroit on a short business trip. He is expected back Monday.

LLOYD BROWNFIELD, director of press information at KNX, Hollywood, has left New York for the West Coast following a series of conferences at the headquarters of CBS.

TOM SLATER, manager of special events at Mutual, is in Fort Worth, where he will cover tomorrow's game between Texas Christian and Rice.

ARTHUR GERBEL, JR., commercial manager of KJR, Seattle, arrived in town early this week for conferences at the headquarters of the American network.

LT. HOWARD M. PAUL, former continuity and publicity writer for WTMJ, Milwaukee, is in Chicago on terminal leave pending discharge from the service.

TED OBERFELDER, manager of audience promotion for the American network, has returned from a business trip to Minneapolis.

Tele Conference Planned For Washington, Jan. 29

(Continued from Page 1)
 be placed on commercial aspects of television with advertising and promotion the keynotes.

Scheduled for one day only, a luncheon and dinner will comprise some of the more important events of the meeting, and will tentatively feature such speakers as Paul Porter, FCC chairman; Dave Arons, sales manager of Gimbel's Philadelphia, who will report on the results of the first intra-store use of television; Bob Emery; Paul Mowrey, American network television manager; Richard Hubbell; John Reed King; E. W. Engstrom; Herbert Taylor, of Allen B. DuMont Labs.; Paul Raibourn; and William H. Ballantyne.

NBC Making Plans For Victory Loan Day

(Continued from Page 1)
 highlighted by a series of special programs originating in web affiliated stations, from 2:00 to 5:30 p.m. Commercial sponsors also have been invited to participate in the observance.

Pfenniger Elected V. P. Of Muzak Corporation

C. H. Pfenniger has been elected vice-president in charge of sales of the Muzak Corporation, it has been announced by Harry E. Houghton, chairman of the board of directors. Pfenniger has been with Muzak since 1944, when he received his discharge from the U. S. Marine Corps, and prior to that had been sales manager of E. H. Scott Radio Laboratories, Inc.

James R. Waters

James R. Waters, radio star for 15 years as Jake Goldberg in "The Goldbergs," died Tuesday in Winkler's Sanitarium, Woodmere, L. I. He had been ill since Dec. 4, 1944, when he suffered a cerebral hemorrhage which ended his radio career.

He is survived by his widow, Mrs. Clarice Waters, two daughters, and four grandsons.

Seymour Changing Show-Title

"You and the News," Dan Seymour's program broadcast over Mutual Thursdays at 10 p.m., is changing its title to "You Make the News."



Spider kills snake with web!

That was a whale of a news story a couple of years ago.

It seems the snake made a pass at its natural prey in the web . . . got caught in the silky mesh and couldn't get out. Then the spider went to work on him . . . and really tied up the snake.

That's another example of the way that many times the little guy hangs one on a big fellow.

We've got a little radio station down here in Baltimore. It's the successful independent, W-I-T-H. But did you know that this station delivers more listeners-per-dollar spent than any other outfit in this big five-station town?

It's a fact . . . and there are facts that prove it. Glad to show them to you.

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

W-I-T-H
 IN BALTIMORE
 TOM TINSLEY, President
 REPRESENTED BY HEADLEY-RE...

it's simple as 1-2-3



ADELAIDE HAWLEY'S sales success on WEAF has been as simple as that. In her *first* year she was terrific . . . in her *second* even better . . . and now, starting her *third* full year on WEAF, she offers alert sponsors one of the most potent sales voices in the world's greatest market.

Adelaide Hawley is known to millions—as a lecturer on the seven lively arts, as a speaker at important gatherings, as women's commentator for MGM's News of the Day. Adelaide


Hawley has been going places for years . . . and wherever she goes she always finds something of interest to report.

Every Monday through Saturday at 9:30 A.M., Miss Hawley brings intimate

word-pictures of trends and events to the tremendous WEAF audience. Her frequent air visits with the great, the near-great, and the little known give her program true timeliness and vitality.

Yes, sales results are simple when a personality like Adelaide Hawley combines forces with the voice of WEAF. And it will be simple for you to garner a rich segment of WEAF's 10-billion-dollar market when Adelaide Hawley sells your product to her intensely loyal audience.

NBC's Key Station • New York

WEAF 

50,000 watts • 660 kc.

Represented by **NBC SPOT SALES**



Happy the Humbug has made his debut on the marionette stage. *Happy*, as you may already know, is chief character and laugh provoker of the NBC-Recorded program series which has been broadcast by all types of advertisers the country over.

Last spring the New York City Park Department talked with author Steve Carlin, listened to some of the audition records, looked over the volume of promotion devices that accompany the show, and made a decision. It involved adapting *Happy the Humbug* to marionette form.

Four months were spent developing the marionette characters of Happy, Hunky the Monkey, the Pink Elephant and other animal friends of "The Humbug." On July 5th of this year the first performance was held before an attentive audience of children and adults in Willowbrook park. Since that time, this popular marionette adaptation has played before over 100,000 children and adults.

The miniature stage is built into a trailer which is accompanied by a staff of experienced puppeteers and travels from park to park giving outdoor performances throughout New York City. With Winter descending upon them, plans have been made to continue the performances on an indoor stage. The Winter schedule which begins in December includes showings at the Museum of Natural History, Brooklyn Museum, hospitals and schools.

The adoption of *Happy the Humbug* by the Park Department is another tribute to the entertainment and educational value of this NBC-Recorded Program. For local advertisers who are interested in a distinctive pre-Christmas radio campaign, *Happy* is a top-drawer choice. Your nearest NBC-RRD office can supply you with audition records and a pictorial presentation.



California Commentary

● ● ● Cynics charge that friendship is a rare commodity in Hollywood, but the story of Barry Fitzgerald shows they can be wrong. Barry, who played the kindly priest in "Going My Way" and who is as kind off

the screen, had rejected several attractive radio offers until his old pal, Harry Slott, came into the picture. Harry is a former prize-fighter and veteran assistant director and met Barry when the latter worked in "None But The Lonely Heart" at RKO-Radio. Harry had the idea for "His Honor, The Barber," and Barry readily agreed to star. It is now being produced and written by Carleton E. Morse, with Harry getting a nice weekly honorarium. Helen Burke, the original "PhonoCord Girl," is hoping to receive her travel orders from the government, so that she may go to Sweden in January to join her husband, Captain Robb. Robb is a radio veteran and his first work was with Newscaster Jim Doyle on "man-on-the-street" interviews in San Jose. Like many Hollywoodians, Evelyn Barrows, freelance actress, has received an eviction notice and is seeking a new home. By the way, her husband, Pvt. John Craven, who did splendid work in "The Human Comedy," expects to rival Red Skelton in entering and leaving the Army as a buck private.

★ ★ ★

● ● ● Jay Stewart, announcer on "Truth Or Consequences," has become a flying enthusiast. He flies to Chicago for the Nov. 24th broadcast of "Truth Or Consequences," returning here in time for his regular Sunday broadcast, "Money On The Line." Bill Grey has waxed the "Bill Grey Show," with Howard Petrie as straight man and announcer; Harry Lang and Ruth Perrott. Grey wrote the show, with Tom Sawyer as the producer. Lt. (j.g.) Kevin Sweeney, who has received his honorable discharge, will soon rejoin the American Western division fold. Mrs. Sweeney is residing at Mojob, Utah, and expects to present Kevin with an heir shortly.

★ ★ ★

● ● ● Joe Louis, the heavyweight champion, has a new pair of boxing trunks—due to Jack Benny. Benny gifted the colored champion with the trunks at a press party that followed Louis' appearance on the Benny show. A credit tag on the end of KHJ-Mutual Don Lee's "California Melodies" was responsible for the get-together of two old friends recently. When Dick Wynne announced "California Melodies is written and produced by Jack Rourke," Naval Commander Jib Walsh, who went to school with Jack and didn't know he was out here, happened to be listening. He 'phoned the station and the two held a reunion. Lt. Bev Barnett, who was press agent for Gene Autrey, Roy Rogers and other stars, wrote a thrilling account in the Los Angeles Herald-Express of the typhoon that struck Okinawa. Songstress Jeanne McKeon of the "Jack Kirkwood show," is planning a full-time Winter schedule. Aside from her work in radio and films, she will soon enroll in a few language classes for a bit of advanced study.

★ ★ ★

● ● ● Opie Cates, music director and clarinet specialist for the "Judy Canova show" and two other NBC programs, will take his musicrew into the Pasadena Civic auditorium for his first local ballroom engagement Nov. 23-24. Agent George Ward planed to New York on a business trip and to catch opening of Marilyn Maxwell's "Nellie Bly" in Philadelphia. Pool Pray has been added to the staff of "People Are Funny," which is produced by John Gudel Radio Productions, and Anne Wadsworth and Virginia Barnette have been added to the "General Electric House Party" personnel as secretary and school teacher, respectively. Edna Skelton, Red Skelton's business manager, has been in Chicago conferring with executives of the Russel M. Seeds agency, regarding the new Skelton show, which takes to the air Dec. 4 over NBC.

★ ★ ★

AGENCIES

MAJ. WINTHROP HOYT, at three and a half years with Army Air Corps, has returned to Charles W. Hoyt Company, Inc. occupy the agency's newly created office of chairman of the board. board chairman, Major Hoyt will share executive duties with Ever W. Hoyt, who remains at the agency president.

CUNARD-WHITE STAR LTD. whose ships are still under Government control for the return of United Nations servicemen, is recognizing the special significance of this Thanksgiving Day by running advertisements in principal cities in the United States. Cecil & Presbrey, Inc., is the agency.

LT. JAMES BOYLE, JR. has joined McCann-Erickson, Inc. printing buyer after 3 years service in the U. S. Army.

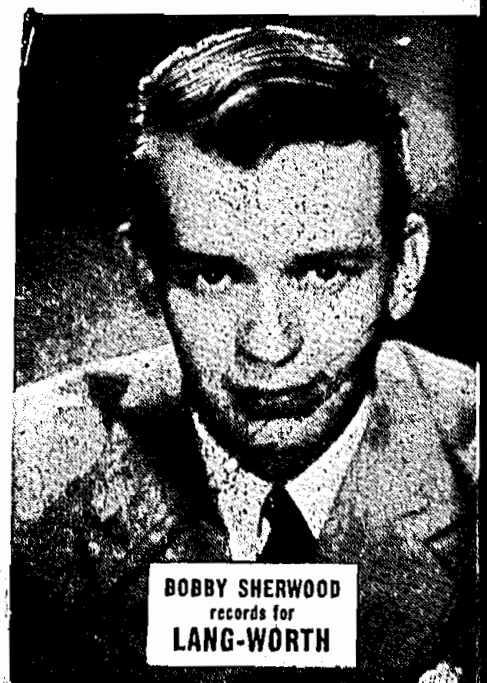
JOHN P. MCPHAUL, recently discharged from the Army, joined the New York office of Burn-Smith Company, Inc., radio reps, as a junior salesman on Nov. 19th. Before entering the armed services in February 1941, McPhaul was with the personnel division of NBC in New York.

Banner & Greif Announce New Public Relations Firm

(Continued from Page 1)

the rank of lieutenant commander, assistant public relations chief. Previously he was publicity director of WNEW, New York, and held editor positions on various trade publications.

Greif resigned as exploitation feature editor of NBC to join the new firm. He had been associated previously with trade papers, and was managing editor of Trade Journal Syndicate. He began his newspaper career in 1926.



BOBBY SHERWOOD
records for
LANG-WORTH

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA

Seven Channels Granted New York In New FCC Television Regulations

(Continued from Page 1)

the opportunity of having any television station." FCC noted, however, "several disadvantages" to TBA's plugging of directional antennas.

Against Directional Antennas
Stressing that the commission desires "to avoid as much as possible" the use of directional antennas, FCC learned that their use means less flexibility in choosing antenna sites. Moreover," FCC said, "directional antennas will have to be located away from cities with the result that problems of shadows and multipath distortion in rendering service to cities will be much greater than where an antenna is located in the city itself."

The commission also noted another objection to TBA's recommendation regarding directional antennas. It pointed out that use of directional antenna patterns result in many instances in "highly artificial" service areas with a good part of the station's signal strength being directed out to sea. Moreover the Commission said, the service area of the stations using directional antennas would be far larger than that of a community station but such stations would be expensive to construct and operate in Metropolitan stations.

Suggest Community Stations
FCC devised a plan calling for community stations in the smaller communities where the TBA plan had proposed high-power stations with directional antennas.

The commission said its plan "meets the objectives" of the TBA proposal but does not involve the use of directional antennas.

"Under this plan," FCC said, "it will be possible to have seven television stations in New York City and to have many television stations in other cities throughout the country as was proposed in the TBA plan."

In addition, FCC also said under its plan tele stations have been located somewhat closer together in the Eastern part of the U. S. than was done in its original order with the result that in many instances stations may not be able to serve out to their 500 uv/m contour.

"However," FCC said, "on an overall basis the average service area of all stations in the Eastern part of the U. S. will be greater under the Commission proposal than under the TBA proposal."

Under FCC's plan, only tele channel No. 1 will be designated as a community channel. All other tele chan-

City By City

Television channels granted New York and other key cities by the FCC follow:

NEW YORK: Channels 2, 4, 5, 7, 9, 11 and 13, no community stations.

CHICAGO: Channels 2, 4, 5, 7, 9, 11 and 13, no community.

PHILADELPHIA: Channels 3, 6, 10, and 12, no community.

SAN FRANCISCO: Channels 2, 4, 5, 7, 9, and 11, no community.

WASHINGTON: Channels 4, 5, 7 and 9, no community.

CLEVELAND: Channels 2, 4, 5, 7 and 9, no community.

DENVER: Channels 2, 4, 5, 7 and 9, no community.

LOS ANGELES: Channels 2, 4, 5, 7, 9, 11 and 13, no community.

channels will be available for either metropolitan or rural stations. However, in the smaller cities, community stations will be assigned to these channels.

FCC said the official standard of protection of tele stations will be the 5,000 uv/m contour. It said it would make "every effort possible" to permit stations to serve beyond their 5,000 uv/m contour.

The FCC generally followed the industry's recommendations regarding minimum operating schedules, ruling that tele stations will be required to operate a minimum of 28 hours a week with a minimum of two hours a day. FCC's original order had required six hours' operation per day.

Commenting on its new order, FCC said: "The commission will carefully scrutinize this minimum operating requirement with the view of progressively increasing it so there will be a maximum utilization of each channel. In addition, the Commission will give consideration to any proposal that different minimum requirements be established for different types of stations or for various cities of different sizes."

Although stating that FCC "is not making any compulsory requirements at this time," for the sharing of tele

channels, the Commission said applications, "will be considered" for persons who desire to enter into voluntary sharing arrangements of a tele channel.

The Commission also modified its rule on multiple ownership, although it is still short of industry recommendations. The new rule follows:

"(A) No person (including all persons under common control) shall directly or indirectly own, operate or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated or controlled by such person.

"(B) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation or control would foster competition among television broadcast stations or provide a television broadcasting service district and separate from existing services, and (2), that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience or necessity; provided, however, that the commission will consider the ownership, operation or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience or necessity."

FCC did not change its rule regarding use of common antenna site.

In another change, FCC said mechanical reproductions will have to be announced either at the beginning or at the end of each such mechanical reproduction or of the program in which such reproduction is used. No announcement will be required where mechanical reproductions are used for background or incidental effect, station identification, etc.

Station identification announce-

TBA President Hails Tele Report Of FCC

(Continued from Page 1)

a television service across the nation.

"Basically, the FCC allocation assignments for the first 140 market areas are those suggested on a chart submitted by the Television Broadcasters Association, Inc., at a hearing conducted by the Commission in Washington, D. C. last October 11. I know I express the feelings of the Association as a whole when I say that we are deeply gratified by the Commission's actions and equally gratified that we were, through united effort, able to assist the FCC in reaching this all-important decision.

"Television is now ready for the American public. Scores of manufacturers are expected to begin the construction of television receivers early next year, in all screen sizes and in prices ranging from \$100 upwards. The employment potential in this new industry will be immense and many servicemen returning to civilian life trained in electronic methods and radar will find in television a made-to-order field for their talents.

"New television stations are expected to go on the air late in 1946 with a considerably larger number of stations entering the field during 1947 and 1948. It is to be hoped that by 1950 network television on a national basis shall have been achieved. Certainly within a few months network television will be in regular operation between Washington, D. C., Philadelphia, New York City and Schenectady, N. Y."

ments, both aural and video, will be required at signing on and signing off by the station. In addition, station identification announcements will be required at least once each hour and may be either video or aural.

The rules only touch on stations operating under 300 mc. and do not touch the wider band, although FCC officials are on record as terming the wider band, the coming band in tele-

Making Steel Talk

• WATCH!

Ave Maria Hour
 WMCA — Sunday — 6:30
 For 10 years the number one
 Religious drama of the Americas.
**IT'S A DONALD PETERSON
 PRODUCTION**

THERE'S ONLY
1
 EMPIRE STATE
 BUILDING
 but
WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN
 Dial 1050 50,000 watts
 Metra-Goldwyn-Mayer—
 Loew's Affiliate

Radio's Role in Japan Described By G. I. Joe

(Continued from Page 1)

broadcast a recorded on-the-spot description of the surrender ceremonies one hour after the event. Berns was aboard the U.S.S. Missouri at the time, set-up on a turret about 60 feet from the historic spot.

When the first troops arrived in the enemy capital Sept. 8, the section moved into Radio Tokyo headquarters along with AFRS and radio correspondents. From Tokyo, the group fed material for domestic web programs such as the "Army Hour" and "Pacific Serenade" as well as doing spots for local indies here.

Describes Radio Tokyo

The new, six-story building of Radio Tokyo is now being shared by the headquarters section, AFRS, and local broadcasters operating under Army control, Berns said. The studios and equipment compare favorably with those of American make, he added, excepting the Japanese recording apparatus which can not handle any discs larger than 12 inches.

The enemy station is now the key outlet in the AFRS network, Berns said, and in addition feeds all mobile units. The station is now on the air from 6:30 a.m. to 11 p.m., bringing to the servicemen news, music, sports, "de-commercialized" versions of American web entertainment shows, USO and Army shows, and even daily lessons in Japanese. Much of the programming is live, with most big shows originating in Radio Tokyo's main studio, known to the G.I.'s as "8-H."

Radio Personnel

Earl Moreland, formerly of WMC, is program director of AFRS, Berns said. Charles Norwood, formerly of NBC, handles news programs; Roger Forster, formerly of WNEW, is chief announcer; and Phil Cross does sports.

Prior to the landings in Japan, the group saw action in the initial landings on Leyte, Luzon and the island of Okinawa.

Berns expects to be discharged next week, and will return to commercial radio. He was formerly an announcer for WNEW, and prior to that served in the radio exploitation department at Warner Brothers.

WORDS AND MUSIC

By HERMAN PINCUS

Thumbnail Biography:

THE sensational DeMarco Sisters, heard every Sunday on Fred Allen's program, are daughters of an invalid father, who many years ago was an operatic singer . . . the talented group started in 1937 as a trio (Ann, Jean and Gloria) but became a quartette when Marie joined them . . . last year (when we first heard and gave them their first plug in this pillar) the group had become a quintette with the addition of the youngest sister, 10-year-old Arline . . . Johnny O'Connor, amazed at their marked ability, immediately signed them to an exclusive contract and brought them to the attention of Honorable James J. Walker, prexy of Majestic Records, who likewise signed them to a contract, their initial platter, "It's Been A Long Long Time" backed up with "Chico-Chico," slated for national release end of this month . . . and now that their ambitions seem to be materializing, the DeMarcos have just done a fine deed . . . they purchased a home with their first earnings and presented the deed to the property to their parents . . . a low bow, then, to each of them. . . .

★ ★ ★

RADIOLOGY:—Martha Tilton's singing and the handling of lines on Paul Whitman's Philco show is one of the entertainment highlights of this popular American web half hour. . . ● Ted Cott's guest, Friday on his "MBSO You Think You Know Music," will be Duke Ellington (who really does KNOW music). . . ● A new musical half-hour program, featuring Rose-Marie, Lee Sullivan and D'Artega's all-girl orchestra, will start late this month . . . series will be heard Sundays via American Network and will be produced by Ray Knight. . . ● Betty and Buddy, harmony team, sponsored every Wednesday on WJZ by the Plymouth Shops, rate the hundreds of fan letters they're getting. . . This duo delivers a fast-fifteen minute routine of comedy patter, mimicry and songs which rates NetWORK. . . ● Detroit's latest gift to Radio, golden-haired Marian Morgan, is in Gotham . . . the NCA Canary was a sensash in the Auto City's swank nite spot, the Latin Quarter. . . ● John Feeney, Irish tenor, currently on a concert tour, was discovered by New York's Mayor-elect, Bill O'Dwyer, who got Feeney his first radio start on WNYC. . . ● When bandleaders Woody Herman, Benny Goodman, Eddie Duchin and Bobby Byrne attended Jimmy Dorsey's opening last week at the Terrace Room in Newark, they participated in an impromptu jam session. . . ● Abram Chasins, celebrated composer and musical director of station WQXR, will leave soon on a concert tour which will take him to the coast and back. . . ● A major network is planning to sign up Ben Feld . . . what surprises this scribbler is the fact that Feld, who before coming to New York had been musical director of KMOX for a decade, hadn't been grabbed up sooner. . . ● Spied Roland Young promenading along Fifth Avenue, carrying his top coat instead of wearing it . . . that's a sure way to be absent from guest radio appearances . . . you see, Rollie old chap, the month is November and Vth Ave. isn't Hollywood Boulevard. . . ● Baritone Don Merrit, formerly heard via CBS with Jeff Alexander's orchestra, will soon be in civvies after three years in the Army. . . ● Jascha Heifetz will be the guest star on the NBClassic "Telephone Hour" Monday. . . ● "Red" Everett added to "Front Page Farrell" and "Portia Faces Life" casts. . . .

★ ★ ★

TIN PAN ALLEY-OOPS:—Brad Reynolds and Willard Robison, have a natural in the Dutch double-talk ditty, "Sweet I've Gotten On You." . . . ● Title song to Republic's forthcoming production, "I've Always Loved You," written by Harold Rome and Aaron Goldmark, is published by Leeds. . . ● Seymour Simons, co-composer with Gerald (Dixie) Marks of the standard ballad, "All of Me," has been named musical director for Vogue Records. . . ● Jane Pickens has an anonymous admirer who sends her a real pearl each week . . . Jane is seeking to establish his identity so that she may return the jewels. . . ● Bert Stanley, singing omceo at the Glass Hat, is getting network offers.

Canada Theater Men To Study Use Of Tel

(Continued from Page 1)

uled for three days in Chicago starting Nov. 29.

More than 65 representatives of the circuit and subsidiary companies are arranging to attend the Chicago meeting.

Create Radio Bureau For New York State

(Continued from Page 1)

broadcasting stations of New York was announced this week by State Commerce Commissioner M. P. Catlerwood at a meeting in the De Witt Clinton Hotel of public relations representatives of State departments and managers of radio stations.

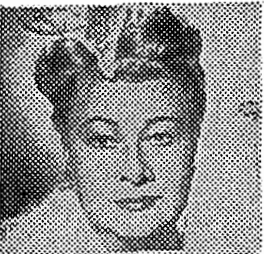
The Bureau, which will function in the Commerce Department under the division of State publicity, headed by Harold Keller, was created at the request of the public relations committee of NAB for the region which includes New York State. Robert C. Soule, of WFBL, Syracuse, has been appointed chairman of the committee. Thomas C. Stowell, long identified with radio and theatrical work, has been granted a leave of absence from the State Health Department's education division to become director of the Radio Bureau. The Bureau will handle information for all State departments and act as a central agency for contact with broadcasters, sending regularly spot announcements, transcriptions and other material dealing with New York State activities.

Exclusive!

**Chicago's Only
NEWS-ON-THE-
HOUR SERVICE**

W-I-N-D

560 Kc. 5000 WATTS



SOPHIE TUCKER
appearing at LA MARTINIQUE
days
"SOME OF THESE DAYS
You must try a
STEAK
AT HOWIE'S"
for
**LUNCHEON • DINNER
AFTER - THEATRE**
Your Host — SAMUEL A. HORWITZ
HOWIE'S
"The BUY Word for Good Food"
1307 6th Ave. — at 52nd St.

PROMOTION

Sponsors Needs Listed

VIP, Philadelphia, has published a black and white brochure designed to show commercial advertisers the kind of promotion sponsors want for their programs. This brochure cleverly describes and illustrates the type of program, the sponsors name, the name of the agency, along with the newspapers it has appeared in and its total circulation.

Using NBC Manual

The National Broadcasting Company's "Program Policy and Working Manual" is being used as a basis for a series of articles entitled "The Principles of Radio Broadcasting" published by El Liberal, Bogota, Colombia. The articles contain discussions on various South American local, shortwave and transcribed programs.

CKAC Booklet

CKAC, Montreal, has drawn up a unique buff-and-brown, heavy stock booklet plugging various programs. The booklet carries a hunting motif throughout, and is pegged on the availability and price of programs illustrated.

Send Birthday Greetings To

Nov. 23

Mary Mulford

Nov. 24

Harry Barris	Eileen Barton
Guy Bonham	Joan Brooks
Art Fulton	Don McLaughlin
Alice Remsen	Irene Wicker

Lois Zarley

Nov. 25

Miriam Jaffe	George Cushing
Edwin S. Leipzig	Rex Maupin
Kate McComb	Will Osborne
Edwin Wallis	

It will soon be on the way and it's **CERTIFIED**

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

S. TOOGOOD RECORDING CO. N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Why Buy Victory Bonds?



"We've spoken of the valor of the men in the navy. That goes for the men and women in the army, the marines, and the air corps. The war's over, but your dollars can still fight, to secure the peace for which our boys fought. These men and women, who bought our victory so dearly, face the battle of life and the important tasks ahead. Money is needed for veteran rehabilitation. For their

transition from war to peace—secure two futures! Yours . . . and theirs!"—MARTHA TILTON, Philco program, American network.

New Programs Scheduled On American Next Month

(Continued from Page 1)

to news analyses by commentators.

Two new afternoon audience participation programs, each starting Monday, Dec. 3, are the "Al Pearce Show," to be heard Monday through Friday, and "Bride and Groom," also a five-times weekly program. The Al Pearce show will be heard from 3 to 3:30 p.m. EST and the other from 4:15 to 4:45 p.m. Stunts on the Pearce program will vary from day to day, the first scheduled being "Fast Lady," which will give attention to beauty in the mature years. Five contestants are to be chosen from the studio audience, each of them over 50 years of age, and the audience by applause will vote for the prettiest contestant. "Bride and Groom" each day will pick a newly married couple who happen to be in Los Angeles on their honeymoon, a couple celebrating their Golden Wedding anniversary, and a young couple about to be married, interview them and present gifts. Both are West Coast shows.

On Dec. 2, as noted in these columns, Elmer Davis, former OWI chief, will launch a new series of news commentaries and interpretations over the coast-to-coast network. Davis will be heard Sundays at 3 p.m. EST and Tuesdays and Wednesdays at 8:15 p.m. EST. The same day, the Frank H. Lee Company, manufacturers of hats assumes sponsorship of Drew Pearson on his network broadcast.

Starting Dec. 1, the Christian

Rep. Celler To Discuss Un-Amer. Affairs Activities

Rep. Emanuel Celler will be the principal speaker at a meeting in protest against Rep. John Rankin and his Committee on Un-American Affairs, under the auspices of the Literature Division of the Independent Citizens Committee of the Arts, Sciences and Professions. The meeting will be held Nov. 26 at the Henry Hudson Hotel, with James Oliver Brown, of Little, Brown & Co. as chairman.

Actor Howard de Sylva will impersonate Rankin using the Congressman's own words as taken from the Congressional Record. Other speakers include William S. Gailmor, Albert Kahn and Cpl. Milton Wynn. Martin Gabel will stage the affair.

Lahr Replaces Wheeler

Bert Lahr, well-known comedian of stage and screen, will replace Bert Wheeler on the "Fresh-Up" show on Nov. 28. Program is heard on Mutual Wednesdays from 8:30 to 9:00 p.m. EST.

Science Monitor begins a news program for Saturday evenings from 6:15 to 6:30 p.m. EST. Program features Ernest Canham, editor of the Monitor in a news commentary session and in addition the show will also dramatize and document special events headlined by the paper. On the same date, the Texas Company resumes sponsorship for the sixth consecutive year on the web the Saturday matinees of the Metropolitan Opera. This series of broadcasts will run for 18 weeks.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

RADIO DIRECTOR, WRITER, now with top agency on contract assignment available in December. Dramatic and musical background. Present salary \$9,000 year, will accept progressive position at salary sacrifice. Write: Serviceman's Want Ad, Box No. 87, Radio Daily, 1501 Broadway, New York City.

ANNOUNCER, three years experience, 250-5000 watt stations. Age 28, married, prefer Mid-West or East. Specialize news commercials. Transcription available. Write: Serviceman's Want Ad, Box No. 88, Radio Daily, 1501 Broadway, New York City.

Industrious and fully reliable ANNOUNCER, one year experience. Columbia Radio College training, 28 years of age. Chicago residence. Write: Serviceman's Want Ad, Box No. 89, Radio Daily, 1501 Broadway, New York City.

ANNOUNCER with loads of personality desires position with small progressive station. One and one half years experience. Willing to travel ANYWHERE. Write: Serviceman's Want Ad, Box No. 90, Radio Daily, 1501 Broadway, New York City.

PRODUCER - DIRECTOR, nine years radio, two years New York agency experience on high rating shows. Versatile, energetic, imaginative and willing. Available immediately. Write: Serviceman's Want Ad, Box No. 91, Radio Daily, 1501 Broadway, New York City.

WRITER, ANNOUNCER, ready to go back to work. Formerly with indie. Would like to resume employment with station looking for young talent, new ideas. Experienced, able to start about January 1st. Write: Serviceman's Want Ad, Box No. 92, Radio Daily, 1501 Broadway, New York City.

All round station man. Production, all types of programs. Writer for variety programs, special events, and newscasts, news announcer, station promotion, programming and operation. Available immediately. Write: Serviceman's Want Ad, Box No. 78, Radio Daily, 1501 Broadway, New York City.

EXCLUSIVE!
EAGLE PRO GAMES
TEMPLE HOME GAMES
WIBC
990 ON YOUR DIAL
PHILADELPHIA

Plan Radio Institute At Univ. Of Georgia

(Continued from Page 1)

Ga., recently and named a committee which is to report at the annual convention in Macon, Jan. 12, on details of the Institute. Wilton E. Cobb, general manager of station WMAZ, Macon, in proposing the Institute at the meeting, said that it has the full approval of President Harmon W. Caldwell of the University and Dean John E. Drewry of the Grady School. In outlining the plans, Cobb suggested that the first such Institute be held in April, 1946, and annually thereafter at the University, just as is the Press Institute, which is sponsored jointly by the Georgia Press Association and the Grady School. Members of the committee who are to report at the Macon meeting are John M. Outler, of WSB, Atlanta; Jack Williams of WAYX, Waycross, and Cobb.

It was emphasized at the Columbus meeting that the Institute will attract outstanding persons in radio and will bring to the radio industry of Georgia the best and latest in radio operations. It will also afford, they pointed out, a forum of great value for students and teachers of radio of the state. Mentioning the increase in the number of projected stations for this region, Outler applied particular importance to the need for trained personnel to handle them. He pledged the assistance and cooperation of the Atlanta stations in making the Institute a success and expressed his confidence that it would attract "the best brains in American radio."

Gray Returns To CBS To Head Editing Dept.

Gilson Gray has resumed his CBS post as director of the network's editing department following more than three years in the U. S. Navy, where he held the rank of Commander. Gray joined CBS in May, 1935, and held the post of editing department director until June, 1942, the date of his enlistment in the Navy.

Jan Schimek, who filled Gray's position during the latter's absence, has returned to his former position as director of the copyright department. He has also been appointed associate director of the editing department.



COAST-TO-COAST



— COLORADO —

DENVER—Elwood H. Meyer, son of A. G. Meyer, KMYR station manager, is back as special events director after over two years service in the Navy. . . . Gene Amole, former KMYR announcer, has resumed civilian announcing chores after three years service in the Army. Attached to the third Army, Amole saw action throughout the European campaign.

— CALIFORNIA —

OAKLAND—In behalf of the Victory Loan campaign and War Finance Committee, KROW carried a special broadcast of the "Airborne Attack" demonstration presented at Oakland Airport. Maneuvers were described from a plane by KROW announcer Neal Edmonson and Bob Wassenberg, program director, while a mike on the field was manned by KROW staffmen Russ Coughlan and Joe Warner. . . . New in the KROW program and continuity department are Betty Jane Daymude and Helen Taini. Dorothy Jonsson is the new traffic manager, having replaced Phyllis Boarman, resigned.

— MISSOURI —

ST. LOUIS—Wendell B. Campbell, commercial manager and assistant general manager of KMOX since Sept. 1942, has been named general manager of the station. Campbell came to KMOX from Chicago where he held the position of Western sales manager in charge of the Chicago office. . . . The new commercial manager of KMOX is Dave Sutton, recently discharged from the Marine Corps with the rank of Captain, who was formerly Eastern sales representative for WBBM, Chicago.

— MASSACHUSETTS —

BOSTON—The Cowles Brothers, owners of radio station WCOP, have announced that they will invest more than half a million dollars in new studios, offices and a new transmitter for WCOP. The new studios will be built on the ground floor of the New England Mutual Insurance Building. The move to a new studio and office location from the Copley Plaza Hotel spot, was dictated by the dire necessity for more space to keep pace with rapid expansion. Plans for the new studios and offices have been drawn by Lockwood Greene Engineers, Inc.

— PENNSYLVANIA —

PHILADELPHIA—A new type of spot radio commercial started this week for "Air-Wick," via WIP, as 12 10-word announcements concentrated into the one hour and 15-minute show, "Start the Day Right." A morning show, which has a format of time-calls every few minutes, enables listeners to time their dressing and coffee gulping to Wayne Cody's "It's 7:00 — time to banish unpleasant household odors with Air-Wick"; or, "It's 7:10—take time to shop for Air-Wick. "There will be 12 such announcements during each of the shows across the board. Idea for this spot campaign was originated by Harry Trenner of the William H. Weintraub, Inc., advertising agency, for product by Seeman Bros., Inc.

— IOWA —

DES MOINES — Carter Reynolds, who has returned from the South Pacific, is now an announcer on KRNT. Other servicemen back with the station are Clifford Johnson, engineer who has returned from the E.T.O., and Tom Dyer, continuity, back from Germany. . . . Alarmed by the increasing number of automobile accidents in Iowa, KRNT has started a safety campaign, broadcasting reports on each accident. The line "Drive Carefully; this could happen to you," follows each accident report.

— WASHINGTON —

YAKIMA — Lincoln Kirk, recently discharged from the Seabees, has joined the sales staff at KIT. Kirk, a Yakima resident before he enlisted, comes to KIT with a long background of sales and advertising work. . . . Another returnee at KIT, is Bob Dyal, recently discharged from the Navy, to work on the night shift.

— CANADA —

TORONTO — A prominent figure in Canadian radio and music circles, Geoffrey Waddington has been engaged to direct the orchestra for the feature productions of "The White Empire," CBC historical drama of Canada's fabled northland heard Wednesdays.

— CONNECTICUT —

HARTFORD — Leo B. Keegan, a former member of the sales staff of WHTD, before entering the Army two and half years ago, has been honorably discharged and has resumed his duties at the station. . . . **WATERBURY** — John Daly's 11:15 p.m. newscast has been extended to a quarter hour in response to numerous requests from listeners. His first 15-minute shot was on election night, when he filled in the election picture with color stories that had occurred during the day and evening.

— GEORGIA —

ATLANTA—J. Leonard Reinsch, managing director of the Cox radio stations WSB, WHIO and WIOD, and radio advisor to President Truman, entered Atlanta hospital last week for a minor operation. He will be away from his duties from two to four weeks.

— TEXAS —

DALLAS—WFAA has inaugurated a new exclusive program of inter-

views and comments on the Washington scene by Walter Hornaday, chief of the Dallas News Washington Bureau. Hornaday will transcribe the programs late each week and transcriptions will be rushed to Dallas for the presentation each Sunday. . . . **SAN ANTONIO**—Melba Fleming, formerly of WHBQ, Memphis, has joined the staff of KMAC as assistant program director.

— UTAH —

SALT LAKE CITY—After more than three years service in the Southwest Pacific, Paul Alexander, has joined the announcing staff of KSL. Before the war he announced at KUTH. . . . Featuring Albert Shepard and his violin, the Salt Lake Glass and Paint Company has begun its sixth year of continuous broadcasting over KDYL. . . . George Baker, member of the advertising staff for the Salt Lake Tribune-Telegram for the past 10 years, has joined the staff of KDYL as an account executive.

— NEW YORK —

NEW YORK — William A. Lawrence, whose report on the atom bomb from experimentation in New Mexico to its fall on Japan made journalistic history, will sit on the critical panel for discussion of Norman Cousins' "Modern Man is Obsolete" on the "Author Meets the Critics" broadcast over WHN, Nov. 26. Thomas K. Finletter, former special assistant to Secretary of State Hull and author of "Can Representative Government Do the Job," and John K. McCaffery, will also pose questions against Cousins. . . . Peggy Lloyd, who conducts "Wake Up, New York" aired on WOV, Monday through Saturday, has added a new feature to her public services titled "Tips for Tots," a cheery but pertinent reminder to children, which advises them to be careful crossing streets and to come straight home from school.

You are in GOOD COMPANY when you advertise on . . .

KMPC
LOS ANGELES
710 Kc. 10000 WATTS
THE WEST'S GREATEST INDEPENDENT NATIONAL SALES REPRESENTATIVE - PAUL H. RAYMER COMPANY

COLORADO ranks 7th among the states in Cash Income per farm (\$6,629.00).

KLZ
DENVER
CBS 560 KC.
REPRESENTED BY THE KATZ AGENCY

WDOD SINCE 1925*

THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the

best job in Chattanooga
6,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VL. 33, NO. 38

NEW YORK, MONDAY, NOVEMBER 26, 1945

TEN CENTS

Tele Station Scramble

Wood Files New Bill to Regulate Analysts

Washington Bureau, RADIO DAILY
Washington—With no strong likelihood of early hearings, the House Interstate Commerce Committee was a week handed legislative proposals by Chairman John S. Wood of the House committee on Un-American Activities. The proposals, regarding presentation of radio commentators, were detailed in Radio Daily Nov. 12. Although it had originally been intended that they be placed before full membership of Wood's committee, a last-minute shift in plans
(Continued on Page 7)

Governmental Agencies To Regulate Messages

Washington Bureau, RADIO DAILY
Washington—Another attempt to maintain OWMR control over radio addresses and other public utterances by government officials failed last week during a White House session of government information chiefs. After a similar meeting early in the month a special group was asked to draft a compromise proposal, following a flat rejection of binding regulation
(Continued on Page 6)

Case And Sanborn Show Will Tour Beginning Jan. 1

Los Angeles—Instituting a completely new policy for his Sunday radio program, Edgar Bergen and his Case & Sanborn troupe will tour in all sections of the United States next year for a series of broadcasts with governors of the various states. Announcing his ambitious program
(Continued on Page 2)

Valedictory

General George Marshall, Army Chief of Staff, will deliver his farewell message to War Department employees and to the troops overseas over major networks and the Armed Forces Radio today from 12:30 to 12:45 p.m., EST. President Truman will appear with General Marshall on this special broadcast. Marshall is being succeeded by General Eisenhower.

INDUSTRY LEADERS COMMENT

A telegraphic survey of the industry's reaction to the FCC television allocations was conducted by Radio Daily Friday. The queries brought different opinions on the wisdom of the FCC's move. In most instances, however, the allocations were interpreted as the signal to go ahead with manufacturing and station developments. The results of the survey, thus far, follow:

DuMont Commends FCC

Dr. Allen B. DuMont, president, Allen B. DuMont Laboratories, Inc., declared: "The Federal Communications Commission has handled a difficult problem with courage and intelligence in its announcement of television channel allocations to 140 principal communities. This is the first of several important steps which will soon speed television's development as a full-blown industry.

"We can now proceed with the manufacture of television receivers as soon as suppliers of components are released from the uneconomic restrictions imposed on them by the OPA and components are thus made available. Our factory will begin filling back orders for television transmitters as soon as the broadcasters who have requested transmitters are assigned channels by the FCC. We are confident that the commission will begin assigning channels to applicants within a few weeks.

"Shortly after the first of the year our organization expects to have the new television studios of WABD in the main John Wanamaker New York store completed and to link this station with our new Washington, D. C., outlet atop the Hotel Harrington. We are already conducting experimental broadcasts from our Washington station."

"Stopgap," Says Kesten

Paul W. Kesten, executive vice-president of CBS, referred the FCC's action as a "stopgap," saying: "The Federal Communications Commission has labored long and well to make the best possible use of the few television frequencies in the lower spectrum. But the net result can be nothing more than a stopgap. Within twelve months color television on the higher frequencies should be so far advanced, that both the lower frequencies themselves will be outmoded as
(Continued on Page 6)

Forty-Five FM Grants Include No. East Area

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday 45 additional grants of new FM stations, including, for the first time, grants in the northeast—Region 1. This brings the total number of conditional grants up to 174, FCC said, leaving 522 applications still to be acted upon.

These 45 grants involve a total of \$1,618,784. Previous grants amounted
(Continued on Page 5)

Broadcasters Urged To Intensify Bond Drive

Because of an apparent "lag" in the sale of "E" Bonds and lack of public interest generally in the Victory Loan drive, the War Finance Committee has asked broadcasters to intensify their efforts on behalf of the
(Continued on Page 8)

New Time Broadcaster Seeks CP From FCC

A new method of broadcasting the time 24 hours a day which will bring to the public a scientific service never before available was brought to light in Washington, D. C., Friday by the FCC. The commission released a statement by Electronic Time, Inc., of New York, in connection with its application for a construction permit for a new developmental broadcast station.

Special compact receiving sets for
(Continued on Page 2)

FCC Will Investigate Station Censorship Charge

Washington Bureau, RADIO DAILY
Washington—FCC yesterday scheduled a hearing on the application for license renewal of WHLS, Port Huron, Mich., to determine whether the sta-
(Continued on Page 2)

More Applications Than Frequencies For Key Cities

Washington Bureau, RADIO DAILY

Washington—Roundup of applications for construction of new commercial television stations now on file with the FCC shows a wide-open scramble is in the making for new tele channel designations.

In announcing new tele channels last week, FCC set increases for many cities after consultation with industry leaders but the demand still far exceeds the supply in major cities.

In New York, for instance, with channels increased to seven, 11 applications are now on file in addition
(Continued on Page 6)

AAF Radio Programs Close Wartime Series

The work of the Army Air Forces' Office of Radio Production has been "as much of an essential military operation" as that of the combat air crews. Gen. H. H. Arnold, AAF chief, said Friday marking the final broadcast in its wartime series, which, Arnold continued, "enables us to write 'mission accomplished' in the log of our wartime programs." The group is under the command of Lt. Col. Frederick Brisson.

Among the reporters, technicians
(Continued on Page 6)

Sale Of Idaho Station Approved By Commission

FCC on Friday approved sale of KID, Idaho Falls, Idaho, to the Idaho Radio Corporation for the sum of \$108,000.

Majority of stock in the purchasing
(Continued on Page 4)

Honored

Frank Sinatra has been chosen unanimously to receive the first annual Golden Slipper Unity Award, it was announced Friday by Morris Sobel, president of the Golden Slipper Square Club, Philadelphia. The presentation of a gold medal and silver plaque to Sinatra is scheduled to take place at the Dec. 10 meeting of the fraternal and charitable organization.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(November 23)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, Crosley Corp., etc.

OVER THE COUNTER

Table with columns: Stock Name, Price, Net Chg. Lists Du Mont Lab., WCAO (Baltimore), WJR (Detroit).

FCC Will Investigate Station Censorship Charge

(Continued from Page 1) tion's cancellation of a political broadcast constituted censorship.

The complaint alleged that Herman L. Stevens and Harmon L. Stevens, licensees of WHLS, cancelled scheduled broadcast of Carl E. Muir, a candidate for re-election as city commissioner.

The station refused to permit the use of its facilities to Muir on the ground the script was unsuitable for broadcasting and contained certain libelous or defamatory remarks, according to the complaint.

Another complaint received by FCC alleged WHLS then cancelled scheduled broadcasts of two other candidates for the city commission because "Mr. Muir has seen fit to cause trouble for WHLS," and the station therefore was "refusing the facilities of WHLS to any candidate" for city commission.

Connect in Connecticut



HARTFORD 4 CONNECTICUT W D R C - F M

Coming and Going

HAROLD A. LAFOUNT, of WNEW and WOV, in Detroit last week on business and to spend Thanksgiving with his three daughters.

ALMA KITCHELL has returned from Boston, where she originated her WJZ "Woman's Exchange" program on Friday, interviewing Mme. Paul Paray, wife of the noted French conductor.

CY NEWMAN, assistant manager of WSSV, Petersburg, Va., arrives in town today on business. He'll remain here until Wednesday.

PRINCE BURROUGHS, night editor in the news and special events division at NBC, has returned from Providence, where he delivered an address before the Gridiron Club.

ED STEVENS, former Moscow correspondent of the Christian Science Monitor, is leaving shortly for Russia, where he will become the regular correspondent for the American network. As his first assignment, he will line up a holiday program for the network.

JOE HAINLINE, NBC correspondent recently returned from Tokyo, is spending the next six weeks in Cleveland. His broadcasts will originate at WTAM.

WESLEY I. DUMM, president of KSFO and KWID, San Francisco, is on a business trip to Washington, D. C.

JOE RINES, producer of the Judy Canova show, is expected in town next Thursday. His program will emanate from Gotham for about three weeks.

FRANK CHASE, program sales manager of Mutual, has returned from a Mid-Western trip which took him to Chicago, St. Louis and Detroit.

IAN SMITH, manager of the Detroit office of Kenyon & Eckhardt, Inc., and assistant director of the Ford Sunday Evening Hour, is in New York to confer with Bill Lewis, vice-president of the agency and members of the K & E radio department.

New Time—Broadcaster Seeks CP From FCC

(Continued from Page 1)

use in the new time service have been developed.

Electronic Time, Inc., will broadcast time, using a directive beam located centrally in New York on top of the Lincoln Building at a height of about 700 feet and the three receiving units have been developed on frequency fixed only to this station.

One of the sets is a portable unit about one half the size of a package of cigarettes, retailing at about five dollars, one a desk unit or office unit, three inches by two and one-half inches by two inches, which will retail at about five dollars and a home set combining the desk set but with automatic reception at a pre-selected time through the use of the Telechron electric radio switch clock, which also allows the unit to be used as an alarm clock.

The station will broadcast continuously 24 hours daily, using a wire recorder synchronized with Arlington time signals. Radius of broadcast reception will be 25 miles and if experiments prove successful, stations will be dotted throughout the country.

Weather reports will be given, without interference to the time broadcasts. Later one or two word commercial announcements may be used, but without interfering with the time announcements.

Chase And Sanborn Show Will Tour Beginning Jan. 1

(Continued from Page 1)

for 1946, Bergen said that his first junket will be on Jan. 21, when he will travel to Washington for broadcast and feature Gov. Mon C. Wallgren. Plans are now being completed for the entire radio company to travel to New Orleans for the Mardi Gras, appearing at state capitols en route to Louisiana, and on the return to Hollywood. The new Bergen policy was the direct outgrowth of his recent trip to New York and of his stop-over en route home.

Doty Returns To American

Lt. Clarence "Chic" Doty has returned as an account executive of the spot sales department of the American Broadcasting Company.

Coverage

...in Philadelphia



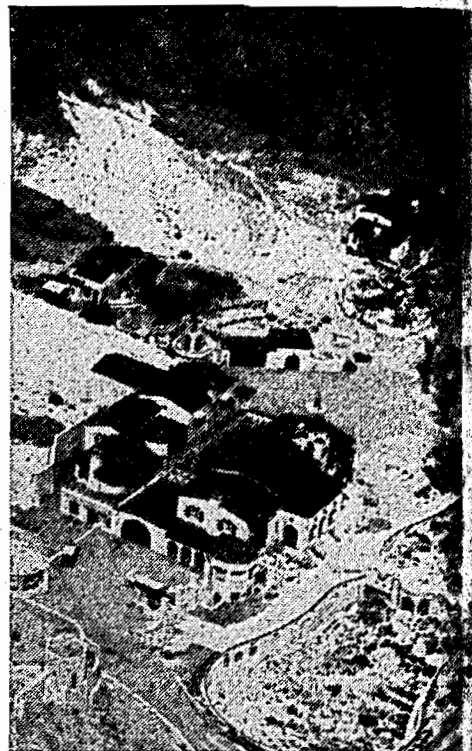
WDAS covers the largest cross-section of the buying public in the Philadelphia area ... at lowest cost.

Exclusive!

CHI' BEARS '45 FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS



Death Valley Scotty's Palace

It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from... but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a little radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We've always had it.

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

And don't forget Baltimore is the sixth largest city in the country.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE...

WOR—New York
(Men's clothier)
"Superb . . . we'll carry it for many years"

WKOK—Sunbury, Pa.
(Lumber company)
"Well produced, well received . . . Comments very favorable"

WHOP—Hopkinsville, Ky.
(Laundry)
"Sponsor well pleased"

WMBH—Joplin, Mo.
(Moving company)
"Client satisfied . . . Comment favorable"

WCFL—Chicago
(Auto parts company)
"Advertiser likes it . . . continuing his contract"

WCSC—Charleston, S. C.
(Dairy)
"Sponsor entirely satisfied"

WNBF—Binghamton, N.Y.
(Haberdasher)
"Client very happy with it"

KFYO—Lubbock, Texas
(Ice Cream company)
"Sponsors well pleased with it as an advertising medium"

WTAL—Tallahassee, Fla.
(Department store)
"Sponsor very enthusiastic"

WCSH—Portland, Me.
(Furniture company)
"Sponsors well pleased with the show"

KTBC—Austin, Texas
(Bank)
"Sponsor has aired it from start and is pleased"

KSLM—Salem, Ore.
(Appliance company)
"Both ourselves and audience well pleased . . . Timing is on the nose"

15 kinds of sponsors

.. one kind of comment ... on U.P.'s

Banks, dairies, optometrists—lumber and auto part and moving companies—newspapers, creameries, department stores—sheet metal contractors, haberdashers, furniture dealers—tire distributors, men's clothiers and electrical appliance houses sponsor the United Press radio feature, "One Man's Destiny"

And on the show these 15 kinds of sponsors make only one kind of comment. A song-title sums it up: "Good! Good! Good!" A few specific quotations appear above.

"One Man's Destiny" is a 15-minute transcribed dramatization of the careers of the men who are making the biggest news of today and tomorrow—the authentic, thrilling life stories of the living great. For public service presentation or sponsorship, it's a station standby. The U. P. bureau nearest to you has complete information ready.

**ONE MAN'S
DESTINY**

LOS ANGELES

By RALPH WILK

MIKLOS ROZA conducted the Hollywood Bowl Young Artists competition over KFI, today, Nov. 26th.

The Hoosier Hot Shots, who are here to make two pictures for Columbia, "Smoky River Serenade" and "Texas Jamboree," will broadcast their stint on the National Barn Dance from the Hollywood Servicemen's Center.

Marvin Miller, who voices American's Coronet Storyteller, each Monday, was George Fisher's "Hollywood Spotlight" guest Oct. 31. Miller's radio experience goes back to his student days, and made him an excellent subject for Fisher's "Along Rialto Row."

Sale Of Idaho Station Approved By Commission

(Continued from Page 1)

corporation is held by various business and professional men in the Idaho Falls area and the remainder is held by the Radio Service Corporation of Utah, licensee of KSL, Salt Lake City, and owner of controlling interest in KSUB, Cedar City, Utah, and by four individuals who are closely connected with KSL.

In announcing its decision, FCC said the sale would best serve public interest and necessity.

All of the stock of the KID Broadcasting Company, assignor corporation, was owned in equal amounts by Walter Bauchman, H. F. Laub and L. A. Herdti, who purchased the station for a total price of \$100,000.

Stockholders and officers in the purchasing corporation are David Smith, president and director, 30.13 per cent of total stock; Joseph E. Williams, vice-president and director, 18.33 per cent; Delbert G. Taylor, director, 5 per cent; Dr. H. Ray Hatch, 5 per cent and A. W. Schweider, 1.67 per cent.

The remaining 29.2 per cent is held by the Radio Service Corporation and by four individuals. RSC holds 25 per cent, is represented on the assignee's board of directors by Joseph L. Wirthlin, an official of KSL and KSUB. Gordon Burt Affleck, a KSL attorney, holds 1.67 per cent; Ivor Sharp, vice-president and general manager of KSL and president of KSUE. In addition 1.67 per cent is held by Arch L. Madsen, assistant to the manager of KSL, a director of KSUB and a stockholder in KOVO, Provo, Utah.

World's Foremost Tobacco Center
FIFTY MILLION TOBACCO DOLLARS
turned loose in Kinston, N. C., last
year. MORE this year!

Represented by
BURN-SMITH



Memos of a Midnigher. . . !

● ● ● Artie Shaw will not disband his crew if he can get a commercial—but to date there're no takers. . . . Bert Gordon, Eddie Cantor's Mad Russian, may branch out on his won. . . . Bob Benchley's last radio stint was on "Star Theater" where the popular comedian told Jimmy Melton that he never felt better in his life. . . . Picture of the Week: The mob of MCA-men nursing the Voice in his dressing room at the Paramount when he was first hit with laryngitis last week. . . . Paul Phillips, top-flight writer-producer, has resigned after three and a half years with Kay Kyser. . . . Ed Kobak, president of Mutual, is reminded of his former affiliation every ayem now. The new receptionist on the 19th floor is Miss Blue. Staffers are wondering if the boss sees red when he meets Blue. . . . "This Is My Best" has grabbed the rights to dramatize any Book-of-the-Month selection. . . . Emery Deutsch going into the music publ. biz under BMI . . . Sam Taub's Adam Hat show on Assoc. net Monday nites may switch to Mutual. . . . Amos 'n' Andy doing another picture. It'll be on the life of Billy Bryant, last of the Miss. River Showboat kings. . . Bert Lahr previewing Moon Mullins on Hildegard show tomorrow nite. . . . Columbia Records didn't renew Ginny Simms. . . . Dinah Shore may not come East after all. . . Sponsor trouble. . . Leo Mishkin new radio editor of Cue mag.

★ ★ ★

● ● ● Mike Spector, Howard Reilly, Jerry Layton, Bert Parks, Blue Barron, Raymond Edward Johnson and Dick Bernie back in civvies again. Spector is opening a management office here—Reilly rejoins J. Walter Thompson as producer—Layton goes back to his old desk as sales promotion manager of WINS—Parks gets the announcing chore on the Red Skelton ainer—and Johnson will take a vacation before going back on "Inner Sanctum."

★ ★ ★

● ● ● Employees of a local newspaper are being investigated due to reader complaints that apartments advertised for rent are always taken before the paper hits the street. Seems the linotypers are tipping off their pals in advance. . . . Is "Double or Nothing" looking for another quiz-master? . . . Earl Wilson's column sold to the Cleveland Press last week, bringing his string up to 40. . . . Paul Denis pleny hot with the mags. right now, having sold articles to This Week, Swank, Go, Everybody's Digest, etc. In Jan., he takes over the nite club dep't on Pic and is currently writing a book for Dutton on how to start a career. . . . Joan Alexander and Dr. Robert Crowley got hitched last week. . . . Hear that John O'Donnell is now being censored before publication for the first time. . . . Claude Thornhill still seriously ailing. . . . It's an eight pound girl at the Bernie Woods. . . . Henry Hayward leaves the Chesterfield Supper Club Dec. 10th, with Eldridge Packam taking over. . . . Lyn Murray has retired as Pres. of the Society of Music Arrangers with Joe Glover succeeding. . . . Sol Balsam, former foreign correspondent for the Phil. Record and ex-news analyst for WLIB, and Goldalie Frank, noted fashion illustrator, have set The Date. . . . Zac Freedman says the biggest wolves in town are the coffee mfrs. They date every bag.

★ ★ ★

● ● ● Our Hat's Off Dep't: Henny Youngman's boff clowning on the Hildegard stanza. . . . Fred Robbins' capable handling of WOV's 1280 Club. . . . Robert Q. Lewis' deft pinch-hitting for the vacationing Dick Gilbert on WHN. . . . Count Basie's next record, "Queer Street," which will be the biggest juke box fave since "She Lost It At The Astor"—and it doesn't even have any lyrics. . . . Jack Elgens punchy gossip-slinging via WMCA. . . . Andrews Sisters' Decca recording of "Money Is The Root Of All Evil." . . . Anne Marlow's savvy and general know-how in putting shows together.

CHICAGO

By BILL IRVIN

RENEWAL for Kingsbury Cadet vocal quartet and orders for 327 station break announcements were included in new business announcements for station WMAQ by Oliver Morton, NBC Central Division national sales manager. The Kingsbury Cadets program was renewed for 26 weeks effective Dec. 19 to be heard Wednesdays, Thursdays and Fridays, 5:30 to 5:45 p.m. CST. The renewal was placed by Kingsbury Brewer's company throughout the Christianset Advertising agency. The new station break business was headed by an order from the California Packing Corporation (Del Monte Coffee), through McCann-Erickson, Inc. (San Francisco), for 140 transcribed anns.

Luotto Wins Libel Action Against N. Y. Publisher

Andre Luotto, publisher and radio executive with offices in Radio City last week received an out-of-court settlement from Marshall Field and PM as a sequel to a verdict in King County Supreme court in which Luotto won in a libel action against the newspaper. Case was based on newspaper article and editorial which alleged Luotto was a former Fascist and questioned his qualifications to manage radio station WOV in even though the FCC approved the sale by Bulova interests to the Mester Brothers of Brooklyn. Jury's unanimous verdict in the libel action said the article was untrue and defamatory; but could not agree unanimously on the amount of damages.

HIS 21ST YEAR..

AND MORE POWERFULLY PROGRAMMED THAN EVER

50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

Northeastern Area Included In New FM Grants By FCC

(Continued from Page 1)

66,990,432, making a total of \$8,609,-
Estimated cost of stations. Eleven
grants for Boston were designated for
being, FCC said. Following is a
list of grants, with type of FM station:

CALIFORNIA — Sacramento Valley
Broadcasters, Marysville, (metropoli-
tan, possibly rural); The Daily Re-
porter, Ontario, (community); Airfan
Radio Corporation, San Diego, (met-
ropolitan).

ILLINOIS — Harrisburg Broadcast-
ing Company, Harrisburg, (metro-
politan, possibly rural).

INDIANA — Syndicate Theaters, Inc.,
Columbus, (metropolitan).

MASSACHUSETTS — Cur-Nan Com-
pany, Brockton, (community); The
Pe River Broadcasting Company,
Pe River, (metropolitan); Recorder
Publishing Company, Greenfield,
(community); John W. Haigis, Green-
field, (community); Hildreth and Rog-
er Company, Lawrence, (metropoli-
tan); Bristol Broadcasting Company,
North Bedford, (metropolitan); James
A. Hardman, North Adams, (metro-
politan); Monroe B. England, Pitts-
field, (metropolitan).

MICHIGAN — The Palladium Pub-
lishing Company, Benton Harbor,
(metropolitan); Herman Radner,
Darbon, (community); Ashbacher
Radio Corporation, Muskegon, (met-
ropolitan); The Times Herald Com-
pany, Port Huron, (metropolitan).

MINNESOTA — Southern Minnesota
Broadcasting Company, Rochester,
(metropolitan).

NEW HAMPSHIRE — Claremont
Radio, Inc., Claremont, (metro.).

NORTH CAROLINA — Wilmington
News Company, Wilmington,
(metropolitan).

OHIO — Review Publishing Com-
pany, Alliance, (metropolitan); Beer
Radio, Koehl, Ashland, (metropolitan);
The Messenger Publishing Company,
Akron, (metropolitan); Laurence W.
Hoy Fostoria, (community); Rob-
ert F. Wolfe Company, Fremont,

(community); The Fort Hamilton
Broadcasting Company, Hamilton,
(community); The Advocate Printing
Company, Newark, (metropolitan);
Nied and Stevens, Warren, (comm.).

PENNSYLVANIA — The Gable
Broadcasting Company, Altoona,
(metropolitan); Bradford Publica-
tions, Inc., Bradford, (metropolitan);
The Patriot Company, Harrisburg,
(metropolitan); WHP, Inc., Harris-
burg, (metropolitan); WJAC, Inc.,
Johnstown, (metropolitan); Hawley
Broadcasting Company, Reading,
(metropolitan); Scranton Broad-
casters, Scranton, (metropolitan); Sun-
bury Broadcasting Corporation, Sun-
bury, (metropolitan); Louis G. Balti-
more, Wilkes-Barre, (metropolitan);
WRAK, Inc., Williamsport, (metro-
politan).

SOUTH CAROLINA — Grecco,
(metropolitan).

TENNESSEE — William Kleeman,
Clarksville, (metropolitan).

TEXAS — Bell Broadcasting Com-
pany, Temple, (community).

WEST VIRGINIA — West Va. Radio
Corporation, Morgantown, (communi-
ty).

WISCONSIN — Green Bay News-
paper Company, Green Bay, (metro-
politan); Record Herald Company,
Wausau, (metropolitan).



WDF Flint says War Bonds will cure inflation.

sell
Durham*
county's
100,000
people
with
WDNC

*NORTH CAROLINA

Represented by Howard H. Wilson Co.



Fulton Lewis jr. enjoys "top billing" on a daily circuit
of 184 stations. He combines good reporting
with good showmanship to build an audience
that believes in him and the scores of
local advertisers he represents. If you're looking
for a spot in one of the few cities in which
Fulton Lewis jr. is still available—
wire, phone or write at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18. N. Y.

Tele Station Scramble At The Commission

(Continued from Page 1)

tion to the three commercial tele stations now operating in the city.

Applications on file for New York include the American Broadcasting Co., Inc.; Bamberger Broadcasting Service, Inc.; Debs Memorial Radio Fund, Inc.; Palmer K. and Lois C. Leberman; Loew Booking Agency; Metropolitan Television, Inc.; News Syndicate, Inc.; Philco Radio and Television Corp.; Raytheon Manufacturing Co.; Twentieth Century-Fox Film Corp., and WLIB, Inc.

Stations now operating in New York, all subject to future FCC action, are WCBW, operated by CBS, NBC's WNBT, and WABD, operated by Allen B. Dumont Laboratories.

The tele lineup for other major cities presents even more of a scrambled picture. Other commercial tele stations now operating include WPTZ, Philco Radio and Television Corp., Philadelphia; KTSL, Don Lee Broadcasting System, Hollywood; WTZR Zenith Radio Corp., Chicago; WRGB, General Electric, Schenectary, and Balaban & Katz in Chicago.

New Channels designated for major cities show this picture:

Philadelphia Competition

PHILADELPHIA—4 channels designated and nine applications, including Bamberger Broadcasting Service, Pennsylvania Broadcasting Co., Philadelphia Daily News, Philadelphia Inquirer, Seaboard Radio Broadcasting Corp., WCAU Broadcasting Co., WDAS Broadcasting Station, Westinghouse Radio Stations, WFIL Broadcasting Co.

LOS ANGELES—7 channels, 10 applications, including American Broadcasting Co., Earle C. Anthony, Inc., Consolidated Broadcasting Corp., Fox West Coast Theaters, Hughes Productions, Metro-Goldwyn-Mayer Studios, NBC, Television Productions, Inc., The Times-Mirror Co., and Warner Brothers Broadcasting Corp.

CHICAGO—7 channels, 6 applications, including American Broadcasting Co., Balaban and Katz Corp., Johnson Kennedy Radio Corp., NBC, Raytheon Manufacturing Co., WGN, Inc.

Five Applications

CLEVELAND—5 channels, five applications, including NBC, Scripps-Howard Radio, Inc., United Broadcasting Co., the WGAR Broadcasting Co., and WJW, Inc.

DETROIT—5 channels, 6 applications, including the Evening News Association, International Detrola Corp., the Jam Handy Organizations, Inc., King Trendle Broadcasting Corp., United Detroit Theaters Corp., and WJR, the goodwill station.

ST. LOUIS—5 channels, 5 applications, including ALFCO Co., Globe-Democrat Publishing Co., Thomas Patrick, Inc., Pulitzer Publishing Co., Star-Times Publishing Co.

San Francisco Open

SAN FRANCISCO—6 channels, 3 applications, including the Associated

INDUSTRY LEADERS COMMENT

(Continued from Page 1)

well as the relatively crude black and white pictures which they carry. It will be much less difficult for the commission to allocate the higher frequencies because there are so many more of them. Only in this upper spectrum where far better pictures in full color are possible, are there enough channels as the commission has pointed out, for a truly nationwide competitive television service. Despite any interim action the die is cast. Hundreds of color television transmitters and millions of television sets should soon be stamped from it."

WCAU Head Comments

Philadelphia—Dr. Leon Levy, president of WCAU, asked for a comment on the new FCC allocations declared: "Four channels in the present band should serve the temporary needs of Philadelphia. Eventually, however, at least ten channels will be necessary to accommodate all present applicants. I feel that by the time all these applicants are ready to proceed the higher frequencies will be sufficiently developed and the present four assignments will be ancient history. WCAU nevertheless will be

Broadcasters, Inc., Don Lee Broadcasting System and Hughes Productions.

WASHINGTON, D. C.—4 channels, 9 applications, including Bamberger Broadcasting Service, Capital Broadcasting Co., Allen B. Dumont Lab., The Evening Star Broadcasting Co., Marcus Loew Booking Agency, NBC, The Times-Herald, Philco Radio and Television Corp., and Scripps-Howard Radio, Inc.

BOSTON—5 channels, 6 applications, including E. Anthony and Sons, Inc., Allen B. Dumont Lab., Filene's Television, Inc., New England Theaters, Inc., Westinghouse Radio Stations, Inc., and the Yankee Network, Inc.

Allen B. DuMont Laboratories, Inc., have applied for construction permits for new commercial television stations in Cleveland and Cincinnati, Ohio, FCC announced Friday.

The Cleveland station would operate on Channel No. 2 (54-60 megacycles) and ESR of 7084, and the Cincinnati station would operate on the same channel with ESR of 2360.

Another tele application was made by Dorothy S. Thackrey, Los Angeles, Calif. Permit was asked for rural broadcast station.

Another tele application was made by Sherron Metallic Corp., Huntington, N. Y., to be operated on Channel No. 5, with ESR not specified.

Two FM construction applications were received. One from Dorothy S. Thackrey, Los Angeles, Calif., for a rural FM station, and the other from E. A. Stephens, Fred Weber and H. G. Wall, doing business as Stephens Broadcasting Co., New Orleans, La., also for a rural FM station.

Applications for standard station construction permits were: Arkansas Valley Broadcasting Co., Fort Smith,

ready to operate television as soon as facilities are available in the present band until the higher frequencies are officially assigned."

Shepard's Viewpoint

Boston—John Shepard, 3d, Yankee network's chairman of board of directors said, "It is our belief that within a year or two after new transmitters would be available, television will be on the higher channels, so we consider that the matter has what may be called only temporary application anyway."

Philadelphia Situation

Philadelphia—Roger W. Clipp, president of WFIL, whose station is among those seeking a television operating license, questions whether or not the four channels allotted to Philadelphia are sufficient for a market as important as this area. Mr. Clipp believes that the wartime development of radar and other electronic advances may later reveal some improvements that will alter the present allotments and provide more channels for Philadelphia.

Governmental Agencies To Regulate Messages

(Continued from Page 1)

lations originally proposed. The following six steps had been proposed:

1. All speeches, statements, releases, or articles by key government spokesmen, involving policy or affecting another agency, must be checked in advance, others need not be checked.

2. The originating agency shall be responsible for deciding which statements are not of a policy nature or do not affect other agencies and, therefore, need not be checked.

3. Checking shall be the responsibility of the information director of each agency or a liaison officer delegated for that purpose.

4. Copies of material to be checked are to be sent to the several agencies involved and to the OWMR if concerning reconversion, to the White House if dealing with other policy matters. Checking by telephone without sending copy will be sufficient if agreeable to all parties.

5. Four hours should be the time limit for checking matters of fact. Wherever possible, a day should be allowed for checking major policy matters.

6. In the case of a disagreement on fact or interpretation which cannot be resolved by mutual agreement of the information directors, involved; the matter is to be referred to the respective agency heads for determination.

Ark., to be operated on 740 kilocycles, power of 1 kilowatt, unlimited; the High Point Enterprise, Inc., High Point, North Carolina, to be operated on 830 kilocycles, power of 1 kilowatt, daytime.

AAF Radio Program Close Wartime Series

(Continued from Page 1)

and announcers in the AAF who gather wire-recordings from every fighting front for re-broadcast have been: Lt. Max Hutto, NBC Hollywood producer; T/Sgt. Hal Brown, announcer-station mgr., KERN, Bakersfield, Cal.; S/Sgt. Wm. Robinson, engineer; Capt. Thomas D. Geoghe (Tommy Dolan), sports and special events announcer, WMAL, Washington, free-lance announcer in St. Louis and formerly with radio division Ruthrauff & Ryan; S/Sgt. Robert Bach, publicity dept., WNEW; Ray Stauffer, engineer, WHO, Moines; Capt. Robert S. Mansfield, professor of journalism, University of Washington; T/Sgt. Edward Halman, scriptist, Warner Bros.; T/Sgt. Abe Robyn, CBS West Coast engineer; Lt. Gordon Fitzgerald, announcer, Texas State Network; Sgt. John Lescoulie, West Coast announcer; Cpl. Paul Hickin, engineer; Capt. Howard K. Finch, Mutual network announcer; Sgt. Jack Procaine, engineer, Ft. Worth, Texas; Sgt. Frank A. Gibbons, Cleveland News base writer; Capt. Walter J. Sheldon, program director, WCAU, Philadelphia also producer-writer; Cpl. George Watson, program manager, WBZ; Wm. Breedon, engineer; Lt. Phil G. rison, L. A. Daily News writer; George O. Thorne, announcer; Wm. Reilly, engineer; Capt. Wm. Blanton, maintenance chief, WGLV, Louisville; Cpl. Francis J. Miltr, free-lance announcer; Cpl. Edward Kushins, Los Angeles announcer; Jack Anger, announcer; T/Sgt. Joe Gray, writer; and Sgt. Lewis V. engineer.

Assisted Col. Brisson

Among those who supervised official AAF radio activities on Col. Brisson's staff: Major Robert J. McAndrew, advertising manager, NBC, Hollywood; Capt. J. H. (Tony) Lumpkin, radio and public relations, University of Texas; Capt. William Erwin, Ed. Bergen writing staff; Lt. Joseph Brechner, free-lance and Blue network writer-producer; M/Sgt. Warren Lewis, Blue network Hollywood producer; Capt. Perry Lafferty, C. New York, producer; Capt. Bob Jennings, Kaster agency, Chicago. Writers assigned to same included S/Sgt. J. Martin, free-lance writer-actor-producer; Sgt. Nat Hiken, Fred Allen writing staff; Cpl. Joe Quillan, Ed. Cantor scriptist; S/Sgt. Millard Lappell, free-lance writer-producer; S. Irving Nieman, free-lance radio and film scriptist; Pvt. Jerome Broome, OWI writer, also, Benton & Bowles agency.

William T. Cavanagh

William T. Cavanagh, director of radio at The Blackstone Company, New York advertising agency, a husband of Sally Cavanagh, the buyer for the agency, died last Thursday.

Wood Files New Bill to Regulate Analysts

(Continued from Page 1)

to their introduction as a House Wednesday. Copies were made available Friday morning. The bill calls for strict separation of all straight news programs from news analysis, for "descriptions" by broadcasters of their analysts and filing for public inspection information on analyst's date of birth, nationality, name and political affiliation, and for the designation by each broadcaster of a legal representative in the District of Columbia and all states within 500 miles who may be served with papers at the event an aggrieved party desires to seek legal redress. U. S. courts would be given power to enforce violations of this act.

Will File Report

Committee Counsel Ernie Adamson stated Friday that a report will be filed between now and the end of the year on radio commentators. He mentioned also that of the scripts expected for study by the committee—initially—scripts of seven commentators—"at least four are worthy of their study." He said specific charges against these four men whom he would not name—will be made.

Hollywood Investigation Slated Adamson revealed also that the committee plans to send a subcommittee to Hollywood shortly for their study prior to the release of information on alleged subversive activities gathered by committee investigators in Hollywood last summer. This was seen here as another move to delay release of the material from Hollywood, which is reliably reported to contain inferential attacks on liberal Congressmen from California.

Text of Wood's Bill

Text of the Wood bill follows: "Be it enacted by the Senate and House of Representatives of the United States of America in congress assembled, that on and after the approval of this act, every radio broadcasting station operated by virtue of any right, franchise, or license

★ THE WEEK IN RADIO ★

FCC Announces Tele Rules

By JIM OWENS

FCC issued its long-awaited ruling on television allocations. . . . TBA proposals set forth last October were followed in many instances, but FCC found several disadvantages with its suggestion on directional antennas. . . . The Commission announced adoption of a simplified system of numbering FM channels recommended by NAB. . . . Robert T. Bartley, NAB's FM director, hailed the move as a definite step forward in frequency modulation broadcasting.

A new flood of applications for FM, television and AM stations were filed with FCC. . . . Newspaper publishers were strongly represented, seeking licenses in all three fields. . . . Radio's Thanksgiving Day observances were predominantly of a solemn, prayerful tone. . . . Network and indie programs were devoted largely to church ceremonies both home and overseas, with emphasis on the first peacetime Thanksgiving in five years. . . . At its annual board of directors meeting in New York, ANA re-elected Paul B. West president. . . . Paul S. Ellison of Sylvania Products was elected chairman of the board.

FCC announced that two Paramount Pictures' associates applied for television construction permits for commercial stations. . . . Charles B. Brown, former ad director of RCA-Victor, entered the tele movie field with the organization of a new company in Culver City. . . . The U. S. Supreme Court is considering the case between FCC and WKBZ, Muskegon, Mich. . . . Frank M. Folsom, of RCA, revealed that his company would begin shipment of television receivers "in about six months." . . . Philco held its first peacetime dealer convention in N. Y., exhibiting a new line of 43 radio sets and phonographs. . . . Plans were announced to manufacture 4,000,000 sets in 1946.

Victory Loan films will be shown over nine television stations, the Treasury Department announced. . . . New York, Chicago, Los Angeles, Philadelphia and Schenectady will be

from the United States Government shall—

(A) "By proper and frequent announcements clearly separate and distinguish programs consisting of news items from those programs based upon, or consisting of, personal opinion or propaganda.

(B) "By full and proper announcements describe and identify each and every person regularly engaged in broadcasting opinions or propaganda over said station, and to keep on file for public inspection a sworn statement of facts, setting forth the place of birth, name, nationality, and political affiliation of such persons using the station for such broadcasts.

(C) "Publish and keep on file with the Federal Communications Commission for public inspection, just and reasonable rules and regulations governing the broadcasting of programs of every description, and any person

principal outlets. . . . Canadian theater men are expected to install television in key movie houses with the announcement that top executives will attend video demonstrations at its Chicago convention next week. . . . AFRA filed a vigorous protest to the House on the "exercise of censorship" attempted by the Committee on Un-American Activities.

Edgar Kobak celebrated his first anniversary as Mutual's president, with a luncheon for the trade press. . . . He announced that sales were ahead 10 per cent over last year, and that MBS's intention is a network of 325 stations. . . . Georgia broadcasters announced plans for a radio institute at the University of Georgia. . . . The State of New York also plans a radio bureau using local stations to channel civic information to the public. . . . A bill was filed in the House by Rep. Clarence F. Lea designed to fine or imprison users of "coercive tactics" against broadcasters. . . . Lea admitted his action was prompted by AFM prexy Petrillo's recent demands.

CBS' Bond Day in the Victory Loan drive came on Thanksgiving Day, with programs tying in both themes. . . . NBC's Clarence Menser was preparing for the network's Bond Day, which is the last day of the drive, Dec. 8th. . . . Two NBC web shows now in Chicago will switch to the Coast in December. . . . How Radio Tokyo was turned into a re-educating force for the Japs by American forces was experienced by M/Sgt. Bill Berns, former WNEW announcer, attached to the radio section of MacArthur's headquarters.

"Song Spinners" Signed

The Song Spinners, vocal group, head the new three-time-a-week transcribed series, "Number Please," which makes its debut Dec. 10th on WWJ, Detroit, and several other Michigan stations. The show is a quarter-hour program, sponsored by the Michigan Bell Telephone Co., and is set for a thirteen-week run.

aggrieved thereby may apply to a United States District Court having jurisdiction of the parties for an order restraining maintenance of such rules and regulations as the court may find to be unjust or unreasonable.

(D) "Nominate and maintain in the District of Columbia and in each state within five hundred air-line miles of said station a legal agent upon whom legal process may be served and such legal process may be made returnable in any local or United States District Court having jurisdiction of the subject matter to be litigated. The names and addresses of all legal agents designated pursuant to this section shall be filed with the Federal Communications Commission and kept open for public inspection.

Sec. 2. "The United States District courts shall have jurisdiction to restrain violations of any of the provisions of this act."

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

ANNOUNCER, PUBLIC RELATIONS, four years' experience. Wrote and narrated G. I. recording shows over B. B. C. which were distributed throughout U.S.A. Will travel. Write: Serviceman's Want Ad, Box No. 93, Radio Daily, 1501 Broadway, New York City.

Experienced ADVERTISING MAN wants job selling space or time. Agency copy, production, and space buying training. Well versed in promotion of publications and stations, by mail and in person. Will travel. Write: Serviceman's Want Ad, Box No. 94, Radio Daily, 1501 Broadway, New York City.

SCRIPT WRITER-producer, creates own shows, commercials. Some announcing. Four years' Army PRO radio. Available immediately. Write: Serviceman's Want Ad, Box No. 95, Radio Daily, 1501 Broadway, New York City.

WRITER, ANNOUNCER, eight years of network experience, familiar with program direction, seeks position anywhere. Write: Serviceman's Want Ad, Box No. 96, Radio Daily, 1501 Broadway, New York City.

CONTINUITY WRITER, ANNOUNCER, experienced in production, desires position with station in New York City. Appearance suitable for television. Write: Serviceman's Want Ad, Box No. 97, Radio Daily, 1501 Broadway, New York City.

Available now. Qualified station engineer, continuity writer and news and special events director. College graduate, Army public relations training. Write: Serviceman's Want Ad, Box No. 76, Radio Daily, 1501 Broadway, New York City.

Station promotion depends on production, writers and announcers. Four years' experience in these fields. Knowledge of FM, BCS degree in business administration. Write: Serviceman's Want Ad, Box No. 78, Radio Daily, 1501 Broadway, New York City.

Ask any Central New England distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG.

WTAG
WORCESTER

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—Gayle V. Grubb, newly appointed manager of KGO, was introduced to the San Francisco-Oakland area last Tuesday, Nov. 20, when representatives of Northern California advertisers, agencies and city governments met at a luncheon in the Bohemian Club. Host at the luncheon was Don Searle, vice-president and general manager of the American Broadcasting Company's western division, who recently appointed Grubb to succeed T. B. Palmer, new manager of technical operations for the Western division.

— NORTH CAROLINA —

CHARLOTTE — The Vox Pop program heard Mondays, will originate in the Charlotte Armory Auditorium Nov. 26. "Vox Pop Week" sponsored by WBT and The Charlotte Observer in the interest of the ninth annual Shrine Bowl Football Game, officially opened Sunday Nov. 18. The entire proceeds of this annual Shrine football classic go to the Greenville S. C. unit of the Shriner's Hospital for Crippled Children.

— OKLAHOMA —

OKLAHOMA CITY — WKY's general manager, Edgar T. Bell was host at a number of festivities honoring Edgar Bergen, his bride and the rest of the Charley McCarthy family during their visit to Oklahoma City. Their show of Nov. 11 originated from the municipal auditorium.

— INDIANA —

FORT WAYNE—Another Army veteran joins the Farnsworth announcing staff of WGL, making a total of six in the entire organization. Richard H. Wangerin, recently discharged from the A. A. F. while he was in the service, wrote, produced and emceed a half-hour Army weekly variety show in Springfield, Mass. Before entering the Army in 1942, he was associated with KFYO in St. Louis, Mo.

— OHIO —

CINCINNATI — Orin R. Bellamy, who served with the Marine Corps in the Pacific, has been added to the sales staff of WCKY, according to Kenneth W. Church, executive vice-president of the L. B. Wilson station. Before the war Bellamy was manager of the Cincinnati branch of the Air Way Electric Appliance Corp., and a member of the sales staff of several radio stations.

— VIRGINIA —

PETERSBURG—Louis H. Paterson, president of WSSV, announces the promotion of assistant manager, Cy Newman, to station manager. Newman in addition to his managerial duties will continue in active charge of the commercial and foreign departments.

— TEXAS —

DALLAS—New national sales manager of WFAA-WBAP, Dallas and Fort Worth, and KGKO, Fort Worth and Dallas, is Keith Baldwin, formerly with WGAR in Cleveland. . . . **SAN ANTONIO** — Monte A. Kleban, who recently received his discharge from the Army, has been appointed production director of WOAI, according to an announcement made by WOAI's president and general manager, Hugh A. L. Halff.

— IOWA —

DES MOINES—Betty Wells, who conducts the Betty Wells Woman's Club of the Air, has inaugurated a new Saturday program for all the children in the elementary schools in Des Moines. Miss Wells sends out bulletins to all of the parents of the schools inviting them to tune to her Saturday show where the boys and girls review books, discuss current problems and make book recommendations.

— NORTH CAROLINA —

WILSON—Maurice Braswell has returned to the WGTM, Wilson announcing staff after three years in the Air Corps. . . . Bob Machat's popular "Triple Tone Serenade" being fed to the Tobacco network from Wilson each afternoon with his Hammond organ, Solovox and Novachord efforts, and he appears three nights weekly with "Show Tunes," made up of famous Broadway tunes. His latest show is a morning opus, "Spot Request," playing telephone requests.

AGENCIES

OAKLEY BIDWELL joins the account staff of Benton & Bowles Inc., effective immediately. In his new post, he will work on the agency's General Foods' accounts. Since 1938 Bidwell has been in the Army, terminating his service as a lieutenant colonel in the 27th Infantry Division. Prior to that, he was advertising manager of Serutan, and was previously associated with Birds-E-Frozen Foods.

AMEDEE COLE, recently released from active duty as a lieutenant in the U.S.N.R., has returned to Gey Cornell & Newell, Inc., as vice-president and group copy chief. Cole joined G. C. & N. in 1937. Prior to that he was with J. Stirling G. chell, Inc.

CAPTAIN JACK L. FISHER, Jr. after four and one half years in the Air Forces returns as account executive with M. M. Fisher Associates. Fisher was a pilot with the Troop Carrier Command and the Air Transport Command, and saw some of the war's hottest action.



MARTIN RYERSON SMITH, former news editor of AFN and GI fightcaster, has been discharged from the Army after two-and-a-half years overseas. His first work since his release, "Dream Stuff," was aired by CBS Nov. 10, 7:30 p.m. on "First Nighter."

HAROLD A. SMITH has been appointed assistant manager of the NBC Central Division advertising and sales promotion department. A veteran of three and a half years in the armed forces, Smith served in the Navy public relations department in Chicago. He replaces Donald McDonnell, who resigned on Oct. 1 because of ill health.

LIEUT. CMDR. RICHARD E. MATHES, USNR, recently released from the Navy, has been appointed chief engineer and plant manager for Finch Telecommunications, Inc., of Passaic, N. J. He was formerly associated with RCA Laboratories.

Broadcasters Urged To Intensify Bond Drive

(Continued from Page 1) drive. The committee requested also changes in copy to bring home to the listener the fact that quotas are not being met. The drive enters its next-to-last week today.

It will probably be decided today whether to insert the copy changes gradually, or to jump into this new phase of Bond-selling "cold." No new slogans will be introduced this week, but such changes will occur for the final week, the committee said.

Radio "did a beautiful job" Thanksgiving Day in getting Bond messages across to tie in with the national holiday, the committee said. Every station co-operated fully, and listeners throughout the country heard such messages throughout the day, the committee added.

Last night, WNYC broadcast a special Victory Loan drama, "Strange Morning," by Arch Oboler, with Margo playing the lead role of an Army nurse. Play was built around a rehabilitation theme, showing the impact of the news of Victory on wounded servicemen in isolation wards.

It has the approval of everyone in Radio because it's **CERTIFIED**

Send Birthday Greetings To
Nov. 26

Igor Gorlin	Henry Levine
Charles Radcliffe	Frank Simon
David Stone	Charles Otto Ward
Mildred Russell	

WHAT'S YOUR ACT?

Are you a musician, magician or mimic? Do you sing, dance or juggle?

Whatever your act, the WOR Entertainment Bureau probably has a job for you, either to make recordings or personal appearances.

BUT . . .

Please don't call in person. Send description of act, previous bookings, clips, photo, etc. to Nat Abramson at

THE WOR ENTERTAINMENT DEPT.
1440 Broadway, New York 18

BALTIMORE'S
Listening Habit

W C B M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

V. L. 33, NO. 39

NEW YORK, N. Y., TUESDAY, NOVEMBER 27, 1945

TEN CENTS

FCC's Budget Hearing

Get a Closer Checkup Of Industry Profits

Broadcasters' profits figures are going to be more and more closely scrutinized at renewal time as part of a general study of public service rendered, FCC Chairman Paul A. Porter told the House Appropriations Committee during hearings released for publication by the committee yesterday, although made available earlier.

Representative Louis Ludlow, Indiana Democrat, brought up the question of broadcasters' profits, questioning Porter about annual profit figures. (Continued on Page 10)

Canada Web Revamps Program Dept. Setup

Ottawa — The organization of a broadcast regulations division in the Canadian Broadcasting Corp. and widespread changes in CBC's production division national headquarters in Toronto have been announced by Augustin Frigon, general manager of the network.

Headed by J. R. Radford, former supervisor of station relations, the division will be responsible for matters dealing with CBC regulations and rulings applying to Canada. (Continued on Page 9)

NAB Group Opens Talks With Agencies, Managers

The NAB sub-contract committee met yesterday at the Hotel Roosevelt in the first of a three-day session with sales managers, broadcasters and advertising agency representatives. Yesterday's session, it was reported, (Continued on Page 4)

Televise Forum

Chicago—The Town Club Forum will be televised for the first time by WBKB tonight with science students of the University of Chicago participating in a discussion on the future of the atomic bomb. Monte Randall is moderator. An added audience of more than 200 is expected to view the program on a specially-installed receiving set at the Wellington Avenue Church.

Record Filings

Washington — There are now on file with the FCC, 463 applications for new standard stations, 707 FM stations and 142 television stations, the commission announced the past week-end. This is a new high for applications with the commission.

Amer. Web Reports On 1945 Operations

American's coverage and receiver dial position "materially improved" during this year as compared with 1944, it was announced yesterday. Although the web's 191 affiliates number one less than at the close of last year, station changes in 10 market areas are credited with providing for a large part of the betterment.

Changes in affiliated outlets occurred in Baltimore, Miami, Jacksonville, Pittsburgh, Omaha, Sioux City, Des Moines, Bakersfield, Hartford and Boston, with the web ending. (Continued on Page 4)

Raibourn Gives Views On DuMont Tele Status

"The Federal Communications Commission's allocation of television channels to major cities of the United States does much to clarify broadcasters' and manufacturers' conceptions of the industry's future," Paul Raibourn, head of Paramount Pictures television activities and treasurer of (Continued on Page 9)

Atlas Loan For Associated; Control Of Web Seen Likely

It was announced yesterday by the Associated Broadcasting Corporation that the Atlas Corporation of New York, one of the largest investment companies in America, has made a loan of \$150,000 to the network for an undisclosed period. It was also announced that "indications are that the Atlas Corporation may shortly have a stock interest in the network amounting to a substantial majority." Leonard Versluis, president of As-

House Committee Discusses Budget For 1947—Agrees to Aid Current Deficiency

Television's Future Outlined By Porter

Washington Bureau, RADIO DAILY
Washington—The motion picture industry will be facing "very severe" competition from television within a score of years, FCC Chairman Paul A. Porter told the House appropriations committee last month during hearings on the FCC request for additional funds. These hearings, although available to the press last week, were (Continued on Page 10)

Book Publishers Fete Mary Margaret McBride

The publishers of "Tune in for Elizabeth," Mary Margaret McBride's new book which is the career story of a radio interviewer gave a luncheon in her honor yesterday afternoon at the Waldorf-Astoria Hotel; (Continued on Page 2)

Survey Reveals Increase In N. Y. Radio Listeners

A survey of sets-in-use in the New York area, conducted by Pulse, Inc. shows a four per cent increase for November over the previous month; (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Pointing out that special sub-committee hearings on budget estimates for the 1947 fiscal year will get under way this week, the House appropriations committee yesterday recommended that the FCC be granted half the \$785,000 deficiency appropriation the agency had sought in an effort to bring in sufficient additional employees to speed up its handling of the flood of broadcast applications and other work now before it. Additional appropriations of \$272,000 for the engineering department, (Continued on Page 10)

Frisco Tele Plans Told By Coast Executives

San Francisco—This city will be one of the key Pacific Coast television broadcasting centers if plans now being made by film companies and radio stations are carried out. Information just gathered indicated that KFRC, the Mutual Broadcasting (Continued on Page 9)

Veterans Show Preference For Radio As Business

Washington Bureau, RADIO DAILY
Washington — Radio shares with electrical appliances the greatest interest of veterans desiring to establish a business of their own, the (Continued on Page 2)

Juke Box Gents

A "Fraternity of Distinguished Gentlemen of the Juke Box" will be inaugurated tonight on NBC's "Johnny Presents" with the invitation of Benny Goodman and Red Norvo as charter members. "President" Barry Wood will introduce new members each week, with Woody Herman slated for induction next week. Program's regular format otherwise remains unchanged.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Mon., Nov. 26)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Tuthill Directs Bureau Daniel S. Tuthill, NCAC vice-president, has taken charge of the firm's Lecture Bureau. He is co-owner of NCAC and also head of its Popular Division. Edythe Jepsen, for the past two years in charge of publicity and promotion for the department, will act as assistant to Tuthill.

20 YEARS AGO TODAY

(November 27, 1925) The first picture sent from a radio station, that of Andy Gump, was transmitted by KPO, San Francisco and received on machine invented by C. Francis Jenkins.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

C. J. WRIGHT, president and general manager of WFOR, Hattiesburg, Miss., is in New York for conferences with the national representatives of the station.

W. AVERA WYNNE, owner of WEED, Rocky Mount, N. C., has checked in at the Piccadilly for several days on station and network business.

BILL CUNNINGHAM, commentator on WNAC, Boston, will broadcast from New York for several days beginning Dec. 2.

WILEY P. HARRIS, station manager of WJDX, Jackson, Miss., is in town. Paid a visit yesterday at the headquarters of his station reps.

PHIL FARRELL, personal manager for the Mack Triplets, vocal group, is back in town following a business trip to Miami.

RAYMOND GRAM SWING, commentator whose program is featured by the co-op division of the American network, will arrive in Gotham tomorrow to attend the "Atom Era Dinner" which will be held at the Waldorf-Astoria by "Americans United for World Organization." He also will appear on the "Town Meeting" program Thursday.

SAMMY KAYE and his swing-and-swayers spent last Saturday in Jackson, Mich., on another of their one-night stands.

HENRY SCOTT, concert-humorist, heard frequently as a guest on radio programs, arrived yesterday from Lowell, Mass., and left almost immediately for Newport News, Va.

RALPH EDWARDS and his program entourage, are in Dallas, where today they will present another in their Bond-selling shows.

Veterans Show Preference For Radio As Business

(Continued from Page 1)

Department of Commerce revealed yesterday.

The Commerce statement was based on number of inquiries received from veterans and others interested in starting businesses.

Counseling service is available to all service men and veterans who call in person, Commerce said. Written inquiries are answered by reference to a series of publications on the management phases of certain kinds of businesses prepared by the department.

Book Publishers Fete Mary Margaret McBride

(Continued from Page 1)

Miss McBride's regularly scheduled WEA-F-NBC broadcast emanated from the luncheon where she entertained numerous guests among whom were H. V. Kaltenborn, Ben Gross of the News, Sydney Eiges of NBC, Dorothy Lewis of the NAB, The Fitzgeralds, and Margaret Arlen.

Network Loan Negotiated By Associated And Atlas

(Continued from Page 1)

a nation-wide network of 22 stations, and recently concluded negotiations with WMCA as its New York outlet.

Survey Reveals Increase In N. Y. Radio Listeners

(Continued from Page 1)

the increase is 10 per cent over the level of November, 1944. Election night, Nov. 6, accounted for one-quarter of the increase over October, with a jump of 22 per cent over October Tuesday night.

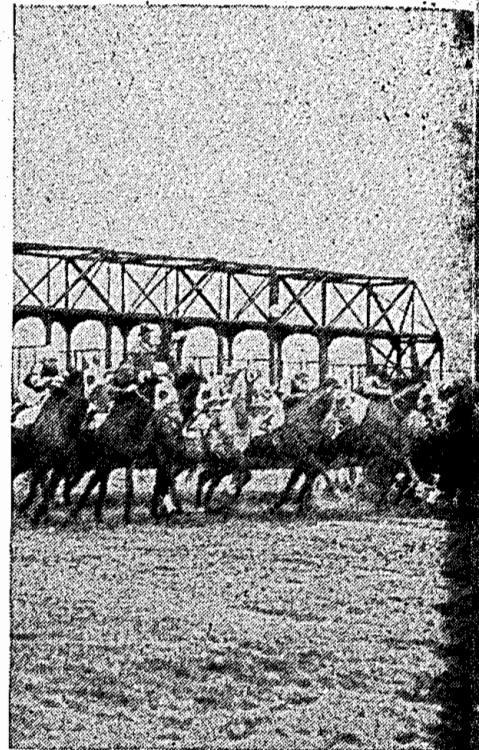
Top evening shows, according to the survey, are Jack Benny, Charlie McCarthy, and Mr. District Attorney. Leading the five-a-week daytime programs are "Kate Smith Speaks," "When a Girl Marries," and "Big Sister." Top week-end daytime shows are "Children's Hour" and "Family Hour," tied for the lead, followed by a three-way tie: "Grand Central Station," Sunday WHN Football, and "One Man's Family."

Joins WBYN Staff

Mildred O'Neill, formerly of the editorial staff of RADIO DAILY, debuts a new woman's program, "Column of the Air" over WBYN, Brooklyn, on Monday, December 3, 12 to 12:15 p.m. Program will be heard Monday, Wednesday and Friday at the same time. In addition, Miss O'Neill will serve as publicity ad promotion director for the Brooklyn station.

Albert Laughrey

Los Angeles—Funeral services for Albert Laughrey, 32, war veteran and Don Lee newsroom employee, were held Wednesday, Nov. 21, at Van Nuys, Calif.



Even start

Those ponies usually get out of the stall... even up.

It's the challenge... and the stretch run that pay off at the windows.

Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., and where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

We hope you read the brackets because we only started five years ago. Not quite even with the rest.

We did pretty well when challenged... and in the stretch.

Facts prove that W-I-T-H is your big buy in this continued prosperity town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly. Includes illustration of a man in a top hat holding a microphone.

Hi, Neighbor! It's Saturday Night

Jim Britt's Roundup

TIME 6:45

with TOM HUSSEY announcing

SPONSORED BY

Narragansett
BREWING CO.
CRANSTON, R.I.

Jim Britt, former Naval Air Combat Intelligence Officer, is back on the air with his sports roundup . . . 15-minutes of sport highlights.

Latest scores and features of major sports . . . a colorful, timely Britt war anecdote with sports tie-in . . . an unusual sports story . . . a Narragansett salute to the outstanding athlete or team of the week . . . forecasts for the 1946 baseball season . . . other sports coverage "in season." Prominent figures of the sporting world interviewed.

Another Yankee Partnership

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15

Nationally Represented by EDWARD PETRY & CO., INC.



OVER THESE YANKEE NETWORK STATIONS

WNAC	Boston
WICC	Bridgeport
WSAR	Fall River
WEIM	Fitchburg
WHTD	Hartford
WHYN	Holyoke Springfield
WLNH	Laconia
WCOU	Lewiston Auburn
WLLH	Lowell Lawrence
WLNC	New London
WBRK	Pittsfield
WGAN	Portland
WEAN	Providence
WSYB	Rutland
WATR	Waterbury
WAAB	Worcester



LIEUT. CMDR. SEYMOUR N. SIEGAL, USNR, resumed his duties as program director of WNYC this week after four-and-a-half years on active duty. He was appointed to the city station post by Mayor LaGuardia in 1934. His last Navy assignment before his release, was as supply and accounting officer stationed in Bermuda.

GEORGE EDWARDS, ex-Marine Corps master sergeant, has joined the WPEN announcing staff. Prior to his two years in service, Edwards was with KYW, WOR and WFIL.

CORPORAL BILL ROERICK, who spent three years with the U. S. Army's "This Is the Army" troupe, and traveled through 22 countries with it, returned last week to "Crime Doctor" and civilian life.

LT. (SENIOR GRADE) CHARLES WILLIS, JR., USNR, has returned to McCann-Erickson, Inc., as a member of the radio production staff after three years in the Navy Air Corps.

American Web Reports On Operations For 1945

(Continued from Page 1)

joying increased power and lower frequencies in the first five. In addition, seven stations joined the web during 1945, while eight others severed affiliation.

According to reports filed with the FCC, about 70 American affiliates are working for immediate improvement of broadcast facilities, previously held up by the war.

NAB Group Opens Talks With Agencies, Managers

(Continued from Page 1)

was devoted to the discussion of new features in the standard contract now being used by broadcasters and clients. Representatives of the AAAA and NAB will meet today to further discuss the contract form.



California Commentary . . . !

• • • Pete Jaeger, American sales manager; Don Searle, Frank Samuels, Clyde Scott and Francis Conrad trekked to San Francisco to attend the luncheon given at the famous Bohemian club to introduce Gayle V. Grubb, new manager of KGO, to the Golden

Los Angeles Gate radio and advertising colony. George Givot, the Greek comedian, who is now interested in vocalizing, will give a concert at the Wilshire-Ebell Theater in February. Richard Le Grand, veteran radio comedian, does an outstanding piece of work in "Getting Gertie's Garter," an Edward Small picture that was previewed in Glendale. Lt. Bill Newell, who was radio editor of the Vancouver Sun for several years, has received his honorable discharge from the Navy, and will locate in Hollywood. Neill McGuire has been signed by Colonial Film Productions as an associate producer, and his initial assignment will be to design special camera effects for a series of television commercials and minute movies. Ann Higgins, who was a member of the news bureau of WWDC, Washington, D. C., is free-lancing in Hollywood.



• • • Lt. Col. Bob Robb, who was a member of General Eisenhower's staff, handling public relations, has received his honorable discharge from the Army, and has joined N. W. Ayer and Son's Hollywood office. He had done newscasting and publicity work for KYA in San Francisco before entering the service. With studio space at a premium American has been forced to use space at the Chapman Park hotel. The initial "Bride And Groom" program was aired from the hotel Nov. 26, with Barbara Jean Redd and Gene Curtsinger as the lucky bride and groom. They were given a free airplane ride to New York and a week's honeymoon quarters at the Hotel Roosevelt, New York. Bob Shea, who was a member of the production and publicity departments of KPO, KGO and KYA, San Francisco, is now a member of the Paramount studio radio publicity department. Anne Shirley will break a long radio silence by making her first appearance in many months on C. P. MacGregor's "Hollywood Radio Theater." She will guest Nov. 30th in an original play, "Woman In The Ward," a psychological drama.



• • • Norma Jean Nilsson has had her option lifted for another 13 weeks on the "Jack Carson Show." She is being kept very busy and recently made a repeat appearance on Lux Radio Theater in "Guest Wife" and on Nov. 25 appeared on "Request Performance" with Charles Laughton and Elsa Lanchester. Lt. Charles Spangler, of Armed Forces Radio Service, "hiked" for 36 hours up and down the corridor of a hospital awaiting the arrival of the Spangler heiress, which was born Nov. 17th and has been given the name of Laurie Kate. Mrs. Spangler was Kay Daynes, a columnist, before her marriage to Spangler. Tiring of singing the praises of others as a press agent, Bill Hendrix has blossomed into a featured soloist for Ople Cates, bandleader of the "Judy Canova Show" and two other network alders, which are branching out into the dance band field.



• • • Al Armer, musicians' steward on the Jack Haley Seal-test show, has a brand new daughter, who despite her tender age, now is the aunt of Armer's five-year old grandson. Elvin Field, free-lance actor, has completed an important role in Columbia's "Terror Trail." When Mel Blanc goes to New York for three weeks with the Judy Canova show (Dec. 1-15) Jack Benny's parrot and Burns and Allen's postman will have to take a holiday for the same period, since Blanc plays these two parts in addition to "Pedro." Blanc was very anxious to accompany Judy to Gotham, as it will be the actor's first visit to Broadway.

CHICAGO

By BILL IRVIN

VIRGINIA REILLY, continuity editor, radio division of National Safety Council, is on leave of absence until the first of the year, it was announced by Dan Thompson, radio director of the council. Harriet Heister, former educational and women's director of Station WLS, has taken over Miss Reilly's work until her return.

"This Is Our County," a new series of half-hour programs spotlighting the counties of Indiana, Illinois, Wisconsin, and Michigan, was inaugurated last Sunday, November 25, from 10:15 to 10:45 a.m., over WLS. It will augment the station's two current programs, "Better Living in America," and "Rounding Up the World," both patterned to fit the post-war plan of combining information and human interest as a means to increase the listener's knowledge of his county, state and country. Each program in the new series will feature a "County-Quiz" in which County High School students will submit questions and answers on the county's history and development, to be asked the adults appearing on the program. A \$25 Victory Bond will be awarded the student submitting the best questions and answers, and a five-dollar Victory Stamp will go to the second best.

Broadcasts will originate in the county seat of each county. First program will originate from Eureka, Woodford County, Illinois.

Billy Idelson, recently discharged from the Naval Air Corps with the rank of lieutenant, junior grade, again playing the role of "Rush" CBS' "Vic and Sade," the part originated.

NBC Thesaurus Signs Wright

George Wright, organist whose current radio shows include "Real Stories from Real Life" (MBS), "Nick Carter" (MBS), "Its Up To Youth" (WOR), and the Jack Berch Presidential Show (American), has just negotiated a one-year exclusive contract with NBC Thesaurus. Under the terms of this contract, Wright will record two sides of a 15-minute disc each month.

Your SALES DOLLARS TRAVEL FAR . . .

Ben Ludy, GEN'L. MGR. . . when you use them on

WIBW

The Voice of Kansas TOPEKA

Chicago's
ONLY
24 HOUR
STATION
W-I-N-D
560 Kc. 5000 WATTS

★ **AGENCY NEWSCAST** ★

JOHN DAVENPORT SCHEUER has been appointed general manager of William H. Weintraub & Company, Inc. He has been a vice-president and director of the Weintraub Agency for the past three years.

HELEN MOLINA has joined McCann-Erickson's foreign media department, after four years with the office of Censorship in New York.

ELLIOTT E. POTTER has joined Young and Rubicam, Inc. to supervise advertising service on the agency's West Coast accounts served from the Hollywood office, S. S. Larmon, president, has announced. Potter will be manager of this phase of the Young and Rubicam Hollywood office operations. Before joining Young and Rubicam, Inc., Potter was a lieutenant commander in the U. S. Navy, seeing service in many war theaters, his most recent assignment being transportation officer on the U.S.S. General Case.

FREDERICK HART & CO., Inc. of New York and Poughkeepsie, N. Y., a subsidiary of American Type Foundry, announces that Beverly F. Frendall is now associated with their company in the design and manufacture of Recordgraph and Hartron recording equipment. He previously was with NBC for 16 years in operation and design of audio and video broadcasting systems, including the field recording. Until recently he was located at the NBC midwest headquarters in Chicago.

FRANK HAAS, for the past two and half years chief radio time buyer for Erwin-Wasey and Co., has joined the Whitehall Pharmacal Company as assistant advertising manager. Haas will concentrate on time buying and space buying for such products as Nacin, Kolynos and BiSoDol.

HARRY B. CUSHMAN, recently art director with McCann-Erickson, has been appointed head art director of Moherty, Clifford and Shenfield, Inc. At one time he headed the art department of Ketchum, McLeod & Grove, Pittsburgh, and later went to Young & Rubicam.

FORREST WALTERS, president of Drain-Dri Company, Seattle, Washington, has appointed Dudley Rollinson Company as its agency. Participation in "The Better Half" on WOR, Monday, Wednesday and Friday, as of this week, will be supplemented with radio participations in the middle west, with the agency's new theme, "Keep High and Dry With Drain-Dri." The product, Drain-Dri Soap-Saver, a new unbreakable plastic soap dish, has a patented feature to keep the soap dry by raising it on picketed bars three-quarters of an inch from the bottom of the tray.

RADIO DEVELOPMENT & RESEARCH CORP., New York, manufacturers of Magic-Tone Radio and the Chronovox Recorder Play-Back, has appointed Lew Kashuk Advertising Co. to handle its account.

HARRY ESTERSON has been named assistant to I. J. Frisch, advertising manager of Radio Wire Television Inc. (Lafayette Radio) of New York. Esterson has just completed four years of active duty in the U. S. Navy where, at the time of his release, he held the rate of Aviation Radio Technician First Class.

Air Corps Sergeant Assigned To Treas. Dept.

Washington Bureau, RADIO DAILY
Washington—Sgt. Millard Lampell, whose three transcontinental trips through Veterans hospitals for the Army Air Forces furnished the authoritative rehabilitation material used in his "Treasury Salute" scripts, has joined the radio section of the War Finance Division in Washington on assignment from the AAF.

Lampell is known for both his radio and picture writing. His "The Lonesome Train," now in a Decca album was originally presented on the "Columbia Presents Corwin" show; a movie short written before he entered service two years ago, is soon to be released by Warner's, 20th-Century Fox has his "A Walk In The Sun" scheduled for early production and his book "The Long Way Home," based on his rehabilitation radio script, is due for release in December.



**When you gun
the same field
year after year
... the gunning
must be good!**

And when scores of smart advertisers use the same Station to sell their merchandise year after year—as scores of WIP advertisers do—the "bag" of profit *must* be good!

Yes, there are a few availabilities, but they're being "winged" quickly. Better "set your sights" now!



**3d Market
MUTUAL
Affiliate**

610 K.C.—5000 Watts



REPRESENTED NATIONALLY by GEO. P. HOLLINGBERY CO.

Making Steel Talk

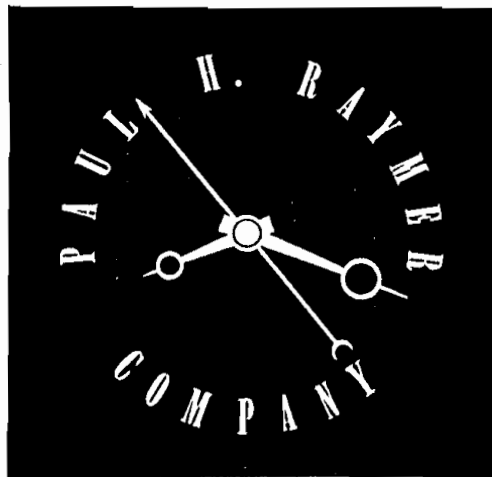
● **WATCH!**



It's not the TUNE he plays it's HOW he plays it

Whether it's Ol' Man River or Bach's Toccata and Fugue is not as important as the technique of the organist.

We are proud that in our business of radio advertising we too have a technique which only comes from practice and experience. In other words—it's not *what* we do—it's *how* we do it.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO



EQUIPMENT

Pension Plan At Emerson

Emerson Radio & Phonograph Corp. has put into effect an employees pension plan to provide additional income for workers over the benefits provided through Social Security. Entire cost of the plan will be paid by the company, and is effective also for Radio Speakers, Inc., Chicago, a subsidiary. Chase National Bank of New York will act as trustee, and the New England Mutual Life Insurance Co. will carry the program.

Stromberg-Carlson Names Bowes

The appointment of Theodore L. Bowes as patent attorney for the engineering and research division of Stromberg-Carlson Co. has been announced by Vice-President Frederic C. Young. Bowes will work under the general direction of D. Clyde Jones, the firm's patent chief, Young said.

Marshall Field Takes Scott

Chicago—Marshall Field & Co. has been granted exclusive franchise for retail sale of Scott radio products, it was announced by E. J. Halter, vice-president of Scott Radio Laboratories.

Gets RCA-Victor Post

Edmund S. Winlund has been appointed industrial electronics engineer of RCA-Victor for the Pacific region.

Robert W. Dumm To KXOA As Broadcast Director

San Francisco—The appointment of Robert W. Dumm, as director of broadcasts for KXOA, Mutual Don Lee station in Sacramento, has been announced effective immediately, by Lincoln Dellar, owner and manager of the station.

Dumm was recently released from the Navy as a lieutenant, since his return from overseas duty in the Pacific area. He comes to KXOA with an exceedingly wide background in broadcasting, particularly in program direction, special events, and public relations. During the first year of the war, before he entered the Navy, he also served as program director of International station KWID, and originated many programs for overseas servicemen, including the first international short-wave broadcast of recreated major league baseball games.

In addition to Dumm, other members of the executive staff now include H. Neil Black, chief engineer, formerly of NBC and WLW, Cincinnati; Earle Russell, program operations manager, formerly senior announcer of KFBK; and Morton Sidley, sales manager, formerly sales manager of KSFO, San Francisco. Last month the station doubled the size of its studios and has substantially added to its staff in each department. Over half of its male employees are released servicemen, Dellar added.

WOMEN IN RADIO

JUDGING from past performances, the NAB's Association of Women Directors will have little difficulty keeping in the public eye and ear now that Marie Houlahan has been appointed chairman of the National Publicity Committee, for she brings to the post one of the most intriguing personalities ever encountered in the industry, combined with a remarkable record for efficiency, in addition to almost 15 years experience in radio publicity.

Besides the NAB post, the petite Miss Houlahan is publicity director for WEEI, Boston, secretary of the New England Women's Press Association, publicity chairman of the Massachusetts Press Association, and guest lecturer for the Massachusetts University Extension Institute, and Boston University. In her spare time, what she has of it, she reads, visits historical New England sites, and practices the culinary art.

Miss Houlahan hails from Seattle, where she starred in high school ballet. There followed the University of Washington and the University of California, where she obtained a master's degree and teacher's certificate. After a period as an English-Spanish stenographer, she joined an advertising firm which handled publicity for CBS on the coast. When KSFO became the web's key outlet there, she was chosen to head their publicity office, where she reigned for the next ten years.

Three years ago, she was transferred to WEEI, where her work was the major factor in the outlet's receiving two top awards in a nationwide promotion survey.

Regarding women in radio, Miss Houlahan takes a very positive stand. While she realizes that members of the fair sex have a definite place in the industry and can handle many varied jobs, she holds that, because of their sex, they must do as well as or better than men in similar positions.

However, she deplores women copying the male style of dress. Her own wardrobe of completely feminine costumes embraces nearly every color in the spectrum, and her suites of costume jewelry evoke expressions of admiration from everyone she meets.

Her office, in happy contrast to too many encountered nowadays, is bright and orderly. Among the many pictures on the wall, there is only one man's, Frank Sinatra's, with a personalized autograph.

Miss Houlahan attributes her success to a special prayer, repeated often throughout the day, calling for the wisdom of Solomon, the patience of Job, and the guile of Esther so that hers may be the right word at the right time.



"personable"

PROMOTION

Educational Theme

KERN each week is transcribing two of the School of The Air series "The Story of America," broadcast Mondays, and "Tales From Near and Far," aired Fridays, and are then presented to the audio-visual departments of the city and county schools for classroom use. When the School of The Air is completed in April, the Bakersfield and Kern County schools then will have a permanent library of 25 Story of America, transcription, and 26 Tales from Near and Far. KERN is one of the five stations operated by the McClatchy interest.

CAB Booklet

The Co-operative Analysis Broadcasting, the only non-profit cooperative organization measuring radio popularity, has issued a 51-page handbook for all concerned with commercial radio. This official compendium, the first ever published, gives the purpose, history, workings and aims of CAB in radio audience research with facts and figures showing specifically what members receive in the way of reports and special services. Its collected data allow an advertiser to know his network program's popularity, its audience composition, its strong points and its shortcomings, with a comprehensive analysis of radio sets in use and tabulation detail.

Electrical Display

The WHN promotion department has arranged for promotional copy on the huge electric traveling sign on the bond booth in Times Square with the text of the message reading "Electrically transcribed music heard 2 to 5 p.m. daily at this bond booth is supplied by Frequency Modulation Station WHNF, an affiliate of WHN. This message is repeated every few minutes from noontime until the sign shuts down late at night.

Exploit Quintet

The Art Van Damme quintet with Louise Carlyle are plugged in a slice single-sheet ad reprint sent out by NBC Radio-Recording Division. Rate letter and audition disc request wire blank are enclosed.

Texaco's Opera Series Sets New Inter. Feature

A new intermission feature, "Opera News of the Air," will be heard when American web resumes Saturday afternoon airings of the Metropolitan Opera Dec. 1. The feature, which will be presented in co-operation with the Metropolitan Opera Guild, will be conducted by an outstanding musical authority, with weekly guests from the opera field.

The "Opera Quiz" will be aired during the second intermission, and when a third occurs, an "Opera Round Table" will be heard.

The broadcasts are sponsored by the Texas Co.

Educational Institute Public Service Series

The Institute for Democratic Education has announced that the first six recordings of its 10th series entitled "Lest We Forget These Great Americans," is now available to all radio stations in the United States and its possessions. The transcriptions are issued without charge on a loan basis to be played as a public service feature.

The 15-minute programs portray the lives of outstanding American men and women, who, by their invaluable contributions left an indelible impression on the world. Many top-flight stars of stage, screen and radio participate in the shows which are produced for the Institute by the recording division of NBC.

Princeton Preceptorial Ends 13-Week Series

Princeton—The first series of the "Princeton University Preceptorial of the Air" which was broadcast over WPAT, Paterson, N. J. for 13 consecutive Sundays, was concluded with last week's program on "The Control of Atomic Energy," in which United States Senator H. Alexander Smith participated.

The preoccupation of the university faculty with heavy post-war duties prevents continuation of the preceptorial, Professor Roy Dickerson Welch, chairman of the Princeton committee on radio, who presided over the series, said following the Nov. 10th program. The suspension of the series, it is hoped, however, is only temporary, Welch added.

San Francisco Tele Plans Told By Coast Executives

(Continued from Page 1)

San Francisco for this area will be the first to start active television operations. According to William D. Pabst, station manager, the tele operations will start in eight months. Programs will be broken up into three divisions on a twenty-eight hour a week schedule to start and gradually increase during the next year. Sixty-four per cent of the time will be for news and special events, eighteen per cent educational and religious programs and sixteen per cent in entertainment. Programs except news will be divided "fifty-fifty" between live and recorded programs.

KFRC, in cooperation with representatives from the San Francisco Chronicle, San Francisco Examiner, San Francisco Globe wireless station and KFA and the television branch of

Hollywood Viewpoint

Hollywood — When advised that the FCC had allotted seven television channels in Los Angeles, Klaus Landsberg, station director of W6XYZ, Paramount studios, said: "It will mean rapid expansion of television and will give the Hollywood area an even greater chance to become the nation's center of television production because a greater number of companies will be able to have stations."

Paramount Pictures have worked out plans for joint use of Mount Tamalpais for erection of television and FM transmitters. KFRC plans to start FM broadcasting in five months. Other stations, including KSFO and KGO, are planning television operations but are holding plans in check until definite channel allocations have been made by the FCC. As soon as these are received the American Broadcasting station KGO and Universal station KSFO will work out a minimum twenty-eight hour schedule with much the same type of programs now being used on regular channels. KGO has transmitter location spotted on Mt. Diablo and another spot south of San Francisco. KGO plans piping in National Broadcasting Company television programs from Hollywood by coaxial cable instead of erecting a transmitter here.

**It costs plenty
but worth it
because it's
CERTIFIED**

RMA Exec. Comments

Washington — Bond Geddes, executive vice-president of the Radio Manufacturers Association, yesterday hailed release by FCC of new television rules as indicative that tele is "ready to go." He said while no concrete figures were available on the number of tele sets ready for the market, the manufacturers would keep "well abreast" of video's development. "Release by FCC of new television rules," he added, "means the industry can move ahead on a more practical basis."

Women's Clubs Oppose Mount Royal FM Station

Montreal—Opposition to the erection of an FM station or "any other commercial building" on Mount Royal, Montreal, was voiced in a letter to "all individuals and organizations interested in parks, community recreation and intelligent planning" by the Local Council of Women at a meeting held here last week in the Allan Shaftford Hall. The Council represents 78 affiliated societies with a membership of approximately 12,000 women.

Basis of the opposition is that the mountain has been set aside solely for recreation purposes and because of it Montreal "ranks fifth among the beautiful cities of the world," therefore it should not be exploited for commercial purposes. The Council made it clear that there were alternative sites that could well provide the needed area.

The letter declared, in part: "The Local Council of Women deplores the apparent readiness of the municipal authorities to barter Montreal's open spaces, and asks the provincial government . . . using the powers of the Lieutenant-Governor-in-Council . . . to exercise immediate and sympathetic consideration of this important matter."

NAM Radio Director Plans Business Programs Series

William S. Rainey, NAM radio director, and Thomas Wolff, assistant director, have returned from a 32-day plane tour of industrial plants throughout the country where they made on-the-spot recordings covering all phases of the reconversion picture.

After collating, the recordings will be offered to stations in a series of 15-minute ETs entitled "It's Your Business." Programs will feature descriptions of plant activities, interviews with managers, and descriptions of new products, all slanted to the reconversion angle.

Burns Signed By Ben Tucker

Stanley Burns, WINS announcer, has been signed to do exclusive commercial broadcasts for Ben Tucker's Hudson Bay Fur Co. Burns also does spots on "We, The People," "America's Town Meeting," "Grand Central Station," and "Kellogg's Hitch Hikes."

Raibourn Gives Views On DuMont Tele Status

(Continued from Page 1)

Allen B. DuMont Laboratories, Inc., declared yesterday. "It gives justification to their investment of even more job-producing capital in television experimentation and production than would formerly have been sound business."

"Allen B. DuMont Laboratories, Inc., is fully prepared to take advantage of television's potentialities; on Oct. 7, when the corporation's business had been adjusted to the conditions arising after the end of the war, it had net current assets of \$2,416,000 and cash of \$2,188,000. The \$1,453,000 cash obtained by financing in the last quarter of 1944 is included in these figures and is held in the bank for the development of television."

Paramount Pictures has a 37 per cent interest in DuMont through ownership of the corporation's B stock. The B stock has no vote in the election of the president and vice-president of the corporation.

Court Extends Injunction Granted N. M. Stations

Sante Fe, N. M.—Hearing before three-judge Federal court on a petition of five New Mexico radio stations for a temporary injunction restraining the State from collection a two per cent sales tax as a prerequisite for broadcasting has been ordered continued until January. Prior to January, the court will rule on a question of jurisdiction raised by the State. The radio stations contend the Federal court has jurisdiction since the stations are inter-state systems.

MacQuarrie Renewed

Los Angeles — Haven MacQuarrie, originator and emcee of "Noah Webster Says," heard on NBC at 9:30 p.m. (PST) on Thursdays, had his contract renewed by the Southern Cotton Oil Company for Wesson Oil and Snow-drift.

The program, with Prof. Charles Frederick Lindsley acting as judge for the contestants, is broadcast from KMJ, KFI, KGW, WFSB, KPO, KOMO, and KHJ, and is shortwaved to KGU in Honolulu, Saturdays at 9:00 p.m. (HST). The Fitzgerald Advertising Agency of New Orleans, La., handles the account.

DENVER ranks 18th among all U. S. Cities in drug store sales.

KLZ

DENVER

REPRESENTED BY THE KATZ AGENCY

CBS 560 KC.

Can. Web Revamps Program Dept. Setup

(Continued from Page 1)

Canadian broadcasting, the handling of arrangements in connection with political broadcasting, and all program continuity dealing with foods, drugs, patent and proprietary medicines which must be cleared for claims and good taste acceptance, Frigon said.

A new station relations department also has been formed, Frigon announced, headed by George R. Young, who will be transferred from his post of CBC Maritimes regional representative early next year. His responsibilities will include field contact with all Canadian outlets, relations with affiliated U. S. webs, program distribution and statistics, and arrangements for reserved time on CBC webs.

The reorganization of the program division national headquarters, headed by Ernest L. Bushnell, director-general of programs, is designed to re-establish program operations on a peacetime basis. Harry J. Boyle, former supervisor of farm programs, has been appointed to the newly-created post of program director for the Trans-Canada web and station CBL, Toronto, while H. G. Walker, Dominion network manager, becomes program director for CJBC.

John M. Kannawin has been named supervisor of presentation, C. R. Delafield has been made supervisor of exchange programs, and Ernest Morgan supervisor of international exchange programs. Along with these changes, the announcing and production staffs at Toronto studios will be merged to function for both CBL and CJBC and both webs.

Arthur W. Carr

Montreal — Arthur W. Carr, 45, director of radio station CKEY and president of Transcontinental Resources Ltd., died suddenly Saturday at his home in Toronto.

WDOD
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

Television's Future Outlined By Porter

(Continued from Page 1)

not released for publication until late yesterday.

"It is my personal view that television is going ultimately to become the principal form of entertainment," Porter said.

Commissioner E. K. Jett, the engineering expert of the seven-man commission, gave the committee a brief explanation of the qualitative differences between the present black and white tele system and the newer polychrome system sparked by CBS. "The question of relative definition of the two systems could be debated for a long time," he said.

"In my opinion, the quality of the picture changes according to viewing distance from the screen. In a movie theater if you sit up close the quality is poor, and if you sit far enough back the quality is better. For example a high quality 'upstairs' television picture of 1000 lines per frame, will look very good when you are close to it as compared with the 525-line picture. However, if you sit far enough back from the 525-line picture the quality is about as good as the 1000-line picture."

Porter pointed out that the initial expense of tele is liable to be extremely high. Discussing prospects for the city of Indianapolis, he said he doubts that a station could be put on the air today for less than \$200,000 and would probably have to operate for several years at a great loss. Applicants would have to be prepared to spend upwards of half a million dollars during the next several years, he estimated.

Kempton Heads Radio Unit In Division Of Information

Appointment of Willett Kempton, formerly with OWI, as director of the Radio Section of the Division of Information, has been announced by the Department of the Interior. He replaces Shannon Allen in taking charge of the studios of the Interior Building which have been serving military and war agencies as a production center throughout the war.

These facilities will continue to be available to all Federal agencies for producing live or transcribed shows in peacetime, according to Kempton. More stress, however, will be placed on servicing radio and radio advertisers in obtaining broadcast material from the various activities of the Interior Department.

Form Package Firm

Announcer Dan Seymour, director Tony Leader, and scripter Judson Philips have combined to form a new package firm, P. L. S. Productions, with offices at 10 E. 43 St., to handle "You Make the News," MBS, Thursdays, 10-10:30 p.m., EST. Other scripters working with the group are H. Philip Minis and Blake Cabot.

Half Of \$785,000 Deficiency Asked By House For FCC

(Continued from Page 1)

\$109,000 for the accounting department, \$111,000 for the law department and \$132,000 for the secretary's department had been asked.

The committee recommended an overall grant of \$392,500, cutting a like amount from the total requested. This would raise the commission's 1946 budget—exclusive of wartime activities,—to \$2,946,900.

"The committee recognizes that the work of the commission has expanded and that it will continue to expand in consequence of developments in the field of electronics. It will be necessary to expand the organization from time to time to cope with the added resultant responsibilities, but the committee prefers that such expansion should be determined and proposed by its regular sub-committee having jurisdiction — independent offices. The committee is averse," it said in its report, "in this and other cases, to establishing levels which may or may not coincide with the views of the committee's jurisdictional agencies, and particularly so, where readjustments are incidental to changing to altered peacetime needs."

In the meantime, with the committee locked in argument on other portions of the bill through most of yesterday, details of the hearings in which the FCC request was presented were not released to the press until late yesterday — with ethical publications not touching them earlier than yesterday.

Forecasts 1,000 FM Stations

FCC Chairman Paul A. Porter told the committee that he expects to see "upwards of 1,000 FM stations on the air" within another three years, with the dual AM-FM operation "for some time, but, ultimately I think that most of us believe this FM is a superior service and will entirely supplant AM except for your rural coverage where there will be half-hour AM stations giving rural areas their broadcast service."

Committee Chairman Clarence Cannon, as exclusively revealed by RADIO DAILY about a month ago, put forth a strong argument for complete government control of the domestic airwaves.

Suggests Gov't Ownership

"Radio," said Cannon, "is a great natural resource and if it were oil in the ground, or coal or uranium, or anything of that sort, and we were to transfer it to some private company, the government would get payment for value received, but here we transfer to these companies, who, you say, have nothing but a little machinery, a very valuable right, and they suddenly become multi-millionaires because the United States government has transferred to them gratis a channel on the air which belongs to the American people."

"Do you not think that this frequency modulation gives the United States government an opportunity to

take over the channels? England has one cabinet minister who administers nothing else. When we were over there he entertained the American visitors. As I recall it, he told me that in 1935 — perhaps earlier — the English government received an annual income of approximately \$20,000,000 — or it may have been 20,000,000 pounds—from the radio industry. Our government receives nothing. Why isn't our government as well treated by the radio industry as the British government?"

"Their system is that the government gets the money, and our system is that the private firms come in and are given a monopoly as a free and gracious gift and get the money. Furthermore, these private systems come in and litter the air with continual advertising, commercials, plug-uglies, as some of the newspapers call them. You cannot turn on your radio at any time but what they are telling you about somebody's beer or pills."

Porter Defends Industry

When Porter pointed out that the radio industry pays enormous Federal corporate income and excess profits taxes—"probably as high a percentage of the normal tax as any industry in the country," Cannon insisted that the government would do better to keep the channels. "Why not keep them and let the government have the revenue instead of these private firms who are in the business to make money out of it, and incidentally relieve the American people of this constant din in our ears, people who are selling something over the air?"

"There is the greatest contrast when you turn on a radio in England and you get a program without interference from somebody trying to sell you something."

Representative Clifton Woodrum, Virginia, Democrat, chimed in here that "it is only because of those advertisements that you get the wonderful talent we get on our radio here. You do not get that over there."

Likes English Talent

"They have the best talent in England," Cannon replied. "They could have the best talent in America."

Porter declared at this point that while BBC does maintain standards of good taste, it "suffers from bureaucratic ailments, it does not have the ingenuity, the brilliant technique, and the type of program talent that characterizes the private enterprise system of American broadcasting at its best."

"That is what we Americans would say," Cannon replied, "but the British say otherwise."

"As for taxes," said Cannon "why take taxes when we can take it all? Why should the United States government give this money away?" Following a brief discussion of selling prices for radio stations, which Porter admitted he found disturbing, Can-

Plan Closer Checkup Of Industry Profits

(Continued from Page 1)

running as high as 200 per cent depreciation plant costs. "Do you let them make all they can," he asked. "That is none of your business?"

"There is some view in the commission," Porter said, "which I share that stations with this public franchise making that kind of profit owe something to the public in the services performed and so we look at their renewal applications with that in mind." Porter ventured that the highest profit figures returned by a station thus far were the 1944 figures for WLW, Cincinnati, with a gross income of about four million dollars last year and profits of \$2,800,000 before Federal taxes.

Representative John Taber of New York, ranking Republican on the committee, then raised the question of franchise taxes, with Porter reminding him that such a tax had been voted by the House in 1938—on the basis of broadcasters' net receipts—but had been turned down by the Senate and not since revived.

"The railroads, utilities, telephone and telegraph companies did have to contribute that kind of a tax," Taber recalled, "and some people have the idea that the broadcasting stations would not be hurt too much if they had to pay something of that kind."

Name Street For Kate

Kate Smith Boulevard has been chosen as the name for the main street in the great housing development now in the course of construction at Oceanside, L. I. It will lead to Kate Smith Beach, a 900-foot stretch of sand serving the colony.

Java Stations Destroyed

Reports from Java yesterday told of the destruction of the Jogjakarta and Soerakarta radio stations by rocket-firing planes of Britain. The stations were said to be outlets of propaganda for the insurgent elements in the Netherlands colony.

Oppose Station Plan

Montreal — French-Canadian radio stations should not be established in Western Canada, executive of the General Council of the United Church of Canada decided in a resolution adopted unanimously.

non declared that broadcasters have a great power not only to make money but also to influence and propagandize the American people. "That vast power should be in the hands of the people rather than in the hands of somebody who wants to exploit the people. If you are going to dispose of this great natural resource, why not put the franchises on the market and sell to the highest bidder, and let the government take the millions? Why make them a present to those who want to control the people through propaganda and the government get nothing in return?"

★ ★ ★ COAST-TO-COAST ★ ★ ★

— DISTRICT OF COLUMBIA —

WASHINGTON—Another new addition to WOL announcing staff is Win-... "Bud" Sherman, recently discharged from the armed services where he served in the rank of captain in the Army Signal Corps. Prior to joining the armed forces, Sherman was with KMOX, St. Louis, Missouri. . . . Albert L. Warner, head of the WOL radio news bureau, is assuming another daily newscast in addition to his other duties. He will be heard each evening with a six o'clock edition of news, Monday through Friday.

— VIRGINIA —

RICHMOND—Sanford T. Terry, Jr., captain with the Army Signal Corps, assigned to General MacArthur's headquarters, is back on the job at WVA's transmitter. He is the man who supervised the building of the "Spindle Eye," the ship that has been described as "The most interesting ship that had ever been seen in Tokyo Bay." The ship is literally a floating radio city that was to have been used to provide complete radio coverage during the Japanese invasion this fall for complete radio coverage.

— UTAH —

SALT LAKE CITY—After nearly four years in radio and radar work with the Navy, A. L. Gunderson has returned to KBYL engineering staff. Holding the rank of warrant officer, he was aboard the Cruiser Indianapolis during one maneuver within 26 miles of Tokyo and again when the craft was struck by a suicide plane at Okinawa. . . . The Utah Oil Refining Co. has begun a new Wednesday evening half hour called "Memorable Melodies" on KSL. Foster Cope and the KSL orchestra, soloists Annette Dinwiddie and Hulbert Kiddington, and the Hansonette chorus are featured under the name "Pep 88-Vico Orchestra and Chorus."

— PENNSYLVANIA —

PHILADELPHIA — Bob Walters, formerly with station WMAJ in State College, Penn., where he helped organize the staff, has joined the announcing staff at WPEN. . . . Helen Mondello, recently discharged from the Waves, is the newest addition to the WPEN promotion staff. . . . Kenneth W. Stowman, USNR, recently released from active duty, joined the staff of WFIL as assistant to Roger Clipp, president of WFIL.

— TENNESSEE —

NASHVILLE—Jack Stapp, program director of WSM, has returned to his post after having been with the Office of War Information in New York and London for the past twenty-two months. . . . Jud Collins, WSM staff announcer, has rejoined WSM after having served 34 months in the Army. Others who have returned to WSM having served with the armed forces are Tom Stewart, director of WSM-FM and Albert E. Gibson, promotion manager.

— MASSACHUSETTS —

SPRINGFIELD — Robert Donahue has been made manager of WMAS, succeeding Warren Greenwood, who resigned. Donohue comes from Lowell, Mass., where he has been manager of WLLH since the station opened in 1934. . . . BOSTON—Lt. Commander Colton G. Morris, radio officer for Adm. Nimitz, returned to WBZ as director of special events. He has been in the Navy since 1941, also served with the Helena, and is the author of "The Fightin'est Ship."

— NEW JERSEY —

PATERSON — Eighteen wounded veterans, stationed at Camp Shanks' hospital, were Thanksgiving guests of the Teaneck Rotary Club for a full meal with all the trimmings, a full program of entertainment by leading Broadway and radio stars, and concluded the occasion with messages to their families through the courtesy of WPAT, which cut one-minute recordings of Thanksgiving greetings by the soldiers to their families, who are located all over the country.

— NORTH CAROLINA —

ASHEVILLE — Forrest H. Shuford, North Carolina Commissioner of Labor and Grace W. Griffith, legislative committee member of the Asheville Professional and Business Women's Club, were presented over WWNC in a discussion of the state labor department's organization, functions and aims. . . . Charles Sumner, transmitter engineer at WWNC, has returned to the station after a three month leave of absence.

— MICHIGAN —

DETROIT—Charles G. Burke, for the past two years sales manager of WJR, has been named director of operations of the station in an announcement by Leo J. Fitzpatrick, vice-president and general manager of WJR. Prior to his service at WJR, Burke served for five years as Detroit manager of Free and Peters, radio representatives. . . . Franklin C. Mitchell, formerly head of the program department has been made assistant director of operations.

— CONNECTICUT —

HARTFORD — Governor Raymond E. Baldwin, speaking from the executive residence, read his Thanksgiving Proclamation on the Radio Bazaar holiday program over WTIC Thursday morning. Margaret Thomas, bazaar director, also had as her guest on the hour-long program T/Sgt. L. Stanley Manierre, who spent last Thanksgiving in a Japanese prison camp.

— OKLAHOMA —

TULSA — Dick Campbell, program director of KOME, has been appointed City Chairman for the Sister Kenny Foundation in its 1945 drive to stamp out poliomyelitis.

— CONNECTICUT —

HARTFORD — WDRC is broadcasting Mayor Mortensen's valedictory message to the Common Council at a special meeting Monday night, Dec. 3. A special broadcast is also scheduled for the arrival of Major General Wing, commander of New England troops in the Pacific, on Dec. 1 in Hartford. . . . STAMFORD—Wharton Ford has joined the sales staff of WSRR, acting also as musical advisor.

— NEW YORK —

JAMESTOWN — WJTN has extended operating hours and is now on the air at 6:00 a.m. with signoff at 1:00 a.m. Station opens with a half-hour Farmers' Almanac which includes specially prepared local farm items, market and weather reports, and world news. WJTN's farm service has also been augmented by a 30-minute program Saturdays conducted by the Chautauqua County Extension Service.

— INDIANA —

FORT WAYNE — Shirley Wayne, who left Fort Wayne to appear in New York with Olsen and Johnson, has returned and is now writing script for WOWO. Shirley originated and wrote "Sari and Elmer," a comedy skit that ran for more than five years on WOWO.

— PENNSYLVANIA —

PHILADELPHIA—Two singers recently discovered by WPEN, will make their concert debuts at the Town Hall next week. Tenor David Poleri and Soprano Helen Moore were discovered in auditions by Norman Land and Joseph Franzosa, WPEN's music producers and directors, and impressed the station officials so much that they were employed as a permanent duet with the WPEN orchestra. The duo is heard daily, Mon. through Fri., from 11:05 a.m. to 11:30 a.m. on the "Morning Bouquet of Melody" program.

— MISSISSIPPI —

CLARKESDALE—Myron Heyer, from the Beck School for Radio, Minneapolis, has joined the WROX announcing staff. . . . Carrol F. Jackson, WROX announcer and sportscaster, has opened a photography studio in Clarkesdale as a side-line. . . . New accounts on WROX are a weekly "Man on the Street" for Firestone Auto Supply Co.; and a musical show "Romanic Moods" aired daily for one year and sponsored by "Levy's Ladies Toggery" of Memphis, Tennessee.

— TENNESSEE —

MEMPHIS—Latest addition to WHBQ's commercial dept. is Dick Whitmore, replacing Louis Brand, who joins the advertising staff of B. Lowenstein & Bros., Inc. A newcomer to radio, Whitmore has several years of advertising experience, mostly in the agency field. . . . Dorothy Rosenberg replaces Melba Fleming as secretary to E. A. Albury, manager.

— ILLINOIS —

CHICAGO — The Civilian Production Administration made announcement on their "CPA" program yesterday, Nov. 26, over WJJD, of the reconversion progress to date, notwithstanding the many obvious set-backs thus far encountered. One example that was given is employment in 55 principal industries, which have a 50% employment increase since V-J Day as compared to that of pre-war level. John D. Small, newly appointed head of the new CPA, conducts the program.

— ARIZONA —

PHOENIX — Helen Mary Knox, formerly of WBBM, Chicago, has joined the staff of KPFO and is doing women's programs. . . . Frank James, former announcer and promotion manager of WSYR, Syracuse, New York, is now in KPFO's sales department. . . . Dick Canaday has returned from 4 years service in the Army Air Forces as public relations officer and is now promotion manager and executive assistant at KPFO.

— ALABAMA —

MOBILE—Bill Menton, WMOB sportscaster, has been up to his microphone in golf stars on his "Sportlite" program last week during the Azalea City, PGA golf tournament. Ben Hogan, Jimmy Hines, Ellsworth Vines, Jug McSpaden and many others have appeared. In addition, Menton has been giving two broadcasts daily from the Country Club, supplementing WMOB's coverage of this, the first of an annual series of PGA tournaments in Azalea City.

Wyckoff Re-elected Pres. Of Manufacturers Assoc.

I. Walter Wyckoff, of Pilot Radio Corporation, was re-elected president of the Electronics Manufacturers Association, Inc., at its annual meeting held last week, it has been announced. The EMA is a trade organization composed of leading manufacturers of radio sets and parts in the New York metropolitan area.

The following additional officers and members of the board of directors were also elected for one year: vice-presidents: Arthur Freed, Freed Radio Corp.; A. P. Hirsch, Micamold Radio Corp.; secretary: I. A. Mitchell, United Transformer Corp.; treasurer: S. J. Novick, president of the Electronics Corporation of America; directors: Paul Hetenyi, Solar Mfg. Corp., Nathan Kurman, Kurman Electric Co., D. H. Engelson, Federal Mfg. & Engineering Co., Charles Burnell, Clarostat Mfg. Co., J. M. Marks, Fada Radio & Electric Co., David Wald, United Scientific Labs., Inc., Max Weintraub, Gard Radio Corp., Lloyd Hammarlund, Hammarlund Mfg. Co., Meyer N. Leibowitz, Adams Laboratories, Inc.

The association also announced that Moses Shapiro, labor relations consultant, had been retained as general counsel.

Send Birthday Greetings To

Nov. 27

- Francis Conrad, George Hogan, Mary Livingston, William Miller, Jack Smart, Bill Demling, Ted Husing, Mary Lynch, Gladys Rice, Mark Woods, Clara Frin

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT!

The hit show of the year!

Sincerely-
Kenny Baker

AMERICA'S FAVORITE TENOR!



Songs you like to hear—the way you like to hear them. Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field... still available in several markets.

write for
availabilities

with

- ★ DONNA DAE
- ★ JIMMY WALLINGTON
- ★ BUNNY COLE
- and his music

FROM THE HOUSE OF HITS
 FREDERIC W. **ZIV** COMPANY
 2436 READING ROAD • CINCINNATI, O.
 NEW YORK HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 40

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 28, 1945

TEN CENTS

Application List Grows

AFRA Board Adopts Five Resolutions

Five resolutions out of six were favorably voted upon by the New York Chapter of AFRA at its meeting of the membership Nov. 15, according to tabulations ratified by the board yesterday and results of the incoming board voting was also revealed. Resolutions passed included all excepting No. 6, which pertained to returned veterans. This amendment has been referred back to the board for further study.

New board has one tie, which is in
(Continued on Page 6)

Town Meeting' Continues As Sustainer on American

"America's Town Meeting" will continue as a network sustainer after tomorrow when "Reader's Digest" relinquishes sponsorship, according to Mark Woods, president of American.

"The program will be available for commercial sponsorship but both Town Hall which originated the program and the American Broadcasting Company reserve the right to approve potential sponsors" Woods said. The format of the show will not be affected by the change, he added.

AFRN's New Tokyo Outlet Gets 50,000 Watts Power

Tokyo — Increasing its power to equal the most powerful radio station in the United States, WVTR, key outlet in Tokyo of the Armed Forces Radio Network recently began operation of 50,000 watts. The army operated station formerly broadcast its
(Continued on Page 5)

Telecast

NBC will hold a press demonstration of WNBT's telecast of the Army-Navy game, Saturday. The event, called the forerunner of network tele, will be fed from Philadelphia's Municipal Stadium via the Bell System's new coaxial cable. This will be the first outdoor use by NBC of three cameras, including the new image orthicon. The Cadet parade also will be seen.

Premature

Mark Woods, president of the American Broadcasting Company received a flood of congratulatory calls and messages yesterday when RADIO DAILY's birthday greetings box listed Mr. Woods birthday as November 27th. For the record and with our apologies, Mr. Woods' birthday falls on December 27.

Victory Loan Drive Enters Final Phase

Next week, the last in the current Victory Loan drive, has been designated as national Victory Bond Week, and radio has been asked by the Treasury Dept. to help make "an all-time high" in Bond sales for the week. The requests were sent out by Ted R. Gamble, national director of the War Finance Division, and Lt. David Levy, USNR, chief of the division's radio section, to the major networks, agencies, and independent outlets.

Highlighting the week will be Pearl
(Continued on Page 7)

NAB-AAA Groups Meet; Discuss Contract Form

The second of a series of sales managers meetings of the National Association of Broadcasters, held at the Hotel Roosevelt this week, was devoted yesterday to discussion of the new form of standard contract
(Continued on Page 6)

First Certified Poll Returns Reach N. Y. Headquarters

First returns in Radio Daily's certified poll to pick the nation's All American Radio Program were received yesterday by B.E. Jolley, director of research of Ross Federal Research, Inc., New York, from the company's 31 branches in key center cities throughout the nation. "Early interest indicates that the responses his year will exceed the 1051 newspaper men and women who participated in last year's poll," Mr. Jolley said. "Our representatives will

FCC Announces New Flood Of Requests For AM And FM Building Permits; 16 AM Requests And 8 FM

No Immediate Change Slated In FM Field

An exchange of correspondence between Dr. O. H. Caldwell, New York publisher, and Commissioner E. K. Jett of the FCC released yesterday indicates service on the FM band between 40-50 mc's will be continued until service is available in the higher frequencies.

Dr. Caldwell, in his letter to Commissioner Jett had said that "to deny use of the 40 mc band for FM
(Continued on Page 6)

Radio Trained Veterans Will Graduate In Boston

Boston—Graduation exercises will be held next Friday for twelve veterans of World War II who have completed the course in radio sponsored by WEEI. Managers, program direc-
(Continued on Page 2)

Tele Shopping Service To Be Inaugurated By NBC

A television shopping service for Christmas will be inaugurated Dec. 2 by WNBT, 8:00-8:30 p.m., offering tips on the best gift "buys" in the
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Heavy filings for construction permits for AM and FM stations were received by the FCC yesterday bringing the total of applications for new standard stations up to 478 and for FM stations to 717. There were 16 AM filings and eight new FM applications.

West Central Broadcasting Co., of which Governor Robert S. Kerr of Oklahoma is chairman of the board and a principal stockholder, has applied for construction permit for a new standard station, FCC announced yesterday. Although West Central's
(Continued on Page 7)

Associated's Deal Explained By Kelley

Programming plans of the Associated Broadcasting Corporation are "promising and hopeful" as a result of the \$150,000 loan made to the network by the Atlas Corporation, Frank Kelley, executive vice-president and half-owner of the web said
(Continued on Page 2)

RMA Sets Up Committee To Aid Radio's Amateurs

Washington Bureau, RADIO DAILY
Washington—RMA is organizing a new section for amateurs to be headed by W. J. Halligan, president of Hallcrafters Inc., Chicago, it was learned
(Continued on Page 5)

Radio "Holmes"

Montreal — Establishment of a radio "network" for police forces in cities and towns of the Ottawa district in an effort to trap criminals immediately after the commission of the crime has been suggested by Controller Goldert, who declared, "With all roads guarded by police following the alarm, it would be most difficult for thugs to get away."



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Tues., Nov. 27)

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes sections for NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, and OVER THE COUNTER.

Stork News
On November 24th a boy was born to Mr. and Mrs. Israel Diamond. Diamond is head of the logging department of Broadcast Music, Inc.

20 YEARS AGO TODAY

(November 28, 1925)
John McCormack, famous Irish tenor and Miss Lucrezia Bori of the Metropolitan Opera Company presented in radio debuts over WPAF, New York, as an inspiration for other artists of distinction to go on the air.

Jules Harburg INSURANCE
80 JOHN STREET NEW-YORK-CITY
PHONES: BOWLING GREEN, DIO 264 WHITEHALL, 3-8767

Coming and Going

JOHN W. BOLER, chairman of the board, North Central Broadcasting System, Inc., is back at his Chicago headquarters following a week of conferences at the New York offices of the network.

EDWARD TOMLINSON, NBC commentator on inter-American affairs, leaving for Chicago, where tomorrow he will speak before the National Convention of Coffee Dealers, after which he will leave for a trip "south of the border."

CHARLES H. SMITH, research counsel in the network sales division of CBS, will leave the end of this week for Boston, where on Monday he will address a group of advertising agency executives on the subject "How CBS Measures Circulation and Listening Areas."

ARCHIE J. TAYLOR, station manager of KRGV, Weslaco, Tex., is in town on station business and to participate importantly in the soiree planned for Friday evening by the Lone Star Chain's national sales representatives.

DE WITT LANDIS, station director and commercial manager of KFYO, Lubbock, Texas, spending this week in New York.

LIEUT. MARIO DALL'ACQUA, A.U.S., is back in New York and has rejoined the art department of Ted Bates, Inc.

RAYMOND F. GUY, radio facilities engineer at NBC, is on a three-day business trip to Washington, D. C.

CHARLES SMITHGALL, general manager of WAGA, Atlanta, Ga., a caller yesterday at the headquarters of the American network.

Radio Trained Veterans Will Graduate In Boston

(Continued from Page 1)
tors and production managers from all New England radio stations will be invited to audition, interview and hire anyone of the twelve who have finished the course. The classes were conducted by Arthur Edes an educator in the radio field for many years, under the supervision of Fred Garrigus, WEEI's assistant program director, Harold E. Fellows, general manager of WEEI, on graduation night will address the class on the prospects for announcers at present and in the future.

Associated Web's Deal Is Explained By Kelley

(Continued from Page 1)
yesterday. "A greater importance is expected to be granted the position of the web in future dealings with advertisers and agencies," he added. Kelley revealed that the present loan covers a thirty-day period which provides Atlas the right of option at the end of that time to "acquire a substantial interest in the network." Although details were not made available, Kelley made known that a renewal or "an additional sum" might possibly be arranged at the expiration date. Kelley and Leonard Versluis, president of the network, left last night for headquarters in Grand Rapids.

Tele Shopping Service To Be Inaugurated By NBC

(Continued from Page 1)
New York area. Titled "The Television Christmas Shopper," the program will employ the services of an experienced shopper who will visit department and gift stores in the metropolitan area. Program will run weekly through Dec. 23.

Authoring "Quiz Kid" Book

Eliza Merrill Hickok, assistant program director of the "Quiz Kids," has authored a full-length book of anecdotes and data about the youthful "Brain Trust." The book, as yet untitled, will be published by Houghton Mifflin, and is slated for late summer or early fall release. Miss Hickok has been signed to a contract by the publishers.

Tele Sports Cover

WNBT next week begins video coverage of hockey and basketball games from Madison Square Garden. Hockey will be picked up Sundays, beginning Dec. 9, with basketball slated for Saturday and Wednesday evenings. Production is supervised by Burke Crotty, director of NBC tele field pickups.

Tribute To Sister Kenny

Mutual will air a tribute to the Sister Kenny Foundation, entitled "That They Might Walk," Dec. 5, 8:00-8:30 p.m., EST. Program which will feature Bing Crosby, Jimmy Dorsey and others, with music by Sylvan Levin, replaces for the date, "Music for Half an Hour."



Just BIG . . . isn't enough

We had a honey of a headline for that picture. But it was too tough and probably a little prejudiced. But just being big . . . isn't enough. What's the use of being hippopotamus-big if people persist in ignoring you as if you were a gnat? Without a bite? In radio our little independent is strictly in the tiny class . . . BUT it's got a bite that reaches more people-per-dollar-spent than any of the other five radio stations in this sixth largest city in the U.S.A. There are facts to prove this! Want to see them? Before you make up that budget?

W-I-T-H IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REIN

Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

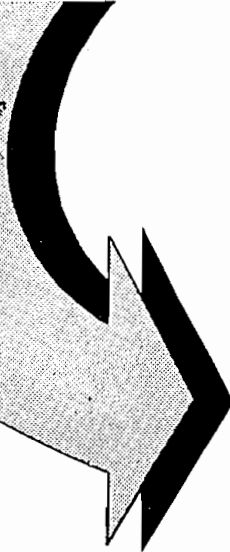
Broadway Hosiery Shops

Prove It!



Broadway Hosiery Shops, whose modernly appointed stores are located throughout Northern New Jersey, must have complete coverage in America's fourth largest market. So, in August, 1929, these famous shops bought six 15-minute, live-talent programs per week over WAAT.

For SIXTEEN years "The Broadwayites", Vocalists and Orchestra, have aired their smart interpretations of current musical "hits" in 5,012 consecutive programs! And now, having just renewed for the 17th uninterrupted year of broadcasting over New Jersey's First Station, The Broadway Shops continue to delight hundreds of thousands of listeners with 6-half-hour programs every week, because they know:



**WAAT delivers
more listeners per dollar
in America's 4TH Largest Market*
than any other station—
including all 50,000 watters!**

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT
970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

LOS ANGELES

By RALPH WILK

FAN mail on KHJ's midnight music hour, "Rhapsody In Wax," includes letters from such far off points as Kansas and even Honolulu, amazing coverage for a single-station show.

Bob Crosby did his first commercial radio show since his discharge from the Marines when he guested with Cass Daley, Sunday, Nov. 25, on the Fitch Bandwagon show over NBC.

Radio Scribe Sam Moore, who writes "The Great Gildersleeve" ailer with John Wheden, was unanimously elected president of the Radio Writers' Guild of Hollywood.

Meredith Willson, Burns & Allen maestro, flew to Detroit this week to huddle with prospective sponsors for his new musical radio show idea which has created a sensation in trade circles. (The program is all music—even to the commercials). Willson will be back in Hollywood in time for his weekly Burns & Allen program batoning.

KFI is presenting a new show entitled "Misinformation," starring Jose Rodriguez and Viola Vonn. The program answers those controversial questions listeners have been debating and betting on with their families and friends. Show promises to be both interesting and educational.



Notes From An Aisle Seat. . . !

● ● ● Miami will get a big play this season with several network stars paying their own line charges to air from there. . . . Nat Moss, prop. of the 400 Club, flying to London after the first of the year for the sole purpose of luring Europe's top bandsman, Bert Ambrose, to these shores. . . . Maxie Baer has a drug concern willing to bankroll a show for him. . . . Joe Mansfield has taken over the direction on "Laura Lawton." . . . Dinah Shore wires denials about published reports regarding a visit from the Stork. She adds she wishes it were true. . . . "It Pays To Be Ignorant" will not be renewed. . . . Maurice Dreicer doing a monthly radio news and trends col'm for This Month mag. . . . Observation: Sen. Claghorn, the No. 1 boff spot on the Fred Allen ailer, got nowhere on the Alan Young show last year. . . . Ginny Simms and Ed Gardner coming east for January. . . . Jack Leonard signed with Majestic Records. . . . Alston Alexander has the radio rights to Sally Benson's "Meet Me In St Louis," and is packaging it for a weekly half-hour series.

★ ★ ★

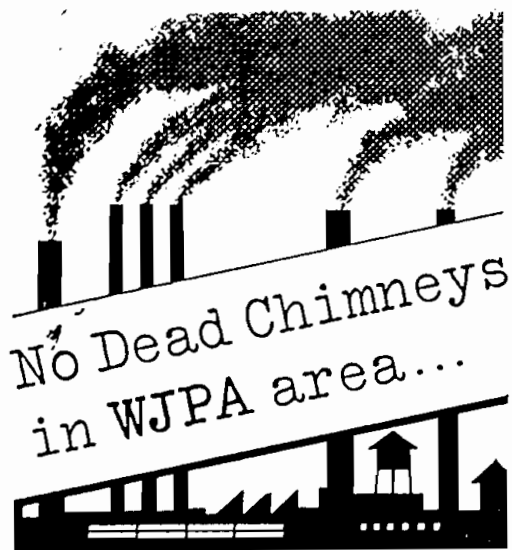
● ● ● Carl H. Winston, who used to do a funny Polish dialect feature called "Wladek's Daily Letter" for the Daily News, and who has written comedy material for the Marx Bros., Ed Wynn and others, was hired about a year ago by an ad agency to do gag commercials for radio. In the course of events he was assigned to "Great Moments In Music," a heavy, dignified ailer. A few weeks ago, he wrote, as a Victory Bond plug, the dramatic free verse "A Voice Is Heard," which was read on the air by Burgess Meredith. The poem caused a lot of comment and the sponsors were flooded with requests for copies of it. A few days ago an agency exec. was discussing writers for a comedy show and the name of Winston came up. "Nix," nixed the Big Shot. "Winston won't do. All that guy can write is poetry!"

★ ★ ★

● ● ● Carl Bixby's two lads (Lyndon and Jack) are back from the wars. Former is with WICC writing and producing a daily stanza tagged "The Veteran Speaks," while latter is with International Recording Studios here in N. Y. . . . Walter Lurie has signed Bob Moss as producer of his Spike Jones show. Walter, meanwhile is off to the coast again to put the final touches together on the package. . . . Fred Allen's stanza Sunday nite with Leo Durocher was the greatest comedy show we've heard in years, if not an all-time high. That "Brooklyn Pinaflore" sequence with Fred, Minnie Pious and Leo was out-of-the-world stuff and worth six bucks of anybody's dough if offered in a musical comedy. . . . When Hildegard shifts to her new time on Wed. nite, her pair of announcers will be Ed Herlihy and Jack Costello. . . . Doc Michel's 16-year-old niece, Elaine Malbin, touted as one of the top vocal discoveries of the year, will guestar on the RCA show Dec. 16th. . . . A pal asked Nick the Greek why he was considered the greatest gambler of them all. "I guess," said the fabulous Nick, "that it's because it took me longer to go broke than anyone else!"

★ ★ ★

● ● ● Names 'n News: Eddie Cantor, the authority on girls, lunching with Spencer Tracy, of "Boy's Town" fame. . . . The Andrews Sisters and the Lombardo brothers making it a family affair as they exit together after a joint recording date. . . . Bette-jane Greer applauding Bert Stanley's take-off on her ex, Rudy Vallee, at the Glass Hat. . . . Bess Myerson, the brunette "Miss America," looking Cinderellegant in Winter white at the Chateaubriand. . . . Bob Nolan, radio's jack-of-all-trades, who does most of them well, what's more. Director, actor, singer, painter, engineer, poet, composer and emcee, he's had several books of poetry published and is one of the three American composers who have been invited to enter the Detroit Symphony contest. . . . Walter O'Keefe, who maintains that Frank Sinatra is exactly like any other normal 27-year-old American boy making a million and half bucks a year.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, New York, Chicago, San Francisco, Los Angeles.

JOHN LAUX
Managing Director

WSTV - Steubenville, O.
WFPG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKHY - Kingston, N. Y.



First
in Peace

KGW is proud to present its distinguished announcer, Phil Irwin . . . winner of the 1945 H. P. Davis Memorial Announcers' Award.

To Phil Irwin has come the top recognition afforded an NBC announcer, the H. P. Davis Memorial Announcers' Award, denoting him, in the words of Pat Kelly, NBC chief of announcers, as the "finest announcer in the NBC family of stations in 1945."

Station KGW takes pride in Phil's achievement. It is typical of the consistently high standards under which KGW operates.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

AGENCIES

Y LEE, head of continuity and assistant in sales at WLSL, is radio director of Houck and Company, advertising agency of Roanoke, Virginia.

HANKLIN COURTNEY ELLIS, formerly head of the public information department for Eastman Kodak, joined the public relations staff of Standard Oil Company (Indiana), assistant director. . . Standard has appointed John Canning as its representative in recognition of his service of 10 years as an assistant in public relations.

AMERICAN TOOL & DIE WORKS has appointed the Seidel Advertising Agency, New York, to promote the sale of their consumer items through national consumer media.

GENERAL ANILINE & FILM CORPORATION, New York, have appointed Doherty, Clifford & Shenker, Inc., New York, to handle marketing and advertising for a program of one division.

ATA LENNON has joined the advertising department of Radio Wire Division Inc. (Lafayette Radio), New York, as production assistant. Lennon was formerly with MacLennan Publications.

ARN's New Tokyo Outlet Gets 50,000 Watts Power

(Continued from Page 1)
grams utilizing a 10,000 watt out-

The new power increase, according to Major William E. Rowens, Jr., of Charlotte, N. C., officer-in-charge of the Armed Forces Radio Network, will permit a more powerful signal and clearer reception to listeners in the Tokyo-Yokohama area as well as providing additional reception in a wide spread arc passing through the mountains of Shizuoka, Kofu, Matsumoto, and Nagano.

Utilizing available Japanese facilities, the new stepped up transmitter of WVTR now possesses a broadcast tower more than 1,000 feet high. Capt. Edwin M. Bartell of Rochester, N. Y., officer-in-charge of WVTR, rates it as one of the world's tallest broadcast towers.

RMA Sets Up Committee To Aid Radio's Amateurs

(Continued from Page 1)

in authoritative circles here Friday. Designed to assist "hams" in the expected expansion of amateur activity the new department will be known as the amateur activities section. It will be organized under RMA's parts division, headed by R. C. Sprague of Sprague Electrical, North Adams, Mass.

A meeting in Chicago during January to discuss plans for the new setups is scheduled, RMA said. Since many wartime restrictions have been lifted by FCC and the amateurs assigned new bands, a splurge in "ham" activity is expected.

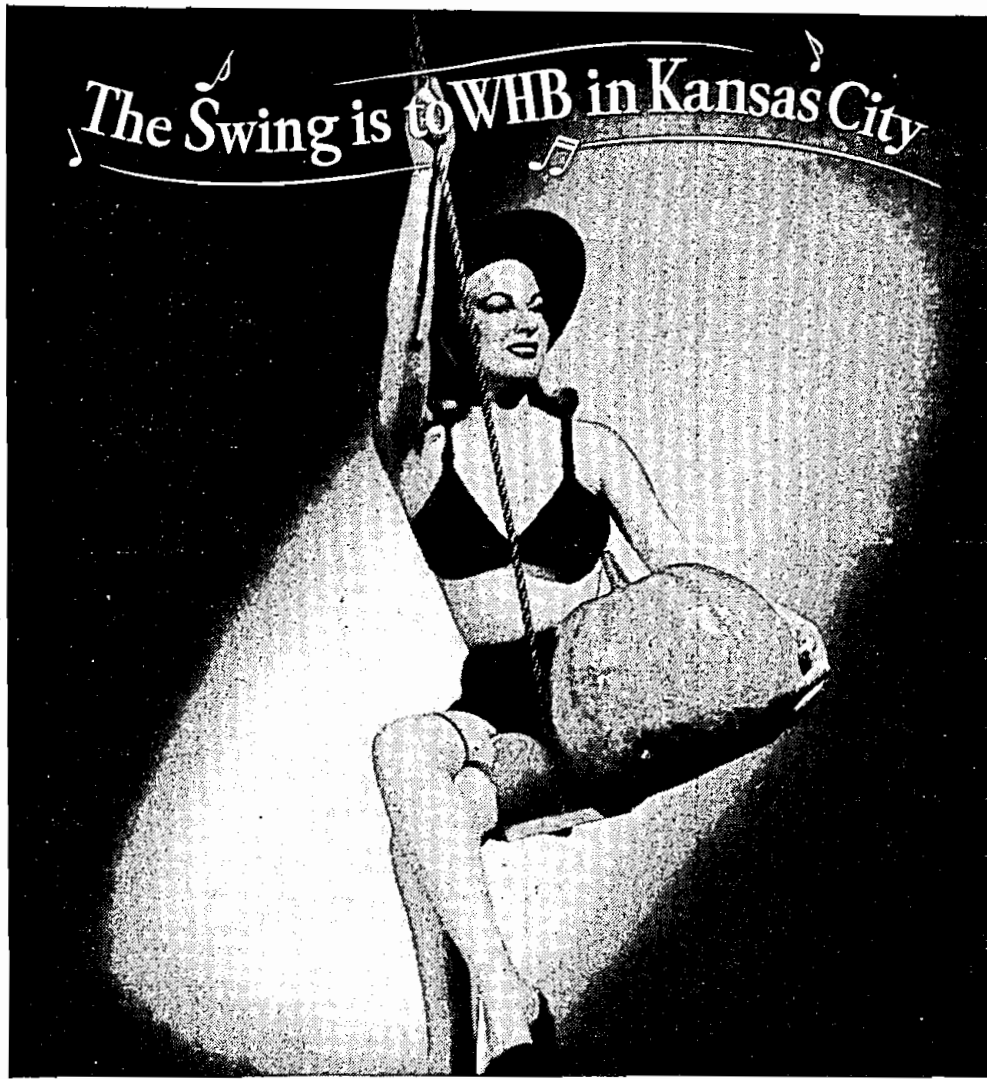
Shirley Wolff On WJZ

Shirley Wolff, widely traveled author and lecturer, and recognized authority on health education, inaugurated a new program on WJZ last night entitled "Celebrity Club," with Bernie George, popular impersonator. Program is heard twice weekly, Tuesday and Thursday from 12:05 a.m. to 12:30 a.m., and provides interviews with celebrities, comments on current happenings of Cafe Society around the town. George impersonates and characterizes celebrities who cannot be present for the broadcast.



When it's time to go to work on new national business, then it's high time to call in Weed & Company, whose full-time business is good times on good stations. With Weed men constantly on the job, "time will sell".

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD



KANSAS CITY HOOPER INDEX May thru Sept. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	23.1	26.5	19.7	10.6	13.1	5.5
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	19.9	23.4	29.6	14.8	9.5	1.7
SUNDAY AFTERNOON 12 Noon—6 P.M.	16.2	34.7	20.5	13.8	11.8	2.6
SATURDAY DAYTIME 8 A.M.—6 P.M.	21.9	29.6	20.6	17.2	7.9	2.0



... and here are MORE of the National Advertisers who use WHB (Listing continued from last month)

- Lee Hats
- Palm Beach Suits
- MUSIC AND ENTERTAINMENT
- Columbia Pictures
- Loew's MGM
- Natl. Tennis Championship
- Paramount Pictures
- Ice Follies
- Republic Pictures
- 20th Century-Fox
- United Artists
- Universal Pictures
- PAINTS-VARNISHES
- Cook Paint & Varnish Co.
- Acme Paints
- Wesco Water Paints
- PUBLISHERS
- Collier's
- Coronet
- King Features Syndicate
- Pageant
- Saturday Evening Post
- True Story
- Seventeen
- RADIOS
- Emerson Radio
- SOAPS-CLEANSERS
- Calgate-Palmolive-Peet
- Faultless Starch
- Lifebuoy
- Rinso
- Swan Soap
- Super Suds
- Vel
- Spic & Span
- Perfex
- Rockwell's Roach Rid
- Larvex
- Tintex
- SOFT DRINKS
- Coca-Cola
- TEXTILES
- Textron
- TOBACCO
- American Tobacco
- Pall Mall
- Rum & Maple
- White Owl
- TOILET REQUISITES
- Bonne Bell, Inc.
- E. Fougere Products
- Brylcreem
- Campana
- Barbasol
- Hinds Honey and
- Almond Cream
- Palmolive Shaving Cream
- Dentu-Grip
- Pepsodent
- TRANSPORTATION
- C. & O. Railroad
- T.W.A.
- Union Pacific
- WINES & LIQUORS
- Dubonnet Wine
- Petri Wine
- Virginia Dare Wine
- Swiss Colony Wine
- WOMEN'S WEAR
- Formfit
- Gotham Silk Hosiery
- Swank Slips
- RELIGIOUS
- Unity School Christianity
- MISCELLANEOUS
- Associated Laundries
- Forum Cafeterias
- Hercules Powder Plant
- Index Employment Service
- "Jitterbug"
- Lake City Ordnance
- Rockmont Envelope
- War Battery Company
- Western Auto Stores

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

- New York City, 18..... 11 West 42nd St..... LOngacre 3-1926
- Chicago, 2..... 55 East Washington St..... ANdover 5448
- San Francisco, 4..... 627 Mills Building..... SUTter 1393
- Los Angeles, 13..... 448 South Hill St..... MICHigan 0921
- Kansas City, 6..... Scarritt Building..... HARRison 1161

You'll like doing business with WHB—the station with "agency point-of-view"... where every advertiser is a client who must get his money's worth in results. Swing along with the happy medium in the Kansas City area!

KEY STATION for the KANSAS STATE NETWORK



"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

AFRA Board Adopts Five Resolutions

(Continued from Page 1)

fifth place in the announcer group. This may possibly be worked out as it was worked in, the result of late arriving soldier vote but post-marked early enough to be included. There is also a possibility of running off another vote. Question was raised as to whether or not the late vote received from a serviceman overseas should be tabulated. It was decided that since the postmark was in time, it should be counted. This actually resulted in concluding one decision and creating a tie in another category, that of announcers. New board for AFRA's New York local is as follows:

Actors

Bill Adams, Clayton Collier, Jay Jostyn, Allan Bunce, Ned Wever, Ed Begley, Eric Dressler, Luis Van Rooten and Quentin Reynolds.

Announcers

Frank Gallop, Ed Herlihy, Ben Grauer, Tom Shirley and the tie-vote for Jack Costello and George Hicks.

Singers

Margaret Speaks, Jack Arthur, Evelyn MacGregor, Phil Dewey, John Keating, J. Alden Edkins and Felix Knight.

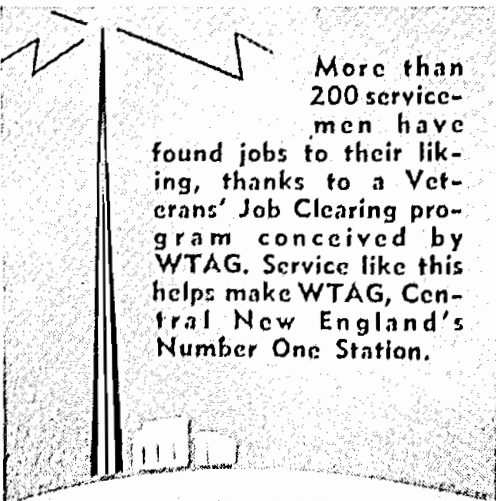
First of the five resolutions passed calls for the extension of AFRA coverage to the commercial recording field and for the establishment of committees to achieve that end.

Under the second resolution, a tax committee is to be set up within the local organization to advise members, particularly those working on a freelance basis, on State and Federal tax legislation, and to "provide funds for consultation with tax experts."

Local board representation for those working for local indies is provided for in resolution three, which calls for an amendment to the local constitution. Pending such amendment and election a representative of one of the indies will ex officio on the board.

Similar local board representative of the sound effects artists within the union is called for in resolution four.

Under the fifth resolution passed, a committee is to be appointed to "investigate and report as to the feasibility and practicability of some



More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England's Number One Station.

WTAG
WORCESTER

NAB-AAAA Groups Meet; Discuss Contract Form

(Continued from Page 1)

between NAB representatives and the sub-contract committee of the AAAA.

Present at yesterday's session were the following: from NAB: Walter Johnson, chairman of the sub-contract committee, and president of WTIC, Hartford, Conn.; Ben Laird, WOSH, Oshkosh; Frank Webb, WGL, Fort Wayne, Ind.; James McConnell, National Broadcasting Company; Lew Avery, Lew Avery Associates; John M. Davis, NAB counsel; and Frank Pellegrin, NAB broadcast advertising director; from AAAA: Carlos Franco, Young and Rubicam; Linnea Nelson, J. Walter Thompson; Charles Ayres, Luthrauff and Ryan; Frank Silvernail, BBD&O; Judge George Link, agency counsel; Fred Gamble and Gerald Beckjorden, AAAA national headquarters.

Wednesday, Thursday and Friday meetings will be concerned with the following: Sales managers executive committee meeting; final report of subcommittee on AAAA-NAB contract proceedings; report on audience measurement; report on standardization of rate card format; establishment of subcommittee on sales practice; recommendation to NAB board of directors on "Standards of Practice" with regard to limitation of commercial copy; report on BMB progress;—Hugh Feltis; discussion of need for successor to "Broadcast Advertising Record"; and discussion of campaign for more automotive advertising.

Anthony Gets Full Web

John J. Anthony's 1:45-2:00 p.m. across-the-board stanza will be broadcast over the full Mutual net beginning Friday, Dec. 3. Program is sponsored by Carters Products through Ted Bates agency.

form of group life insurance for AFRA's members. . . ."

Resolution Six pertained to the recognition of the fact that more and more AFRA members are returning from the service and the board be augmented to include veteran representation and that funds be allotted for the purpose so that their problems be better known and they be encouraged to use the special AFRA fund.

As mentioned above, this resolution was referred back to the board for further study.

They asked
for it
that's why it's
CERTIFIED

Prison-Fight Reports Cut From Newscasts On CBC

Montreal—Canada's Justice Department has insisted that CBC refrain from including in its broadcasts any references to disturbances in Canadian penitentiaries. Justice Minister St. Laurent told Commons Friday that when references were made in broadcasts to disturbances in a penitentiary it created unrest in all penitentiaries. "CBC," he said, "was very reluctant to eliminate the reports of these incidents in such institutions and I confess that I was reluctant to have to insist that it be done, but the alternative would have been for us to eliminate radios from the penitentiaries. That kind of news created unrest with which we were not prepared to cope."

New NBC Series

Episodes from the life of Capt. Gunnar H. Carlyle, deep-sea diver and adventurer, will be dramatized in NBC's new weekly series "Out of the Deep," beginning Dec. 1, 7:30 p.m., EST. Ted Maxwell will write the half-hour series and will also play the lead role. Others in the cast include Charlie Seal and Charlie Lung. Homer Canfield will direct with music by Joe Enos.

No Immediate Change Slated In FM Field

(Continued from Page 1)

listeners during 1946 will be a distinct injury to the public interest and a blow to employment of the sands in the promising new field."

Jett Gives Views

The letter from Commissioner Jett dated Nov. 14, in part, read as follows:

"As you know the commission granted about 125 applications for new FM stations in addition to providing new assignments for existing licensees and permittees. Since there are about five hundred more applications, it is reasonable to assume that several hundred will be approved by the end of 1945.

"This should result in the construction of a large number of stations during 1946, which will enable the commission to determine whether existing frequency should be continued or turned over to television."

"At any rate I can assure you that we do not intend to close the present band until service is generally available in the new band."

BBC Public Relations Chief Authors Chaplain's Book

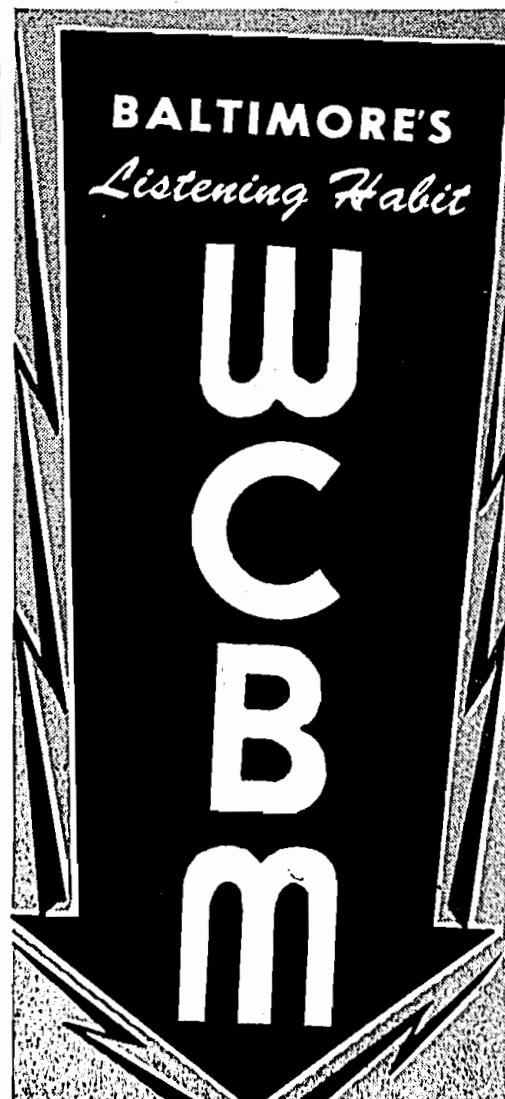
Christopher Cross, public relations manager of BBC, in collaboration with Maj. Gen. William R. Arnold, former chief of Army chaplains, has written "Soldiers Of God," the story of U. S. Army chaplains in World War II. Behind-the-lines, realistic accounts of the important role played by 8,000 priests, ministers and rabbis from Pearl Harbor to Japanese prison camps and the battlefields of Europe. Well documented and human, the narrative paints a vivid picture of chaplains under fire, and of their selfless devotion to the combat soldier. E. Dutton & Co., is the publisher; 160 pages with pictures of religious services in combat areas are included.

FOR DIRECT CUT COPIES & ACCURATELY DUPLICATED



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies



BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

New Station-Applications At FCC Increase AM To 478, FM To 717

Victory Loan Drive Enters Final Phase

(Continued from Page 1)

ation had been disclosed previously, it was the first time it was added on FCC's official list.

In addition to Governor Kerr, who holds 30 per cent of the stock, other holders and officers of the company include E. K. Gaylord, president and director, 26.66 per cent of stock; also President, General Manager and owns 500 shares of the Oklahoma Publishing Co., and interests in WKY and KVOR; Dr. T. Bell, treasurer and director, 10 per cent of stock. Bell also is secretary-treasurer and owns 603 shares of the Oklahoma Publishing Co. He has interests in WKY and KVOR. Dr. A. McGee, vice-president and director of the company owns 7.5 per cent shares and is executive vice-president and owns 14 per cent of the Kerlyn Oil Co.; D. E. Terrill, secretary, 1.1 per cent of shares and is vice-president, assistant secretary, general counsel and owns four per cent of the Kerlyn Oil Co.; J. I. Emerson, director, 3.33 per cent, secretary and promotion manager and owns 20 shares of the Oklahoma Publishing Co. The station would operate on 1210 kilocycles, power 750 kilowatts unlimited.

Ask Three FM Permits

The Blair Company of Akron, Ohio, which has interests in the Firestone Tire and Rubber Co., applied for construction permits for three FM stations in Cleveland, Detroit and Chicago. The company is W. A. Fraser, patent counsel with Firestone and owner of 50 per cent of stock. Other officers and stockholders include Sterling W. Alderfer, Akron, executive vice-president and director, 10 per cent of stock, also president and director of the Andrews-Alderfer Processing Co., manufacturers of Rubber Thread and Structural Steel Products and owner of Yellow Creek Mills; George R. Ober, New York City, vice-president and director, 10 per cent stock, president Export Traders Co. Inc.; Alexander C. Dick, New York City, secretary and director, 10 per cent of stock; R. W. Dunlap, Akron, treasurer, 10 per cent of stock, also auditor of Firestone Tire and Rubber

Co.; Irving Fisher, political economist of New Haven, Conn., director, 10 per cent of stock; Fred W. Danner, Akron, 10 per cent of stock; John E. Chick, 10 per cent of stock, manager of the Akron sales office of the Westinghouse Electric and Manufacturing Co.; Joseph Thomas, director, 10 per cent of stock, general counsel and assistant secretary, Firestone Tire and Rubber Co.

Standard Applications

Standard applications include: Kennebec Broadcasting Co., Waterville, Maine, to be operated on 1490 kilocycles, power of 250 watts, unlimited; Diamond State Broadcast Corp., Dover, Delaware, to be operated on 1340 kilocycles power of 250 watts, unlimited; Charles M. Dale, Concord, Mass., to be operated on 1450 kilocycles, 250 watts, unlimited; Chambersburg Broadcasting Co., Chambersburg, Pa., to be operated on 800 kilocycles, power of 1 kilowatt, daytime; State Gazette Broadcasting Co., Dyersburg, Tenn., to be operated on 1450 kilocycles, power of 250 watts, unlimited; Hartsville Broadcasting Co., Hartsville, S. C., to be operated on 1450 kilocycles, power of 250 watts, unlimited; Clyde B. Austin, C. B. Burns and C. H. Lyerly, doing business as Greeneville Broadcasting Co., Greeneville, Tenn., to be operated on 1340 kilocycles, power of 250 watts, unlimited; Florence Broadcasting Co., a partnership composed of Clyde W. Anderson and Joe T. Van Sandt, Florence, Alabama, to be operated on 1340 kilocycles, 250 watts, unlimited; George Bennett and Russell Bennett, doing business as Fayetteville Broadcasting Co., Fayetteville, Ark., to be operated on 1450 kilocycles, power of 250 watts, unlimited; James S. Rivers, treasurer, as Southeastern Broadcasting System, Sanford, Florida, to be operated on 1400 kilocycles, power of 250 watts, unlimited; C. A. Kaufmann

and John F. Clarkson, doing business as Newberry Broadcasting Co., Newberry, S. C., to be operated on 1240 kilocycles, power of 250 watts, unlimited; Mrs. Lois M. Daniels, Brawley, Calif., to be operated on 1490 kilocycles, power of 250 watts, unlimited; the Trinidad Broadcasting Corp., Trinidad, Colorado, to be operated on 1280 kilocycles, power of 500 watts night and 1 kilowatt daytime, unlimited; Boulder City Broadcasting Co., Ely, Nevada, to be operated on 1230 kilocycles, power of 250 watts, unlimited, and Inland Radio, Inc., Ontario, Oregon, to be operated on 1450 kilocycles, power of 250 watts, unlimited.

CBS Man an Officer

The Berkshire Broadcasting Corp., Danbury, Conn., applied for construction permit for FM station. John Deme, New York City, technician with CBS's color television laboratories, is listed as president and director of the corporation. Other officers and stockholders are William Hanna, secretary and director, 25 per cent of shares, an attorney; Lazarus S. Heyman, treasurer and director, owns 50 per cent of shares, also an attorney, and Julius Babina, an in-

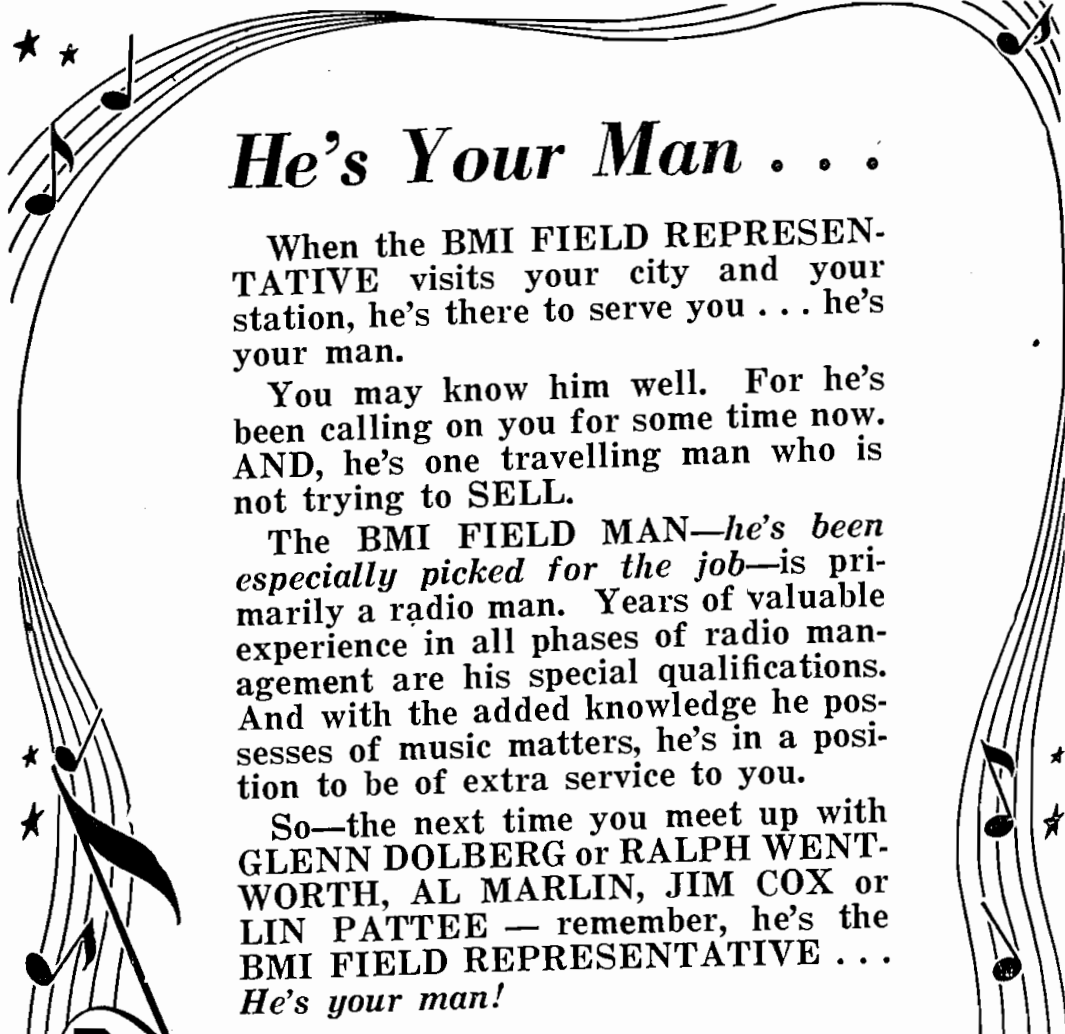
(Continued from Page 1)

Harbor Day Dec. 7, NBC's Bond "day," Dec. 8, and, in New York, the eight-million dollar Victory Loan show at Madison Square Garden, Dec. 3.

Many radio personalities are expected to appear at the rally, which is sponsored by the War Activities Committee. Those committed thus far include Fred Waring and his orchestra, Jimmy Dorsey and band, the Ink Spots, Connee Boswell, Beatrice Kay, and Louis Jordan and his band. Columnist Ed Sullivan will serve as emcee for part of the evening. WMCA, the only outlet to date with definite plans to air the event, has chosen the 11:30 to Midnight spot. Associated web will pick up WMCA's feed of the show.

industrial engineer of Bridgeport, Conn., holding 9 3/4 per cent of stock.

Other FM applications include: Tri-County Broadcasting Co., Dubois, Pa.; Presque Isle Broadcasting Co., Erie, Pa.; Julius Miller, Oscar Miller, Bertha Miller, Gertrude Miller and Arnold B. Miller doing business as Radio Station WSBG, Chicago, Ill., and Monterey Broadcasting Co., Monterey, Calif.



He's Your Man . . .

When the BMI FIELD REPRESENTATIVE visits your city and your station, he's there to serve you . . . he's your man.

You may know him well. For he's been calling on you for some time now. AND, he's one travelling man who is not trying to SELL.

The BMI FIELD MAN—he's been especially picked for the job—is primarily a radio man. Years of valuable experience in all phases of radio management are his special qualifications. And with the added knowledge he possesses of music matters, he's in a position to be of extra service to you.

So—the next time you meet up with GLENN DOLBERG or RALPH WENTWORTH, AL MARLIN, JIM COX or LIN PATTEE — remember, he's the BMI FIELD REPRESENTATIVE . . . He's your man!

KNOW YOUR ABC'S about KOA

Advertisers—local, regional and national spend more money on KOA than any other Denver station, because . . .

KOA delivers more listeners per dollar.

FIRST IN DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

Exclusive!

Chicago's Only NEWS-ON-THE-HOUR SERVICE

W-I-N-D

560 Kc. 5000 WATTS

BMI BROADCAST MUSIC, INC.

580 FIFTH AVENUE · NEW YORK 19, N.Y.

New York · Chicago · Hollywood

★ ★ ★ COAST-TO-COAST ★ ★ ★

— CONNECTICUT —

HARTFORD — Laura Gaudet, concert artist at WTIC, has returned to the station after a three-weeks tour through Canada, where she gave recitals to capacity audiences of her "Songs of Acadia." Included on her tour were appearances in Montreal, Quebec, Three Rivers and Ottawa. . . Hal Kolb, recently discharged from the Army, has returned to WTIC as staff organist and pianist. Kolb was a Tec 5 in the Army and served as a Chaplain's assistant.

— NORTH CAROLINA —

WILSON — Frank Hardin, recently of the U. S. Navy and formerly program director of WBIG in Greensboro, N. C., has been appointed program director of WGTM. . . **KINSTON** — Ben Taylor, recently released from the Marine Corps, has been added to the announcers staff of WFTC.

— TEXAS —

SAN ANTONIO — Glenn Hunt, former staff announcer of KTSA, has resumed his duties at the station following his discharge last week from the armed services. . . Recent staff changes at KABC, include the promotion of Bob Ferrie to the post of assistant news editor; Harvey Frye, recently discharged from the services as assistant merchandising manager, and Alec Chesser to the post of head of the KABC special events and sports dept.

Send Birthday
Greetings To

Nov. 28

Frank Black John A. Hewitt
Helen Jepson Reed Lawton
Elliott Lewis William Lundell
Lowell Patton



Lee Norton

His romantic baritone voice is a perennial favorite of WKY listeners and a current listener magnet on two programs.



— NEW YORK —

BROOKLYN — Stan Smith, hero of four years of submarine warfare throughout the world, is now staff announcer at WLIB. . . WLIB is now presenting three new five-minute programs heard daily. The programs are, "Calling Dan Cupid," romantic ballads and famous love quotations, at 10:50 a.m.; "Memory Notes," favorites of yesteryear, at 12:50 p.m., and "Along the Campus," old songs sung by glee clubs, at 4:50 p.m. . . **NEW YORK** — Screen star Ruth Hussey, will guest on WNEW's "Hollywood Digest," with Paula Stone as emcee, at 5:15 p.m. today.

— UTAH —

SALT LAKE CITY — In the belief that an informed youth is essential to the continuing greatness of American democracy, KDYL is co-operating with The Salt Lake Telegram in presenting a new public service program entitled the "Inquiring Editor." . . Lynn A. McKinlay, former supervisor of public service broadcasts for KSL,

has been named acting program manager of the station. . . Major Wayne Richards, has returned to KSL to assume the position of program finance supervisor.

— OHIO —

PORTSMOUTH — WPAY, owned and operated by the Scioto Broadcasting Co., this year will award its initial football trophy to the most valuable football player in the greater Portsmouth area, which includes five high school teams. The new venture, arranged by Paul Wagner, station manager, is designed to create greater interest in football, in scholastic studies and in the character of the youths on the various teams. . . **CINCINNATI** — Popular Mid-west orchestra leader Burt Farber, and his band are joining the staff of WSAI, Nov. 26th. Aside from serving as newly-appointed WSAI musical director, he is also directing, for the fourth consecutive year, the now famous Ice Review at Hotel Netherland Plaza.

— MICHIGAN —

GRAND RAPIDS — Kay Smith and Evelin Bertrand are the newest additions to WKZO's continuity staff. Jack Stelling, formerly of WEI, Battle Creek, Michigan, has joined the WKZO announcing staff. Stelling wrote the script for the radio anniversary show which WKZO recently presented under the production of Harold Fitzgerald.

— NEW YORK —

NEW YORK — Dr. Harlow Shapley, Harvard University, internationally famous astronomer and scientist, told how "Scientist Looks At Atomic Energy" in the "Beyond Victory" broadcast on WHN, Sunday, Nov. 25. . . Johann Steel, WHN's much-traveled foreign correspondent, delivered two special broadcasts on the subject, "The Nuremberg Trials" over WHN, Friday and Monday, Nov. 23 and 26. Steel visited the battle front for a full month during the battle for Berlin.

We take great pleasure in announcing
the addition of

G. W. (Johnny) JOHNSTONE*

(The Dean of Radio Publicists)

as Executive Associate



DAVID E. GREEN ASSOCIATES

Public Relations

Publicity

Exploitation

280 Madison Avenue, New York City

LExington 2-6404

* Mr. Johnstone's impressive publicity career includes: director of publicity for NBC for ten years; in a similar capacity for WOR-Mutual for six years. He handled all radio for FDR's third-term campaign and from its beginning until recently was director of news and special features at the BLUE Network (American Broadcasting Company).

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL 33, NO. 41

NEW YORK, N. Y., THURSDAY, NOVEMBER 29, 1945

TEN CENTS

Proposed Bill Discussed

Acheson And Chenery Urge News Freedom

Washington Bureau, RADIO DAILY
Washington—Stating that the American people should be given the facts about foreign relations, Undersecretary of State Dean Acheson yesterday said "radio program directors" and others "are entitled to have access" to the State Department to obtain these facts.

William L. Chenery, publisher of Collier's weekly, in a speech delivered before the Overseas Press Club, yesterday called on foreign correspondents to use their influence in bringing about a world-wide freedom of the press and radio, saying that newsmen should set up an

(Continued on Page 6)

Plan Inter-American Assn. Of Broadcasting Stations

Formation of an Inter-American Association of Broadcasting Stations is being contemplated, it was learned yesterday, with a meeting planned next year in Havana, Cuba. Plans for the new organization became known when several industry leaders were asked to attend the conference in Havana on March 16-23.

Additional Applications Filed With Commission

Washington Bureau, RADIO DAILY
Washington—FCC announced yesterday five more applications for construction permits for standard stations and four FM applications.

Standard filings included: Easton Publishing Company, Easton, Pa., publishers of the Easton Express, to

(Continued on Page 6)

"What's In A Name"

Juliet chose to ignore the importance of names, as such. But not Taylor Grant, narrator and announcer on "Headline Edition," co-op program of American network. He gave all his annunciatory agility Monday to introducing Sir Tirurayangudi Vigayaraghavacharya, Prime Minister of one of the independent states of India, now here for a Canada food confab.

White House Guests

The Quiz Kids will be the guests of President Truman at the White House the day after they engage in a "battle of intellects" against four U. S. Senators on their American web broadcast Dec. 2, 7:30 p.m., EST. The youngsters will face Senators Ball, Taylor, Muddock and Stanfill before an audience of Victory Bond buyers in the Mayflower Hotel. Representing the youth of the nation, will be Joel Kupperman, nine, and Robert Burke, Harve Fischman and Richard Williams, all 15.

Bermuda Conferees Agree On Inter. Radio

Hamilton, Bermuda — Under the terms of an agreement made at the International Communications Conference here, the United States will be allowed to maintain indefinitely one direct radio circuit each with Australia, Bermuda, India, Jamaica, New Zealand and Palestine, it was learned yesterday. Requests for additional

(Continued on Page 2)

Government Seeks Bids On Radio Tube Plant

The radio tube plant operated by the Tung-Sol Lamp Works, Inc., Weatherly, Pa., is being offered for sale or lease by the Reconstruction Finance Corporation. It was announced yesterday.

Designated surplus property, the

(Continued on Page 2)

La Guardia Signing With WJZ; Sponsorship Still Uncertain

Mayor F. H. La Guardia of New York will definitely sign a contract with WJZ and the American Broadcasting Company network during the next few days for services on a commercially sponsored program as commentator after January 1, Radio Daily learned yesterday.

Mayor La Guardia, during past years has been heard on monthly broadcasts over WJZ and each Sunday

House Committee Holds Secret Session To Consider Lea's New Measure Aimed At 'Coercive Practices'

FCC Engineering Div. To Be Reorganized

Washington Bureau, RADIO DAILY
Washington — FCC yesterday ordered reorganization of its engineering department. Official reason given by Commission for the reorganization was to expedite handling of the Commission's "sharply increased post-war work load."

Under the reorganization, FCC's broadcast division has been renamed

(Continued on Page 6)

Radio Is Beneficiary In Newsprint Shortage

Springfield, Mass.—With Springfield's four newspapers slashing advertising space as the result of WPB orders to make up an alleged deficit of 265 tons of newsprint, theater managers here have turned to radio for

(Continued on Page 6)

Texas Irrigation Company Given Radio-System CP

Washington Bureau, RADIO DAILY
Washington — Acting on the first application of its kind, FCC yesterday authorized the Garwood Irrigation Co., Garwood, Texas, to con-

(Continued on Page 6)

Washington Bureau, RADIO DAILY
The House Interstate and Foreign Commerce Committee yesterday met in secret session to consider the bill introduced last week by Chairman Clarence F. Lea as a means of curbing the "coercive" practices of AFM Head James C. Petrillo. Nothing was accomplished beyond a general agreement that the bill will have to be rewritten and "tightened up."

Chairman Lea read the committee a letter from the FCC which endorsed the objectives of the bill but guardedly did not refer to the actual

(Continued on Page 6)

Radio Thieves Steal Shortwave Station

Digby, N. S.—Maritime telephone and telegraph radio station at Point Prim, three miles from here, was entered last night and the equipment for an entire transmitting station stolen. The equipment, difficult to replace, was valued at between \$30,000 and \$40,000. The theft was discovered when a trouble man went to

(Continued on Page 7)

Radio Farm Directors Plan Chicago Meeting

Chicago — Secretary of Agriculture Clinton Anderson will be featured speaker at the second annual meeting of the National Association of Radio

(Continued on Page 2)

New Series

WTIC, in co-operation with Alcoholics Anonymous started a new series of programs last night designed to prove through actual case histories that there is hope for the alcoholic. Three former addicts using fictitious names told of their experiences and how they were cured by the AA plan. The organization has grown very rapidly during recent years.



Vol. 33, No. 41 Thurs., Nov. 29, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Nov. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	193	191 3/4	191 3/4	- 1/2
CBS A	48 1/4	47	47	- 1/2
CBS B	47 1/2	47 1/4	47 1/4	+ 1 1/4
Crosley Corp.	36 5/8	36 1/2	36 1/2	+ 3/8
Farnsworth T. & R.	16 3/8	15 1/2	16 3/8	+ 1 1/8
Gen. Electric	46 7/8	46 5/8	46 5/8	- 1/8
Philco	40 3/8	38 3/4	39 7/8	+ 1 3/8
RCA Common	16 1/4	16	16 1/4	+ 1/4
Stewart-Warner	22	21 5/8	21 3/4	- 1/8
Westinghouse	35 7/8	35 3/8	35 3/8	- 1/8
Zenith Radio	40	38 1/2	39 3/8	+ 1 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	7 3/4	7 5/8	7 5/8	- 1
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 7/8	8 7/8
Stromberg-Carlson	21 1/2	23
WCAO (Baltimore)	32	
WJR (Detroit)	30	

Art Program On CBS-WCBW

"Draw Me Another," an impromptu television art program, bows in over WCBW tomorrow (Friday, Nov. 30th) from 8:15 to 8:30 p.m., EST, with Guerny Williams, Colliers magazine staff artist as master of ceremonies. Sam Berman and Sol Steinberg, New Yorker magazine cartoonists, are the two guests on the premiere program of the series.

20 YEARS AGO TODAY

(November 29, 1925)

Pictures of President Calvin Coolidge, Prince of Wales and Premier Stanley Baldwin carried across Atlantic in 20 minutes by facsimile radio using the Ranger System.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L.S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

ALEX GRIFFIN, of WIP, Philadelphia, has arrived in London by plane. He'll cover the story of the station's campaign to make Philadelphia the Peace Capital of the World.

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, arrived yesterday from Amarillo.

BOB HALL, American network press chief in Hollywood, has arrived by plane from the West Coast. He was accompanied by the honeymoon couple chosen on the first "Bride and Groom" program broadcast from the West Coast.

ROBERT D. ENOCH is in town. He's the station manager of KTOK, Oklahoma City. Paid a call yesterday at the offices of his national representatives.

IRVING FIELDS, pianist and composer who formerly was musical director of the WJZ-American network programs, "Youth in Review" and "Girl Back Home," is in Miami Beach, where on Saturday he opens at the Versailles.

GEORGE BISSELL, president of WMFF, Plattsburg, N. Y., a visitor this week at the headquarters of the American network.

SI GOLDMAN, manager of WJTN, Jamestown, N. Y., is in New York this week visiting American network officials.

GEORGE W. JOHNSON, station manager of KTSA, is here from San Antonio. He'll spend the rest of the week in New York.

T. FRANK SMITH, manager of KXYZ, Houston affiliate of the American network, is in Gotham on a short business trip.

Bermuda Conferees Agree On Intern'l Radio

(Continued from Page 1)

circuits with South Africa, Ceylon, Hong Kong and Singapore were referred back for further study.

Other terms of the agreement between the United States and nations of the British Commonwealth call for the lowering of wireless and cable rates; the broadcast of press messages from American news firms direct to clients in the United Kingdom, replacing the current system of relay through London; and lifting of British monopoly on external communications in Greece, Iraq, and Saudi Arabia, where special U. S. interests are involved.

The direct radio circuits may not be used for transit or relay traffic, except if bottlenecks should develop in other circuits, the agreement states, and U. S. firms cannot route Latin-American business to this country for direct transmission to Australia.

Government Seeks Bids On Radio Tube Plant

(Continued from Page 1)

plant is readily adaptable to the production of radio receiving tubes, RFC said. Utilities are available from the city and from local utility companies, and a siding of the Lehigh Valley railroad is on the site.

Proposals for purchase or lease of the property will be received through November 30, RFC said. Equipment on the premises includes a generator set of 350 KVA capacity.

Radio Farm Directors Plan Chicago Meeting

(Continued from Page 1)

Farm Directors, to be held at the Stevens Hotel, Dec. 2-3. He will speak at the closing session on "what farm radio may do to aid agriculture in the reconversion period."

Speakers Listed

Other speakers and members of discussion panels slated to participate include Wallace Kadderly, KGW; Ed Lemmons, WKY; Ted Mangner, KMOX; Homer Martz, KDKA; Nelson McIninch, KFI; Bill McDonald, KFAB; Jim Chapman, WTAM; Don Lerch, WEAF; Lee Hannify, UP farm editor; Bill Newton, BBC; John Baker, Dept. of Agriculture radio service; Dutch Elder, Iowa State College; Al Bond, KIRO; Bill Zipf, Ohio State College; and Charles Stookey, KXOK.



Spotlight

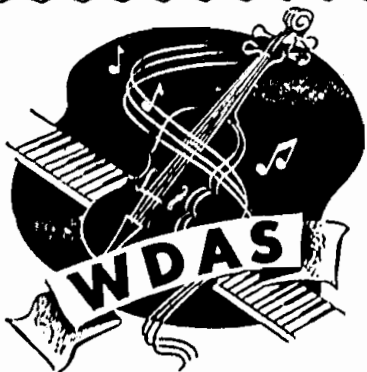
There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.

You can be
sure of
the result
because it's
CERTIFIED



MUSIC has power

WDAS is the only
Philadelphia radio station
featuring three hours
of classical music daily

No wonder WDAS audiences say "Thank You!"



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

HILDEGARDE SAYS:

"Darling, quel amour... ce magnifique DuMont Television!"



Star of NBC's Raleigh Room, Tuesdays at 10:30 P. M.

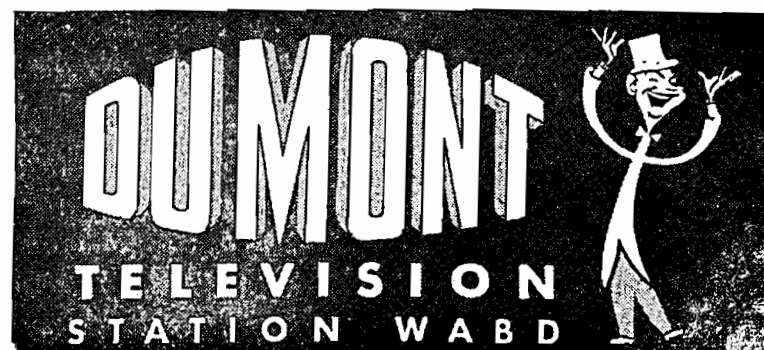
Showmen and advertisers with vision and imagination echo Hildegarde's rapturous superlatives! For super-salespowered television has demonstrated: (1) attention-holding power up to and exceeding 10 times that of any other medium, (2) continuously applied salespower without interruption of entertainment, and (3) multi-salespower — the capacity to sell the many items of a complete line simultaneously! "Teleselling" is only be-

ginning to show its tremendous mass-sales potential.

For more than two years at DuMont's Television Station WABD, New York, hundreds of advertisers have been testing "telesales" techniques. Teleskill—acquired now is certain to pay off handsomely. If you would like to preview your products or services, consult your advertising agency. By all means visit Station WABD. Our Sales Manager will gladly arrange details.

Copyright 1945. Allen B. DuMont Laboratories, Inc.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIO AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.





This week over 250 Thesaurus subscriber-stations across the nation will find in their mail bags envelopes full of photos, newspaper mats and publicity releases having to do with a new NBC *Thesaurus* program organization. The idea is to supply our subscribers with sufficient material to successfully promote this new musical show through local publicity demands.

The Jumpin' Jacks With Patti Dugan is the name of the show . . . and from all indications . . . it promises to be one of the most successful program units in the library.

In the first place it's all about swing—good sophisticated swing. Secondly it boasts a roster of America's best jazz musicians. And far from last, it features PATTI DUGAN, whose smooth, effortless vocal arrangements play tricks with your spinal column.

Six boys with a beat — playing rhythm with a bounce. That's the JUMPIN' JACKS . . . a swing-style group playing with all the freedom of improvisation—but actually reading complex arrangements of new and old tunes scored by America's outstanding jazz arrangers. They bring listeners a new style in jazz interpretations . . . unusual voicing of melodic instruments against a solid rhythm background.

Johnny Guarnieri, pianist, was formerly with Benny Goodman and Artie Shaw. Terry Snyder, who handles the intricate vibraphone parts, is soloist on the Chesterfield show. Tony Mottola, guitarist, is heard regularly with Paul La Valle's orchestra. And the other personnel are equally famous.

Lovely Patti Dugan, featured with this new THESAURUS combo, will be remembered for her capable vocal parts with Johnny Long, Bobby Sherwood, Les Elgart and Stan Kenton. Patti can trace her career back to Sun Valley where she sang with a band during her college days. Now she brings to this new Thesaurus program vocal treatments that are distinctive and "listenable."

Have you investigated the further advantages of America's No. 1 Musical Program Service?

NBC
Radio-Recording Division

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

SERVICE OF RADIO CORPORATION OF AMERICA



Memos Of A Midnighner . . . !

● ● ● James Melton's mother, a white-haired old lady of 80-odd Summers, kept telling her son that she couldn't make the trip from Florida to N. Y. to see him because it was too strenuous. Last Sunday, Melton featured Sinatra on his air show and he was amazed to see his mother walk into the studio. "I just had to see that Sinatra fella," she explained. . . . Mrs. FDR's proposed air deal is being delayed by format difficulties. . . . When Greta Garbo moves into her new house on E. 48th St. next month, her neighbors will be Katherine Hepburn, Dor. Thompson, Artur Rubenstein and playwrights Henry and Phoebe Ephron. . . Although Sinatra turned down fantastic offers to do four weeks of nite clubs in Miami, he won't miss the season down there. He and Manny Sachs have made reservations at the Lord Tarleton for Jan. 1st. . . . Commander Doug Fairbanks was called to the White House last week to confer with Pres., ex-Sec'y Hull and Admiral Leahy re a special assignment for the State Dep't. . . . Jerry Wayne and Albert Sassoon, the British zillionaire, have formed a producing partnership for London presentations. . . . Mari Yanofsky has received Hollywood offers for her book, "No Man In The House." . . . Zorina wants to doff her dancing slippers in favor of a dramatic career. She's interested in the lead of G. B. Shaw's "St. Joan." . . . Louie Prima taking his first vacation in years to spend the Christmas holidays with his folks in New Orleans.

★ ★ ★

● ● ● Lt. Phil Gelb, just back from overseas and on terminal leave now, planes back to England Dec. 8th to set up offices in London and Paris for theatrical, radio and motion picture production. Gelb was a well-known B'way producer and designer before the war and while in service handled all the Allied Civilian Shows in the ETO. . . . J. Walter Thompson readying a show for Bob Crosby, who was just beginning to click on Old Gold before the Marines got him. . . . Les Qualey starts with the Scholastic Sports Inst. Monday. . . . The annual award of the Sports Broadcasters Ass'n for the college with the best broadcasting facilities will probably be won by Princeton this year. Last year Notre Dame got it. . . . Taylor Grant, co-producer of "Headline Edition" on the American net, signed as Paramount newsreel commentator.

★ ★ ★

● ● ● Radio Row Is Talking About: The political eruptions at AFRA, with both factions rumored to be holding secret meetings. Plenty of discord as a result, as many times half the cast isn't speaking to the other half. . . . The high caliber acting, direction, music and announcing on the Helen Hayes ailer—a classy show all around. . . . John Briggs, as Vitamin Flintheart, who all but steals the Dick Tracy show every Sat. nite. . . . The unbelievable antics of Steve Wilson, "Big Town" newspaper editor. . . . Hi Brown's "Inner Sanctum," which could be a Class-A production if he'd only use a little more imagination in the casting and not double so much. Especially when you consider the script only calls for about six characters as a rule. . . . The temperamental tantrums of a Coast comic who practically broaks up the studio when the script doesn't please him. . . . Radio Registry's Doris Sharpe—as sharp as her name. Seven years ago was a CBS receptionist. . . . Ham Fisher's invite to be Pres. Truman's guest at the White House. . . . The American net's cocktail party for Barbara Jean Redd and Gene Curtsinger, of L. A., who opened their new series, "Bride and Groom." The party was swell—except that the guests of honor didn't show up until the following day due to bad flying weather.

★ ★ ★

● ● ● Our Hat's Off Dept: Perry Como's new Victor disk of "Dig You Later (Hubba, Hubba, Hubba)". . . . Hildegard's one-woman performance at the Persian Room. . . . Danny O'Neil's warbling via CBS. . . . Mann Holiner's expert handling of the Sinatra ailer. . . . Jean Dalrymple's WNEW stanzas.

LOS ANGELES

By RALPH WILK

WHEN Westinghouse chorus leader Ken Darby and King's Men leave for eastern appearances with the Fibber McGee and Molly show, Victor Young will take over the conducting of Ken's chorus as well as the Westinghouse orchestra, while the program is on tour.

Ira Cook has been signed to write, direct, produce and announce a series of 26 programs for All-Star Radio Products to appear on 200 stations from coast-to-coast.

A. L. Rackin Associates, publicity outfit, has moved from Equitable Bldg., and taken over entire second floor of the Edward Everett Horton Bldg., on El Centro and Santa Monica. Large quarters include a photographic gallery.

OFF - THE - AIR RECORDINGS

CARL FISCHER
Miracoustic
STUDIO

119 W. 57th St., New York 19, N. Y.
DAY AND NIGHT SERVICE Circle 7-2965

Exclusive!
CHI' BEARS
'45 FOOTBALL
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS



VAUGHN MONROE
records for
LANG-WORTH



HI YO, SILVER!

If Success is measured by popularity—The Lone Ranger has succeeded, for **OVER TEN MILLION PEOPLE LISTEN** three times every week to this thrilling program.

If Success is measured by words—The Lone Ranger has succeeded, since **OVER EIGHT MILLION WORDS HAVE BEEN WRITTEN** about this champion of the Old West.

If Success is measured by a "run"—The Lone Ranger has succeeded, since **EACH BROADCAST SETS A NEW WORLD RECORD** for half-hour dramatic shows.

If Success is measured by popularity—The Lone Ranger has succeeded, for multitudes of Lone Ranger Clubs represented by millions of boys and girls are active today.

The Lone Ranger is more than success. HE

HAS BECOME A LEGEND. His famous cry "Hi Yo, Silver" signaled British attacks in Libya and Commando Raids in France. In the air, radio monitors were often surprised to catch the famous cry from attacking Allied planes.

In war and in peace, the popularity of The Lone Ranger has increased and soon will be heard again in England; South America, Australia and Alaska in addition to Canada, Hawaii and New Zealand.

By every test The Lone Ranger has succeeded and on November 30, 1945, when the program celebrates its 2000th **CONSECUTIVE BROADCAST**, the ears of America will be listening and the eyes of industry will be on "THE LONE RANGER" who has stood the test of time and continues to prove that "nothing succeeds like success."

WRITTEN AND PRODUCED BY THE

King-Trendle Broadcasting Corp.

1700 STROH BUILDING—DETROIT 26, MICH.

Committee Of House Discusses Lea's Bill

(Continued from Page 1)

form of the measure. That the commission definitely favors legislative action to curb Petrillo was not to be doubted. However, after only a few moments of discussion, Representative Lyle Boren of Oklahoma proposed that the committee approve the bill. Here Rep. Vito Marcantonio of New York, objected that the bill was too loosely drawn, to which Chairman Lea more or less assented. The legislative counsel then backed up Marcantonio's point, specifically mentioning that stronger definition of the word "coercive" is needed.

Marcantonio pointed out also the difficulty of writing a bill which could effectively make people work when they decide not to.

Boren moved then that the committee approve the bill, and that it be redrafted before being reported to the House. "That means that we will be voting on a bill which does not exist," one member observed.

When Boren persisted, Marcantonio made the point that no quorum was present—only 13 members being on hand, while the quorum calls for 14. His point was sustained and the committee was adjourned subject to call of the chair.

In the meantime, the committee is waiting reports from the FCC on the three other radio bills before it—those of Representatives Wigglesworth of Massachusetts, Celler of New York and Wood of Georgia. A letter on the Celler bill has been received, but was described as "innocuous" and further expression from the commission is being sought.

Radio Is Beneficiary In Newsprint Shortage

(Continued from Page 1)

their chief medium of relaying advertising to patrons.

The action against the newspapers—The Daily News, Republican, Morning Union and Evening Union, all owned by Sherman H. Bowles—came after WPB officials ruled all four newspapers were editions of the same newspaper, not four separate sheets as claimed by the publisher.

Ordered to make up the heavy tonnage in excess of its normal quota, before December 31, Bowles slashed the sizes of all four papers, threw out the major portion of national display ads, and cut theater ads, already chopped because of the newsprint shortage, down to 20 inches.

It is expected the situation will be cleared up by January 1—sooner, if WPB should fold up.

★ **A Voice**
★ **In Your Future**

John Tillman

CBS Announcer
Serving in the Army



★

Additional Applications Filed With Commission

(Continued from Page 1)

be operated on 1230 kilocycles, power of 250 watts, unlimited; Gillette and Jess Gilbert Burton, Jr., a partnership doing business as Burton Broadcasting Co., Mobile, Alabama, to be operated on 1340 kilocycles, power of 250 watts unlimited; James S. Rivers, treasurer, as Southeastern Broadcasting System, East Point, Georgia, to be operated on 1490 kilocycles, power of 250 watts, unlimited; Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm, a co-partnership doing business as Deep South Radio-ways, Lake City, Florida, to be operated on 1340 kilocycles, power of 250 watts, unlimited, and James Valley Broadcast Company, Huron, S. D., to be operated on 1400 kilocycles, power of 250 watts, unlimited.

FM filings include: Kankakee Daily Journal Company, Kankakee, Ill. (metropolitan); WTAX, Inc., Springfield, Ill.; the Lorain Journal Company, Lorain, Ohio, publishers of the Lorain Journal Times Herald; Buffalo Broadcasting Corp., Buffalo, N. Y., operators of Standard WKBW.

Texas Irrigation Company Given Radio-System CP

(Continued from Page 1)

struct a radio system to be used in the operation of its irrigation networks serving 10,000 acres of rice and other crops.

This system will substitute for the present methods of communication carried on by messengers traveling on horseback or by automobile.

The FCC authorization will permit the company to construct a land station and two 50-watt portable and mobile units and four 35-watt mobile units.

O'Neil In Concert Debut

Danny O'Neil, tenor featured on the "Powder Box Theater" over CBS each Thursday, will make his concert debut this Sunday with the Rochester Civic Symphony.

Bridge Anniversary On WNYC

The 50th Anniversary ceremonies of the Brooklyn Bridge will be broadcast over WNYC, Sunday, from 4:30 to 5:00 p.m., EST.

FCC Engineering Div. To Be Reorganized

(Continued from Page 1)

the broadcast branch, headed by John A. Willoughby, who has been assistant chief engineer in charge of the Broadcast Division.

The Broadcast Division will consist of three divisions: standard broadcast division, James A. Barr, acting chief; FM division, Cyril M. Braum, acting chief, and television division, Curtis B. Plummer, acting chief.

The new setup calls for three other branches in the engineering department: safety and special services branch, consisting of the marine and general mobile division; field and research branch, consisting of field and monitoring division, technical information allocation division, and laboratory division; common carrier branch, consisting of domestic division, international division, rate division, and the field division.

Charles A. Ellert was recently appointed chief of the laboratory division and Paul D. Miles, chief of the allocation division of the field and research branch.

George P. Adair, chief engineer of FCC, pointed out the need of meeting unprecedented expansion in all phases of electrical communications is throwing a "tremendous burden" on the engineering department.

NBC To Spotlight Band Music

Popular band music will be heavily emphasized during the Christmas holiday season, when NBC begins broadcasts Saturday, Dec. 1st, of Benny Goodman's orchestra and other top band leaders around the metropolitan area. Goodman will be heard from the Terrace Room in Newark, N. J., and will be followed by Duke Ellington, from the Cafe Zanzibar on Mondays; Woody Herman from the 400 Club on Tuesdays; and Tommy Tucker from the Meadowbrook on Wednesdays. All programs will be on the air at 11:30 p.m., EST.

Menser Takes Drive Post

Clarence L. Menser, vice-president of NBC in charge of programs, has accepted an invitation to be co-chairman of the national radio division of the National Foundation for Infantile Paralysis 1946 March of Dimes campaign.

Acheson And Chene Urge News Freedom

(Continued from Page 1)

international correspondent's organization for the sole purpose of pooling their influence in obtaining world-wide freedom.

"We know that today our news sources are half free and half subversive," he said in pleading for "world wide free access to and dissemination of news, which are essential to democratic life, or even to a good life, in a liberated world."

Acheson Addresses Peace Group

Acheson's speech was given with emphasis because of its delivery before the Carnegie Endowment Peace Conference here.

"The general public," he said, "every right to have their views considered and their questions answered on matters of foreign policy in which they have so great a personal stake. If the great national organization through which the people have traditionally spoken their minds had access to their government they would have every right to protest and to throw the rascals out. In the same way editors, writers, radio program directors, book publishers, motion picture producers and all other craftsmen in the information or literary field entitled to have access to the State Department to obtain the facts they need to carry on their work."

Plugging the department's division of public liaison, Acheson posed a question: why was it created?

He said a free press is not a "whole answer."

"Because of the inherent and avoidable limitations of space and time, it is not possible for anyone to obtain a complete or consecutive picture of events, or an understanding of the underlying issues of foreign affairs merely by reading daily news reports and editorials."

The importance of the radio industry to the peace of the future was emphasized with the presence at the conference of Justin Miller, president, and A. D. Willard, Jr., executive vice-president of NAB.

Making Steel Talk

WATCH!

THERE'S ONLY

1

TIMES SQUARE

but

WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—
Loew's Affiliate

PROMOTION

American Web Contest

Corus & Brother Company, Inc., of Richmond, Virginia, manufacturers of Chelsea Cigarettes, have inaugurated a contest for promotion managers of the 173 American Broadcast-Company stations carrying their Lombardo "Musical Autographs" program, in connection with their \$10,000 Song Title Contest.

\$10,000 in Bonds will be awarded for best campaigns on the contest. The prize is a \$1,000 Bond, second prize, a \$500 Bond, and there are other prizes of \$100 Bonds.

The big Song Title Contest got underway with the November 6th "Musical Autographs" program and close on December 18th. The prizes will be awarded to consumers who submit the best song titles for one being written by Carmen Lombardo.

The judges in the contest for the promotion managers will be Frank Burke, editor of RADIO DAILY; Bridge Peterson, editor of Printers' Magazine; Reginald Clough, editor of Tide Magazine; George Rosen, radio editor of Variety; Lou Frankel, radio editor of Billboard; Bruce Robertson, East- editor of Broadcasting, and Doris Lynton, radio editor of Advertising

"A Christmas Carol"

Kasper-Gordon, Inc., is now featuring an original half-hour version of Dickens' "A Christmas Carol," starring Tom Terriss as Ebenezer Scrooge. This is the first time this favorite Christmas ghost story has ever been dramatized as a half hour, and transferred for syndicate and local broadcasts.

"Celebrity Club" Replaces Report To Nation On CBS

The CBS "Report to the Nation" changes its name to "Celebrity Club" Saturday, completing the transition from the original war-time "Report." It will switch to present variety format in line with Victory. Program is sponsored by Continental Can Co. through D&O. Marx Loeb produces and directs.

WEVD

5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N. Y.

Radio Thieves Steal Shortwave Station

(Continued from Page 1)

check on the equipment after another point reported messages were not going through the machine at Point Prim. Royal Canadian Mounted Police were called to investigate, and found tire marks indicating that the radio equipment had been removed by truck. A. M. Mackay, general manager of the company, said that men experienced in radio work must have aided in the theft as nothing was torn from the walls but was removed skilfully. The Point Prim station provided three channels between Nova Scotia and Saint John, N. B. and its loss has seriously affected the service.

Memorial Fund

A Henry Benjamin Memorial Fund, honoring the late director of Davega City Radio Inc., will be established as a special feature of the radio industry campaign in support of the current \$30,000,000 appeal of the Federation of Jewish Philanthropies of New York, it was announced by Jules Smith, chairman of the radio, refrigeration and electrical appliances division.

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., has been named honorary chairman of the division, which will open its campaign with a dinner at the Hotel Commodore tonight.

Renews "Bachelor's Children"

Continental Baking Co., for Wonder Bread and Hostess Cake, has renewed sponsorship of "Bachelor's Children" for 52 weeks on 47 CBS outlets. Program is heard across-the-board, 10:45-11:00 a.m., EST. Renewal was through Ted Bates agency.

Ferry-Morse Seed Co., through MacManus, John and Adams, has purchased "Garden Gate with Tom Williams" on the full CBS web for 18 weeks, effective Jan. 19, 1946. Program is heard Saturdays, 9:15-9:30 a.m., EST.

Book On Sound Effects Written By WOR Men

Joseph Creamer, promotion and research director at WOR, and William B. Hoffman, member of the station's sound effects department, are co-authors of "Radio Sound Effects" published by Ziff-David Publishing Company on Thursday, Nov. 15th. Reported to be the first of its kind, the new book is a primer of radio sound effects technique which contains complete, authentic information for the beginner and a refresher course for the professional soundman. It is designed to meet the specific needs of the radio industry, schools and colleges with radio courses, theater groups, movie industry and the general public.

Faust Named To Sales Post With CBS In Chicago

Chicago — Appointment of Dudley Faust as assistant western sales manager of CBS with headquarters in Chicago was announced by W. Donald Roberts, western sales manager of the Columbia Broadcasting System. Faust, who has just received an honorable discharge from the Marine Corps with the rank of first lieutenant, left the CBS sales department in May, 1944, to join the Marines. He came to WBBM in 1937 as a local WBBM salesman and in 1941 was transferred to the CBS network sales department.

AGENCIES

MARY LEWIS STEPHENS, formerly with United Artists publicity staff, has joined the Earl Ferris Co. as account executive.

ANDERSON, DAVIS & PLATTE, INC., New York, N. Y., has been elected to membership in the American Assn. of Advertising Agencies.

AVAILABLE

Complete Orchestral Musical Library. Consists of hundreds of modern arrangements of popular songs of the period from 1939 to 1945. Included are special arrangements of many Standard and Classical selections. Wonderful opportunity to augment your musical library. Write Box 239, Radio Daily, 1501 Broadway, New York 18, N. Y.

THE GIANT STRIDE IN PITTSBURGH



Since November, 1944, local commercial quarter-hour programs on KQV have increased 163%—almost three times as many. That's evidence of local recognition of Pittsburgh coverage—what you want to buy!
1410 KC—1000 Watts

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

this is
WDOD
20th YEAR

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga CBS

5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

COAST-TO-COAST

— OHIO —

DAYTON — WHIO is getting its engineering staff ready for whatever develops in post-war radio. Ernie Adams and Jack Hodgkinson, head engineers, are conducting a school for the returning servicemen and the other new men on the engineering staff. . . . **CINCINNATI** — "Writing for Radio and Television" was discussed by Richard Hubbell, television consultant for WLW and The Crosley Corporation, at a luncheon meeting of the Cincinnati Women's Club.

— MASSACHUSETTS —

WORCESTER—A radio presentation of a chalice of Elizabethan origin which was presented to All Saints Church, Worcester by All Saints Church, Worcester, England, was given by Bernard Ponsby Sullivan, British consul to Boston, Nov. 25, on WAAB. The subject was "British-American Relations." Rev. Richard G. Preston, rector of All Saints Church, Worcester, was heard on the program along with a choir of 41 voices. The broadcast was transcribed for transmission by BBC to England.

— MISSOURI —

KANSAS CITY — Added distinction has been given the Kansas City Philharmonic weekly broadcasts over KMBC with the half-hour concerts being selected for overseas transmission to American armed forces in Europe and in the Pacific and Asia. Arrangements for the service, which will continue throughout the duration of the 20-week series, were completed by Gene Dennis, KMBC director of special events, and P. Hans Flath, the station's director of music, with Lieut. S. C. Fuller, chief of the Armed Forces Radio Service program section. This is the third consecutive year that KMBC has held broadcast rights to the Philharmonic.

*Send Birthday
Greetings To—*

Nov 29

Alan Courtney Claudine French
Lou Irwin Margery Knapp
Florence Lake Fred Brady

— PENNSYLVANIA —

PITTSBURGH—Mary M. Briney, soprano, who stars on KDKA's "Tap Time," heard Tuesdays, has signed with Victor to make a series of semi-classical record albums. She has just completed making records of Jerome Kern's and Rudolf Friml's selections and Chopin's "Polonaise."

— ILLINOIS —

CHICAGO — Greater Chicago listeners, in anticipation of an exciting afternoon, awaiting the broadcast of the last game of the season, will hear former All-American Jimmy Evans with his preamble to an afternoon of gridiron events, particularly, the Notre Dame-Great Lakes game at Great Lakes. Jack Brickhouse will broadcast the game from a site overlooking the gridiron to a fan following as great as Greater Chicago.

— CANADA —

QUEBEC—Barney Goulet, CKAC production man, was honored for outstanding services to the Canadian theater. Award winner has been prominently featured in radio and theatrical circles for over a decade and has consistently turned out "click" shows as leading producer for the "La Presse" station.

— NORTH CAROLINA —

GREENSBORO — "Star Melodies," featuring the hottest boogie-woogie selections from WBIG's transcription library is a new Tuesday, Thursday and Saturday morning feature over WBIG. "Deacon" Bob Jones takes care of the emcee duties. . . . **CHARLOTTE** — Charles H. Crutchfield, manager of WBT, is attending the two-day conference of Columbia affiliated stations in New Orleans.

HELP WANTED

Outstanding opportunity with one of Washington's largest Advertising Agencies, Kal, Ehrlich & Merrick. Radio Department has openings for a Copy Chief and one additional Commercial Copy Writer.

Copy Chief must have excellent background and experience both in writing and editing of radio copy. He must be able to take over the entire radio copy department and direct all writing and traffic activity.

Copy Writer must have station or agency experience . . . must be capable of producing good, hard-hitting radio copy for retail advertisers.

Have these qualifications? Write, at once, outlining experience and salary requirements, to Kal, Ehrlich & Merrick Advertising, 314 Star Building, Washington, D. C., for appointment in either Washington, D. C., or New York City.

WAR SURPLUS

TRANSMITTER

50,000 WATTS

(Medium Frequency)

UNUSED - UNCRATED

RCA TYPE 50E, high fidelity, broadcast transmitter, complete with console control panel. Frequency range between 550 and 1600 kilocycles, for operation from 2300 volts, 50 cycles, 3 phase, 3 wire power source.

AVAILABLE with frequency determining parts, including 2 RFA type TMV-1298B crystal units for 850 KC operation. Slight modification necessary for 60 cycle modification.

INSPECTION REQUIRED on tubes and transformers to determine possible damage due to shipment.

ON DISPLAY in Washington, D. C. Call or write to: Chief of Electronics Branch, OSP — RFC, 811 Vermont Avenue, N.W. Phone: Executive 3111.

If you desire, credit terms can be arranged.

Reconstruction Finance Corporation

A Disposal Agency Designated by the Surplus Property Administration
811 Vermont Avenue, N.W.

Washington, D. C.



EXCLUSIVE!
WBIG
990 ON YOUR DIAL

EAGLE PRO GAMES
TEMPLE HOME GAMES

PHILADELPHIA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 42

NEW YORK, N. Y., FRIDAY, NOVEMBER, 30, 1945

TEN CENTS

Survey Of Set Situation

NAB Calls Meeting On AFM Situation

Washington Bureau, RADIO DAILY

Washington — First industry-wide action on AFM maneuverings was seen here when radio leaders met with NAB officials on December 6.

The AFM "situation" will be discussed thoroughly, it was learned, and future industry course will be mapped at the conference.

Termed an "exploratory" meeting by one official, the conference nevertheless, is expected to meet the situation.

(Continued on Page 7)

"March Of Dimes" Staff Announced By London

Howard J. London, national radio director of the National Foundation for Infantile Paralysis, yesterday announced his staff for the 1946 March of Dimes. George P. Voss will continue as assistant director, and George Brengel, formerly of American web will serve as supervisor.

Scripters include Audrey Lives, formerly with R & R, Chicago; Elena Parrah, formerly with American;

(Continued on Page 6)

Employee-Employer Unit At NAB Plans Meeting

Washington Bureau, RADIO DAILY

Washington—The NAB's Employee-Employer Relations Committee will meet in Washington on December 7 to discuss formation of a special department on employee-employer relations.

Backed with an NAB authorization of \$60,000, the new department will

(Continued on Page 8)

Force of Habit!

Like all GI's, Johnny Desmond dreamed of the day he would be released from the Army. For almost three years he dreamed it. The day after he doffed his uniform he started his NBC series, "Teentimers Club." Then, when signing off, he placed himself (orally) right back in uniform by saying, "So long, from SERGEANT Johnny Desmond."

Seek Kidnapper

Boston—WNAC was scene of a dramatic broadcast yesterday afternoon when a mother, Mrs. James Carlan, came to studio to air to all New England states via Yankee Network, an appeal to the kidnapper of her baby son, six months old. Fred Lang, read her plea a second time and urged all within the sound of his voice to call the Yankee Network news service at any time, day or night if they had any information leading to the return of little Ronnie Carlan.

FCC Grants 13 CPs For New AM Outlets

Washington Bureau, RADIO DAILY

Washington — The FCC yesterday announced the granting of 13 applications for new standard stations in cities where there is no radio station and no primary service. The grants were made to:

S. Marvin Griffin, Bainbridge, Ga., 1,490 kc, 250 watts; W. R. Frier, Car-

(Continued on Page 8)

Television Symposium Highlights Convention

Atlantic City—A symposium on "Education through Television" will highlight tomorrow afternoon's session of the New Jersey Educational Association convention in Convention Hall here. The discussion is sponsored by the New Jersey Visual Edu-

(Continued on Page 8)

Court's Film Edict Calls Tele "Theatrical And Commercial"

Television was termed "theatrical and commercial" and not included generally in 16 mm. non-theatrical releasing rights in a decision handed down yesterday by Judge Alfred Coxe, of the New York Southern District. The decision, which also included 16 mm. "soundies," upheld a previous order of Referee Peter B. Olney favoring the Mohawk Film Corp. in an action brought against it by the Eastern Trading Corp., hold-

Manufacturers And Retailers Announce No New Receivers In Prospect For Christmas Season

Boston Stations Issue Storm Warnings

Boston—Radio stations were called upon yesterday to issue storm warnings and "no school" announcements when winds ranging from 60 to 70 miles per hour with intermittent snow and rain created a weather emergency.

E. B. Rideout, weather forecaster

(Continued on Page 8)

California Site Chosen For Press Wireless Center

Napa, Calif.—This area has been selected as the site for a large press radio installation which will involve the transfer of a complete communications terminal here from the Los Angeles area.

According to J. W. Chaplin, di-

(Continued on Page 8)

Unlicensed Transmitters Need Not Be Registered

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced cancellation of its order requiring registration of unlicensed transmitters and transmitters of amateur radio station licensees.

Virtually none of the 1946 line of receivers will be on sale for Christmas, and dealers' prospects of having adequate samples on hand for the holiday season are growing dimmer, a survey by RADIO DAILY revealed yesterday.

A large part of the blame for the situation was placed at the

(Continued on Page 7)

Will Settle Policy On Foreign Service

Washington Bureau, RADIO DAILY

Washington — The differences between the House and the Senate on the appropriation of funds for the continuation of FCC's foreign broadcast monitoring service are expected to be settled at a conference of representatives of both houses Dec. 10. The Senate has supported President Truman's request for continuation of the

(Continued on Page 8)

N. W. Ayer Copy Chief Wins YMCA Script Award

Philip A. Young, copy chief of the radio department of N. W. Ayer and Son, Inc., was named winner of the national radio script contest sponsored by the National Council of the YMCA "to promote greater under-

(Continued on Page 2)

Bargain?

The Brooklyn Bridge will be "sold" again this Sunday, December 1, when Mayor Fiorello H. La Guardia of New York offers "possession" of the historic structure to the highest bidder in a Bond rally on the occasion of the 50th anniversary of the bridge. The event will be broadcast over the facilities of WNYC, the municipal station, from 4:30-5 p.m.

ers of non-theatrical rights to a number of comedy shorts theatrically-owned by Mohawk. Eastern claimed all television and juke box rights in 16 mm. sizes were vested with them. Harry Lewis, attorney for Mohawk, said yesterday that Judge Coxe found the words "non-theatrical rights," when applied specifically to sub-standard size films, had a well-recognized meaning as "merely the licensing and

(Continued on Page 2)



Vol. 33, No. 42 Fri., Nov. 30, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thurs., Nov. 29)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio.

20 YEARS AGO TODAY

(November 30, 1925)

First station to use transmitter remote from city—Harrison, Ohio—is WLW, Cincinnati.

CKLW BEST RADIO BUY in the DETROIT AREA. 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM.

Coming and Going

GEORGE F. BISSELL, president of WENT, Gloversville, N. Y., and DALE ROBERTSON, manager of the station, are in town for conferences with officials of the Columbia network.

ROY THOMPSON, managing director of WFBC, Altoona, Pa., is in Gotham. Sat in for awhile yesterday with Hugh Feltis, of the Broadcast Measurement Bureau.

O. L. "TED" TAYLOR, partner in Taylor-Howe-Snowden Radio Sales, and president of KRCV, Weslaco, Texas, has arrived on station and network business and to act as a host tonight at the T-H-S party being held at the Ambassador.

PHIL MOORE, composer of "Shoo Shoo Baby" and other hits, is expected in New York today from Hollywood.

JOHN MAYO, he of the Lang-Worth Library, passed through Buffalo yesterday on the bell lap of a business trip which took him for almost five months through the key cities of the nation.

W. T. BROWN, vice-president in Los Angeles, and H. A. WOLLENBERG, vice-president in San Francisco, of The Langevin Company, equipment organization, are visiting at the firm's headquarters in New York.

RAYMOND HOLLINGSWORTH, station manager of KGNC, Amarillo, has arrived from Texas. He plans to remain here for the rest of the week.

HARRY BURKE, general manager of KFAB, Lincoln, Nebr., and AROLD SODERLUND, sales manager of the station, an affiliate of CBS, are in New York on a short business trip.

CHARTER HESLEP, Washington representative of the Mutual network returned to Washington yesterday after a New York conference with Edgar Kobak, president of MBS.

ARCH SHAWD, vice-president of WTOL, American network outlet in Toledo, Ohio, is in town on another of his frequent but brief business visits.

New RCA-Victor Series On NBC, Will Start On Dec. 2

RCA Victor, a division of RCA, will sponsor a new series, "The RCA Victor Show," over the NBC network beginning Sunday, Dec. 2, replacing "The RCA Show With Tommy Dorsey." The program will feature the perpetual battle between swing and classics, with a top-flight talent lineup including Raymond Paige, his orchestra and chorus, Deems Taylor and Leonard Feather as leaders of the opposing factions. Kenneth Delmar will act as emcee and moderator.

Coast Agency Promotion

San Francisco — Emil Brisacher, president of Brisacher, Van Norden and Staff, San Francisco advertising engineers, has announced the appointment of Weston H. Settlemer as secretary of the firm. He has been a senior account executive for the agency for several years.

Charles H. Gabriel, another senior account executive, has been appointed treasurer.

New Musical Series

NBC has inaugurated a new Sunday musical series, "The Robert Merrill Show," replacing the "NBC Concert Orchestra" in the 12:30-1:00 p.m., EST slot. Dr. Frank Black conducts the orchestra.

N. W. Ayer Copy Chief Wins YMCA Script Award

(Continued from Page 1)

standing of other peoples of the world." The award carries with it a prize of \$500 and a guarantee of production.

A special prize of \$150 was awarded to L. M. Crutchfield, of Monrovia, Cal. The winners were judged from approximately 300 scripts received from 35 states and Canada.

Judges were Mrs. Dorothy Lewis, of the NAB; Dr. Harrison Summers, American web; Richard McDonagh, NBC; Peter Lyon, president of the Radio Writers' Guild; Earl McGill, producer-director; and Harper Sibley, chairman of the International Committee of the YMCA.

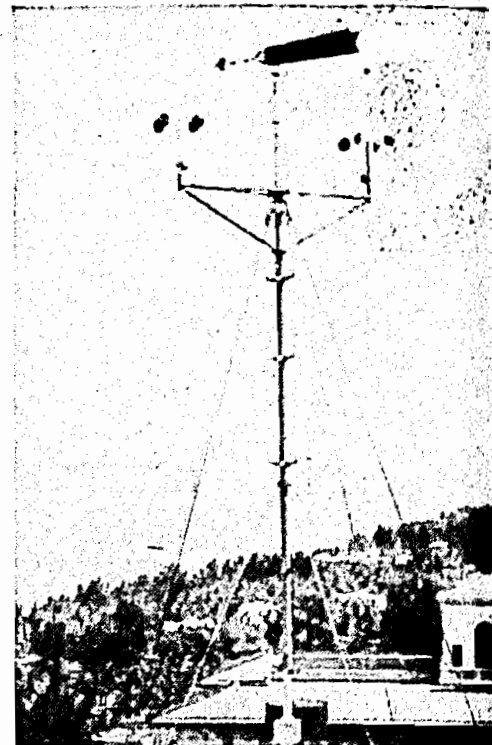
Court's Edict Calls Tele 'Theatrical-Commercial'

(Continued from Page 1)

use of films in places where no admission was charged and did not include commercial uses for television, juke boxes or soundies."

Valentine On WOR Sunday

Ex-Police Commissioner Valentine will make his first guest appearance since taking over the role of moderator on American's "Gang-Busters," when he appears on WOR-Mutual's "Quick As a Flash," Sunday.



Hurricane warning

That delicate looking instrument is located in Miami. It's a wind measuring machine. And it watches and helps chart the paths of those blow-'em-down storms that come out of the Carribean.

There's a storm warning already up for postwar business. The smart operators are nailing things down in place right now.

If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

The station is W-I-T-H... and it delivers the largest number of listeners-per-dollar-spent... and Baltimore, you must recall, is a big five-station town.

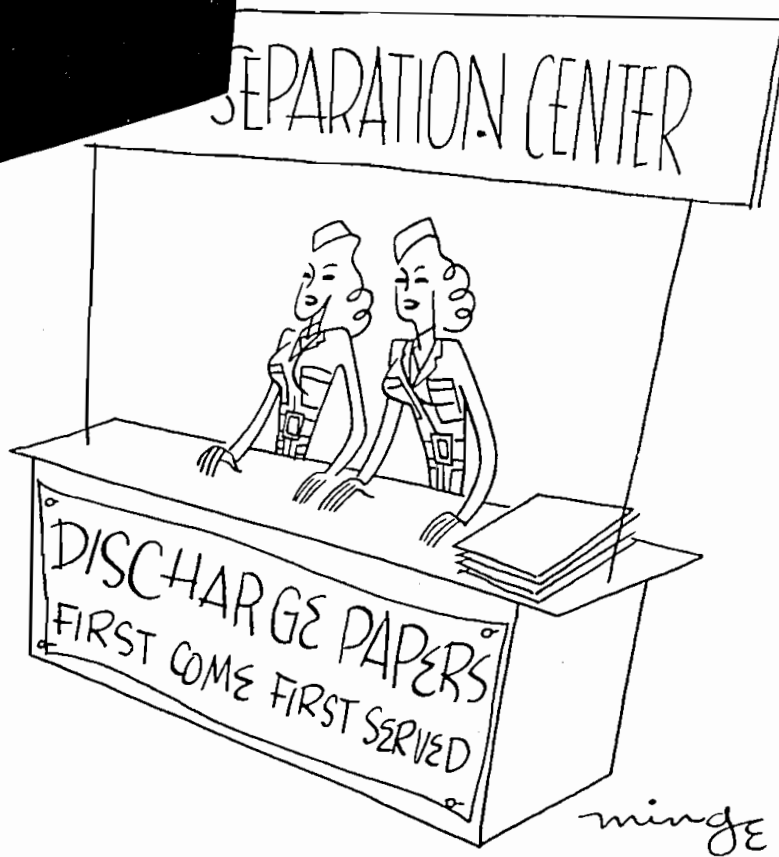


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

**"Throw Your Voice Where
It Will Do the Most Good!"**



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

WXYZ

GIVE THE FOLKS OUTSIDE* A BREAK

on the Pacific Coast, too!

IN THE OUTSIDE MARKET live half the radio families on the Pacific Coast.

These people are good customers—they spend approximately half

the more than eight billion dollars in Pacific Coast retail sales each year.

THE OUTSIDERS on the Pacific Coast want in on your radio show, but they can't listen to it unless you release it on Don Lee. Reason? The Pacific Coast is 1,352 miles long and covered with mountains up to 15,000 feet high—and Don Lee is the only network with enough stations (39) to deliver both the "inside" and "outside" markets completely. (The other 3 networks *combined* have only 29 stations.)

Matter of fact, more than 9 out of every 10 radio families live within 25 miles of one of Don Lee's 39 stations. When your show is on Don Lee, the folks both outside and inside listen to it.

Proof of this is shown in a special C. E. Hooper coincidental telephone survey of 276,019 calls, the largest ever made on the Pacific Coast. In this

thorough-going survey, 40 to 100% of the outside audience was tuned to Don Lee. (See example below.)

Regional advertisers know how effective Don Lee is in *both* Pacific Coast markets. That's why Don Lee carries practically as much Pacific Coast regional business as the other three networks combined. Give the folks outside a break on the Pacific Coast—buy DON LEE!

Example from Special C. E. Hooper Survey
YAKIMA, WASHINGTON

STATION	SHARE OF AUDIENCE		
	Morning	Afternoon	Evening
<i>Don Lee Station KIT</i>	66.4%	69.5%	52.1%
<i>Most popular competing station</i>	21.5%	12.2%	19.3%

Other examples to follow

The Nation's Greatest Regional Network

*
Approximately half the retail sales on the Pacific Coast are made OUTSIDE THE COUNTIES in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located.



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
ON LEE
BROADCASTING SYSTEM

LOS ANGELES

By RALPH WILK

WITH eye to future, Opie Cates, music director and clarinet ace on NBC's "Judy Canova Show" and "Meet Me at Parky's," is designing an all-plastic clarinet with several novel features which he plans to manufacture under the commercial label, "Black Beauty."

Of all the appreciative fan mail he receives, Jack Kirkwood is probably proudest of a round-robin letter signed by 387 doctors in Southern California, thanking him for his robust comedy over CBS and stating it's their prescription for chronic worriers, jangled nerves and postwar jitters. He has the letter framed.

Deal for CBS' "This Is My Best" to radio-dramatize the best story published each month by a national magazine is almost at the dotted-line stage.

Cass Daley, star of NBC's Sunday "Fitch Bandwagon" ailer, has been signed for a featured role in Eddie Bracken's new Paramount flicker, "Manhattan at Midnight," which goes before the cameras soon.

Dorothy Doran, former radio editor of the Akron (Ohio) Beacon Journal, who has been assistant to N. W. Ayer Agency's Radio Publicity Chief Wauhila LaHay in New York, recently joined the Ayer's Hollywood office. Miss Doran will work with Jean McFarland.

Mort Scott, who operates the Val-Jean studio which provides models for commercial purposes, and Patrick Michael Cuning, television producer operating Stage 8, have effected an arrangement under which the former will represent Cuning in lining up models for commercial television subjects.

Ed Colmans, KFI Staff Announcer, returned to this station, after two years in the Army, and Luther Newby, formerly with KFAC, has joined the announcing staff of KFI.

"March Of Dimes" Staff Announced By London

(Continued from Page 1)

Daisy Amoury, free-lance; Doris Halma, free-lance; and Sam Levine, formerly with American. Al Baum will handle radio publicity.

Greater New York Chapter radio will be under the direction of Jane Moore, assisted by Mary Grazier. John W. Swallow and James Harris will handle West Coast activities, and Jack Fisher will be contact man in Chicago.

Office staff includes Adele Quigley, Elsa Hone, and Mary Mazza.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas. IT'S A DONALD PETERSON PRODUCTION



Reporter At Large . . . !

● ● ● Texaco has offered Hedda Hopper an emcee spot on a big variety show on the strength of her broadcast from the Met on opening nite. . . . Bob Crosby signed for the Tues. nite Ford show after the first of the year. . . . Metro has bid \$250,000 for "Day Before Spring," one of the best of the current musicals. . . . Walter Winchell celebrating his 15th ann'y as radio newscaster this Sunday. Current rating shows that half the radio sets tuned in Sunday nite at nine are dialed in to WW's machine-gunning. . . . If Mae West gets the price she's asking, she'll do "Diamond Lil" in Sydney, Australia, this Winter. . . . Adam Hats sports show on Associated web shifts to Mutual in Jan. . . . Since Hoagy Carmichael clicked in the Bogart-Bacall film, his asking price is four thousand. It used to be four hundred. . . . Danny Kaye refused to appear at the Madison Sq. Garden Atomic Bomb rally as just an entertainer. He requested and will be allowed to speak. . . . Insiders insist that Ruth Haag, who warbles with Harry James on the platters, is really Betty Grable. . . . Are Lionel Hampton and Decca feuding? . . . Sam Moore, who scribbles "The Great Gildersleeve," is the new prexy of the Radio Writers' Guild of Hollywood. . . . Despite items to the contrary, Noel Coward will not visit this country for some time. Clifford Evans wanted to put him on the air over his WLIB stanza and Coward replied that he has no intention of coming here. . . . Perry Como bought a big house in Westchester because he couldn't get rooms in N. Y. Now he can't get any furniture to fill the house.

★ ★ ★

● ● ● Who said benefits don't pay? Paul Allen did a guest shot for the annual "Look" luncheon and wound up with an audition to get the lead for the new Sammy Fain-Geo. Marion musical, "Tip-linski of Notre Dame." . . . This column's inquiry brings a response from Bud Barry informing that he's planning a big nite time spot for the talented Tom Glaser. . . . The wise guys who said that hill-billy music was just a passing fad will be interested to know that NBC's "Grand Ole Opry" celebrated its 20th birthday last week. . . . Ever hear of a writer who wrote a script, turned it in, had it okayed—and then tore it up because he, himself, wasn't satisfied with it? Jack Rubin did it last week with "Junior Miss." Incidentally, since it got around the trade that Jack's scripting the show, he's been flooded with writing offers. . . . Mary Sachuk, formerly of WLAW, Lawrence, Mass., has replaced Grace McQuade as ass't to J. Walter Thompson's time buyer Linnea Nelson.

★ ★ ★

● ● ● Wish some of the radio comics would lay off those alleged jokes about the atomic bomb, which not only leave you cold—but give you a sinking feeling in the pit of the stomach. So far as we can see, there's nothing funny about an atomic bomb and all the jokesmiths in the world can't convince us otherwise. . . . Paula Stone, whose "Red Mill" is a big hit, is planning a straight drama for Spring appearance. . . . Frankie Carle's grosses at the Hotel Pennsylvania's Cafe Rouge are the heaviest since the room opened. Frankie is also the current No. 1 record seller for Columbia recording. . . . Pageant mag informs that the research dep't of CBS polled the managers of their affiliated stations to learn their favorite programs. They found out that the top favorite was Bob Hope on a rival net! . . . Terry Lawlor rehearsing for a nite club comeback. . . . Les Weinrott, who makes a young fortune scripting for the soaps, turned down 50 G's to work on two movies "I like my insanity on a reasonable basis," he explained. . . . Note from Herb Nelson, who's starring in "Golden Boy" somewhere in France. Says he ran into Betty Garde and Celeste Holm over there with another troupe. . . . Benny Goodman's opening at the Terrace Room in N. J. will have him on the air on three major nets. . . . Morton Downey dieting again. Is down to a mere quart of ice cream a day. It used to be three. . . . Anita Colby's letter to a pal here says: "I like Clark Gable—but prefer Jimmy Stewart." What a choice to have to make!

AGENCIES

HENRI BEAUCHAMP has returned to Pedlar & Ryan after 10 years of service with the French Forces and three years of service with the Intelligence Corps of the United States Army. He was with General Patton's Army and received the Croix de Guerre with Palm. He is returning to Pedlar & Ryan in his former capacity, handling the Canadian advertising of the agency's accounts.

WILLIAM R. STEARNS, former head of his own creative service agencies, and more recently general manager of Theodore J. Funt Co., has joined Norman D. Waters & Associates, Inc., as executive head of creative departments.

ARTHUR MOORE, formerly with the Young & Rubicam talent department has joined the Kenyon & Eckhardt radio production staff. His first assignment will be the Borden "County Fair," series when it switches to WABC-CBS network, Saturday, December 8, 1:30-2:00 p.m., EST.

ED DEVNEY, now on terminal leave from the Army, returned Monday, November 26th to the New York office of Howard H. Wilson Company. Lt. Devney who was inducted in March 1942, was serving as public relations officer of the 460th Bomb Group at the end of the war. He will be working with Bill Clark, who was appointed manager of the New York office on October 1st of this year.

JOSEPH HERSHEY MCGILLVREY, INC., has been appointed national station representative for WPIA, Alexandria, Va., 250-watt station scheduled to go on the air Dec. 1st. The station is located just across the Potomac River from Washington, D. C.

JOSEPH P. WIEGERS, for many years publicity director and for the last year public relations director of MacFadden Publications, Inc., has resigned to develop his own publishing activities and to handle specialized public relations accounts.

ASSOCIATED RESEARCH, INC., Chicago, announces the appointment of L. G. Snyder as sales manager in direct charge of all sales and advertising for the corporation.



**You are in
GOOD
COMPANY
when you
advertise on . . .**

KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

Little Prospect Seen For Xmas Receivers

(Continued from Page 1)

first step of the OPA by dealer and manufacturer alike. Although the agency has established price ceilings on most of the approximately 125 manufacturers who have entered the radio since the war, the major producers are being stymied by lack of OPA-approved price tags.

In addition, OPA's pricing of components has caused many parts manufacturers to curtail production and shipping. The situation is most acute in speaker parts and variable condensers, with the growing shortage of wood cabinets attributed mainly to lack of seasoned lumber.

Await OPA Directive

A step toward giving the Yuletide shopper a conception of the new sets will be taken by OPA next week when the agency is expected to issue ruling permitting manufacturers to prepare sample models before obtaining OPA approval. The current rule requires sets to be priced before shipping.

Retailers Pessimistic

Among New York retailers, all of whom have been swamped with requests, the outlook was especially gloomy, although all expressed fervent hope that "something might happen" to break the bottleneck. A. E. Svega, of Davega City Radio Inc., a large retail chain, said his firm hoped to receive shipments "early in 1946."

Samples in Prospect

An estimate of between 200,000 and 300,000 sets by Christmas was offered by Bond Geddes, RMA executive vice-president and general manager, who added that it will be "fortunate" if dealers receive an adequate sample line. This view was supported by most of the major manufacturers, although Courtney Pitt, of Philco, said his firm hopes to ship a ten-model sample line to approximately 20,000 dealers in time for holiday shopping.

Berkely Blades Buys Time

The Consolidated Razor Blade Company, Inc., of Jersey City, has purchased one minute participation in "Here's Morgan" Tuesdays and Thursdays, on WJZ from 6:15 to 6:30 p.m. EST, in the interest of Berkely Razor Blades. Order was placed through Grey Advertising Agency, Inc. and runs for 52 weeks.

Stork News

A baby boy, Theodore D. Burton II, was born on Thanksgiving Day, November 22, at Beth El Hospital, to Mr. and Mrs. Robert Jay Burton. Mr. Burton is head of the legal department at Broadcast Music, Inc.

FEMALE

Radio Script Writer with fashion experience. Good opportunity. \$200 per month. Box No. 240, Radio Daily, 1501 Broadway, New York 18, N. Y.

Re-Align Exec. Duties At NBC Engineering Dept.

O. B. Hansen, NBC vice-president and chief engineer, yesterday announced changes in the executive personnel group of the network's engineering department.

George McElrath has been appointed manager of the engineering department, and will be responsible for all departmental business management activities as well as technical operations. Detailed coordination of technical operations formerly by McElrath has been taken over by Edward R. Cullen under the title of operations assistant to the manager. William A. Clarke moves into the newly-created post of administrative assistant and will report to the manager on matters pertaining to departmental management as well as assist the vice-president and chief engineer on special assignments regarding policy.

James Wood, Jr., who succeeds Clarke as manager of technical services, will continue to assist McElrath in details of business management.

Under the new setup, the four groups which now constitute NBC's engineering department, will report to the manager of the engineering department on subject of management and business administration. On matters of plans and policy they will report to the vice-president and chief engineer.

Television Series Set For Kenny Campaign

Los Angeles—A program of television productions to aid the Sister Kenny Foundation drive is being mapped out by Patrick Michael Cuning, national television director of the campaign, who is conferring with Bing Crosby, drive head, and Robey Parks, national field director. The campaign will be the first in which television plays a vital role.

Fran Harris, television director of the Ruthrauff & Ryan advertising agency in Chicago, has been named by Cuning as television director for the Sister Kenny campaign in that territory. Cuning also will appoint regional television heads for New York and Schenectady.

Will Dramatize "Radar"

The miracle of radar will be the hero of Cavalcade of America's "Direction Home," NBC, Dec. 3, 8:00 p.m., EST. Thomas Mitchell will play the lead in the script written by Russell Hughes and Bernard Feins.

Judy Canova In N. Y.

NBC's "Judy Canova Show" will be broadcast from New York for three weeks beginning Dec. 1, 10:00 p.m., EST. The troupe will return to Hollywood in time for the Dec. 23 show.

Douglas On 'Double Or Nothing'

Don Douglas has been signed as commercial-assignment announcer on the WOR "Double Or Nothing" show. Don took over his new duties on last Sunday.

Portable Transmitters Will Be Available Soon

Washington Bureau, RADIO DAILY

Washington—Limited-range portable transmitters should be available to the public within the next few months, according to Robert C. Smith of the Department of Commerce transportation unit. Writing in the current domestic commerce weekly, Smith said the FCC will be authorized to license these transmitters, which are an outgrowth of walkie-talkies and handie-talkies.

In general style, Smith states, the new handie-talkie will resemble an oversized telephone set. A combination transmitter and receiver, together with the batteries which supply the power is contained in a case that may be held in the hand. An antenna of the telescoping type extends from one end.

Gillette To Sponsor Sugar Bowl Classic

Boston—The 1946 Sugar Bowl football classic on New Year's Day will be broadcast over the full network of the American Broadcasting Co., it was announced yesterday by J. P. Spang, president of the Gillette Safety Razor Co., sponsor of the broadcast. This year's presentation will mark the seventh consecutive time Gillette has featured the New Orleans classic on its "Cavalcade of Sports" series. A total of 190 stations from coast-to-coast will carry the game.

Kate Smith Guesting

Kate Smith will guest with Paul Whiteman on "Radio Hall of Fame," over American web, Dec. 2, 6:00 p.m., EST. She will act as narrator in Roger Duvoisin's fantasy, "The Christmas Whale." Musical portion will be devoted to songs made famous by Miss Smith.

17th Anniversary

The "Voice of Firestone" marks its 17th anniversary of broadcasting Dec. 3, 8:30 p.m., NBC. Gladys Swarthout will be featured on the anniversary program. The show made its debut Dec. 3, 1928, with a 17-piece orchestra.

Send Birthday Greetings To -

Nov. 30	Lillian Stone
Jack Brinkley	Noel Corbett
Dec. 1	Jack Alicoate, Jr.
Michael A. Fiore	Ted Hammerstein
Ray Henderson	Mary Martin
Patricia Ryan	Dave Zimmerman
Dec. 2	Dorothy Andrews
Bernice Judis	Earl Glade
Peter C. Goldmark	Bill Perry
Homer Smith	Ed Burns
Bill Kelso	Henry McLemore

NAB Calls Meeting On AFM Situation

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tion squarely and formulate policy for the industry.

Members of the committee will not be limited to NAB members but will include representatives from all branches of the radio industry in an effort to get an over-all reaction.

The committee, it was learned, will include the following:

Network representatives — Frank White, vice-president of CBS; Frank Mullen, vice-president NBC; Mark Woods, president, American Broadcasting Company; Robert Swezey, Mutual.

Network affiliates — E. E. Hill, WTAG, Worcester, Mass. (CBS affiliate); Richard Shafto, general manager, WIS, Columbia, S. C. (NBC affiliate); H. Allen Campbell, general manager, WXYZ, Detroit, Mich. (American affiliate); Theodore C. Streibert, president WOR, New York (MBS affiliate).

Clear channel—James D. Shouse, vice-president WLW, Cincinnati, Ohio; Paul Morency, general manager, WTIC, Hartford, Conn.

Regional stations—T. A. M. Craven, vice-president Cowles Broadcasting Company; Harold Ryan, vice-president Fort Industries, Toledo, Ohio.

Small stations—Clair McCollough, general manager, WGAL, Lancaster, Pa.; Marshall Pengra, general manager, KRNR, Roseburg, Oregon.

Independent stations (not affiliated) Wayne Coy, assistant to the president of the Washington Post.

Chairman of EERC—John Elmer, president WCBM, Baltimore, Md.

Chairman FMBI-NAB committee—Walter Damm, vice-president, WTMJ, Milwaukee, Wis.

The conference will be held in the Hotel Statler in Washington.

Tele Students To Appear At Educ. Conference

Students in the cast of "The World We Live In," CBS-WCBW television series produced in collaboration with Encyclopedia Britannica Films, will attend, by invitation, the annual convention of the New Jersey Education Association in Atlantic City on Dec. 1.

Chicago's

ONLY

24 HOUR

STATION

W-I-N-D

560 Kc. 5000 WATTS

FCC Grants 13 CPs For New AM Outlets

(Continued from Page 1)
tersville, Ga., 1,450 kc, 250 watts; Frankford Broadcasting Co., Frankford, Ky., 1,490 kc, 250 watts; Glasgow Broadcasting Co., Glasgow, Ky., 1,490 kc, 250 watts; Brainard Broadcasting Co., Brainard, Minn., 1,400 kc, 250 watts; Dorrance D. Roderick, Silver City, N. M., 1,340 kc, 250 watts; McAlester Broadcasting Co., McAlester, Okla., 1,400 kc, 250 watts; Athens Broadcasting Co., Athens, Tenn., 1,490 kc, 250 watts; Lowell F. Arterburn, Athens, Tenn., 1,450 kc, 250 watts.

Also Middle Tennessee Broadcasting Co., Columbia, Tenn., 1,340 kc, 250 watts; Central Washington Broadcasters, Inc., Ellensburg, Wash., 1,240 kc, 250 watts; Kittitas Valley Broadcasting Co., Ellensburg, Wash., 1,400 kc, 250 watts; Joseph P. Ernst, Worland, Wyo., 1,490 kc, 250 watts.

Television Symposium Highlights Convention

(Continued from Page 1)
cation Association in cooperation with the TBA.

Prof. Edward C. Cole, of Yale University, will serve as moderator, while Will Baltin, TBA secretary-treasurer, is in charge of arrangements. Speakers include G. Emerson Markham, manager of WRGB; Edward D. Melinger, of Rutgers University; Edward Stasheff, of the New York Board of Education; and Prof. Kenneth Bartlett, of Syracuse University. A message will be read from Dr. J. R. Angell, public service counselor for NBC, and there will be a demonstration of video techniques by students of Brooklyn Technical High School.

CAB Pocket Report

The CAB through its president, A. W. Lehman, has announced the publication of a semi-annual Pocket Report as a regular feature of the service. The new report will appear several days after release of the regular program report, with the first edition slated for Jan. 7.

A 16" x 16½" two-by-four fold, the new report features daytime and nighttime ratings, including five-minute programs, with programs listed according to size of the rating.

Those who
are honored
will be proud
because it's
CERTIFIED

PICTURE OF THE WEEK



Illustrating the pleasant side of his duties as president of Mutual, Edgar Kobak posed with some of the femme members of the MBS New York staff yesterday. The occasion was the presentation of a scroll bearing signatures of all Mutual employees in commemoration of Kobak's first anniversary as president of the network.

California Site Chosen For Press Wireless Center

(Continued from Page 1)
rector of communications for the Press Wireless Company, the transfer of the transmitter and receiving station as well as control offices will be one of the largest undertakings of its kind.

The new station will be located on a 160-acre tract about ten miles southwest of here on property recently acquired by the company. It was described as ideal for good radio reception.

When completed the receiver will be operated by remote control from company offices at 814 Mission Street in San Francisco. It will take about a year to complete the installation work.

The company is owned by the Associated Press, United Press and a number of large newspapers throughout the country.

Victory Bond Auction

Art Linkletter will hold a Victory Bond auction for hard-to-get household items on CBS' "House Party" on Pearl Harbor Day, Dec. 7, 4:00 p.m., EST. Program originates in Hollywood.

Sponsoring Orange Bowl Game

Gillette Safety Razor Co. will sponsor the Orange Bowl football game from Miami over the full CBS net for the seventh consecutive year, on New Year's Day, 1:45 p.m., EST.

Employee-Employer Unit At NAB Plans Meeting

(Continued from Page 1)
be set up and a new director and staff selected.

Chairman of the committee is John Elmer president of WCBM, Baltimore, Md. Representing other sections will be: Networks, Frank White, CBS vice-president, and John McDonald, NBC vice-president; small stations, Harry Le Poidevin, WRJN, Racine, Wisconsin and Frank King, WMBR, Jacksonville, Fla.; medium stations, Howard Lane, Field Enterprises, Inc., Chicago Ill., and Calvin J. Smith, KFAC, Los Angeles, Calif. Large stations, William Fay, general manager, WHAM, Rochester, N. Y., and J. O. Maland, WHO, Des Moines.

Board liaison members include John E. Fetzer, general manager WKZO, Kalamazoo, Mich.; Clair McCullough, general manager WGAL, Lancaster, Pa., and F. W. Borton, president WQAM, Miami, Fla.

Sitting in at the meetings will be Justin Miller, NAB president and A. D. Willard, Jr., executive vice-president of NAB.

The meeting will be held at 10 a.m. at the NAB offices.

Bundy's New Show

WINS inaugurated yesterday "Brunch with Bundy," 11:30 a.m., with Jack Bundy as emcee. Jay Marshall, the Playboys, and the house orchestra also were featured on the audience participation show.

Will Settle Policy On Foreign Servi

(Continued from Page 1)
service until July, 1946, the close the present fiscal year, while House has refused the appropriation.

The amount requested for the service is \$930,000, on the basis of 250,000 for a fiscal year, part of which has already expired. At the peak wartime activity, when the service disseminated material gathered from various Government agencies through a 24-hour wire, its appropriation was \$1,800,000. The 24-hour wire since been abolished, but monitoring continues around-the-clock.

Staff of the service totals 275, compared with a wartime top of 400. Listening posts are located at Hawaii, Guam, Washington, Portland, Or., London and Cairo, with the British staffed the latter two in exchange for information received from the Pacific outposts.

Storm Warnings Issued By Boston Station

(Continued from Page 1)
of WEEI, predicted abatement of the storm last night and during his broadcasts gave New Englanders reports on the storm developments.

Special events department of WEEI arranged a broadcast by the keeper of the famed Minots lighthouse over telephone circuits and with Coast Guard stations at Nauset, Cape Cod and Rockport, Mass., for a direct report of the storm. At 1 p.m., yesterday, during the broadcast from Minots, waves were breaking completely over the 114 foot lighthouse.

Sixty-five no school announcements were carried as a public service by WNAC, Yankee Network outlet, and both WORL and WCOP.

New Home For WHAS Included In Building Plan

Louisville — Facilities for WHAS tele and FM are included in the plan for the new \$3,000,000 building to be erected for The Courier-Journal, The Louisville Times, WHAS and the Standard Gravure Corp. The six-story structure will be completely air-conditioned. It is expected the building will be completed by Jan. 1947.

HELP WANTED

Outstanding opportunity with one of Washington's largest Advertising Agencies. Kat, Ehrlich & Merrick. Radio Department has openings for a Copy Chief and one additional Commercial Copy Writer.

Copy Chief must have excellent background and experience both in writing and editing of radio copy. He must be able to take over the entire radio copy department and direct all writing and traffic activity.

Copy Writer must have station or agency experience . . . must be capable of producing good, hard-hitting radio copy for retail advertisers.

Have these qualifications? Write, at once, outlining experience and salary requirements, to Kat, Ehrlich & Merrick Advertising, 314 Star Building, Washington, D. C., for appointment in either Washington, D. C., or New York City.