

Auto Dealers Eye Radio

Interest Grows In Several Cities

growing interest in FM radio as a new medium, acting chairman of the FCC at the week's NAB convention, is indicated in reports from several cities on FM developments.

In Chicago, Commander E. F. D'Alid, Jr., president of Zenith Radio Corporation, reported that the demands of the public for radio containing FM were so heavy

(Continued on Page 7)

Agency Spokesman Discusses BMB Survey

A luncheon crowd of 200, hosted by The Pulse, Inc., at the Biltmore Hotel yesterday, heard Dr. Hans B. McCann-Erickson, manager of research development for McCann-Erickson, tell how his agency studied refinement of radio figures in trying to answer industry cry for more detailed coverage. He spoke in the absence of originally scheduled speaker, Dr. H. J. Harper, Jr., McCann-Erickson's Chicago representative who is out of town.

He discussed a problem facing any time buying agency.

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Earnings Statement Issued Here Yesterday

Net gross income from all sources of radio stations and subsidiaries from all quarters for the first nine months of 1946 amounted to \$163,604,191 compared with \$222,002,801 in the same period in 1945, a decrease of \$58,398,610, was announced yesterday.

Net income after all charges and expenses was \$8,226,329 for the first nine months of 1946, compared with \$8,226,329 for the first nine months of 1945.

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Homecoming

"Truth or Consequences" cast returns to New York for its next Saturday night broadcasts on NBC at 8:30 p.m. Show on Nov. 2 will feature a Mojave desert game hunter, a former Brooklyn police officer who lived on a Hollywood Boulevard traffic island for three weeks under the direction of Ralph Edwards. The game hunter is riding out a free trip to Brooklyn.

Reciprocal

KDKA, Pittsburgh, will observe its twenty-sixth anniversary tomorrow with an exchange program in which KDKA artists will salute Canadian Broadcasting Company on its tenth anniversary. In return CBC talent will give a transcribed greeting to the Pittsburgh station.

WEAF, WABC Change Call Letters Tomorrow

Two of New York's oldest stations and key outlets of major networks—WEAF-NBC and WABC-CBS—will change call letters tomorrow to WNBC and WCBS respectively with special dedicatory programs heralding the occasion. Changeover is designed to provide listeners with quick identification between station and network.

After 24 years on the air as WEAF, the key station of NBC officially becomes WNBC tomorrow night at 6 p.m., EST, with a full-hour program

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ABC Adds Four In N. M.; Total Network Now 233

Effective December 5, four stations all in New Mexico will affiliate with the American Broadcasting Company as Mountain Supplementary stations. With the addition of these stations to be known as the New Mexico Group, the total number of ABC affiliates is 233.

The new ABC affiliates are KOAT, KOB, KOB-TV and KOB-TV-2.

(Continued on Page 2)

No General Price Increase Expected On Radio Sets

Washington—No general price increase in radios will result from decontrol, RMA President R. C. Cosgrove declared here yesterday. His pledge is in harmony with the prediction of OPA Chief Paul Porter who told RADIO DAILY competition should keep prices down. Porter said there are about four times as many set makers now as before the war.

Cosgrove declared that RMA "is gratified to learn that its efforts to

Officials Of Automobile Dealer Groups Now Meeting In Detroit To Plan Co-Op Regional Programs

Newspaper Favored In Commission Grant

Washington Bureau, RADIO DAILY
Washington—In an unusual decision, the FCC yesterday proposed to grant the application of Orlando Daily Newspapers, Inc. for a new station in Orlando, Florida, at the same time denying the competing application of Frederick W. Mizer. The successful applicant is the city's only daily newspaper, while no finding

(Continued on Page 5)

Detroit Office Opened By Radio Sales-CBS

Radio Sales, the Spot Broadcasting Division of CBS, has opened a new office in Detroit, it was announced yesterday by Jack Van Volkenburg, Radio Sales general sales manager. William B. Ogden, who formerly covered

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Radar Being Applied To Civilian Uses Now

Montreal—Some of the best wartime radar was turned out by Canada and is now being adapted for civilian use, Sir Robert Watson-Watt, C.B., F.R.S., scientific advisor on tele-

(Continued on Page 6)

Automobile dealers associations throughout the country are considering plans to buy local radio time for the purpose of presenting a co-operative public relations program in an effort to clarify the situation in the retail sales market, RADIO DAILY learned yesterday.

Officials of the associations are meeting in Detroit this week with the public relations heads of the major automobile manufacturers to enlist industry-wide support. Plans call

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Liberal Party Files Protest Over WFAS

The Liberal Party, endorsing Senator James Mead for Governor of New York State, and the Hon. Herbert H. Lehman for the United States Senate, has filed a formal protest with the FCC over the alleged refusal by WFAS, White Plains, to sell time for speeches by Mrs. Franklin D. Roosevelt and Russell Davenport, editor of the Saturday Evening Post.

Official protest was lodged with the FCC.

(Continued on Page 6)

General Electric Net Shows Sharp Decline

Schenectady, N. Y.—General Electric's profit available for dividends in the nine month period ending Sept. 30 amounted to \$404,109 or one cent a share of common stock, com-

(Continued on Page 4)

Benefit Broadcast

Frank Fay and the "Harvey" stage cast will be presented over WQXR in a United Hospital Fund program Nov. 4 at 11:05 a.m. Special script creates human character called "Marvin" visible to all except Fay. During story Harvey, the rabbit, is injured and carried to hospital, and with dramatic effect appeals to radio audience for funds.

RADIO DAILY



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thurs., Oct. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10	10	10	+ 1/8
A. M. Tel. & Tel.	167 3/4	165 1/4	165 3/4	+ 1 1/8
CBS A	30	29 1/2	30	+ 1/2
CBS B	29	29	29	- 1
Farnsworth T. & R.	8 1/2	8 1/2	8 1/2	+ 1/8
Gen. Electric	37 1/2	35 1/2	37	+ 1 1/2
Philco	22 3/4	22 1/2	22 1/2	+ 3/8
ICA Common	10 1/4	9 3/4	10 1/4	+ 3/8
ICA First Pfd.	82 3/4	82 3/4	82 3/4	- 1 1/4
Itehart-Warner	15 3/4	14 1/4	15 3/4	+ 1 1/2
Nestinghouse	25 1/2	23 3/8	25 1/2	+ 2 1/2
Zenith Radio	22	21	22	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2
Nat. Union Radio	4 1/2	4 3/4	4 1/2	+ 1/8

OVER THE COUNTER

Du Mont Lab.	4 3/4	5 1/2
Finch Telecomm.	7 1/2	8 1/2
Stromberg-Carlson	12	13 1/2
U. S. Television	2	2 1/2
WCAO (Baltimore)	38
WJR (Detroit)	36

RCA Earnings Statement Issued Here Yesterday

(Continued from Page 1)

204,470 in 1945 an increase of \$21,859. The net income for the first nine months of this year reflects a charge for reconversion expenses to the post-war reserve of \$2,760,000 and a related tax reduction of \$1,692,000.

After payment of preferred dividends, net earnings applicable to the common stock for the first nine months of 1946 were 42.2 cents per share, approximately the same as the earnings per share in the first nine months of 1945.

GORDON M. DAY

ADVERTISING SERVICE

Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, HAN-9343

Coming and Going

FIBBER MCGEE AND MOLLY, and members of their program company, will leave Hollywood tomorrow for Racine, Wisc., where they'll participate in the 65th anniversary celebration of S. C. Johnson & Bros. Co., sponsors of their program.

MIKE GOULD, general manager of KSDJ, San Diego, Cal., a visitor this week at the headquarters of CBS, with which the station is affiliated.

BILL HENRY, Columbia network newsman at WTOP, Washington, D. C., and **MAURICE MITCHELL**, sales manager of the station, both in New York this week. Henry went back to the Nation's Capital yesterday, Mitchell still is here.

JIMMY DOLAN, Columbia network sportscaster, off for Athens, Ga., where tomorrow he'll handle the Alabama-Georgia game, which will be played at Sanford Stadium.

E. K. HARTENBOWER, general manager of KCMO, Kansas City, Mo., and **SID TREMBLE**, program director of the station, this week were in Columbia, Mo., to attend a three-day educational radio conference. Hartenbower delivered an address at the meeting.

SPENCER MITCHELL, who was up from WDAE, Tampa, this week for conferences with the national representatives of the station, left New York yesterday on the return trip to Florida.

WILLIAM B. LODGE, director of general engineering at CBS; **KENNETH L. YOU'D**, senior attorney for the web, and **JULIUS BRAUNER**, general attorney, are in Washington today to attend the annual outing and barbecue of the CC Bar Association.

JAMES W. MURRAY, vice-president of RCA-Victor in charge of record activities, is in Dallas, Tex., to participate in a special pre-season concert observance of the Dallas Symphony Orchestra to be held at the Texas State College for Women.

JACK BANNER, of Banner & Chief, publicists, left last night on a business trip to Raleigh, N. C., Charlotte and Atlanta. He'll be gone about 10 days.

VAL LAWRENCE, station manager of KROD, El Paso, Tex., leaves today for the home offices after having been in New York this week conferring with his national reps.

ABC Adds Four In N. M.: Total Network Now 233

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Albuquerque; **KTRC**, Sante Fe; **KGAK**, Gallup, and **KFUN** of Las Vegas. All stations will operate full-time with 250 watts.

KOAT will operate on 1450 kc. and will be managed by Karl Lambert. Operating on 1400 kc., station **KTRC** will be managed by Edmond L. Souder, Jr. Stanley K. Brown will manage **KGAK** which operates on 1230 kc., while E. N. Thwaites is manager of **KFUN**, which also will use 1230 kc.

CBS Election Holiday

All CBS personnel not scheduled for operational duty on Nov. 5, election day, will be given a full holiday, it was announced yesterday by Frank K. White, network vicepresident and treasurer. Announcement affects major portion of personnel at CBS headquarters.

Agency Spokesman Discusses BMB Survey

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er or station rep, Zeisler said, is determining the number of homes which will listen to his program. Research exec said BMB figures give the first approximation to this problem and that as a second step McCann-Erickson considered the station share-of-audience; that is, station's percentage of total listening time in any area. One thousand radio listening diaries were made available by Audience Surveys, Inc., and a relationship was set up between BMB figures and station share-of-audience. During his talk Zeisler produced a chart showing a fairly close curvilinear connection existed between the two data. Zeisler ended his speech with the suggestion that BMB concentrate on refining this translation formula so that circulation coverage figures and share-of-audience data would be available for any station and county.



Playing for keeps

The time's coming. The big ... when you'll have to get out there and fight for your share of business.

Most of the talk is about a sell-off market. But there are those who say "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore ... and radio is part of the scheme ... we suggest you W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners per dollar-spent than any other station in this big 5-station town.

Yes ... pretty soon the market will be down ... and you'll get W-I-T-H listeners in Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY

CKLW

MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!

in the DETROIT AREA

5,000 WATTS • DAY and NIGHT
800 kc. • MUTUAL SYSTEM

“
...660
on your dial”

Since the days of crystal sets, W, E, A and F have been call letters of the station which now becomes WNBC.

WNBC has had a distinguished career since it went on the air, August 16, 1922. Its power then was 500 watts—and a modest number of fans listened with earphones clamped on their heads. Now its power is a full 50,000 watts—and literally millions hear the greatest shows in radio.

“This is NBC... The National Broadcasting Company”

In 1926 WEA F was purchased by the Radio Corporation of America, and incorporated by its parent company under the name of the National Broadcasting Company, Inc. It became the first station of America's Number One Network—Number One in length of service, and Number One in listener popularity through all the twenty years since its founding.

“... to provide the best programs”

In announcing the operation of WEA F by NBC, promises were made:

“... the purpose will be ... to provide the best programs available for broadcasting in the United States.”

“... the new broadcasting company will be an instrument of great public service.”

For two decades, the American radio audience has associated the fulfillment of these ideals with NBC programs.

Now it is fitting that the first station of NBC is made standard-bearer in name as in performance.

“You are tuned to 660 ...”

Today, circumstances have made it possible more surely to identify a great station with a great network. Now, after the famous three chimes that are the signal for NBC programs, listeners will hear the obviously right name for the first of 152 stations broadcasting them: “You are tuned to 660 ... WNBC ... the National Broadcasting Company in New York.”

WEAF becomes WNBC

November 2, 1946, marks a new identification for a great station.

For more than 24 years, the name of that station has been WEA F.

Now WEA F becomes WNBC ... to help the radio audience identify

more easily, more quickly the source of great NBC programs.

It's WNBC for the greatest shows in radio ...

and where they're heard—at 660 on the listener's dial.



REPRESENTED BY NBC SPOT SALES 50,000 W.

CHICAGO

By BILL IRVIN

THE sale of the "Food Magician" program (WMAQ, five-a-week, 11:00 a.m., CST) for three days a week, and an order for a new 15-minute program of transcribed music, headed the new business announced this week for WMAQ, by Oliver Morton, manager of the NBC central division national spot sales department. The Michigan Mushroom Co., of Biles, Mich., through the L. W. Ramsey Co., has contracted to sponsor the "Food Magician" on Mondays, Wednesdays and Fridays, starting November 4 for 13 weeks. The program, featuring Osborne Putnam Stearns in discussions of food around the world, made its debut on WMAQ September 2, and has broken station mail records, averaging 1,200 letters per week. The program will continue to be heard on a sustaining basis on Tuesdays and Thursdays.

Leo Fremont has joined the sales promotion department of Mutual's Chicago office. He formerly was promotion director for KBIZ, Ottumwa, Iowa. During the war Fremont served in the Army and spent 18 months in Europe.

Alois W. Graf, chairman of the Chicago Section of the Institute of Radio Engineers, has opened an office in the Windy City for the practice of law in patent and trademark cases. Graf has been actively associated with various engineering organizations for a number of years, including the National Electronics Conference.

General Electric Net Shows Sharp Decline

(Continued from Page 1)

pared with \$36,242,727 or \$1.26 a share in the same period last year, President Charles E. Wilson has announced. Wilson stated that earnings this year have resulted entirely from income sources other than sales and from credits to operations for Federal taxes and for post-war adjustments and contingencies.

"This means," said Wilson, "that despite the expansion of our sales volume during the past six months to an annual rate for that period of nearly \$725,000,000, the income therefrom, due primarily to inadequate price relief and to increased cost of materials, has been at a rate of only 3.3 per cent. Accordingly, we are still \$15,800,000 short of offsetting the loss from sales sustained in the first quarter of this year as a result of the strike which closed all of our principal plants for nine weeks of that period."

Ave Maria Hour WMCA — Sunday — 6:30

Ernest Graves as Narrator
George Shackley—Music

In its twelfth year as a Donald Peterson production.



Memos Of A Midnighiter...!

● ● ● Broadcasters liked the way acting FCC chairman, Charles Denny, presented commission's point of view at recent NAB convention. . . . Ethel Merman denying those widely circulated reports that she's expecting a visit from the stork and planning to leave "Annie Get Your Gun." . . . Radio Row still chuckling at the faux pas Al Jolson pulled on Barry Gray's all-nighter when he sang "Oh, Ruby, dear" instead of "Oh, Rosie, dear," in the tune he was warbling. Jolie turned in a spine-tingling performance, singing all the tunes from his smash film. . . . The \$300,000 tub-thumping campaign for "The Private Affairs of Bel Ami," a U.A. release, to include a sizeable chunk for radio. L. Fertig & Co., Inc., the agency. . . . Talk around that Mae West will go into Nicky B'air's Carnival in the spring. . . . Height of something-or-other in radio censorship is CBS' barring of Bunty Pendleton's Victor platter, "Horizontal," after Leeds Music had cleared the song, for being allegedly risque. The tune is strictly a Lazybones type of song, and Miss Pendleton sang it straight with no vocal tricks whatsoever that would in any way suggest double entendre lyrics. . . . Jack Bertell leaving MCA to go out on his own.



● ● ● OUR HATS OFF DEPT.: Myron Wallace's narration on ABC's "Facts or Fiction" Sunday afternooner. . . . Joel Herron's music via WHN. . . . Bertica Serrano's warbling at the Havana-Madrid—cute, colorful and Cuban. . . . Gene Hamilton's casual conversational commentary for the Boston Symphony. . . . Carl Brisson's Apollo disc of "Nora." . . . Bobby Doyle's signature platter of "And Then It's Heaven." . . . Timmie Rogers' new Majestic hit, "Flagalapa." . . . Henny Youngman's clowning at the Capitol. . . . Kip Hale singing at the Village Barn. His option was picked up opening nite.



● ● ● SMALL TALK: Henry Morgan will highlight the Radio Directors' Guild first annual ball Nov. 25th at the Waldorf. . . . Shirley Eder's first guestar on her WOR opener next week is Evelyn Keyes, of the Columbia Pictures' lot. . . . Walt Framer readying three new air shows—"Have You Got It?" a sidewalk palaver stanza, "Quiz Auction" and "You're In The Money," a giveaway series with a new twist. . . . Ex-GI singer, Jackie Heller, opening his own nite spot in Pittsburgh, Nov. 18th. He's currently at the Vogue Room, Hollenden Hotel, in Cleveland. . . . Fredric Fradkin readying a new musical combo to showcase in local hostelry. . . . Stan Kenton's crew, a definite part in the record-breaking biz at the Paramount, will be picked by Metronome as its "band of 1946" in the Jan. issue. . . . Ted Husing thumbing down all electrical transcription commercials at WHN, handling all sponsors via the "live" method.



● ● ● With WEAf shifting to its new call letters WNBC Sat., the strain on the announcers should be terrific. To encourage them not to say WEAf anymore, they are offering a "fluffscar" in the form of \$100 to the spieler who doesn't make such a mistake between Nov. 2nd and Jan. 1st. Office staff will be penalized a dime for each oversight in answering the 'phone. Niles Trammell, Pres. of NBC, will make the first station break at 6:00 p.m. Saturday with the WNBC call letters. Giving the "we pause for station identification" cue will be Gov. Thos. E. Dewey. At that time the new mike will be unveiled like a statue.



● ● ● Memo from Tim Marks, the sage of Radio Row: The good old days refer to the time when there were two cars in every garage instead of two families. . . . Marriage is "Truth or Consequences"—the hard way. . . . When radio producers are right, they credit their judgment. When they're wrong, they blame their luck. . . . On Radio Row, if you want to know an actress' bad points, just praise her to another. . . . Darwin was on the right road but going the wrong way. For instance, in radio, a lot of guys are making monkeys of themselves.

LOS ANGELES

By RALPH WILK

NEGOTIATIONS are on for Abbe & Costello to make their first picture in England next Summer at their current Thursday night NBC airshow series takes its custom three-month vacation.

Radio celebrities really are going down to the sea in a big way. Frank Morgan has his schooner, Dolph II. Ed "Archie" Gardner has new yawl, named, of course, "Duff Tavern." Now Bill Gargan, star of "I Deal In Crime" show, has something different in a maritime way. Through a friend met in China during his USO tour, Gargan has acquired a Chinese junk which he'll get to West Coast on a freighter. Accommodating six people, it operates sail.

Gordon T. Hughes, the CBS producer, has written a book on marriage customs in foreign lands and is interviewing about 30 matrimo-minded couples each week in connection with his show, "Your H Chest." Hughes has familiarized himself with marriage techniques in Ireland, Spain, England, France and other countries, including the native Chamorros of Guam.

Don Ameche will be doubly busy from now on. Besides his weekly radio show on Sundays over NBC, he begins his new movie, "Gallant Man," at Republic studios this week.

Detroit Office Opened By Radio Sales-C

(Continued from Page 1)

ered the Detroit area for Chicago Radio Sales, has been appointed Detroit manager. His headquarters are in the Fisher Building. Ogden entered radio in 1936 as an account executive for WMCA, New York, later joined the sales department WNEW. After four years with recording division of NBC, he named New York representative the North Central Broadcasting system and the Mississippi Valley work, a position he held before becoming associated with Radio Sales in Chicago.

Radio Sales now has offices in New York, Chicago, Los Angeles, Detroit, San Francisco, and Atlanta.

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For
**BETTER
ELECTRICAL
Transcriptions**

CALL PLAZA 3-9177

Hours Suited to Your Convenience

CINEMART 101 PARK AVE., NEW YORK 17, N.Y.

SAN FRANCISCO

BILL BERNIS and Bill Raidt, producers — conductors of MBS "Opportunity—U. S. A.," are pre-selling their next radio package labeled, "Let's Ask Mom," using a missionary twist. Based on a cross-section of opinions and suggestions, the producers will aim for West Coast sales when they reach Los Angeles this week.

George Crowell is the new night news chief at KROW, replacing Jack Crawford, who resigned to take over the secretary-managership of the San Francisco Junior Chamber of Commerce.

Local high school football games are now being broadcast by KROW under the sponsorship of Lingren's Shoe Store, Oakland.

Maury Baker has joined KGO as assistant in sales promotion to Robert F. Laws, Promotion and Publicity. Baker was recently released from the Army after service in the India-Burma theater. He replaces Bill Shaffner, resigned.

John Duff has joined the announcing staff of KFRC. He was formerly with KUTA, Salt Lake City.

A revival of The Front Page is being planned for the Curran Theater on November 3rd, starring Paul Speegle, radio columnist of The Chronicle, Rose Hunter, and Bill Gwynn of KFRC.

Dick Breen, KGO producer, has two new productions in his own home. The twins have been named Richard Lyons Breen, Jr., and Robert Gannon Breen. Dick is also the producer of the ABC shows "Are These Our Children?" and "Pat Novak For Hire."

Tieup With Science Mag. For "Exploring Unknown"

"Exploring the Unknown" scientific series aired on Mutual, will be the occasion Sunday (9-9:30 p.m., EST) for the announcement of a \$10,000 award by Science Illustrated magazine for "anyone who can prove actual communication with the dead."

Program sponsored by Revere Copper & Brass, was given a "rehearsal" yesterday at the Park Lane Hotel with Basil Rathbone, screen star; Robert D. Swezey, vice-president and general manager of Mutual, and Col. Stoopnagle participating.

TELEVISION!

College man presently with Biggest Television outfit for two years, desires executive duties in television department of an Advertising Agency, either N. Y. or Hollywood. Qualified to write, direct and produce. Write

Box 244, RADIO DAILY

1501 Broadway, New York 18, N. Y.

Rivers' Experience Factor In Obtaining FCC Nod

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday proposed to permit E. D. Rivers, former Governor of Georgia, to change his frequency from 1450 to 950 kc., and boost his power from 250 watts unlimited to one kilowatt night, five kilowatts daytime. In Valdosta, Ga., at the same time, it proposed to turn down the application of the Valdosta Broadcasting Co., for the same facilities Rivers was seeking for his station, WGOV.

In this case the Commission proposes to set a policy recognizing prior right of operating broadcasters to more favorable assignments, when they are available. Rivers, it was pointed out, had been seeking for five years to better his assignment, and the Commission felt that he should be given a priority even though grant of the competing application would mean another station for the area. It was pointed out that application may now be made for the facilities to be vacated by Rivers.

FCC Statement
In its conclusions the FCC points out: "The Rivers application proposes a change of the facilities of Station WGOV, the only station in Valdosta from a local class IV station to a regional or class III station, which would result in an extension of its signal to rural areas. The Valdosta Broadcasting Company's application proposes the construction and operation of a new broadcast station which would provide new and additional service to the city of Valdosta as well as serve the rural areas proposed to be served by WGOV. Taken alone, the consideration of the establishment of an additional and competitive broadcast service would be persuasive of a grant to the Valdosta Broadcasting Company. However, we cannot accept this factor as controlling, otherwise, an existing station seeking to improve its coverage is barred by a qualified applicant proposing to construct a new station on the operating assignment requested by the existing station. We are of the opinion that, in this case, consideration should be given to the past performance of WGOV and to its efforts to improve its facilities, and also to the fact that the frequency now being used by WGOV would be available for assignment to a qualified applicant proposing to establish an additional station in Valdosta or proposing to establish a station in a nearby community having a greater need than Valdosta for the use of this operating assignment.

Pioneer In Valdosta
"The record in this case shows that Mr. Rivers has pioneered radio broadcasting in Valdosta. As far back as 1941, he made application to expand the coverage of WGOV. He is a resident of the area and is experienced in ascertaining and serving its radio needs. Examination of the performance of this station since its establishment in 1940 discloses that it has been rendering a commendable public service to the city of Valdosta. In his application, Mr. Rivers proposes to continue the present quality of this service and to add a num-

ber of programs of interest to the rural populations included within the area he would gain. The Valdosta Broadcasting Company is composed of local residents, and the programs proposed by this applicant are found to be as meritorious as those proposed by Mr. Rivers."

Stork News
A six-pound, seven-ounce, baby girl, Carol Herma, was born on Saturday morning, October 26, to Muriel and Larry Lowenstein. Lowenstein is a member of the WOR publicity department.

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Newspaper Favored In Commission Grant

(Continued from Page 1)

that Mizer was unfit for the license was made.

The decision, involving the 990 band, was based mainly on the fact that the newspaper was a purely local operation, while Mizer is a Miami radio man. Further consideration was given also to the fact that the newspaper plans operation with ten kilowatts day and five night, while Mizer apparently has not the funds for operation with more than one kilowatt—and apparently cannot at this time afford to apply also for an FM license.

The Commission pointed out that the greater power planned by the newspaper would mean coverage for 50 per cent more than the 140,400 persons who would be covered during the day by Mizer's operation.

Mizer, the Commission held, "selected Orlando as the community for which to apply for a standard broadcast station because it appeared to offer a desirable commercial opportunity and was one of a number of places in Florida in which he would care to reside."

Mizer With WQAM

Mizer, for the past five years secretary of the Florida Association of Broadcasters, has been an official of WQAM, Miami, for the past 23 years.

Pointing out its preference for the newspaper application, the FCC remarked that "in considering conflicting applications between an applicant having no newspaper interests and one controlling newspapers, particularly where no other daily papers are published in the community, the Commission has on numerous occasions favored the former. This is designed to bring about a diversification of the media of mass communication. But the fact of newspaper ownership has been only one of the bases for consideration in determining who would better serve the public interest, convenience and necessity, it does not disqualify an applicant."

"And this fact, although always requiring careful evaluation, loses some emphasis when a number of other stations are in the community so that the broadcast medium of mass communication is diverse.

"Upon a review of the relative merits of the two applicants based upon the entire record, the Commission is of the opinion that the more effective service to Orlando and its surrounding area proposed by the Orlando Daily Newspapers, Inc., requires a grant to that applicant."

Stork News

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ber of programs of interest to the rural populations included within the area he would gain. The Valdosta Broadcasting Company is composed of local residents, and the programs proposed by this applicant are found to be as meritorious as those proposed by Mr. Rivers."

AGENCIES

MOUNCEY FERGUSON, ROBERT C. GELLERT and JOHN A. BAIRNSFATHER have joined the staff of Geyer, Cornell & Newell, Inc. Ferguson has been appointed as a copywriter. He was formerly with Federal Advertising Agency where he served in the same capacity. Gellert, who becomes an art director, was previously with Leon Livingston Advertising Agency, and the Wendell P. Colton Company. Bairnsfather joins G. C. & N., in a merchandising capacity. He was recently released from the Eighth Air Corps where he served as a major in combat intelligence in England.

MARJORIE GREENBAUM has resigned as copy chief of R. H. Macy & Company to join Foote, Cone & Belding. She was advertising manager for The Hecht Company, Washington, D. C., before she joined the advertising department of Macy's, where she served for 11 years, becoming Macy's copy chief six years ago.

LESTER LOEB has been appointed assistant to the president and general manager of Emil Mogul Company, Inc., New York advertising agency. He was formerly vice-president of Charles M. Storm Company, Inc., and for 20 years previously conducted his own agency in New York.

Columbia-Cornell Game On CBS Tele Saturday

CBS television outlet WCBW (WCBW-TV Nov. 2) will broadcast the Columbia-Cornell game at Baker Field tomorrow as part of the Ford "Parade of Sports" when the Lions return to their home field after a three-week road schedule. Mel Allen and Bob Edge will handle the play-by-play and color description.

Contest marks the half-way mark in the Columbia football schedule on the CBS "Parade of Sports." Three games remain: Nov. 9, Pennsylvania; Nov. 16, Lafayette; and Nov. 23, Syracuse.

WHEN KIDS CHOOSE UP SIDES
they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.
Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer President George H. Roeder General Manager

Auto Men Eye Radio For Co-Op Campaign

(Continued from Page 1)

for a series of weekly fifteen minute broadcasts designed to give the public authoritative, factual information on the automobile situation, both as to the manufacturing and distributing problems.

First deal for time is being negotiated on behalf of automobile dealer associations in the six New England states, Linus Travers, sales manager for the Yankee Network, disclosed yesterday. He said their relations with the automotive industry stemmed from their coverage of the Detroit automotive pageant some months ago.

Radar Being Applied To Civilian Uses Now

(Continued from Page 1)

communication to the British Air Ministry, said here yesterday. He is one of more than 100 delegates from 20-odd countries here for a Provisional Civil International Civil Aviation Organization meeting beginning which will set up world-wide standards for radar flying equipment.

Sir Robert, who first developed radar in England so that it could be used with such telling effect in the Battle of Britain, travelled aboard the Queen Elizabeth on her first peace-time voyage purposely to see the "latest and best" of shipboard radar navigational equipment. Some of this was made in Toronto at Research Enterprises, Ltd., to British Admiralty specifications, he revealed. "The father of radar" will deliver a lecture on radar in the British Commonwealth to the Engineering Institute of Canada, at the Bell Telephone Auditorium, on Nov. 5.

He noted with pleasure the attendance of four Russian radar experts and felt certain that they would help greatly in setting up world-wide standards.

There are four different types of radar equipment on board the Queen Elizabeth he said. Loran, for finding the ship's position at long distance; and Gee for finding a more precise position at short distances, are not so new. But the Toronto-made 268 is brand new as is the PPI, the planned position indicator.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery
Studios-Publicity-Advertising
Agencies

**FAST, DIRECT and
RESPONSIBLE**

Call — Hollywood 4780
Hollywood, Calif.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Boris Morros, producer of the flicker "Carnegie Hall," has arrived in Gotham to cut the film. Vaughn Monroe doesn't know it yet, but Morros wants him to star in a new musical as a result of his fine effort in "C. H." . . . ● Back in 1931 when she was just about breaking in her second pair of shoes, Margaret Whiting's favorite song was a number called, "Guilty," written by her dad Richard Whiting, Gus Kahn and Harry Akst. Whiting and Kahn have since passed away but their ballad still lives and is getting a great plug by Feist. Margaret will record it next month. . . . ● Tommy Dorsey will sponsor the musical education of 11-year-old Bobby Warde who portrays T. D. as a boy in the forthcoming picture "The Fabulous Dorseys." . . . ● CBSongstar Dick Haymes says that Catalina is Coney Island with a lorgnette . . . (see?). . . . ● Marjorie Goetchius, writer of "I Dream of You," has a repeat click with Embassy Music in "Like A Leaf in the Wind." . . . ● One of the finest of the new crop of tunes, is a rhythm ballad titled, "It's All Over Now," written by Don Marcotte and Sunny Skylar and published by BML. (MARK this in for your "Hit Parade" around Christmas. WARNOW). . . . ● Shapiro-Bernstein's next number one plug is the ballad "Reno Masquerade," written by Art Berman, Bernard iBerman and Jack Manus. . . . ● Mutual Music has a natural theme song for U. N. in the stirring march composed by Alton Alexander and Joe Bishop.

★ ★ ★

● ● ● Milton Berle (who'd rather have a hit song than a hundred G's) has collabbed with Solly Violinsky and Milton Ager on a ditty "You Should Have Told Me," published by Viking. . . . ● Dave Denney's Saturday ayem ABCowboy songfests "Musical Hayride," a treat for the ears (even for this city slicker). . . . ● Inez Matthews, who scored as "Carmen" in the Broadway hit, "Carmen Jones," will guestar on the Stromberg-Carlson WQXR musical, Dec. 2. . . . ● Happened backstage of the Roxy one day . . . when Bill Stern told Beatrice Kay he felt sooo tired the songstress replied, "you've been seeing too many football games and you're probably punts drunk." . . . ● If you've been listening to the "Breakfast Club" lately you've heard one of the most promising singers of the times . . . 18-year-old Patsy Lee, who as a child sang over KQW in Frisco under her real name, Patsy Ortega. . . . ● While in Chicago recently we happened to tune in on WIND and liked the tenoristry of Don Reynolds. . . . ● Thanks to the efforts of Jack Irving and Al Beilan, who are raising funds for her, Kathleen May, beautiful dancer who was stricken blind in Chicago, will have every possible medical care . . . nice goin' fellers. . . . ● Leo Langlois of Hudson Music has a positive hit in the novelty "Huggin' and Chalkin'" written by Clancy Hayes KPork pilot and Kermit Gold. . . . ● We like the free and easy delivery of announcer Dick Willard on Mutual.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—With the Yuletide season approaching, disc jockeys and homebodies will find plenty of use for Frank Sinatra's newest Columbia platter, "Silent Night, Holy Night," easily one of the Voice's best . . . flip-over is "Adeste Fidelis." . . . ● Duke Ellington's newest Victor disk, "Just Squeeze Me" (Don't tease me) offers a sultry vocal by Ray Nance . . . backed with the Duke's well-known "Swamp Fire." . . . ● Roy Ross, Musical Director at WNEW has taken over ailing Hank Sylvern's musical chores at Merry-Go-Sound Records. . . . ● Riley Shepard's Musicraft waxing of "The Postman Doesn't Call At My Door Anymore" is a must . . . backed with "Wear A Little Sunshine In Your Smile." . . . Originally recorded on Bluebird, Victor may have Texas Jim Robertson re-make the western novelty "The Cowboy Isn't Speaking To His Horse." . . . ● Ray Anthony Orchestra signed to record for Sonora. . . . ● Dick Thomas' new National disk "I've Got A Gal In Laramie," isn't another "Sioux City Sue" but should do well . . . reverse side is a western lament, "I'm Gonna Dry My Tears." . . . ● Perry Como greets the Christmastide with a fine platter (Victor) . . . the singable-jingable "Santa Claus Is Comin' To Town" backed with the sentimental "I'll Be Home For Christmas." . . . Russ Case Orchestra provides a soft musical background.

Expect No Price Rise To Follow Decontrol

(Continued from Page 1)

of price controls from radio sets will not result in any general increase of prices to the consumer. Instead the industry can now resume its normal highly competitive pre-war practices under which radio prices steadily were reduced, with quality improved.

"The radio industry came out of the war enormously expanded and is in a far better position than before the war to produce more and better radios at minimum, competitive costs. Before the war radios offered the best and cheapest public entertainment on a mass scale, and the radio industry today is prepared to carry on in this tradition."

Liberal Party Registers Protest Regarding WFAS

(Continued from Page 1)

the Commission on Monday when the Liberal Party was told by WFAS that it was not a "legally recognized party." Meanwhile, the radio committee of the American Civil Liberties Union also filed a protest with the FCC.

Yesterday, however, it was made known that WFAS had modified its stand somewhat, and stated that it would sell time to a candidate of the party, but not the party itself. Station made it clear, that the basis for this stand was information regarding the standing of the Liberal Party obtained by the Westchester County Board of Elections.

Formal demand for the sale of time by WFAS is expected to come today from the Liberal Party.

Wedding Bells

Announcement has been made of the engagement of Arlene Joyce, network radio actress, to Bill Levitt. Miss Joyce has been featured on "Superman," "Choir Practice," "Real Stories" and the Broadway production "Snafu." Levitt last was seen on Broadway in Maurice Evans' "Hamlet." Wedding date has been set for Dec. 28.

Send Birthday Greetings To—

November 1

E. H. Barkenhagen Barry McKinley
Webster Ellenwood Stan Shaw
Bob Ray Ray Sinatra

November 2

Tommeye Birch June Lyon
Benton Ferguson Cyde Scott
W. Haenschen Mary Steele

November 3

Donald Dickson M. B. Hudson
Morgan L. Eastman Wilfred S. King
Gus Haenschen Gilbert Mack
Edith Haphan Ed Smalle
Milton Herth Helen Wood

WEAF, WABC Change Call Letters Tomorrow

(Continued from Page 1)

featuring many of radio's favorite names titled "Hail and Farewell," (5:30-6:30).

The phrase "This is WEAF," familiar to New Yorkers since the station went on the air on August 16, 1922, will be heard for the last time at 5:30 p.m., tomorrow when the hour-long show begins. Actual changeover will occur in the middle of the program which will be highlighted by messages from Governor Thomas E. Dewey and Niles Trammell, president of NBC.

Commercial debut of WEAF, almost a quarter-century ago, occurred just 12 days after the station began operations. Sponsor was the Queensborough Corporation of Jackson Heights, L. I. First broadcast of a complete recital by the Philharmonic Society was carried by WEAF on November 22 of the same year. On January 4, 1923, came the first simultaneous broadcast by wire-connected stations, probably the earliest establishment of network radio, handled by the NBC flagship and WNAC, Boston. First radio address by a president to the people of the United States was also carried by WEAF on July 21, 1923, when Warren G. Harding went on the air from St. Louis, Mo. The World Series was first aired on October 20, 1923, with Bill McGeehan announcing and Graham McNamee, — later to become famous as a sports commentator—standing by. Initial coast-to-coast hook-up was engineered on Feb. 28, 1924 with WEAF serving as the New York outlet. Four days later, station carried the first network sponsored program by the National Carbon Company.

Participating in the special broadcast tomorrow night will be Fred Allen, Lanny Ross, Edgar Bergen, Bill Stern, Charles K. Field, Jessica Dragonette, Peter Donald and Frank Black conducting a 21-piece orchestra, in addition to other radio stars. Ben Grauer will be master of ceremonies.

WCBS Program Plans

At exactly 10:15 p.m., EST, tomorrow night, WABC will become WCBS, with actual changeover coming at a station break. "This is WCBS," a half-hour dramatization of the history of the station will dedicate the change (9:45-10:15) written by Bill Slocum, Jr., special events director of CBS, and produced by G. Richard Swift. Arthur Godfrey will emcee the program, which will recall the outstanding events of the outlet over a period of two decades. Regular program for this period "Saturday Night Serenade" sponsored by

★ PROMOTION ★

ABC's "Gold Keys"

American Broadcasting Co. is mailing to time buyers a gold envelope to which is attached a key ring holding "ABC's 7 Keys to America's Great Markets." Distributed by M. B. Grabhorn, stations' sales manager for ABC, the envelope contains rate cards for the networks key stations: WJZ, New York; WENR, Chicago; WXYZ, Detroit; WECA, Los Angeles; KGO, San Francisco; WMAL, Washington; and the American Pacific network.

With the exception of coloring, all rate cards are identically arranged as to subject matter. Cover names the station, operating power, and frequently while the inside lists rates for general broadcast advertising.

CKWX Folder

To aid and induce program sponsors, Vancouver's CKWX has recently mailed a five-sided folder to radio and advertising executives in Canada and the United States on the station's Promotion Yardstick service.

This folder, first in a series highlighting various types of media used by CKWX to deliver a guaranteed minimum in program promotion to its accounts, depicts the station's use of window displays with illustration and explanatory matter on the operation of Promotion Yardstick.

WNBT Pigskin Review

WNBT, New York television outlet for NBC, has mailed out the official review and roster of the 1946 New York football Giants as published by the pro gridiron owners. WNBT's announcement mentions that if you can't be there in person, as real football fans desire, you can still have an armchair seat on the 50 yard line by tuning in Channel No. 4 on a television receiver.

Pet Milk, will be canceled on WABC only.

Call letter change is the third for the CBS key outlet. Station was originally WAHG, an experimental outlet owned and managed by Alfred H. Grebe, who was president of the Atlantic Broadcasting Company. It became one of the first commercial stations in the country on Nov. 1, 1926 under the present call letters. CBS bought the station from Grebe on December 29, 1928, and less than a month later it began full time operation as a network affiliate.

Recordings Utilized

Recordings announcing the change, in the form of words and music by Jack Smith, Dinah Shore and Elsa Miranda (Chiquita Banana) have been used on station breaks for the past several weeks and will be used for some time after the official change tomorrow night.

Also, CBS, the television outlet, WCBW, becomes WCBS-TV tomorrow. One of the features of the video fare offered tomorrow is the Cornell-Columbia game from Baker Field on the Ford "Parade of Sports." Program will go on the air at 2:00 p.m., EST.

Zenith FM Drive

Zenith Radio Corp. has launched a program to help FM stations teach the public the advantage of frequency modulation, it is revealed by H. C. Bonfig, v.-p. Promotion kit, administered directly by Zenith dealers in territories where FM stations are trying to build audiences, includes a series of six articles answering the question, "What is FM?" Articles are designed to be presented in one week by a daily newspaper or spread over six weeks in a weekly publication.

Under its promotion plan, Zenith also has promised to concentrate its deliveries of FM sets to areas where new FM stations are scheduled to start operations. Zenith has been an FM broadcaster and receiver manufacturer since 1940 and its Chicago station, WEFM, broadcasts musical programs for 17½ hours daily.

Educational

WCAE has sent 7,000 folders to all public, private and parochial elementary and junior high schools, all libraries, parent-teacher groups, safety council groups and educators in the WCAE area to further promote the successful series of radio programs instituted last season by the station and Pittsburgh Public Schools. "Stories Of Nature" is the new addition to the series which are being piped directly into over one hundred Pittsburgh public schools. Prior to the broadcast, recordings are made in different classrooms each week on the WCAE wire recorder.

WOR's Contest

WOR's contest to determine the station's most distant daytime listeners showed that the most northerly, southerly and westerly listeners were in South Mountain, Ontario, Canada; Miami Beach, Fla. and Los Angeles respectively. WOR audience, hearing the announcement over "Better Half Matinee" at one p.m., EST, was asked to write in, repeating a code phrase, with their letters post marked before a certain time.

Letters were received from 21 states and from Ontario and Nova Scotia, Canada. Three most distant listeners received Parker watches.

Another Delmar Job

Kenny Delmar has been cast for the serious title role of "Lee Fountain Comes of Age" on "Columbia Workshop" over CBS Nov. 2 from 6:15-7:45 p.m., EST. Story was written by Joseph Ruscoll, former CBS staff writer now free lancing. Workshop will not be heard over WCBS, net's New York outlet, on Nov. 2 due to a political broadcast.

I'M CRYING FOR HELP! I NEED AN APARTMENT

Ready to rent or sublease—anywhere for any length of time.
Young married vet desperately in need of home.
Call GR-3-7272 from 9:30 to 5:30.

FM Interest Grows In Several Cities

(Continued from Page 1)

that it would be many months before the company could catch up with the backlog of orders." He added that his company had produced 62.2 per cent of all postwar FM-equipped radio-phonographs and 70.7 per cent of all postwar FM equipped table model sets up to Sept. 13.

Furthering the development of FM in the Baltimore area, Tom Tinsley, general manager of WITH, Maryland's pioneer FM station, called a meeting of all distributors and dealers of radio receivers this week in an effort to stimulate interest in FM receivers. Co-operative tieup calls for WITH to promote FM and for the dealers to use the station's programs for the purpose of demonstrating frequency modulation sets.

New Buffalo Station

WBEN's new FM station, WBEN-FM, will go on the air with high fidelity programs regularly in Buffalo, starting Nov. 11. Edward H. Butler, president of WBEN, Inc., announced yesterday. Station will operate on 92.1 megacycles with three kilowatt power and will broadcast from the Hotel Statler studios.

In addition to announcing the new FM station, Butler disclosed that orders have been placed for new RCA television transmission equipment for the proposed station, WBEN-TV.

"This station will operate on Channel 4—frequencies 66-72 megacycles," Butler said. "The power will be four kilowatt for the picture section and three kilowatt for the voice section. The television studios likewise will be located on the 18th floor of the Statler, and the television antenna on the Statler roof."

New 'Man's Show' Set

The man's point of view will be presented by emcee Dan McCullough in his new show, "Listen Here, Ladies," which premieres over WOR Nov. 4 from 1:30-1:45 p.m. Show will be heard Monday through Friday in place of "Jack Bunday's Album."

McCullough will talk about fashions, news events and social questions from the typical male standpoint. He will cover theatrical openings, home furnishing exhibits and other events around New York which are of interest to men.

WANTED AT ONCE! RADIO EXECUTIVE

A fast growing management company is offering an excellent opportunity to a high caliber thoroughly experienced Top-Man, whose advertising agency, network, transcription, and recording contacts are well-known. Our organization is aware of this ad.

Send career bio and other necessary information to: Box RD 861, 113 West 42nd St., New York 18, N. Y.

VANDA

IS IN TOWN!

PHONE HIM AT
Circle 7-5100

HOW'S YOUR HOOPER?

HOW DOES IT COMPARE WITH
THE FAT MAN'S? HE JUST
CHALKED UP A 9.0* WHICH
MEANS THAT HE LEADS 76%
OF ALL COMMERCIAL SHOWS
ON ALL NETWORKS.

Dashiell Hammett's Fat Man, a
sustainer, is available over
ABC at \$4,000 per week.
No matter how you figure it, this
adds up to just about the
best buy in radio.

American Broadcasting Company

our number is CI.7-5700

* Hooperating Oct. 1-7, 1946

Heavy Spot Time Sales

New Spot Contracts Being Mailed By NAB

Washington Bureau, *RADIO DAILY*
Washington — Mats for the new standard contract form for spots will be in the mail this week, NAB announced, following final approval of the form by NAB and AAAA. Numerous changes have been adopted from the 1942 form.

Walter Johnson of WTIC, Hartford, chairman of the NAB group which worked with AAAA on the form, declared his hope that "in the interests of standardization among stations, agencies and advertisers"

(Continued on Page 10)

Pearson To Get Award From Philadelphia Club

Drew Pearson has been named to receive the "Unity Award" of the Golden Slipper Square Club of Philadelphia at the Bellevue-Stratford Hotel on next Thursday evening.

Pearson is being given the award for his fight against bigotry and intolerance. Frank Sinatra received the award last year for the movie, "The House I Live In."

Navigation Aids Shown At Electronic Conference

Montreal—First meeting of the Radio Technical Division of the Provisional International Civil Aviation Organization to decide what radio navigational equipment should be adopted as standard on the world's air routes has been held here and attended by 140 delegates and observers of 28 nations. The presence of the four-Russian observers marked

(Continued on Page 8)

No Paper Tomorrow
Tomorrow being Election Day, observed in most of the states of the Union as a legal holiday, *RADIO DAILY* will not be published.

Okay Sale Of WHOM, Also Video For WGN

Washington Bureau, *RADIO DAILY*
Washington — The FCC on Friday announced that it has approved without a hearing the sale of WHOM, New York, from the Cowles brothers' Atlantic Broadcasting Company to *Il Progresso Italo-Americano* Publishing Company for \$450,000. Publisher of *Il Progresso*, leading Italian daily, is Generoso Pope. This approval marks the third approval granted by the Commission in the past two weeks for newspaper clients of attorneys Marcus Cohn and Leonard Marks.

First was the \$6,000,000 sale of WCAU, Philadelphia, to the Philadelphia Record, and the second was

(Continued on Page 5)

Mutual Stations Report 71 Co-Op Program Sales

Mutual network stations have reported 71 new sales of co-operative programs for the month of October, 20 of which were for the Fulton Lewis program which brings his total to 221 outlets, said to be the highest ever reached by a show of this type.

Erskine Johnson, Hollywood col-

(Continued on Page 8)

Miller Links Radio-Franklin As He Gets F. & M. Degree

Washington Bureau, *RADIO DAILY*
Washington—"It astonishes me to find it (broadcasting) approaching so near to perfection as it does," NAB President Justin Miller declared Friday on the occasion of his being awarded an honorary degree as Doctor of Laws at Franklin and Marshall College, Lancaster, Pa. Miller spoke at some length, pointing out the pertinence of the writings and words of Benjamin Franklin to the problems of

Wide Usage By Major Political Parties Of Radio Indicated Throughout Nation In Current Drive

Educational ET's Given New Buildup

Chicago—A new educational transcription service designed to give luncheon clubs and discussion groups themes for lecture-meetings has been launched by John B. Lewellen, general manager of the Quiz Kids and vice-president of Louis G. Cowan, Inc.

First release of the series which is being offered to clubs on a rental basis is a transcribed subject entitled,

(Continued on Page 8)

Test Commercial Drive Set By Pharmaceutical Co.

Union Pharmaceutical company, manufacturers of Saraka, through the Abbott Kimball agency, New York, have announced a radio test campaign using a radio version of Dor-

(Continued on Page 2)

Porter Retiree Re Return To Chairmanship Of FCC

Washington Bureau, *RADIO DAILY*
Washington — Price Administrator Paul Porter told *RADIO DAILY* Friday that he has not yet definitely made up his mind against returning to the

(Continued on Page 2)

Heavy last minute use of radio time by candidates in New York State as well as other states throughout the country is indicated from reports from both the Republican and Democratic National committee headquarters. While no official figures were available it was estimated that more than \$500,000

(Continued on Page 9)

War Dept. To Honor War Correspondents

Awards of theater campaign ribbons and certificates of merit to a total of 470 war correspondents, 20 of which are posthumous, will be made by the War Department at an Overseas Press club dinner at the Hotel Statler in Washington on November 23, Bill Chaplin, NBC commentator and president of the club, announced Friday.

General of the Army Dwight Eisenhower

(Continued on Page 9)

ABC Announces Series Of New Tele Programs

American Broadcasting Co., begins preparation this week of a television program series titled "Video Reports to America," a pictorial review of social and economic problems current

(Continued on Page 2)

Midget Radar
Contracts for the development of a new airborne simplified radar to weigh about 100 pounds have been awarded General Electric by the Air Material Command of Wright Field, Ohio. These sets will contrast with the 500-pound, 34-control radar employed by the Army Air Forces throughout most of World War II and which played a vital part in America's victory.

Laudable
In order that a blind girl might have the same opportunities for displaying her talents as a normal person, Arthur Godfrey on his CBS "Talent Scout" show last week presented Carmen Abel, young singer, in a darkened studio so the audience could not view her handicap. As a result, Miss Abel won first honors on her merits as a singer—not as a blind artist.



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

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FINANCIAL

(Nov. 1)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., 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.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Julian Price

Julian Price, 78-year-old chairman of the board of Jefferson Standard Life Insurance Company, and owner of Station WBT, Charlotte, was instantly killed in Wilkes County, N. C., on October 25 when his automobile ran off the highway and overturned.

Sked Tele Film

Detroit — Society of Automotive Engineers, at its meeting here, have scheduled ABC's television film of the Gold Cup, international speed boat race, as a feature part of their program. ABC's camera crews filmed the race last Labor Day and subsequently telecast the event over the web's five outlets.

WM AMERICAN BROADCASTING CO Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Coming and Going

DR. FERNANDO TUDE de SOUZA, of the Brazilian Ministry of Education, has arrived in New York and plans to remain here until Wednesday. He visited on Friday with Robert Hudson, director of education for the Columbia network.

HOWARD E. PILL, president of WSFA, Montgomery, Ala., is back at the station after having attended the NAB convention in Chicago.

HERSCHEL B. WILLIAMS, JR., director of commercial program development at CBS, has returned from an Indian Summer vacation.

FARNSWORTH FOWLE, correspondent for Columbia who now is on an extended lecture tour, will speak today in Milwaukee and tomorrow in Minneapolis.

OSCAR LEVANT, walking encyclopaedia regarding things musical left Friday for a few days in Cincinnati.

CARTER RINGLEP, sales manager of KMOX, St. Louis, who was in New York last week for conferences at the headquarters of the Columbia network, has returned to the Mound City.

ELINOR INMAN, Columbia's director of religious broadcasts, is back at her desk following three weeks spent in Savannah, Ga.

C. L. McCARTHY, vice-president and general manager of KQW, San Francisco, left New York Friday for the West Coast following a few days of conferences at the offices of the network.

Porter Reticent Re Return To Chairmanship Of FCC

(Continued from Page 1)

FCC as chairman. It is known that Porter has not been anxious to return to his old job. But he insists that his mind is not yet made up—but that he is not thinking very much about it now.

Queried about his earlier intention not to return, Porter replied that "I have been known to change my mind." His immediate plans, he said, call for a rest following the liquidation of OPA. When this finally will take place is not definitely known, but Porter said he hopes to clarify the liquidation policy the latter part of this week.

ABC Announces Series Of New Tele Programs

(Continued from Page 1)

rently facing the nation. Series, to be recorded on 35mm film, will begin a telecasting schedule over the web's five outlets early in December.

First documentary to be filmed by ABC will be a report on reasons for delay in automobile production. Camera crews will move into auto plants in Detroit, Pontiac and Flint in addition to traveling to various sources of supply to record production troubles. Other programs will cover housing, the merchant marine, labor and management, politics and politicians, and public health.

Test Commercial Drive Set By Pharmaceutical Co.

(Continued from Page 1)

othy Dix's famous newspaper column. The test will begin on the Pacific Coast network of ABC starting today from 12:45 to 1 p.m., Monday through Friday. The show will also be aired over WTP, Harrisburg, on the same days and will be heard from 3 to 3:15 p.m.

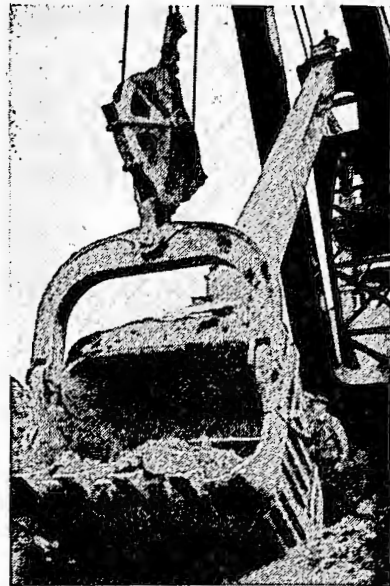
WQXR's Record Expert Imports 600 New Disks

Remy Farkas, WQXR's foreign record expert, announces the addition of 600 items, new to the U. S., to his collection of 12,000 records following a month's buying trip through western Europe. Farkas also bought 100,000 records for the Liberty Music Shops which sponsor his radio programs over WQXR and where he held the position of manager of the foreign department.

Send Birthday Greetings To

November 4

Joan Britton Bob Lawrence
Helen Dumas George Schattler
Samuel Stewart Hayes Al Wilde
Jack Landt George Barclay



Big scoop

That big baby is capable of biting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too. It's this: down here in Baltimore W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's delivering in quantity and quality the way time buyers like it.

And remember . . . there are 5 stations in this 6th largest city.

W-I-T-H belongs on any smart list.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

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



Perennial Advertising

95% of the advertising on WCAU is on renewal contract.

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

LOS ANGELES

By RALPH WILK

PRESENTING Sonja Henie," 15 minutes of Hollywood fashion and personality notes as voiced by America's ice queen, made its debut over KHJ October 12. The sustaining series is produced and announced by Jack Rourke.

Jack Rourke Productions announces that its Hollywood commentary show, "Look and Listen," has been purchased by the Hollywood Shop of New Orleans, La., for sponsorship on WWL, the CBS 50-kw. outlet in that city. The program hinges on news from the film capital with Jack Rourke as color commentator.

Art Linkletter, glib emcee of the "People Are Funny," show, has just written a book titled, "Out of My Head," without touching a typewriter. He transcribed it chapter by chapter on records. His only worry now is that the "manuscript" might get broken on its way to the publisher.

Mary Meade, singer on the Ed "Archie" Gardner show, has a terrific background of USO work. She sang for troops on Okinawa, Iwo Jima, Ie Shima and the Philippines, plus many other island outposts in the South Pacific.

Sam Jaffe Agency has expanded personnel and space facilities to accommodate its enlarged literary department and the addition of a television and radio division. Bob Longnecker heads the Jaffe radio and video department, moving in from New York where he was associated with Dumont Television in experimental "live" production and its 3 mm. "Televents."

Les Mitchel Productions, Incorporated, announce that the "Theater of Famous Radio Players" have added WBZ, Boston and KYW, Philadelphia for J. I. Fancy Frozen Foods; WGST, Atlanta, for the American Savings Bank; WML, Washington, D. C., for Mayer Furniture, and Maurice Harris Shoes, sponsoring the show over KGDM, Stockton, California, have renewed their contract.

Al Williams and his wife are en route by car for Al's hometown, Fayetteville, Arkansas, on a delayed honeymoon. Al returns to his promotion manager's desk of "Bride and Groom," November 11.



Broadway Bulletin Board. . . !

• • • Gen'l Foods picking up the tab on Mutual's "Juvenile Jury". . . N. Y. AFRA members meeting this week to take a strike vote. . . Insiders wondering what The Groaner's new rating will be, with rumors around that it's slipped 10 points from the opener. . . Aside to Bill Gernant: Nov. 8th's issue of Life will carry another spread on your "County Fair" stanza. . . Lotta talk around that Mae West will head a new dramatic airer. The blue pencil brigade already ordering more pencils. . . Joan Davis reportedly bringing her show to the east for a couple of weeks where she'll discuss a B'way show with producer Henry Adrian. . . Easing of the soap situation has brought suds manufacturers into the radio picture again with upped budgets. . . Frank Sinatra due in town this week with Nancy plus the usual entourage, including Hank Senacola, his pianist, music biz partner and best pal. . . Prestige of Ed and Peggen Fitzgerald upped plenty due to their smooth running commentary off-stage at the N. Y. Times Fashion Review last week.

★ ★ ★

• • • Marty Goodman had to do some tall stepping this past week to be on hand for Arlene Francis' air opener Wed. on the coast and Jean Sablon's preem at the Waldorf's Wedgwood Room the following nite, but he made it, thanks to the Wright boys' crazy invention. Arlene, debuting as a lady detective in "Affairs of Ann Scotland," with emphasis on the sex appeal, turned in one of her usual flawless performances despite a none-too-sturdy script. She'll have tough sledding bucking Sinatra and "Duffy's Tavern," but mystery stories have their following—and so does Arlene, including us. As for Sablon, the kid's the new White Hope of the nite clubs. They pulled him back for 13 encores at the Waldorf, with the ladies screaming, screeching, swooning and doing everything but grabbing the check in their efforts to get close to the new Social Lion. Looks like friend Marty has come up with a couple of live ones.

★ ★ ★

• • • **SMALL TALK:** Solid is the word for Billy DeWolfe's clowning on the Ginny Simms airer. We've been touting Billy for years (along with Paul Benson) and it's about time the boys who count recognized his great talent. Originally booked in for a single-o shot, he's being held over four weeks. . . Bill Morrow in town at the Warwick to recruit talent for future Bing Crosby broadcasts which will be cut in town shortly. . . 3 Suns celebrate their 7th year at the Piccadilly Circus Lounge this month. . . Exploiter John Irving Fields doing a bang-up press job on Lewis J. Valentine and the Gangbusters airer, cracking practically every city desk in town with spreads on the former Police Commissioner. . . Recommended: Joey Adams' first literary effort, "From Gags to Riches," with forewords by Toots Shor, LaGuardia, Earl Wilson, Gypsy Rose Lee and Frank Sinatra. . . Joan Edwards will be glorified in next issue of Esquire. . . Jimmy Dorsey a hot bet to follow Charlie Spivak into the Penn.

★ ★ ★

• • • **THE MORNING MAIL:** "Your answer to Larry Krasner," writes Ben Pratt, "was okay as far as it went, but it didn't go far enough. His contention that box office names from stage and screen 'make' radio programs must have caused wry smiles even from these same H'wood and B'way pets because, ineffective as some of them may be, they are aware that without a supporting cast of seasoned, experienced radio actors, they would fall flat on their expensive faces. Certainly they are able to get by with an occasional one shot, but how many of them could sustain a series, and how many have flopped when they tried it? I do not refer to singers and comics, naturally. The dramatic stars apparently believe their publicity and operate on the theory that anything they want to toss off is good enough for the dialing audience."

SOUTHWEST

LYNN W. LANDRUM, Dallas New Editorial writer and commentator, will be heard each Sunday over WFAA, Dallas for a quarter hour. Period has been used for the past several years by various Dallas New staff members. Landrum will discuss topics of current interest.

Raymond Collins, assistant manager in charge of the technical department of WFAA-KGKO, Dallas Fort Worth, will review FM broadcasting and reception under present conditions, forecast its future, answer questions in connection with a demonstration of FM broadcasting from KERA to members of the Dallas Advertising League at their regular meeting here this week.

Mac Morgan, baritone, born in Texarkana, is the latest Lone Star State singer to join the list of radio headliners. Morgan has been signed to sing on the NBC "Highways in Melody" which is broadcast every Friday night.

Special program of opening ceremonies of KYFM, San Antonio on November 1 was rebroadcast from the stage of the Majestic Theatre when an FM receiver was tuned in for the benefit of the patrons of the theater.

Jane Henry has joined the "Radio Rodeo" half hour program aired each Saturday over WOAI, San Antonio.

AD GLIBS

by DAVID O. ALBER

They call him Bang Crosby since he gave the radio industry the needle with his transcribed dodos.

It was heralded as the biggest thing that happened to radio since the vacuum tube.

Why all this hysteria?

It just goes to show what publicity can do.

Let's settle down and smooth our feathers.

Let's not make any wild predictions.

Let's wait and see.

Perhaps it will revolutionize radio.

Perhaps it will taper off as another experiment that looked like a bonanza but turned into a banana.

Only time will tell.

Meanwhile, I'm not taking any bets.

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity

654 Madison Ave., N. Y.
RHineland 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

RECORDING • MOTION PICTURES • RECORDING

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For
**HIGHER-
FIDELITY
MASTERS**

CALL PLAZA 3-9172

Complete Recording Facilities

CINEMART 101 PARK AVE., NEW YORK 17, N. Y.

FCC Okays Sale Of WHOM, Also Approves WGN's Video

(Continued from Page 1)

The okay last week for a new station bought by Orlando Newspapers, Inc., Orlando, Florida, in the face of a competing application from a non-newspaper applicant. Fourth, announced Friday, was that of WEEU, Reading, Pa., to the Hawley Broadcasting Company, whose owners are also owners of the Reading Eagle.

The FCC on Friday also announced that it has okayed a construction permit for a new commercial television station in Chicago, to be operated on Channel 9 with 18.4 kw visual and 4.4 kw aural. Licensee is WGN, Inc., radio subsidiary of the Chicago Tribune.

Largely because of his extensive motion picture interests, the Florida circuit operator, Carl Connie Floyd, has turned down in his application for a new radio station in Winter Haven, Florida. Although Floyd specified that he would devote 50 per cent of his time for the first six months to the operation of the station "and such additional time thereafter as may be necessary," he was found to be less qualified than the Petrus Belt Broadcasters, Inc., competing applicant of which company two out of the three directors are residents of Winter Haven, vets of World War II and plan to devote full time to the station.

The FCC proposed to grant the application of the Georgia-Carolina Broadcasting Co., for a new station in the 1230 band with 250 watts unlimited, at the same time holding against competing applications from The Voice of Augusta, Inc., and the Augusta Chronicle. All were seeking to operate in Augusta, Ga. Augusta already has two stations, with a third authorized several weeks ago. The Commission found the Georgia-Carolina Broadcasting Co., better qualified than The Voice of Augusta, Inc., and preferable to the Augusta Chronicle, apparently because it presents a non-newspaper licensee.

It was proposed also to grant the application of KSMO, Hannibal, Mo., a change in assignment from 10 kc, 250 watts, unlimited, to 1070 one kilowatt night, five kilowatts day.

Application of the Audrain Broadcasting Corp., Mexico, Mo., is proposed for denial because of multiple ownership. The Audrain Company, holding the 1240 band with 250 watts, largely owned by KSMO licensees. Also turned down was the application of the Monona Broadcasting Co., a new station on the 1070 band with 10 kilowatts, unlimited, in Madison, Wis.

A Pennsylvania sale was also approved, this time for \$270,000. The station is WAZL, Hazleton, sold by J. Hale and John F. Steinman to E. H. Whitney, Hilda M. Deisroth, Victor C. Diehm and George M. Chisnell.

On the Pacific Coast, the sale of KJR, Seattle, Wash., for \$700,000 was also okayed. Seller was Birt F. Fisher, the purchaser Totem Broadcasters, Inc.

The Salt Lake City, Utah, Telegram, was also permitted to buy into the Salt Lake City Broadcasting Company, licensee of KALL in that city. Abrelia S. Hinckley, George C. and Wilda Gene Hatch offered the company to the Telegram for \$100,000.

13 FM Grants

The FCC at the same time announced a series of 13 conditional FM construction permits granted for the City of Los Angeles, with a 14th held up pending completion of the application. The 14th is the Hollywood Community Radio Group.

The 13 successful applicants, all for Class B stations, include, in Los Angeles itself, Earle C. Anthony (KFI); Standard Broadcasting Co. (KFVD); CBS (KNX); Consolidated Broadcasting Corp., Ltd., (KGER); The Times-Mirror Company, Los Angeles Broadcasting Company (KFAC); Radio Broadcasters, Inc., (KRKD); Echo Park Evangelistic Association (KFSG); Unity Broadcasting Co. of California, KMPC, and Cannon and Callster, affiliated with KIEV, Glendale. Also licensed to operate in Los Angeles is Marshal S. Neal, licensee of KWKW, Pasadena.

Racket Expose

WOV's follow up to the recently aired series, "It's A Racket," will be a documentary drama titled "The Overseas Package Racket" to be presented Nov. 7 from 10-10:30 p.m. Program will alert listeners to activity of unscrupulous individuals in a business publicized as operating solely in interests of humanity. Drama, produced by Gail Austrian, utilizes a cast of ten.

Connect in Connecticut

WDRRC

HARTFORD 4 CONNECTICUT
WDRRC - FM

WHEN KIDS CHOOSE UP SIDES



they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

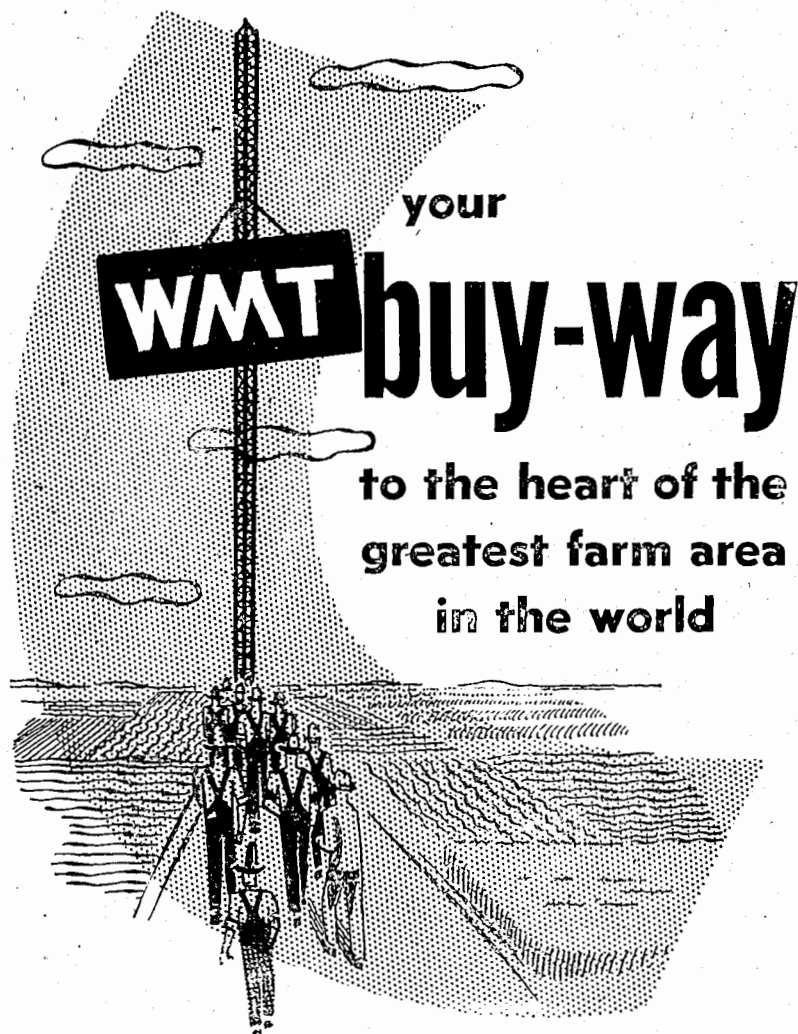
Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREG & PETERS, Inc.

Exclusive National Representatives
John Elmer President
George H. Rooder General Manager



your **buy-way**

to the heart of the greatest farm area in the world

WMTland embraces Iowa's richest farmland—Iowa that contains 1/4 of all the nation's grade A farm area—leading all states in cash farm income last year . . . a great, accessible market for you.

your "BEST BUY" to reach Eastern Iowa's buyers economically & completely AT 600 KC's—IOWA'S FINEST FREQUENCY



Represented by KATZ Agency

Member of MID-STATES Group



*November 2nd,
Columbia's key station
changed its call
from WABC to*

WCBS

For the listener, America's foremost station thus becomes unmistakably associated with the network which has made it great.

WCBS advertisers, local and national-spot, will profit from the explicit linking of station-call and network-call ... station program and network program ... station prestige and network prestige.

CBS network advertisers, too, will share new advantages from this reinforced identity between network program and local outlet. For instance: national program promotion, in whatever form, is now *automatically* translated into localized promotion for more than 13 million people.

Sponsors and agencies already have recognized the compelling logic in this change.

Some of them ask why we didn't think to make it years ago.

We should have.

*Still 880 on your dial.
Still the key station of the
Columbia Broadcasting System*

On the same date, WABC-FM changed to WCBS-FM.

WCBW, Columbia's New York Television Station, changed to WCBS-TV.

Miller Given Degree By F. & M. College

(Continued from Page 1)

a good newspaper in Pennsylvania; and we hope those gentlemen who are able will contribute towards the making this such. We ask assistance, because we are fully sensible that to publish a good newspaper is not so easy an undertaking as many people imagine it to be. The author of a gazette (in the opinion of the learned) ought to be qualified with an extensive acquaintance with languages, a great easiness and command of writing and relating things clearly and intelligibly, and in a few words: he should be able to speak of war both by land and sea, be well acquainted with geography with the history of the times; with the several interests of princes and states, the secrets of courts, and the manners and customs of all nations.

"Men thus accomplished are very rare in this remote part of the world; and it would be well if the writer of these papers could make up among his friends what is wanting in himself upon the whole. We may assure the public that as far as the encouragement we meet with will enable us, no care or pains shall be omitted that may make the Pennsylvania Gazette as agreeable and useful an entertainment as the nature of the thing will allow."

Discusses Commercials

One of the most serious and continuing complaints about radio broadcasting has to do with advertising, or so-called "commercials," Miller continued. "Some people do not know that the fine programs which they do enjoy are possible only because of the revenue which comes from such advertising. They do not suspect that the alternative is government radio broadcasting. They have not the faintest idea of the inadequacy, the dullness of government-broadcasting programs; to say nothing of the continual slanting, distortion and suppression which characterizes them.

"The question for us in this country is to determine whether we are willing to take our precious metals in the ore or whether we insist on having the pure refined product, without cost or effort upon our part; whether, perhaps, we cannot be a little patient with the broadcaster who is, after all, forced to deal with the enthusiasms of men who have things to sell which to them seem full of virtue.

"This is not to say, of course, that the broadcaster has no responsibility in selecting advertisers and in passing upon the scripts which are of-

Mutual Stations Report 71 Co-Op Program Sales

(Continued from Page 1)

umnist, recorded 27 new sales, including all Mutual-Don Lee California stations.

Following is a partial breakdown of the co-op sales for the month: Fulton Lewis, Jr., KXOA, Sacramento, Calif.; KQV, Pittsburgh; WMLT, Dublin, Ga.; WCNC, Elizabeth City; KDB, Santa Barbara, Calif.; WMOH, Hamilton, Ohio; KPDR, Alexandria, La.; KHOZ, Harrison, Arkansas; ("Telly Your Neighbor"); WMOG, Brunswick, Ga.; KRIG, Odessa, Tex.; WOHS, Shelby, N. C.; KFPW, Fort Smith, Arkansas; KPDR, Alexandria, La.; (Cedric Foster) KLUF, Galveston, Tex.; WGTM, Wilson, N. C.; WMAC, San Antonio; KTFS, Texarkana, Tex.; KHOZ, Harrison, Ark.; Also (Cecil Brown) WGTM, Wilson, Calif.; KXO, El Centro, Calif.; WMOC, Covington, Ga.; KAFY, Bakersfield; (Inside of Sports) WGIL, Galesburg, Ill.; WRHI, Rock Hill, S. C.; (Frazier Hunt) KTFS, Texarkana, Tex.; KFEL, Denver, KHOZ, Harrison, Arkansas; (Erskine Johnson) KPDM, Pampa, Tex.; WBBQ, Augusta, Ga.; KMAC, San Antonio; and WHKP, Hendersonville, N. C.

Owner of the station is Jack Tietolman. Verdun is a self-governing suburb of Montreal with a population of 75,000.

CKVL, 'Voice Of Verdun' Now Operating In Quebec

Montreal—CKVL, daytime "Voice of Verdun," opened officially at 1 p.m., Sunday. Manager of the new station is Corey Thomson, widely known to Montreal listeners as "Uncle Troy." The station has a frequency of 900 kilocycles and a power of 1,000 watts. It will operate between 7 a.m. and 4:30 p.m., and will be the first completely bi-lingual station in Canada, with even hours devoted to French programs and odd hours to English language programs.

Owner of the station is Jack Tietolman. Verdun is a self-governing suburb of Montreal with a population of 75,000.

ferred to him. Already, the broadcasters have established a higher level of performance in this respect than many of the newspapers and magazines which criticize them, because they realize that the radio invades the privacy of the home, of the family circle and of the individual, in a manner impossible for any other media."

Navigation Aids Shown At Electronic Conference

(Continued from Page 1)

the first U.S.S.R. representation at a PICAQ conference.

Group Capt. C. J. Campbell of Trans-Canada Airlines, Canadian delegation to PICAQ was appointed chairman of R.T.D., S. L. Hof of The Netherlands is first vice-chairman and Thomas J. Monahan of Ireland, second vice-chairman. As observers, the Russians took no part in the discussions. They are A. I. Bobrov, I. S. Dzight, M. I. Kohonin and L. E. Shtillerman.

Equipment Civilian and Military

At the invitation of PICAQ the United Kingdom, United States and Australian Governments held demonstration of radio navigation and communications equipment for delegates and observers prior to the meeting. These exhibitions featured the best of civilian and military equipment now being removed from the secret list, and placed a back-log of wartime research at the disposal of the civilian air transportation systems.

All demonstrations were designed to serve two purposes. 1. To give representatives of European nations, whose research was halted by the war, an opportunity to familiarize themselves with the latest developments of military and civil air navigational research so that they might apply these results to further the safety of air travel in their own countries. 2. To allow technicians to see the equipment in use so that they might determine the merits of the various types.

Dr. Edward Warner, president of PICAQ's Interim Council, who opened the meeting, pointed out that unless uniformity is established, transports in the near future will be greatly handicapped in flying the international air routes of the world.

Several Systems Considered

Included in the meeting's agenda are consideration of the long and short range navigational systems such as Consol, Loran, Decca, the omni-directional range, Gee, instrument landing systems, airborne and ground search radar, marker beacons, assignment to specific aeronautical services of extremely high frequency radio channels, the study of experimental radio and navigational equipment that may be adopted and consideration of the use of radar in search and rescue operations.

Educational ET's Given New Building

(Continued from Page 1)

"The Atomic Bomb." This record introduces the voices of Dr. Glenn T. Seaborg, atomic bomb scientist, with Neil Hamilton of the stage and screen acting as narrator.

The Lewellen package includes a 20-minute program of records (four sides), special brochures on the subject discussed for club distribution, publicity material, suggested opening remarks for program chairman and instructions for best method of presentation.

Lewellen, who personally supervises production of the educational recordings, expects to develop a circuit of Rotary, Kiwanis, and other luncheon clubs using the series. Test mailings of the "Atom Bomb" records to luncheon clubs throughout the United States have already proven the merchandising value of the plan.

Decca Appoints Educator As Record Consultant

Impressive use of records in the educational field, hitherto neglected in this regard, is seen in the announcement over the week-end by Jack Kapp, president of Decca Records, Inc., that Dr. Remson duBois Bird, will act as consultant to the company's recently formed educational division. Dr. Bird, a prominent educator, was president of Occidental College of Los Angeles for 25 years, also served as prexy of the Association of American Colleges in 1942, and is a past chairman of the Advisory Committee of the National Youth Administration for California.

Decca's new program, according to Kapp, calls for exploration in fields until now untouched by this medium. Various albums have been issued devoted to literature, stories legends and poems. Division will also stress further departures in ventures toward new methods of education.

"Our contribution in the field of educational recordings will be enhanced by our new ability to draw on Dr. Bird's extensive educational experience," Kapp stated.

AVAILABLE
Is your station in need of new blood? **TRANSFUSION FOR HIRE!** Aggressive young salesman with flair for showmanship. Willing to sell the merits of your station as well as time. Presently employed selling radio time in one of the world's toughest market. Desires employment in well-managed station. Write Box 245, Radio Daily, 1501 Broadway, New York 18, N. Y.

Dominant
VOICE OF SOUTHEASTERN CALIFORNIA
100 MILLION DOLLAR YEARLY MARKET
KXO
MUTUAL DON LEE EL CENTRO CALIFORNIA
S. E. RAYMER

5000 WATTS 1330 KC.
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.

HOOPER STATION LISTENING INDEX
FALL 1945 Calls - 6400 (SHARE OF AUDIENCE)

	WMRF	Others
8 A - 12 N Mon. thru Fri.	96.0	4.0
12 N - 6 P. Mon. thru Fri.	94.7	5.3
6 P - 10 P. Sun. thru Sat.	84.4	15.6

WMRF
LEWISTOWN, PENN.
NBC AFFILIATE
REPRESENTATIVE:
BURN-SMITH CO.

Political Groups In All Parts Of U. S. In Last-Minute Rush For Spot Time

(Continued from Page 1)

being spent in radio time in behalf of political candidates throughout the nation.

One minute and five minute transcribed spots have been the most popular with fifteen minute and half hour periods purchased for leading speakers. Funds raised for the radio are in most instances comes from party organizations in the communities where the time is being used.

The controversial series of three discs using the voice of the late President Franklin D. Roosevelt with those of President Harry S. Truman and Democratic Chairman Bob Hargan are being aired over a number of local stations, Bryson Rash, Democratic national committee registrar, announced in Washington. The discs have open ends leading into brief talks by local candidates. Cost of the transcriptions was reported at \$15,000.

New York Skeds Heavy

New York City stations, which have carried a volume of paid political time during this campaign which makes in size with a presidential election year, have revamped their regular night time schedules for Nov. 5 to broadcast complete coverage of election payoffs. Some have dropped all programs while others will remain on the air beyond their usual sign off time.

The four local network stations plan for their own local coverage in addition to that carried by the networks. WNBC (WEAF) will use facilities of its "Metropolitan News Roundup," recently developed under supervision of Thomas McFadden, station news director, to bring listener local returns every thirty minutes starting at 8:26 p.m. A special 20 minute edition of "MNR" will also be heard at 11:15 p.m., and 12:30 a.m., respectively. From 1-2 a.m., bulletins and summaries will be broadcast from "MNR" pickup points in city rooms of five local newspapers.

WCBS Announces Plan

WCBS (WABC) will break from the network four different times during the evening for two and one-half minute reportings of local returns. Six minute station break is scheduled somewhere between 11:45 p.m. and 12:30 a.m. All CBS affiliated stations will be allotted periods for local broadcasting.

WJZ's election announcers headed by Walter Kiernan and including Taylor Grant, Don Gardiner and Julian Anthony will report local returns at 27 and 57 minutes past the

hour beginning at 7:57 p.m. Outside New York City, WJZ will offer results to listeners in Connecticut, New Jersey, Delaware and Pennsylvania. Station also will make pickups from Dewey and Mead headquarters.

Election coverage by WOR was reported here previously, including announcement that station has cancelled all programs from 8 p.m., until returns are conclusive.

WNEW also has suspended all regular programming starting at 7:30 p.m., on Nov. 5. Again as in former years station will use facilities of New York Daily News for reporting outcome of city and statewide political races and results in pivotal states. WNEW's election reporting is under the direction of John Jaeger, chief announcer, with commentary delivered by Bruno Shaw, station commentator, and Murray Davis, political analyst of New York World Telegram.

WHN will have direct lines into Republican and Democratic headquarters where Bill Edmonds and Fred Johnstone will be stationed, respectively. Another pickup point will be Tammany Hall where George Hamilton Combs will do his regular 7 p.m., commentary. Bill Lang and John Connolly are to handle the studio roundup.

Early Starts Planned

WOV begins its election reporting about 6 p.m., and will interrupt all programs during the evening to broadcast returns as they come in over the wire service. Special election broadcasts will be under supervision of Thomas Morgan, Lewis Charles and Anne Baldwin with Morgan giving an analysis and roundup between 11:30 p.m., and midnight when the station signs off.

WMCA is suspending normal operations at 8:03 p.m., Tuesday and will continue election reporting until final results are indicated. Station's news department will utilize, in addition to wire services, facilities of New York Herald-Tribune. Analysis and trend indications will be presented by commentators J. Ray-

mond Walsh and Don Goddard. Broadcasts from headquarters of major political parties will be heard.

Returns Are Sponsored

Beau Brummell Ties, Inc., has bought a solid block of time on WINS from 8 p.m., until returns are conclusive. Station has assigned Lou Fisher and Joe Tobin to Democratic and Republican headquarters, respectively, with Paul Minor reporting from the studio. Paul Sherman will handle commercials. Twice during the evening station will switch to Cincinnati for election results in the Midwest. WINS is remaining on the air beyond the usual sign off time of 12:30 a.m.

WQXR will interrupt all programs to report election returns as compiled by the New York Times. Election staff of the Times, working in the City Room, will prepare the material for broadcasting and transmit it by private wire to WQXR.

WEVD from 9:30-10:30 p.m., will give a special analysis of election results in a discussion by Dr. William Bohn, editor of the "New Leader," Gus Tyler, ILGWU educational director, and Morris Paris, WEVD commentator and assistant deputy comptroller of New York City.

WHOM has scheduled election reporting in Italian at frequent intervals between 9 p.m., and 11 p.m.,

War Dept. To Honor War Correspondents

(Continued from Page 1)

hower and Secretary of War Robert Patterson will be the principal speakers at the dinner which will bring together radio and press correspondents who served all theaters of World War II.

Of the 470 correspondents accredited for the War Department awards are more than 100 radio correspondents representing networks and stations.

instead of signing off at 12:15 a.m., station will remain on the air until late returns indicate the outcome.

Other stations, including WWRL, WBNX and WBYN, have assigned several announcers to report election returns as fast as they come in by wire.

Philadelphia—WFIL and WFIL-FM will broadcast election news from eight remote pick-up points in Pennsylvania and New Jersey November 5 to augment their extensive election night coverage which will be presented jointly by the stations and the Philadelphia Inquirer.

Beginning at 8:30 p.m., and continuing until the elections in both states are decided, WFIL and WFIL-FM will broadcast returns from the city room of the Inquirer, from the stations' news rooms, and from the ABC network.

RADIO KIST

SANTA BARBARA • CALIFORNIA

Harry C. Butcher & Staff

Telephone 4000 TWX S BAR 7389

Benjamin Franklin Building

Sixth Richest Per Capita Market in the United States

The Quality Station in A Quality Market

National Representative: Joseph Hershey McGillvra, Inc., New York, Chicago, Los Angeles, San Francisco



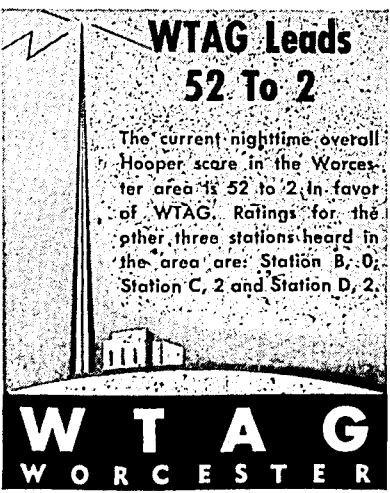
Affiliated with National Broadcasting Company

250 Watts

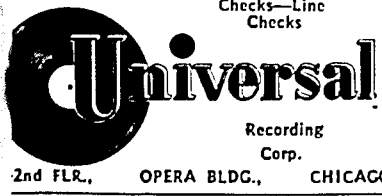
1340 KC

WTAG Leads 52 To 2

The current nighttime overall Hooper score in the Worcester area is 52 to 2 in favor of WTAG. Ratings for the other three stations heard in the area are: Station B, 0; Station C, 2 and Station D, 2.



AMB. 2142 For Air Checks—Line Checks



New Spot Contracts Being Mailed By NAB

(Continued from Page 1)
the recommended form will be universally adopted."

Most important changes in the new form include the following:

Par. 1 (F): Stations are permitted to use "certifications of performance" or affidavits, whereas old clause specified affidavits only; also provides they are to be furnished "at the time of billing," and further, that "unless requested prior to billing," shall not act as a condition precedent to payment or time of payment.

Par. 1 (G): Clause permits station to change requirements for payment "if station believes reasonably that agency's credit has been impaired;" and provides for payment of liquidated damages if contract is cancelled by material breach.

Par. 2 (A) and (B): Old contract provided termination on 14 days' notice. Now provides for 28 days' notice on programs, 14 on announcements. Renewals require uninterrupted service, and failure to exercise renewal option voids all rights.

Par. 3 (A): Now expanded and clarified; no liability for talent charges in new clause.

Par. 4 (A): Old contract permitted cancellation of a program to broadcast a sustaining program of public importance; new clause permits broadcast of any program "which in its absolute discretion it deems to be of public importance or in the public interest." This gives stations complete control over program content, as required under the licensing act. Clause (C) puts a limit on station's liability for non-cancellable live talent charges—not to exceed the net time charges.

Par. 5 (C): Provides for continuation of the contract up to 52 weeks, providing broadcasting is continuous. Clause (D) has been improved to provide automatic rate protection to agencies.

Par. 7 (A) is more explicit by including rules and regulations of the FCC; (D) is new and states that the station shall not be required to broadcast for any other products than those named in the contract without prior written approval. Clause (I) is new and provides deduction of 30 seconds for station-break purposes from any program.

Resume Service To East Indies

Direct radiotelegraph service between the United States and The Netherlands East Indies, suspended since March 7, 1942, when enemy forces overran the latter country, will be reopened November 1, with the message rate greatly reduced.

GORDON M. DAY

ADVERTISING SERVICE

Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, IAN-9343

★ THE WEEK IN RADIO ★

RCA Shows Electronic Color Tele

By JIM OWENS

For the first time in history, an all-electronic system of color television was demonstrated at the RCA Laboratories in Princeton. Although RCA execs are convinced color-telev is "out of the realm of controversy" they feel it's some years away from public use. . . . Networks and AFRA reached a deadlock in negotiations for a new contract. Basic issue is the attempt to halt web service to "unfair" stations. . . . Test-case hearing of the AFM-Petrillo-Lea Bill gets under way today in Chicago.

OPA dropped price controls on radios, concluding there is sufficient supply of sets on the market. Shortly after, R. C. Cosgrove, RMA president, pledged there would be "no general price increase" as a result of decontrol. Both Cosgrove and OPA chief Paul Porter agreed competition would keep prices down. . . . WNBC and WCBS were the new call letters of NBC and CBS key stations in New York, as of last Saturday. Changeover was marked by special programs on both stations.

New NAB board members approved eight sub-divisions as an adjunct to 17 association districts. . . . NAB also commended BMB at the conclusion of the Chicago conference, asked industry help in improvements, etc. . . . BBC's television service regained its pre-war stride, with regular programming and area coverage further advanced than ever before. . . . Transcription firms agreed to Petrillo's 50 per cent wage boost. . . . Networks and stations in N. Y. completed plans for wide coverage of local and national elections. . . . Television took a few strong strides forward as stations scheduled special public interest and sports events.

ABC okayed 107 programs for its FM affiliates to air simultaneously with AM broadcasts. . . . International Confederation of Authors' and Composers Societies ended its five-day confab in Washington. . . . Bill is planned in Canadian Parliament to remove CBC's power to publish newspapers and periodicals. . . . WLW-WINS news bureau shifts to Washington this week.

Large screen television is planned in England by J. Arthur Rank, British film tycoon. Experimental programs will be started early next year. . . . Ithaca College television stu-

dents got first-hand experience in a visit to the GE station, WRGB, in Schenectady. . . . Sale of a new half-hour drama on ABC last week gave the network a two-hour block of mystery airers Saturday nights. . . . Universal Broadcasting Company has formed a separate corporation to make transcriptions.

First Canadian city to make industrial use of FM is Winnipeg, with installations in fire departments, water works, etc. . . . National auto dealer associations meet this week in Detroit to formulate plans regarding heavy use of co-op programs in large-scale public relations campaign. . . . Sequel to Acting-Chairman of FCC Denny's optimistic FM outlook at the NAB conference is a flood of new applications. Meanwhile, several stations amended earlier applications, mostly for increased range and power. . . . In an unusual decision, Commission granted an AM license to Orlando (Fla.) Daily Newspapers, Inc. Applicant is also owner of city's only newspaper.

Harry Bannister, general manager of WWJ, Detroit, blasted BMB in a letter released to the press last week. Gwilym Price, president of Westinghouse Electric, urged immediate decontrol of raw materials and components for electronics industry. . . . The Liberal Party, for Mead and Lehman, filed a protest with FCC over alleged refusal of WFAS, White Plains (N. Y.) to sell time for political broadcasts.

William B. Lewis, vice-president of Kenyon & Eckhardt, is planning lectures in key Eastern cities to "educate" teachers, etc. in the science of children's programs. Trip is the result of recent criticism from educational groups of juvenile radio, most of it without justification. . . . Dorothy Lewis, NAB exec. has opened her fall tour of major cities and colleges discussing the woman's role in radio. . . . Eastern annual confab of the 4-A's is set for Nov. 18 at the Waldorf-Astoria. . . . CP requests continued to flood FCC offices, with the South well represented.

New Tele Receivers Exploitation A

Placing of approximately 200 television receivers in Washington experimental use by high government officials and agencies and installation of receiver equipment, the use of the press at the United Nations headquarters at Flush Meadows have been a part of television exploitation plans of Radio Corporation of America, R. DAILY learned yesterday.

Receivers Table Model

The television receivers in Washington are reported to be the table model receivers which scheduled to go on display with dealers in New York, Chicago and Angeles this week. These models were first shown at the recent TBA meeting at the Waldorf-Astoria in New York.

At the United Nations headquarters in New York, the RCA Victor division supplied the image orthicon cameras to pickup the action, receivers are tuned to the session and NBC cameramen operate equipment.

RCA Victor heralded its new television receiver, being distributed dealers this week, with a special half-hour live talent program on NBC's video station WNBT last night at 9 p.m. New table sets, model 630 with a 10-inch screen selling for \$100 plus installation, were on display during the television program.

Impressive Talent Lined Up

Among the show's talent line were Jinx Falkenburg, Tex McCrary, Robert Merrill, Cathy O'Donnell, Lillian Cornell. Account was hand through J. Walter Thompson.

Bruno-New York, Inc., radio contributor, begins distribution of new RCA Victor sets this week dealers in New York. The 10-inch model is available now in "reasonable quantities" for immediate delivery while the seven-inch model will be on the market in about ten days. RCA video sets were displayed in page ads yesterday in all five New York Sunday papers.

TELEVISION!

College man presently with Biggest Television outfit for two years, desires executive duties in television department of an Advertising Agency, either N. Y. or Hollywood. Qualified to write, direct and produce. Write

Box 244, RADIO DAILY
1501 Broadway, New York 18, N. Y.

The BEST Farm
Station Buy?

SINCE 1924, IT HAS
ALWAYS BEEN

K. F. N. F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS



"I won't be really appreciated until WFDF Flint puts me on FM."



Almost miraculous the speed with which the word grapevined around Washington (and those densely-populated neighboring counties of Maryland and Virginia) that Art Brown was coming back to WOL. Art Brown—the local idol (11 years on WOL) who traipsed off to New York last year to become WHN's star morning man.

Long before Art's return was announced, listeners and sponsors began calling up. *Two weeks* before he was due back, Art's "Musical Clock" (6:00-9:30 A.M., Monday through Saturday) was sold out solid, and a thirty-minute Art Brown Sunday night package had been tailor-made to satisfy a local sponsor.

Local advertisers know that the combination of a good show and 5000-watt WOL—Washington's most economical major network station—is the key to sure advertising success. They know that WOL is *delivering* one of the nation's top ten markets at base rates lower than those of any station of comparable power in any comparable market in the United States.

Wish we could sell you a share of Art Brown. Since he's sold out, how about one of our other equally-effective program packages or participations? Ask Katz.

BASIC MUTUAL

A COWLES STATION

WOL

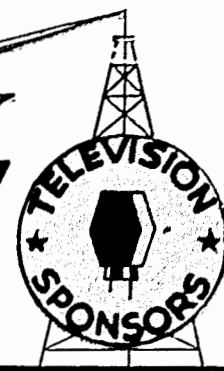
"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 26

NEW YORK, WEDNESDAY, NOVEMBER 6, 1946

TEN CENTS

Many FM Grants by FCC

Men Offer AFRA 17.5% Scale Boost

Transcription industry proposed AFRA at a meeting Monday a scale increase of 17½ per cent for programs with a hike in the minute spot announcements to \$8 base rate. First offer made by the transcription industry in first negotiations last month was a 10 per cent increase. However, it is understood that the second proposal of 17½ per cent cannot be accepted by AFRA since the union seeks the same scale

(Continued on Page 2)

Feltis Urges Conservatism In Use Of BMB Reports

Hugh Feltis, president of BMB, addressing the American Marketing Association in New York Monday, turned against the mis-use and misinterpretation of the BMB audience findings.

"BMB is not a substitute for other radio research nor for ability, experience and judgment," Feltis said. "I hope you will feel your way carefully in making use of BMB information. Test and experiment to see how it can be used validly. Guard against misinterpretations that may lead to costly wrong decisions."

FM Radio Distributors Attend Texas Conference

San Antonio, Tex.—More than 250 radio distributors, dealers and service men, were guests of KYFM, owned and operated by the Express Publishing Co., at a demonstration and dinner here.

Following the dinner the guests were shown a Frequency Modulation

(Continued on Page 2)

Turnabout

Mutual's "I Was a Convict" will receive an award next week for prevention and control of juvenile delinquency, and Atty. Gen. Tom Clark will make the presentation in the offices of the Department of Justice in Washington. Edwin K. Lucas, producer of the program, will receive the award, accompanied by an ex-convict whose story was dramatized on the show.

Super Selling

Unheralded appearance of Bob Hope and Edgar Bergen on WNBT's television show announcing RCA's line of new television receivers Sunday night set a new high in video merchandising. Both Hope and Bergen registered enthusiasm about the new receivers and were gracious ad-libbers with NBC's Ben Grauer. It was disclosed during the transmission that Bergen and Charlie McCarthy would guest on WNBT's "Hour Glass" show, Nov. 14.

Plans For FM-Tele Stations Announced

Cincinnati—Plans for the immediate construction of a frequency modulation and television transmitter station with a 575-foot tower were announced yesterday by James D. Shouse, president of the Crosley Broadcasting Corp., at a total cost of \$170,000. Construction will begin immediately on a site owned by the

(Continued on Page 7)

Justin Miller Radio Head Of March Of Dimes Drive

Judge Justin Miller, president of NAB, will again serve as national radio head for the 1947 March of Dimes, a post he had last year. Acceptance by Judge Miller was announced by Basil O'Connor, general chairman of the March of Dimes drive.

Hotel Chain Now Installing Television Sets For Guests

First permanent large-scale installation of television sets in a major national hotel chain got under way last week in New York with the announcement by the Hotel Statler Company, Inc., that 20 receivers had been placed in guest rooms of the Hotel Pennsylvania.

Announcement was made by Arthur F. Douglas, president of the chain, who said that the Pennsylvania "is the first hotel in the country to install television sets in guest

Record Number of Conditional Grants Announced By The Commission; New AM Stations Authorized

Ready Radio Market Indicated By Survey

While 31.8 per cent of U. S. urban families plan to buy radios, including television sets, according to a Collier's magazine survey, more than half (17.2 per cent) are undecided as to what particular brand they will purchase. As for buying preferences, Collier's survey listed 12 different makes of radios and among those who had made a choice the top figure was 5.9 per cent for one particular brand;

(Continued on Page 7)

Fannie Hurst to Speak At Luncheon Of REC

Fannie Hurst, author, the first of three speakers who have accepted the Radio Executives Club invitation to speak on "If I Were Running Radio," will be heard at the REC weekly luncheon on Thursday, at the Hotel

(Continued on Page 2)

Semi-Annual Meeting Of CBS Stations Opens

Semi-annual meeting of the station managers of the Columbia-owned outlets got under way yesterday at the network's headquarters with

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—In its first full meeting since the NAB convention, the FCC has made up for lost time by granting a raft of new FM and standard broadcast construction permits. Announcement has been made of FM conditional grants to the following applicants:

The Hartford Times, Hart-

(Continued on Page 8)

City College Plans 3rd Radio Conference

City College of New York, making plans for its third annual radio and business conference, is asking for 1946 entries in order to give national awards for outstanding skill and craftsmanship in creating radio programs and promotion campaigns. Classes of competition have been increased from six to seven with Class

(Continued on Page 8)

Tele Advertisers Expand Coverage To Philadelphia

Three national advertisers, all sponsors of weekly television programs over WNBT, New York, have expanded the video media to Philco station WPTZ in Philadelphia, thus creating the first commercial shows

(Continued on Page 7)

Fusion

A telephone long lines engineer gave two networks and one independent station the wrong number Saturday and Ted Husing, who was supposed to report on Georgia-Alabama over Mutual and WHN, turned up on CBS for about two minutes in the 2nd quarter. Simultaneously, sportscaster Maury Farrell, the CBS man, was heard on Mutual and WHN.

(Continued on Page 7)



Vol. 37, No. 26 Wed., Nov. 6, 1946 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

(Mon., Nov. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	11	10 3/4	11	+ 3/8
Am. Tel. & Tel.	169 3/8	168 1/4	168 1/4	+ 1/2
CBS A	30 3/4	30 1/4	30 3/4	+ 1/2
CBS B	30 1/4	30	30	+ 1/2
Crosley Corp.	29 3/4	29 3/4	29 3/4	+ 3/8
Farnsworth T & R.	9 3/4	9 1/2	9 3/4	+ 1/8
Gen. Electric	38 3/8	37 3/4	37 3/4	- 1/8
Philco	24 1/4	23 1/4	23 1/4	+ 1/2
RCA Common	11	10 3/4	11	+ 3/8
RCA First pfd.	84 1/2	84 1/2	84 1/2	+ 1
Stewart-Warner	16 3/8	16 1/4	16 3/8	+ 1/2
Westinghouse	25 3/8	24 7/8	25 1/8	+ 1/4
Zenith Radio	25 1/4	23 1/2	25	+ 2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	53 1/2	6 1/2
Stromberg-Carlson	13 1/2	15
WCAO (Baltimore)	38	
WJR (Detroit)	36	39

Heads WLW Chi. Sales

Cincinnati — The appointment of Harry F. Albrecht as sales manager of the WLW sales office, Chicago, has been officially confirmed by Robert E. Dunville, vice-president and general manager of the Crosley Broadcasting Corp., Albrecht moved into the position when William Robinson was appointed sales manager for the corporation's newly-acquired New York outlet, WINS. Albrecht comes to his new post with wide sales background. For 14 years he handled sales work and selling campaigns for the Western United Gas and Electric Co. Following his position with the utility company, Albrecht moved to a metropolitan Chicago radio station where he handled local and national advertising accounts.

WANTED

Midwestern organization seeks two script writers to fit into its public relations department program. One of them should be capable of assuming executive directorship of established radio schedule. Positions being held for World War II veterans. Submit material you have written with reply. Address

Box No. 247, RADID DAILY
1501 Broadway New York 18, N. Y.

Coming and Going

WALTER E. BENOIT, vice-president of Westinghouse Radio Stations, in New York last week for the parent company's first television show at WABD. He was accompanied by J. B. CONLEY, stations manager; F. M. SLOAN, assistant stations manager, and TOM MEEHAN, director of public relations.

FRED WAGENBOORD arrived late last week from WKBZ, Muskegon, Mich., for talks with the national reps of the station.

PAUL JONAS, Mutual network's sports director, is back from Athens, Ga., where on Saturday he supervised the broadcast of the Alabama-Georgia game. From the same city and the same game has returned JIMMY DOLAN, assistant sports director of CBS, who handled the contest for the Columbia web.

C. A. WOLCOTT, vice-president of A. C. Nielson Co., marketing research organization, is in Minneapolis, where today he will deliver an address before the Advertising Club of the Minnesota city.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back at the station following a short business trip to New York.

WILLIAM B. LODGE, director of general engineering for CBS, and KENNETH L. YOURD, senior attorney for the network, are back from Washington, D. C., where they attended the cutting and barbecue of the FCC Bar Association.

ARTHUR BRIGHT, general manager of KHQ, Spokane, Wash., is spending this week in Gotham. Sat in for a while Monday with his national representatives.

RICHARD HESS, manager of station research for CBS, and FRED MALLSTEDT, of the network's New York Radio Sales, have returned from Chicago, where they conferred with officials of WBBM.

ROBERT WOLFENDEN, manager of WPUV, Pulaski, Va., visited on Monday with New York executives of the Mutual network.

ET Men Offer AFRA 17.5% Scale Boost

(Continued from Page 1)

for live and transcribed programs and the former is yet to be settled.

Transcription reps on Monday did offer AFRA a "Crosby proposal" whereby any current live shows, changing to transcription, would maintain the same scale. Present scale for recorded programs is now about 10 per cent lower than for live shows.

In making their proposals, transcription reps pointed out their offer amounted to a 61 1/2 per cent increase for programs over AFRA code set up in 1941 and 252 1/2 per cent more for spots.

FM Radio Distributors Attend Texas Conference

(Continued from Page 1)

film produced by the General Electric Co. A demonstration of FM broadcasting was made from the new studios and rebroadcast from the stage of the auditorium.

W. M. Skillman of Dallas, district manager of the electronics department was guest speaker. Other talks were made by Richard Hayes, engineer of KYFM and Charles "Bud" Lutz, manager of the station.

Fannie Hurst to Speak At Luncheon Of REC

(Continued from Page 1)

Roosevelt, New York. Other speakers who will appear before the club at successive luncheons are H. V. Kaltenborn, dean of commentators, on Nov. 21, and Brock Pemberton, theatrical producer, on December 5.

Joins NAM Radio Dept.

Lawrence E. Witte has joined the radio department, public relations division, of the National Association of Manufacturers as script writer. He replaces Thomas Wolff who has been promoted to a special writing assignment in NAM's public relations division. Mr. Witte comes to NAM from the radio department of the American Legion's National Headquarters in Indianapolis.

Send Birthday Greetings To—

November 6

Mary Louise Ang'in Ole Olsen
W. I. Hamilton Frank Readick
Elizabeth Jones Selena Royle
Gene Sullivan



He speaks French

That picture was taken in 1938. It's the first beaver born in captivity at Terrebonne, Quebec. He answers to commands spoken in French.

Aside from that, he lives up to pretty much of all the old traditions. . . he can bite through a two-inch poplar in ninety seconds!

We're going to compare ourselves with that beaver. We're unusual in a lot of ways, too.

Our station is the successful independent in a big 5-station town. We have no glamour-affiliations . . . but we seem to speak the language of Baltimoreans. We deliver more listeners-per-dollar-spent than any other station in town.

And ours is a working-like-a-beaver station, too. Smart time buyers know that when you give the job to W-I-T-H . . . it is done well, quickly and without any fuss.

Is W-I-T-H on your next radio list?



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-RE

Within Your Reach

Philadelphia's

WDAS

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



THE MANAGEMENT of WINS acknowledges the vote of confidence in our future which has been expressed in the tangible form of contracts for time and programs by the following advertisers and their agencies. We assure both present and prospective clients that we will do everything in our power to merit and maintain this faith.

NATIONAL

ALLENRU
ARRID
BALPINE BATH OIL
BENRUS WATCHES
BROMO-SELTZER
CHARCOAL GUM
CHICLETS
COLUMBIAN INSURANCE
DIAMOND CRYSTAL SALT
EX-LAX
4-WAY COLD TABLETS
GRIFFIN SHOE POLISH
GROVES COLD TABLETS
IPANA TOOTH PASTE
LA BOHEME WINES
LUMMIS PEANUTS
NATURE'S REMEDY
MEADOW GOLD ICE CREAM
METROPOLITAN LIFE INSURANCE
MISSION BELL WINES
MOUNDS MY-T-FINE
PABST BEER
PEPSI-COLA
POLIGRIP
RAYVE SHAMPOO
RAZ-MAH

REL
REM
RIT
SIMONIZ
STANBACK
TUMS
T. R. C.
WILLARD TABLETS
WOODBURY DRY SKIN CREAM

LOCAL

BALTIMORE GOSPEL TABERNACLE
BELLEROSE CHURCH
EMPIRE DIAMOND & GOLD BUYING SERVICE
GOSPEL BROADCASTING COMPANY
KEENSIGHT LENS
LUTHERAN LAYMEN'S LEAGUE
MADISON LOAN COMPANY
NEW YORK DAILY MIRROR
NEW YORK TECHNICAL INSTITUTE
NEW YORK TELEPHONE COMPANY
PEOPLE'S CHURCH
PEIL'S BEER
SHERMAN BOW TIES
TUCKER FURS
WILLIAMS USED CARS

It is our sincere desire to provide New York listeners with an expanded and improved program service. To this end we have already added additional experienced program personnel and made many changes in our program schedule.

On October 13 we began an inter-change of programs with WLW by direct wire and we are now receiving reports direct from the WLW-WINS Washington Bureau. Other services and innovations will be added . . . all based on sound, tested principles of good radio programming and station operation.

CROSLY BROADCASTING CORPORATION

There



All gold in Northern California

Not since the gold rush in 1849 has there been such world-wide interest in Northern California as today. During the war the entire state grew tremendously, and what's important . . . the upward trend continues. On the basis of the latest population estimates, California is now the second largest state in the Union.

For nearly 100 years the earth of Northern California has yielded vast quantities of gold ore. Today, mining continues to be an important activity, but the *richest* gold being taken from the earth is in the form of agricultural products. The vast output of fruits, field crops, truck crops, poultry and livestock has made California the leading state in cash farm income. *Of the nation's 10 wealthiest farm counties, five are in the KPO primary listening area.*

Because of the important role of agriculture in the economy of Northern California, KPO

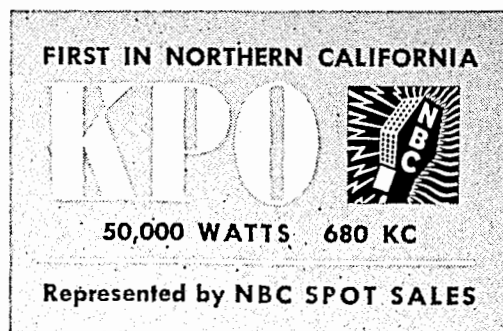
has always put service to the farmer high on its list of program activities. In 1943 KPO originated

THE FARMER'S DIGEST

. . . a program specifically designed to serve the farmers, fruit growers and ranchers of this great productive area. Directed by Henry Schacht, national authority on farm problems, and sponsored by Standard of California, *The Farmer's Digest* provides a program of agricultural news and information of practical value to the rural listeners of Northern California.

KPO CULTIVATES LISTENERS

For over 24 years KPO has been raising a crop of its own . . . a tremendous crop of loyal and responsive listeners. This careful cultivation of KPO's listeners has resulted in increasingly larger, more attentive audiences for sponsors' sales messages. Why not for yours?



THE NATIONAL BROADCASTING COMPANY

AGENCIES

KEENAN AND EICKELBERG, a partnership, with Wilbur Eickelberg in charge of the Los Angeles office, and Hubbard Keenan in charge of the San Francisco office, will take over the representation of Taylor-Howe-Snowden radio stations, effective Nov. 1. In addition to the THS list, Keenan and Eickelberg also handle the west coast sales for WOR, New York, and WGN, Chicago.

ROBERT WILSON for 17 years an art director with Young & Rubicam, has joined the Emil Mogul Company, Inc. as their art director.

EDWIN McNALLY, formerly executive vice-president of the Barbasol Co., Indianapolis, has been elected president, succeeding the late Frank B. Shields. Louis R. Wasey, of Erwin, Wasey & Co., New York advertising agency, who founded the Barbasol Co. with Shields 27 years ago, remains chairman of the board.

'Spokesmen' On WFAS For Mead And Lehman

After a controversy over the sale of time to the Liberal Party by WFAS, White Plains, N. Y., in which a portion of the issue was whether time should be sold to the Liberal Party, as such, or to "legally constituted candidates" endorsed by the party, it was agreed that "spokesmen" would be permitted to talk in behalf of Sen. James Mead, candidate for the Governorship of New York, and Hon. Herbert H. Lehman, candidate for the U. S. Senate.

Mrs. Roosevelt Heard

The station was reported last week to have refused time to the Liberal Party because it was not "the legally constituted party" in the concurrent opinions of the Westchester County Board of Elections and the State Board of Elections. However, WFAS officials this week asserted that they advised the party officials at the outset that time would be made available if the speakers in question were in behalf of "actual legally constituted candidates."

The speakers heard over the week-end on the station were Mrs. Eleanor Roosevelt, Russell Davenport and Dean Alfange.



Notes From An Aisle Seat. . . !

• • • All Brooklyn Dodger home games next season will be televised via CBS. . . Prohibition Party rearing its head again threatening to boycott any air shows backed by alcoholic beverage firms. . . Publisher Bennett Cerf and Ralph McGill new members on Geo. Foster Peabody Radio Awards Board. . . WLIB bought a church on E. 30th St. to house all their studios and personnel. Nov. 12th they'll know whether or not they've won increased power and nite-time operation. . . Babe Ruth set in a half hour stanza with Mel Allen in a show tagged "On The Ball," by Ted Seidel Associates. . . Hear that "Light of the World" is due for a return date on the air. . . Paul Denis winds up his duties with Earl Wilson on the 16th, probably starting his own radio col'm the following day in the Post. . . Richard Barthelmess coming out of retirement and being readied for an air series by Lester Lewis. . . Seaman Jacobs wonders if the Ink Spots can sing under water. . . Ralph Edwards feuding with RKO over type of roles given him. . . Bob Thiele, now packaging and producing "Monica Makes Music" over Mutual, has two sponsors interested. . . Sherman H. Dryer has another air series readied with Basil Rathbone called "Shadows of the Mind." Film star will play a psychiatrist and the dramatizations will be based on scientific literature combining nooses and neurotics, pistol shots and schizoids. . . Dell Crosby has resigned as director of radio at Cecil & Presbrey, Inc. . . GAC packaging an air show for Elliott Lawrence. . . Milton Berle sums up the election thusly: Dewey what comes nacherly. . . Newspaper Guild will announce tomorrow that its Page One Award for the top air show will go to "Superman" and to Bill Lewis, vice-president of Kenyon & Eckhardt, for having put it on the air.

★ ★ ★

• • • LISTENIN' IN: ABC's "Willie Piper" is one of the most delightful characterizations on the air. Excellent scripting, acting, musical background, etc. . . Highlights of the Theater Guild's "Last of Mrs. Cheney" were the low innuendos in the voice of Gertie Lawrence. . . "Music You Know," CBS' pleasant way of bringing Sunday to a musical close, is rich with melody. Stewart Metz does a fine announcing job.

★ ★ ★

• • • With radioites worrying about all the shows leaving N. Y. for greener pastures, there's some consolation in the increasing film production headed this way. Othand, we can think of three feature pictures using Gotham as their base of operations, "Carnegie Hall," "Boomerang," and "Mother Cabrini." The energetic Max Richard is handling all of the casting, natch. . . "The Love Story Theater," on Mutual, after two broadcasts, has already won its star, Jim Ameche, over 20 proposals of marriage via fan mail. The guy's already married and what's more is a pop—but listeners will be romantic. . . Sudden thought: What a great bet Claude Rains would be for a serious dramatic series. . . Bret Morrison, radio's Shadow, has a new series ready called "Love Song," featuring his singing. . . Alan Courtney, one of the column's pets in the disc jockey field, drops a line from KMYR to dish out the local gossip. Among other things he reports that both Glen Gray and Isham Jones have bought ranches out Denver way. . . Billy Conn the latest sports figure said to be in line for a commentary job.

★ ★ ★

• • • THEY COULD USE: Bing Crosby: More of the old K.M.H. formula and less hit and miss technique as displayed on two of the three canned programs. . . Henry Morgan: Some decent musical innings, plus a good gal singer to liven things up between funny lines. . . Alice Faye & Phil Harris: Lessons from Harriet & Ozzie. . . Rudy Vallee: An idea, a script writer and a permanent top comic. . . Dan Golenpaul: Options on people like Fred Allen, Groucho Marx and Geo. Jessel to hypo "Info, Please."



REPRODUCED AT LEFT
cover of the eight-page
Parade of Stars tabloid.
original is in color.
11-in. x 16-in. On October
these tabloids—100,000
them, will be delivered
door of EVERY DWELLER
in the city of Portland.

Where Showmanship Means Salesmanship

KGW's fall Parade of Stars promotion campaign gives the big play to commercial programs. Read the detailed list below and you'll admit that when KGW goes out to do a promotion job it really covers the field. We think this is showmanship with the emphasis on *salesmanship*.

... PARTIAL LIST OF KGW PARADE OF STARS PROMOTIONS

1. JUNIOR PARADE OF STARS
2. PARADE OF STARS TABLOID
3. NEWSPAPER ADVERTISING
September 29 through October 13 KGW will use 13 ads in The Oregonian, a total of 80 inches, and 60 inches in the Oregon Journal.
4. HIGH SCHOOL PAPERS
In the first two weeks of October KGW will use 320 inches of space in Portland's eight high school papers.
5. COMIC STRIPS
Parade of Stars advertisements will be used in The Oregonian comic sections, October 6, 13 and 20.
6. CITY BRIEFS
Oregonian City Briefs, two or three per day, for the duration of the Parade of Stars campaign.
7. OUTDOOR BOARDS
KGW will use Parade of Stars 24-sheet outdoor boards throughout the city of Portland for the entire month of October.
8. STREETCAR CARDS
Streetcars and busses in Portland will carry Parade of Stars cards the entire month of October.
9. RADIO ANNOUNCEMENTS
Station KGW will carry a heavy schedule of Parade of Stars announcements. Announcements have also been scheduled on Station KXL, Portland.
10. NEWS RELEASES
All Portland publications will be covered with Parade of Stars news releases.
11. WINDOW DISPLAYS
Parade of Stars special window displays in retail stores.

KGW
620 ON YOUR DIAL
AFFILIATED WITH
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

1906 1946
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Hotel Chain Installing Tele Sets For Guests

(Continued from Page 1)
 The project, worked out by A and Statler engineers over a considerable period of time, requires specially designed antenna system which has been erected on the hotel. System now provides for quality reception from all three New York stations, and also permits extension for reception from new stations. Feature of the installation, according to hotel execs is the choice given to guests regarding program selection.

More Installations Planned
 Douglas also explained that the New York installation is the forerunner of similar accomplishments in the Washington Statler hotel,—which is the only other city in the country where the chain has a hotel and where a video station is now in operation. Later installations are planned at Statler hotels in St. Louis, Cleveland, Buffalo, Detroit, Boston and the William Penn in Pittsburgh. New Statler is being completed in Los Angeles at which time it is expected installations will be started there.

Statler execs pointed out that guest-room installations will continue as rapidly as RCA receivers are available and that "many of the rooms" in the Pennsylvania will be so equipped.

Bi-Annual Meeting Of CBS Stations Opens

(Continued from Page 1)
 Edward S. Meighan, vice-president and director of station administration presiding. Network and station problems will be discussed at the three-day meeting.

Those attending were: Arthur Hayes, general manager, WCBS, New York; Frank Falknor, assistant general manager, WBBM, Chicago; Gold E. Fellows, general manager, WJL, Boston, and manager of New England Operations for CBS; A. E. Kelly, general manager, WCCO, Paul-Minneapolis; D. W. Thornburgh, general manager KNX, Hollywood, Calif., and vice-president in charge of the Western division; W. B. Campbell, general manager, WJLX, St. Louis, and Carl Burkland, general manager, WTOP, Washington, D. C.

Comptroller-Chief Accountant

Five years experience supervising accounting for a group of Broadcasting Stations, which included network, independent, clear channel, regional and local stations as well as their own Representative organization. Experience includes Newsletters, Transcription, FCC reports, Taxes, budgets and installation of systems and controls. CPA New York State. Available immediately. Write—

RADIO DAILY, BOX 249
 501 BROADWAY, NEW YORK 18, N. Y.

Tele Advertisers Expand Coverage To Philadelphia

(Continued from Page 1)
 to be carried by a television network. Although Gillette's "Cavalcade of Sports" has been telecast simultaneously over four different stations on certain occasions, Gillette bought commercial time only on the originating station, WNBT.

First advertiser of the trio to sponsor a commercial network television program is Bristol-Myers Co., whose show "Geographically Speaking," with Mrs. Carveth Wells, is aired each Sunday at 8:15 p.m. Agency for Bristol-Myers is Young & Rubicam.

Second entry into the tele network is Standard Oil Co., of New Jersey, sponsor of the "Esso Television Reporter" every Thursday at 7:50 p.m. Agency for Esso is Marschalk & Pratt. Latest television network advertiser is Firestone Tire & Rubber Co., which sponsors "Voice of Firestone Televues" on Mondays at 8 p.m. Sweeney & James Co., is agency for Firestone. All three programs are being sent to Philadelphia from New York each week by radio relay.

Opera "Intermissions" Being Set By Souvaine

Plans for intermission programs during WJZ-ABC network broadcasts of the Metropolitan Opera every Saturday at 2 p.m., EST, starting Nov. 16, are announced by Henry Souvaine, Inc., director of the broadcasts. Music critic Olin Downes continues as quizmaster with Dr. Sigmond Spaeth, member of the board of experts, answering questions sent in by the listening audience. Other experts will be Deems Taylor, Robert Lawrence, operatic and orchestral conductor, and Robert Bagar, well known critic.

Another intermission feature will be "Opera News on the Air," conducted by Boris Goldovsky, head of the opera department at New England Conservatory of Music. Texas Company, as sponsor of the broadcasts, is retaining the "Opera Round Table" which presents musicians, actors, playwrights and others in an informal discussion of opera and music in general.

Plans For FM-Tele Stations Announced

(Continued from Page 1)
 corporation at Warner and Chickasaw Streets in a northern suburb of Cincinnati.

Permission to erect the shell of the building which will cost \$34,500 was granted by Civilian Production Administration. The balance of the investment will be applied to the purchase of equipment and erection of the tower, Shouse said.

The old WSAI radio tower of 250 feet which has for many years been local landmark, will be replaced by the tower several hundred feet higher for both FM and television broadcasting. When WSAI was sold by Crosley, the corporation retained title to both the tower and the site, Shouse explained.

Tele Studio Planned
 Adjacent to the transmitter building will be erected auxiliary FM-television studios. The overall size of the initial project will be 70 by 150 feet. As planned, the building will face the brow of the hill overlooking the basin of the city.

The tower and building eventually will compose Crosley's basic transmitter unit for covering metropolitan Cincinnati with both FM and television. Until the unit is completed, the new services will be provided from the 48th floor of the Carew tower in downtown Cincinnati, the present location of Crosley experimental FM and television equipment.

Ready Radio Market Indicated By Survey

(Continued from Page 1)
 preferences divided among the other 11 makes of sets ranged all the way from 1.7 per cent down to one-tenth of one per cent.

The survey is a supplement to the recently released, "The Collier's Market—A Qualitative Survey." The Psychological Corp. of New York compiled the figures after making 8,000 personal interviews in 125 cities and towns, with a population of 2,500 or more, in 44 states. Preliminary interviews were made in December, 1945, and the finals in February and March of 1946.

1.1 Sets per Family
 Although more than half the families who plan to buy new radios have not made a brand choice, 12.8 per cent have decided to buy a combination radio-phonograph, the largest percentage figure in this category. The survey found that among 8,000 families there were 11,289 radios, an average of 1.1 radios per family. And 27.5 per cent of the sets are 10 years old or over.

Hersholt 10 Years On Air
 Jean Hersholt begins his 10th year as "Dr. Christian" in his CBS broadcast Nov. 6 from 8:30-8:55 p.m., EST. Producer Dorothy B. McCann has been in charge since the show's inception.

BEGIN THE BIG GAIN with



CLEVELAND'S Chief STATION

Advertisers begin the big gain when they get in step with Cleveland's CHIEF Station — for long-term advertisers and large listener acceptance prove WJW's programming does a consistently solid job of selling and entertaining.

BASIC ABC Network CLEVELAND, O. **WJW** 500 Watts 850 KC DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

Conditional Grants For FM And AM Reach Record Volume At The FCC

City College Plans 3rd Radio Conference

(Continued from Page 1)

(Continued from Page 1)
ford, Conn.; Capital City Broadcasting Corp., Tallahassee, Fla.; Carter C. Peterson, Savannah, Ga.; Capital Broadcasting Co., Jefferson City, Mo.; Radio Asheville, Inc., Asheville, N. C.; News and Observer, Raleigh, N. C.; Statesville Broadcasting Co., Statesville, N. C.; Public Radio Corp., Tulsa, Okla.; Associated Broadcasters, Inc., Bethlehem, Pa.; Lone Star Broadcasting Co., Fort Worth, Tex.; Southern Broadcasting Corp., San Antonio, Tex.; Gazette Printing Co., Janesville, Wis.; The Journal Company (The Milwaukee Journal), Wausau, Wis.

The Piedmont Publishing Co., Winston-Salem, N. C., was granted an FM permit conditional upon the moving of Gordon Gray's WMIT, now in that city.

Also granted permits were: Birmingham Broadcasting Co., Inc., Birmingham, Ala., class B, Channel 230, 30 kw.; Radio Broadcasting Corp., Twin Falls, Idaho, Class B, Channel 241, 3 kw.; Rock Island Broadcasting Co., Rock Island, Ill., Class B, Channel 264, 36.6 kw.; Syndicate Theatres, Inc., Columbus, Ind., Class B, Channel 237, 31 kw.; Kokomo Broadcasting Corp., Kokomo, Ind., Class B, Channel 268, 34 kw.; Banks of the Wabash, Inc., Terre Haute, Ind., Class B, Channel 244, 20 kw.; Herman Radner, Dearborn, Mich., Class A, Channel 282, 480 watts; Grand Rapids Broadcasting Corp., Grand Rapids, Mich., Class B, Channel 226, 10.5 kw.; Radio Station WISE, Asheville, N. C., Class B, Channel 234, 9.6 kw.; Penn Thomas Watson, Wilson, N. C., Class B, Channel 245, 20 kw.

And The Ohio Broadcasting Co., Canton, Ohio, Class B, Channel 246, 9 kw.; The Cincinnati Times Star Co., Cincinnati, Ohio, Class B, Channel 245, 12.6 kw.; The Marion Broadcasting Co., Marion, Ohio, Class B, Channel 272, 2.3 kw.; The WFMJ Broadcasting Co., Youngstown, Ohio, Class B, Channel 253, 50 kw.; KGFF Broadcasting Co., Shawnee, Okla., Class B, Channel 242, 7.2 kw.; Penn Allen Broadcasting Co., Allentown, Pa., Class A, Channel 286, one kw.

Also the Patriot Co., Harrisburg, Pa., Class B, Channel 245, 6.3 kw.; Plains Radio Broadcasting Co., Amarillo, Tex., Class B, Channel 269, 50.4 kw.; Shenandoah Valley Broadcasting Corp.; Harrisonburg, Va., Class B, Channel 252, 37.2 kw.; WTAR Radio Corp., Norfolk, Va., Class B, Channel 226, 33 kw.; Daily News Publishing Co., Beloit, Wis., Class B, Channel 230, 3.8 kw.; Frontier Broadcasting Co., Cheyenne, Wyo., Class B, Channel 239, 9.5 kw.

In addition, new AM stations to

operate with 250 watts, unlimited, were granted (Marti, Inc., Cleburne, Texas (1120 kc.); Natchitoches Broadcasting Co., Natchitoches, La., (1450 kc.); William E. Brooks, Brewton, Ala., (1240 kc.); Howard S. Smith, Sulphur Spring, Texas, (1230 kc.); Jacksonville Beach Broadcasting Co., Canton, Ill., (1560 kc.);

Suburban Broadcasting Co., Upper Darby, Pa., (1170 kc.); Neenah Menasha Broadcasting Co., Neenah, Wis., (1280 kc.); Tom S. Whitehead, Brenham, Texas, (1280 kc.) and, for unlimited operation with one kilowatt, Booth Radio Stations, Inc., Flint, Mich., (1330 kc.)

New Consolidated Hearings

In addition, the Commission ordered several new consolidated hearings set down. For such treatment was the application for sale of WBLK, Clarksburg, W. Va., from Charleston Broadcasting Co., to News Publishing Co. This will be heard along with the proposed sale of WPAR, Parkersburg, W. Va., from the Ohio Valley Broadcasting Co., to the News Publishing Co. Price for the Clarksburg transfer is \$177,500.

The FCC also proposed to grant the application of George A. Ralston and Jerry C. Miller, Elgin, Ill., for a new station on the 1490 band with 250 watts, unlimited. The decision meant the denying of Joseph Triner, Oak Park, Ill.; Sidney H. Bliss., Beloit, Wis.; Community Broadcasting Company, Oak Park, and Vincent G. Cofey, Elgin. The Commission found greater need for service in Elgin than in the other two communities, and preferred Ralston and Miller as licensees to Cofey.

Kilowatt Shifts Granted

In another proposed decision, the Commission decided to grant the application of WBOC, Salisbury, Md., for a shift from 1230 kc., 250 watts, to 960 kc., one kilowatt. Denied was a competing application from the Eastern Shore Broadcasting Company, Preston, Md.

Another proposal was to Grant WRBL, Columbus, Ga., a shift from 1230 kc., 250 watts, to 1420 kc., five kilowatts; WMBR, Jacksonville, Fla., a shift from 1400 kc., 250 watts, to 1460 kc., five kilowatts, and WLAK, Lakeland, Fla., a shift from 1340 kc., 250 watts, to 1430 kc., one kilowatt, unlimited.

Denied thereby would be the applications of Muscogee Broadcasting Co., and Georgia-Alabama Broadcasting Co., for new stations in Co-

Ninety Operating

Total of 90 FM stations are now in operation throughout the nation, the FCC said yesterday. Last roundup made by the Commission on Sept. 19 showed a total of 65 FM stations broadcasting. Approximately half of the 90 stations now operating were licensed before the war and a total of 27 of these stations are continuing to operate in the old FM band on a temporary basis. Nearly all FM stations are employing interim equipment pending completion of full construction, the FCC said.

daytime only; Bernard K. Johnpoll, Liberty, N. Y., (1240 kc.); Riley Orlean Parker, Lamesa, Texas, (690 kc.) daytime only; Max Thomas, Crowley, La., (1450 kc.); Valley Broadcasters, Russellville, Ark., (1490 kc.); Newell S. Cahoon, Craig, Colo., (1230 kc.); Monahans Broadcasters, Monahans, Texas, (1340 kc.); Del Rio Broadcasting Co., Del Rio, Texas, (1230 kc.); Uvalde Broadcasters, Uvalde, Texas, (1490 kc.); Wonderland Broadcasting Co., Redding, Calif., (1340 kc.); Siskiyou Country Broadcasting Co., Yreka, Calif., (1490 kc.); Pacific States Broadcasting Co., Corvallis, Ore., (1340 kc.)

CP to Kansas City

Okay was granted for a new five-kilowatt station with daytime hours only in Kansas City, Mo. Licensee is the Midland Broadcasting Co.; channel is 550 kc., with transmitter to be located at Concordia, Mo.

Construction permits for one-kilowatt operation, daytime only, were granted the New Haven Broadcasting Corp., New Haven, Conn., (1260 kc.); Greater Erie Broadcasting Co., Lackawanna, N. Y., (1120 kc.); Radio Anthraxite, Inc., Nanticoke, Pa., (730

A open to sponsors, advertising agencies and program producers. Classes F and G are for regional and national networks, respectively, while other four competitive classes are station entries, scaled according to wattage. There are four categories for creation of radio programs, five categories for promotion campaigns. Postmark deadline for submission of entries is Jan. 31, 1948.

Dates for the 1947 conference, year in which the college celebrates its centennial, have not been announced but it will take place in New York in April. CCNY also announced forthcoming publication of proceedings of the second annual radio and business conference, early this year, with copies obtainable upon request from the college.

National radio awards for 1947 will be made in the light of submitted evidence that the radio program promotion campaign accomplished specific purpose or objective. Panel of judges now includes nine newspaper editors. They are, Paul Ackman, Billboard; Reginald Cloutier; Victor Dallaire, Printer's Ink; E. W. Davidson, Sales Management; Joe Koehler, Sponsor; Lawrence Hughes, Advertising Age; Bruce Robertson, Broadcasting; George Rosen Variety; and M. H. Shapiro, Radio Daily.

Bacon To Address Association

Milton Bacon, of "Time to Remember" broadcast over CBS, will deliver an address today at the meeting of the National Barrel and Drum Association at the Hotel Pennsylvania.

lumbus, Ga., on the 1450 band with 250 watts, unlimited; Chattahoochee Broadcasting Co., for a new station at Columbus on 1460 kc., with one kilowatt, unlimited; Frank Katz, Ocala, Fla., on the 1420 band, five kilowatts, unlimited, and WWPG, Palm Bay, Fla., seeking to shift from 1340 kc., 250 watts, to 1420 kc., one kilowatt.

Master these Dialects

with the

DIALECTON AUDIO-VISUAL METHOD

The DIALECTON Album contains eight recorded dialects plus the INSTRUCTION HANDBOOK — a complete course for classroom or individual study. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education. Actors, students, directors, teachers find this method the simplest way of studying foreign-American dialects.

Price \$15 prepaid (plus 10% Fed. Tax)

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- FRENCH-AMERICAN
- GERMAN-AMERICAN
- SWEDISH-AMERICAN
- GREEK-AMERICAN
- ITALIAN-AMERICAN
- RUSSIAN-AMERICAN
- SPANISH-AMERICAN
- YIDDISH-AMERICAN

AVAILABLE

A WHODUNIT 30 MINUTE RADIO PROGRAM. COPYRIGHTED MATERIAL. ESTABLISHED AUDIENCE.

BOX 248, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 37, NO. 27

NEW YORK, THURSDAY, NOVEMBER 7, 1946

TEN CENTS

Radio Aided GOP Victory

Conflicting Requests Settled By The FCC

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday announced its final decision granting application of Wade Sperry and Pine Sperry, doing business as Daytona Beach Broadcasting Co., for a station at Daytona Beach, Fla., operating on 1340 kc, 250 watts, unlicensed. At the same time the Commission denied the applications of Jack Peacock, Sr. and Jr. doing business as Daytona Beach Broadcasting Co. and The News Journal.
(Continued on Page 3)

Decision Interests Seek Chicago Support

Chicago—Preliminary plans for solution of two major problems facing the television industry have been drafted by representatives of advertisers and manufacturers in a two-session. Both groups are working with the campaign started by the Electric Association to insure a top spot in television. A lead agency video committee, headed by Fran Harris, tele director Ruthrauff & Ryan, set December.
(Continued on Page 2)

Meat Packing Firm Buying Campaign On Meats

Meat Packing Company, independent packers of Waterloo, Iowa, reported readying a spot campaign through Young & Rubicam, company recently engaged a economics director and will use "Betty Crocker" technique in selling their meat dishes via radio. Company has placed a test campaign on KHJ, Los Angeles.

Exchange Plan

Grand Rapids, Mich.—In an attempt to break the production bottleneck in manufacture of home sets, Lear, Inc. has adopted a plan whereby it will exchange component parts with other companies where the needs of each match the swap. President William P. Lear said that under such an arrangement each manufacturer can maintain steady production.

Going Home

Oklahoma City—"Oklahoma" is coming to Oklahoma and Station WKY, Oklahoma City, already is making broadcast plans for the event. The Chicago cast of the famous musical will appear in the municipal auditorium from Nov. 25 through Nov. 30. E. K. Gaylord, president of the Oklahoma Publishing Company, owners of WKY, and Governor Robert S. Kerr of Oklahoma are sponsoring the appearance.

Merchandising Co-op Scheduled By MBS

A new full hour variety show using Hollywood names and designed to attract department store participation is being readied by the Mutual web for presentation in January.

The show, conceived by the Schwimmer and Scott agency in Chicago, will originate in Hollywood. Names reported already signed are Mickey Rooney and Groucho Marx. First co-op sponsor signed is
(Continued on Page 3)

Sinatra And His Program Coming East For 5 Weeks

West Coast Bureau, RADIO DAILY
Hollywood—Frank Sinatra and his Columbia network show will be broadcast from New York for five weeks starting Nov. 20. The program will emanate from Columbia's Playhouse No. 3, Broadway at 53rd Street.

Television Receiver Sales Total \$1,250,000 In N. Y.

Nearly one and one-quarter million dollars—estimated figure—worth of RCA Victor television receivers have been sold to consumers in New York City alone since the sets went on sale in five cities last Monday, Nov. 4. Dollar volume figure is based on a statement made yesterday by an industry official who estimated that orders have been placed for 3,000 of the RCA table model sets less than three days after they were offered to the public. At \$350 per set,

Local And State-Wide Air Campaigns Credited By The Party Leaders As Vote-Getting Force

GE's Dr. Baker Named President Of The IRE

Dr. W. R. G. Baker, vice-president of General Electric Company in charge of electronics, has been elected president of the Institute of Radio Engineers, it was announced yesterday at a meeting of the Institute's board of directors. He succeeds Frederick B. Llewellyn of Bell Telephone Laboratories and will take office shortly after the first of the year.
(Continued on Page 6)

New FM Converters Getting Field Tests

Stromberg-Carlson Co., announces development of a low priced FM converter which restores the usefulness of some 350,000 pre-war frequency modulation receivers so they can pick up programs on the new band as well as the old. The "Driscoll"
(Continued on Page 5)

Five Cincy Stations Join In Community-Drive Show

Cincinnati, Ohio—Five Cincinnati stations joined forces last Sunday to introduce the 1946 Community Chest Drive. A half-hour program was produced.
(Continued on Page 5)

Radio's effectiveness in getting across the campaign messages of Republican leaders through the medium of spot announcements, recorded speeches and "live" addresses was credited by GOP leaders in New York as contributing heavily to Tuesday's victories both locally and nationally. While
(Continued on Page 6)

Tex. Women Directors Meet For Conference

The first annual conference of the 13th (Texas) District, Association of Women Directors of the NAB will meet at San Antonio for a two day convention Sunday and Monday, Nov. 10 and 11. Mrs. Dorothy Lewis, co-ordinator of Listener Activity of the NAB, is scheduled to be principal speaker at a luncheon on Nov. 11 which will be attended
(Continued on Page 2)

South African Journalist Making Am. Radio Study

Hermien Dommissie, South African journalist who is in New York for a survey of commercial radio in the interests of the South African government, reports that the country's
(Continued on Page 5)

PM Advertiser

Jules Dundes, WCBS promotion manager, didn't even wait for the New York newspaper PM to set up advertising rates following announcement that the paper would end its original six-year-old address policy. PM yesterday carried its first display ads telling of six WCBS-CBS programs. Station is using 77 newspapers to herald change in call letters.

plus \$50 installation charge, the total figure is \$1,200,000.

By the end of this week some 1,000 dealers in New York City, Chicago, Philadelphia, and Albany, will display RCA's first postwar television receiver. An estimated 400,000 persons in New York City jammed show rooms of RCA dealers on Monday to watch the first demonstrations and similar reports came from the other cities. Following Monday's response
(Continued on Page 5)



Vol. 37, No. 27 Thurs., Nov. 7, 1946 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. 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, 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., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

CBS Names Don Lerch Agriculture Director

Donald G. Lerch, Jr., has been named director of agricultural broadcasts for CBS, according to announcement by Edward R. Murrow, network v.-p. and director of public affairs. Lerch takes over as editor of the CBS "Country Journal" program, heard each Saturday from 2-2:30 p.m., EST, which brings listeners the latest information on agricultural and food matters.

Lerch makes his initial "Country Journal" broadcast this month, exact date to be announced.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

Coming and Going

KAY CAMPBELL, office manager in the European headquarters of the Columbia network, has arrived in New York from London on a short visit. She will leave today for Washington, D. C.

WILLIAM S. PIRIE, JR., commercial manager of WFBR, American network affiliate in Baltimore, is in New York for conferences with officials of the web.

RED BARBER, director of sports at CBS, has returned from Chicago and Evanston, Ill., where he covered the Northwestern-Ohio State game, and now is all set for the crucial Soldier-Irish donneybrook at the Yankee Stadium on Saturday.

HARRY OMMERLE, radio head of A. S. Lyons, Inc., Los Angeles, to New York by plane for a few days on business.

GRACE M. JOHNSON, assistant director of public service for ABC, has returned from Westfield, N. J., where she addressed the Lincoln Parent-Teachers Assn. on the subject, "The Influence of Radio on Children."

BILL SHADEL and BOB LEWIS, newsman for CBS with offices in WTOP, Washington, D. C., have returned to the Nation's Capital after having reported the New York election returns.

ROY BATTLES, farm program director at WLW, has left Cincinnati for Chicago, where he will address the Chicago Farmers Club, after which he will come on to New York and embark for Europe to travel for six weeks through the famine-stricken countries of the Continent.

BEN FEINER, acting program manager of Columbia's tele station, WCBS-TV, has left on a vacation of three weeks. Meanwhile, his shoes are being filled by Gil Fates.

JULES ALBERTI, Eastern radio representative of Famous Artists, off for two weeks of forgetfulness in Havana.

WALTER J. BROWN, vice-president and general manager of WSPA, is here from Spartanburg, S. C., on station business and for conferences with the station's national reps.

TOM RILEY, West Coast manager of Knight Productions, has returned to New York after completing a four-month survey of talent and television on the Coast.

MAURICE MITCHELL, sales manager of WTOP, Washington, D. C., has returned to the Nation's Capital following a few days in New York.

Texas Women Directors Meeting For Conference

(Continued from Page 1)

by representatives of business, social and civic organizations of San Antonio as well as a large number of Texas radio women who are planning on attending the conference.

Mrs. Violet Short, of KTSA, National District Chairman of the NAB women's group, will preside at the two day session. Other radio women participating in the conference will include Miss Frances Helm, WBAP-KGKO, Fort Worth. Miss Helm is Texas chairman of the woman's group. Mrs. Doane Chapman, manager of KPAB, Laredo, will address the Monday morning conference on "Past, Present and Future of Women in Radio."

Texas members of the Association of Women Directors who are directing conference plans include Mrs. Natalie Soglieb, KMAC; Misses Lily Juncker, Violet Strombeck, Sybil Chantang, KABC; Mrs. Ruth Burleson, KCOR; Miss Marjorie Hart, WOAI and Jane Rowley, KONO. Among those planning to attend the conference include Miss Frances Williamson, KFJZ, Fort Worth; Miss Frances Evans, KRBC, Abilene; Miss Thelma Bradshaw and Dorothy Cloud, KTBC, Austin; Miss Elaine Kincaid, KNOW, Austin; Thomas D. Rishworth, director of Radio House University of Texas; Mrs. Rishworth and Joe Murphy all of Austin.

Television Interests Seek Chicago Support

(Continued from Page 1)

ber 10 as a forum date designed to acquaint Chicago account execs. with potentialities of television as an advertising medium. Similar session will be held later for advertisers.

Group gave reasons why advertisers should allot part of their budgets for television, among them: early and substantial output of television sets promised by major manufacturers; benefit of acquiring program experience before costs rise; addition in next nine months of three new television stations in Chicago by WGN, NBC and ABC; advantages of capitalizing on promotional value of television while it is new; and desirability of gaining a franchise on choice program time.

Manufacturers committee, under chairmanship of Ernest Vogel, Farnsworth vice-president, appointed a subcommittee to develop a plan for training appliance dealers and repairmen in installation and upkeep of television receivers. A. B. Rodner of Commonwealth Edison was named chairman of the group. During the Chicago meeting, Vogel estimated that one million television receivers would be produced in 1947.



Stiff upper

That water buffalo in India really totes a load. Working in rice fields he pushes steadily on, getting the day's work done. It's tough going, too, with muscles to his thighs.

He's not glamorous but he's a real worker.

Back here in Baltimore, W-I-T-H the successful independent station has a similar story. It goes like this:

We have no glamour affiliation either. But we're a working station. W-I-T-H delivers more listener-per-dollar-spent than any other station in this big five-station market.

Just hard, down-to-earth work will prove our merit!



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 48th Street, New York, N. Y.



and the FM Station W3XII IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLINE

Merchandising Co-op Scheduled By MBS

(Continued from Page 1)

...s in New York with either Mar-Field or Carson, Pirie, Scott, ...ted to participate from Chi-
...nley Florsheim, formerly direc-
...f merchandising for ABC and
...to then head of their co-op
...gam sales, will represent the
...go agency in the sale of the
...it is reported.

Brotherly Love

...dio stations usually don't men-
...ther stations on air but on Sat-
...a, WOR's 6:30 p.m., and 11
...news periods devoted news
...to WEAf and WABC, call let-
...anges to WNBC and WCBS.
...also said "We congratulate them
...and wish them every success
...e their new call letters."

Danny O'Neil Returning

...ny O'Neil, who has been absent
...his CBS show as a result of
...ss, is returning to the micro-
...Patti Clayton has been sub-
...or him during his absence.



out in front

is the right place to be.
When it comes to deliver-
ing signed contracts, Weed
and Company stays "out
in front" all year long.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

FCC Settles Conflicting Pleas; One Involved 2 Congressmen

(Continued from Page 1)

Corp., seeking those same facilities.
The Commission also made final its decision granting the application of the Atlantic Shores Broadcasting, Ltd., for a new station at Coral Gables, Fla., to operate on 1490 kc, 250 watts, unlimited. At the same time Commission denied the applications of Southern Media Corp. and Miami Beach Publishing Co., seeking the same facilities at Coral Gables and Miami Beach, respectively.

The Commission listed proposed decisions in the following cases:

B-301: proposing to grant the application of the Freeport Broadcasting Co. for a new station at Freeport, Ill., to operate on 1570 kc. one kw., daytime only. At the same time the Commission proposed to deny application of Kenneth G. Zweifel seeking the same facilities.

B-302: proposing to grant the application of Mary A. Petru, et al, doing business as Port Arthur Broadcasting Co., for a new station in Port Arthur, Texas, to operate on 1340 kc, 250 watts, unlimited. At the same time the application of Harry Francis Banker, et al, doing business as Lake Side Broadcasting Co., seeking the same facilities, is proposed to be denied.

B-300: proposing to grant the application to Paul Brake for a new station at Miami, Fla., to operate on 1450 kc, 250 watts, unlimited. At the same time mutually exclusive applications of Peninsular Broadcasting Corp., for a new station in Coral Gables, and Everglades Broadcasting Co., Miami, for the same facilities, are proposed to be denied.

Incidentally, the FCC yesterday granted the application of a former Republican congressman for a new station, while at the same time turning down the application of a firm of which a major stockholder is a former progressive congressman. Suc-

cessful was Maj. Ranulf Compton, former actor, radio commentator and deputy secretary of New York State. He served as Republican congressman from Madison, Connecticut, during the 78th Congress. Compton, according to the decision proposed yesterday by the FCC, will be given a permit to operate in Camden, N. J., daytime only, with one kilowatt on the 800 and 820 bands.

Turned down for this assignment was the Camden Broadcasting Co., and turned down for a shift from the 1340 to the 820 band and a power boost from 100 watts to one kilowatt, daytime, was WHAT, Philadelphia, across the river from Camden.

Although Compton has never lived in Camden—he is still a Connecticut resident, his long radio experience apparently weighed heavily in his favor. Head of the Camden Broadcasting Co., was Aaron Heine, a Camden lawyer twice cited by New Jersey authorities for unethical conduct. Heine was also owner of Mack Radio Sales Co., which since 1938 has dominated the schedule of WCAM, city-owned station in Camden which faces license revocation because of the Mack organization's refusal to permit it to renege on a contract providing for time sales by the Mack company.

The Commission held that Philadelphia does not need additional service as much as does Camden.

The unsuccessful former congressman was Harry Saulhoff of Madison, Wis., a major stockholder in Radio Wisconsin, Inc. Edwin Mead of Rockford, Ill., will be granted, according to yesterday's proposal by the Commission, a station on the 1480 band with one kilowatt, unlimited. The radio Wisconsin application was for the same facilities and power.

Reasoning was that Rockford is a larger city than Madison, but has only one local station to Madison's two, and that more listeners would be served by the Mead operation.

Ernest Walling Promoted To Program Mgr. Of WPTZ

Philadelphia—Ernest Walling, executive producer for Philco's television station, WPTZ, has been appointed program manager of the outlet, it was announced yesterday by Ernest B. Loveman, vice-president of Philco Television Broadcasting Corporation.

Walling, who has had considerable television and theatrical experience, joined Philco in 1941, when the company received its first commercial video broadcasting license. Starting as a cameraman, he soon became a director-producer and handled "Victory Begins at Home," a series of public service programs on home-front mobilization. Following 39 months in the Army, Walling returned to WPTZ, and resumed duties, lately handling the 21-week series presented by Gimbel Brothers and another sponsored by Sears Roebuck & Co.

New WHOM Management; Lawrence Moves To Boston

Following the sale of WHOM, Cowles New York station, to Generoso Pope, publisher of Il Progresso Italo-Americano, Craig Lawrence leaves the station as general manager to take up full time duties at WCOP in Boston. Lawrence moved his residence to Boston last month, but commuted to New York several times a week until WHOM sale was approved by FCC.

Station's new general manager is Fortune R. Pope, son of the owner-publisher.

Political Forum On WMAL

Washington Bureau, RADIO DAILY
Washington — An analysis of the election returns will be featured tonight on a political round-table over WMAL from 9:30-10:15 p.m. Among the speakers scheduled are Baukhage, Elmer Davis and Earl Godwin.

50 SPONSORS PER BROADCAST



Happy Joe and Ralph

THE EARLY MORNING FROLIC with Joe and Ralph is a music-plus-comedy show that's a year in and year out institution in The Detroit Area. From 6 to 9 mornings, daily, it does a great product selling job for local and national advertisers. A dramatized spot on this show is a powerful piece of time for \$20. It pulls the greatest concentrated morning audience in this market. It will sell your product and save you money. Write or wire now . . . there may be an opening, soon!

In the Detroit Area—

CKLW

5,000 Watts • 800 kc • Mutual

J. E. Campeau, Managing Director
Adam J. Young, Jr., Inc., Nat'l Rep.
Horace Stovin Toronto Rep.



There has always existed, among the millions of radio listeners throughout the nation, a large segment of patient folk who have longed for a relaxing, meditative program, but have never had the opportunity to hear such a show at a respectable hour of the day.

* * *

Reflections . . . New NBC Syndicated program . . . was designed for them.

* * *

Among prospective local advertisers, there is a similar demand for a dignified program of words and music which will carry their commercial message and, at the same time, create a soft mood of dreams and memories.

* * *

Reflections is the program for this group of forgotten advertisers.

* * *

Weaving the brilliant color of music with the golden thread of words, REFLECTIONS looks deep into the pool of memory. Half-remembered hopes, old loves, beauty, happiness, sadness become reminiscences as narrator Frank Willis creates everchanging moods over silken strings of melody . . . as baritone Russ Titus softly sings nostalgic melodies against the liquid tones of cello and violins.

* * *

Listener appeal for such a show is evidenced in stacks of fan mail for this type of program. REFLECTIONS steps ahead of the established organ-poetry presentation with a full-scale production, original scripts, Canada's finest radio talent . . . all NBC Produced and Syndicated for easy, effective broadcast at low cost.

* * *

Florist shops photographers, funeral directors, insurance agencies, bookstores are among the "forgotten advertisers" of radio. Their delicate commercial message requires the RIGHT TYPE OF PROGRAM. REFLECTIONS will answer this demand with excellent entertainment, wide commercial latitude.

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



Windy City Wordage. . . !

• • • Jack Ryan, NBC press chief, squired a group of newspaper and trade press representatives to Racine, Wis., Tuesday, for the Fibber McGee and Molly broadcast from there on the 60th anniversary of their wax sponsor.

The press group dined with Jim and Marian Jordan before the broadcast. The Jordans had a busy time of it during their five-day sojourn in Chicago and environs, making two trips to Racine and jaunts to suburban Evanston and Glenview, in addition to a rash of conferences on scripts and other program matters. . . . Sitting in on the McGee confabs were Jack Lewis, Scriptor Don Quinn, Andy White. . . . Bernie Milligan, West Coast p.a., accompanied the Jordans to Chicago to give NBC's Ryan and John Keys a hand with press relations. . . . The Jordan entourage included their entire radio cast with the exception of Bee Benadaret. . . . Bill "Wallace Wimple" Thompson planned to Indianapolis Wednesday to take part in a Community Chest rally. . . . Radio row is rejoicing over the satisfactory recovery H. Leslie Atliss is making at St. Luke's Hospital. The WBBM proxy and CBS vice proxy suffered a heart attack Sunday night while driving his \$20,000 pony, "GI Joe," at the Chicago Horse Show at the Coliseum. Another horseman drove the Atliss entry to victory in the Class IV. Harness Pony and Shelland Pony event for animals under 47 inches in height.

★ ★ ★

• • • Jimmie Costello celebrated his first anniversary as star of WGN's "Let's Have Fun" program the other day by riding to the broadcast in Goldblatt's State Street Store in an Army Jeep down Michigan Avenue. To keep him from getting lonesome, a second Jeep carrying his comrades in comedy brought up the rear. . . . Edgar Bergen paid Chicago radio actors a nice compliment last week when he, Charlie, Mortimer, Anita Gordon and Ray Noble were in town on their current tour. Bergen hired four Chi radio performers for supporting roles on his Windy City broadcast—Sidney Ellstrom, Elmira Roessler, Vivian Bues and Ray Suber—and was enthusiastic about their talents.

★ ★ ★

• • • Jim Hurlbut, WBBM's special events director, has been elected secretary of the Chicago Radio Correspondents Association. He replaces Everett Holles, WBBM news editor, who was forced to resign because of intensified news coverage for WBBM. . . . El Henry, ABC's Central Division flack chief, has been initiated as a member of Sigma Delta Chi, national journalistic fraternity. . . . Dick (Two-Ton) Baker took a slight respite on his 8:15 AM WGN show the other day and let his recorded voice speak for him. Dick had just received advance copies of an album of children's songs he recorded for Mercury and couldn't wait till the show was over to hear how they sounded, so he played them for himself and the WGN audience.

★ ★ ★

• • • Local radioites were saddened by the death of Harry Earl Davis, one of the pioneer performers of the KYW era. . . . Nomination for the midwest's champion commuter among radio executives goes to C. T. "Swanee" Hagman, who, since he became general manager of the ABC's Central Division on Sept. 1, has been commuting weekends between Chicago and St. Paul, Minn., a total of more than 800 miles weekly. "Swanee" was unable to move his family from St. Paul because of the housing shortage, but now has a definite promise of possession any day now of a house he has purchased in Winnetka, Chicago suburb. . . . Nathan Leopold, notorious kidnap-murderer of 22 years ago, was one of the convicts interviewed at Stateville penitentiary by Fahey Flynn, WBBM announcer, in connection with the announcement that 1,000 prisoners at Stateville had indicated a willingness to donate their eyes, at their death, to the Eye-Bank for Sight Restoration, Inc. The interviews were wire-recorded.

LOS ANGELES

By RALPH WILK

LEWIS ALLEN WEISS, vice-president and general manager of Mutual-Don Lee, cancelled all commercials for November 3, from 10:45 p.m., to allow for a political forum. A Republican and Democrat leader and a representative of each were among the speakers. Rex M. was the moderator. Speakers limited to issues on the ballot for the Nov. 5 election.

Robert O. Reynolds, vice-president and general manager of KMPH, is vacationing on an Arizona ranch the next three weeks.

Tex Beneke and the Glenn Miller Band are going back to work. Uncle Sam, this time on a half-hour Saturday show over Mutual, sponsored by the U. S. Army. Starting Nov. 9 from Omaha, Neb., they heard Saturdays on behalf of recruiting. For the balance of their current cross-country tour, they picked up by the nearest Mutual station. On December 14, when they reach New York, they'll join Johnny Desmond show, "Judgment Johnny."

Ralph Taylor, Sales Promotions Manager for KNX and the Columbia Pacific Network, has returned to Columbia Square after attending a month-long meeting of promotion managers of CBS-owned stations. CBS headquarters in New York.

Pinky Lee, comedian on NBC's "Ameche Show," has been set as star of the complete new floor show, "With Pinky," which opened recently at Hollywood's Florentine Garden night club.

Pat Bishop, KFI News Editor and Mary Foster, former KFI receptionist, were married in Catalina, Oct. 12th.

Form Radio Packaging Corporation

Frank Satenstein, Broadway producer, has joined forces with Stuart of WMCA in a partnership the packaging of radio shows.



TOMMY TUCKER
records for
LANG-WORTH

PROMOTION

Contest Winners

The winners of a Bing Crosby promotion contest sponsored by the Western Division of Philco among the ABC affiliates in the Western Division were announced by the contest judges, Cliff Bettinger and Johnny Parsons, Western Division Sales and Merchandise Managers of Philco, respectively.

The first prize of a Philco 1201 was won by both Al Thomas, Station KUTA, Salt Lake City and Harvey Wixson, Station KGA, Spokane, Washington. A Philco portable, the second award, was given to Ted Hallock, Station KUGN, and third prize was won by Shirley Hawley, Station KFMB, San Diego, California, who also received a Philco portable. Honorable mentions were given to Art Mason, Station KPMC, Bakersfield, Calif.; Ben Starrton, Station KQOD, Denver, Colo.; Doug Billmeyer, Station KEX, Portland, Ore.; Leo Ricketts, Station KFBK, Sacramento, Calif., and Howard Bailey, Station KWG, Stockton, Calif.

Merchandising

WIND, Chicago, misses no bets in building audience for its Saturday Northwestern University collegiate football broadcasts. Window streamers are mailed weekly to several hundred men's clothing stores throughout Chicago and the surrounding area who distribute Champ Hats, trade name of the sponsor, LaSalle Hat Co. The window streamers carry announcer Bert Wilson's picture, the sponsor's message and details of the next game to be played.

Fire Insurance Series Sets Title, Cast On MBS

New weekly mystery-drama series inaugurated on Mutual November 3 by the National Board of Fire Underwriters, announced recently, has set its talent and program title for the series, it was made known yesterday.

Titled "Crimes of Carelessness," program will present a different story each week dramatizing a true incident in the annals of the fire insurance industry. Although each story is based on a single incident involving a fire, latter will not be the principal part of the program. Cast is made up of a repertory group and includes Louis Van Rooten as narrator, Betty Garden, Joan Allison, Ted Osborne and other prominent radio and stage performers.

Program is written by Frederic Methot and Don Agger. Agency is McFarland-Aveyard and program is produced by Jim Sheldon, radio director.

WANTED

Midwestern organization seeks two script writers to fit into its public relations department program. One of them should be capable of assuming executive directorship of established radio schedule. Positions being held for World War II veterans. Submit material you have written with reply. Address: Box No. 247, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**Television Receiver Sales
Total \$1,250,000 In N. Y.**

(Continued from Page 1)

one radio dealer offered Bruno-New York, RCA distributor, a certified check for one million dollars worth of the new sets. A chain store endeavored at the same time to place an order for 2,000 receivers. Liberty Music Shops reported yesterday that they have sold about \$80,000 worth of RCA video sets this week.

Bruno-New York reported that customers had tried to place set orders with dealers who have not even received samplings. The distributor is continuing to sample dealers and plans to begin filling consumer orders about Nov. 15. Members of a New York Athletic Club offered Bruno \$100 for one day's rental of the

\$350 tele receiver on Nov. 9, date of the Army-Notre Dame football game.

Bruno has begun a training course for 2,500 television salesmen so they can handle all inquiries about RCA's new sets. Last Monday three of the firm's salesmen had to be called in off the road to help company switchboard operators answer questions from both dealers and consumers.

Major difficulty reported by some dealers is the limited number of hours which television stations are in operation. It was pointed out that with video broadcasters operating mainly at night, it is difficult to demonstrate the sets at their best during the stores' business hours.

New FM Converters Getting Field Tests

(Continued from Page 1)

coll FM adapter," invented by George Driscoll, manager of Stromberg-Carlson's FM station, WHFM, in Rochester, N. Y., can be attached to the receiver chassis as a replacement for the built-in antenna.

Samples of the converter kits have been mailed to distributors in FM cities for further field testing of the attachment. The adapter can be used effectively with most of the old FM receivers but not all. It will sell for a list price of \$6.35 plus installation costs.

Stromberg-Carlson's new adapter is the latest of several to be put on the market. So far no outstanding sales for the converters have been reported since national distribution of 350,000 FM receivers does not offer a substantial market to any one local dealer.

Five Cincy Stations Join In Community-Drive Show

(Continued from Page 1)

duced by the staff of WLW. A special program with individual lyrics based on the theme of "H.M.S. Pinafore" by Gilbert and Sullivan was written by Bob Malley, of WLW's continuity staff. Production was under direction of Charles Lammers. Uberto Neely directed the choir. Featured vocalists included Max Condon, Jack Brown and Shirley Thiering.

Whitehall Pharm. Renews "Real Stories" On MBS

Whitehall Pharmaceutical Company, sponsors of "Real Stories from Real Life" for Anacin over the Mutual network, has renewed its contract for 52 weeks, effective Jan. 1, 1947, it was announced yesterday. Program is heard from 9:15 to 9:30 p.m. Monday through Friday.

Contract was handled through Dancer-Fitzgerald & Sample advertising agency.

South African Journalist Making Am. Radio Study

(Continued from Page 1)

radio will probably go commercial around February 1st.

Acting on a commission from the South African Department of Posts and Telegraph, Miss Domnisse is preparing a report on commercial radio operation as it relates to stations, networks, agencies and clients for the government. Information gained in this survey will be utilized in setting up the South African commercial operation which heretofore has been patterned after the British Broadcasting Corp.

Miss Domnisse revealed that her government was buying radio equipment from American manufacturers and that at present there are 17 transmitters in operation there. Headquarters for South African radio is located at Johannesburg.

NBC Holidays

Thanksgiving Day was listed as official NBC office staff holiday and a skeleton staff authorized for Armistice Day in a memorandum issued by Frank E. Mullen, executive vice-president. Employees assigned to skeleton staff duties on Armistice Day will be given Friday, Nov. 29, following Thanksgiving Day, as a compensating day off.

WLIB Hearing Postponed

WLIB and Westinghouse officials have formally petitioned the FCC for a 30 day postponement of their hearing originally scheduled for Nov. 12. The Thackrey owned station plans to move its studios from Brooklyn to Manhattan and has requested an increase in power as well as in operating time.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

AGENCIES

NATHAN A. TUFTS, vice-president and director of the Hollywood radio department of Ruthrauff & Ryan until several weeks ago, has joined W. Earl Bothwell, Pittsburgh and New York agency, as head of its newly established West Coast branch. Tufts joined the Bothwell agency staff on Oct. 16, but announcement of his appointment was withheld until now in order to coincide with the formal opening of the new Bothwell western office located at 1024 N. Hudson Avenue, Hollywood.

REFERENCE LIBRARY OF THE AIR is the latest addition to the field servicing broadcasters. Sponsored by **RADIO COPY**, and operating on a "pay as you go" basis, The Library will consist of material recorded as it is aired, and will include the programs of all commentators heard in the New York area, husband-and-wife shows, forums and debates, women's programs and talks by important people.

WILLIAM C. HOUSE, president of Magar Home Products, Inc., has announced the appointment of Roy S. Durstine, Inc., to handle the advertising of their new moth-proofing, "Starvem."

THE ARNOLD COHAN CORP., New York advertising agency, has taken new and larger quarters at 1860 Broadway.

GARRY J. CARTER, INC., New York, announce the appointment of Charles Michelson, Inc., as exclusive sales distributors, effective immediately, of their radio productions.

VIOLA "VI" WARREN, radio director, Lieber Advertising Co., Chicago, has been named to the board of judges examining and screening high school students chosen as potential radio writers, actors and producers.

Stork News

Nine-pound, 15-ounce son was born yesterday to Mr. and Mrs. Sol Zatt, at Jewish Memorial Hospital. Both parents were formerly in radio, with Mr. Zatt currently with Ziff-Davis organization. Child is their second son.

THE VOICES OF MARLIN BLADES
JINGLES
that don't
JANGLE!
RADIO'S MOST COMPLETE, EFFECTIVE JINGLE SERVICE.
YOUR Jingle Sung or Written, Packaged, Produced By
LANNY & GINGER GREY
545 5th AVE., N. Y. C. • AT. 9-4021
ADAM HATS, ETC.

SATTLER'S DEPT. STORE
BREMANN'S GUM

Party Leaders Of GOP Credit Radio As Aiding Vitally In Election Victory

(Continued from Page 1)

no figures were available as to the amount spent by the GOP party organizations in New York and other states for local and statewide broadcasts it is estimated that more than \$1,000,000 was spent for time and transcriptions. In New York state alone the cost for radio time was approximated at \$250,000.

Use of regional networks in New York State was a part of the radio strategy of the GOP committee. Time was purchased on CBS, ABC, Mutual and NBC which linked stations in areas which were important in the campaign. This was particularly true in the coverage of the northern part of the state.

Republican leaders in New York were reluctant to be quoted on radio's effectiveness in the campaign because of the support given their party by newspapers. One spokesman, however, declared that the force of radio was far greater than that of press in getting across the party messages.

Give Full Coverage

Networks and key stations as well as many independent outlets went all-out in seeking to deliver the best possible coverage of the returns.

ABC and Mutual after a certain hour did away with commercials, with the former taking over at 8:15 p.m. as to the network, having set up an elaborate newsroom plus and gathering in all of its best commentators and analysts; the latter via WOR had contact direct with the election return bureau at Police Headquarters and otherwise hopped around the country for pickups.

NBC averaged a five-minutes of cut-ins on the string of commercials, each show being cut into for anything hot, or a pickup of a candidate such as Gov. Dewey. Which incidentally brings up the point of Fibber McGee's shows having an odd script. CBS followed somewhat the pattern of NBC and did not completely do away with commercials, but kept listeners fully informed.

Best crack of the night was the opening phrase of Red Skelton: "We wish to thank the Democratic and Republican Parties for relinquishing their time so that we could get on the air!"

All of the webs had their troubles in giving out a smooth performance what with some having sense enough or foresight to run a line into a can-

didate's special office five days in advance instead of waiting until the last minute. WOR had one in Senatorial Candidate Lehman's office for a week. Then got a load of requests for feeds which it couldn't very well fulfill at the last minute. Somebody (a station engineer) gave the Green Light to Gov. Dewey's man and the Governor went on at least one station for several minutes before he was stopped and started all over again, because the others weren't in on it yet. Dewey laughed, remarked that the New York stations didn't seem to work together very well. Often a Western pickup came on with less news than a previous pickup on the same web further East.

Strong election eve stunt was the GOP knocking off every New York key network outlet at 11:15 p.m. Monday night.

Good Training for 1948

It was more or less an experiment for some networks who never went in for coverage on a national scale with their own setups; all meant well and some plan to do it differently in 1948.

Network coverage, on the whole, was the most comprehensive of any peacetime national election, with the exception of a presidential rivalry.

Beginning at 8:15 p.m. to 2 a.m., ABC shelved all regularly scheduled programs in order to air trend reports and returns from all over the nation. Network and WJZ turned one studio into election headquarters, with the three press association wires, and teletypes rigged for the occasion. A staff of 150 handled tabulations, etc., throughout the night. Elmer Davis headed the commentator staff, with Robert E. Kintner, web vice president, supervising over-all operations. Assisting Davis were Earl Godwin, Martin Agronsky, Jack Beall, Baukhage, Gordon Fraser, Walter Kiernan and Taylor Grant. Also carried were acknowledgment talks by Gov. Dewey and Carroll Reece, chairman of the Republican National Committee. News staff was directed by Thomas Velotta, web director of news and special events.

Seven Hours on MBS

Mutual offered listeners a full 7-hour period of national election news coverage, starting at 8 p.m., and continuing until 3 a.m. Web offered spot pickups from such politically strategic points—in addition to New York—as Chicago, Indianapolis, Cleveland, Denver, Louisville, San Francisco and Los Angeles, and President Truman's home town, Independence, Mo. Handling commentary were MBS commentators, Cedric Foster, Don Bell, Leslie Nichols, Arthur Gaeth, George Putnam, William Hillman, Albert Warner, Cecil Brown, Bob Hurligh and Louis Bean. A. A. Schechter, web vice president, handled over-all news direction. Gov. Dewey, Hon. Herbert H. Lehman and Reece were heard in talks following late results.

NBC aired news programs on elec-

tion returns from 6 to 8 p.m., and from 11 p.m., on devoted web time to all-out coverage from various points throughout the country. Under supervision of William F. Brooks, vice-president, reports were heard from Pittsburgh, St. Louis, Hartford, Detroit, Chicago, Denver, San Francisco and other key cities. Meanwhile, local election returns were aired by WNBC on the station's "Metropolitan News Roundup". It was here that WNBC listeners were kept informed of the first complete reports of the GOP landslide in New Jersey via on-the-spot coverage from Newark and other cities. WNBC news direction was under Thomas B. McFadden, special events and news director.

CBS used its new election coverage technique to good advantage throughout the night as commentators aired last minute results from various cities. Web commentators made pre-election trips to key areas for background purposes and used this information with returns Tuesday night. Bob Trout emceed the switches with reports aired by Charles Collingwood, Ned Calmer, Bill Henry, Douglas Edwards, Bill Downs, Gunnar Back, Quincy Howe and Eric Sevareid.

CBS television coverage of the national and local election picture was interspersed with pickups from the National Horse Show at Madison Square Garden. Going on the air at 8 p.m., WCBS-TV provided viewers with two separate stages, one for national returns, and the other for local and New England areas. Maps, charts, photographs, etc., were used to indicate trends throughout the nation with Jim McMillen and Tom O'Connor handling the commentary. Gil Fates was the over-all emcee who handled various segments of the program, with switches from the Garden under the direction of Fred Rickey. Scene was typical election night excitement, with the entire WCBS-TV staff working right through the evening. Station remained on the air with returns until midnight, with Bob Bendick, news director, handling over-all supervision.

RCA televised election results to Philadelphia viewers from the newsroom of WFIL. Using the image-orthicon camera, RCA aired activities from the station's newsroom to receivers placed in the lobby and street-floor windows of the Widener Building. Some 6,000 passersby, in addition to home viewers were estimated to have witnessed national and local returns on the RCA receivers which provided maps, charts, etc., of late results.

"Notebook" Passing 1000-Mark

Robert Waldrop's stories from "The American Notebook," currently being heard in the interest of United States Savings Bonds, reaches its airing on 1001 radio stations throughout the country, beginning November 11th.

GE's Dr. Baker Named President Of The IRE

(Continued from Page 1)

according to George W. Bailey, executive secretary.

Dr. Baker is well-known in the expanding electronics industry, particularly in the fields of FM radio and television. He holds many important offices such as director of the engineering department of the Radio Manufacturers Ass'n; member of the board of governors of the National Electrical Manufacturers Ass'n; and chairman of the electronics committee of the American Institute of Electrical Engineers. He has held other prominent positions as chairman of the National Television Systems Committee of the video industry, and was the first chairman of the electronics industry's Radio Technical Planning Board.



DR. W. R. BAKER

Born in Lockport, N. Y., Dr. Baker spent most of his youth in Schenectady where he was graduated from Union College with bachelor and master's degrees in electrical engineering. As a vice-president of GE, he is responsible for operation of the company's electronics department with headquarters at Syracuse, N. Y., where a new 20 million dollar plant will soon house the administrative and main production units of the department. Dr. Baker has been in charge of this department since its formation in 1941.

Samuel Goldwyn Productions, Inc. is offering prizes for scripts written by radio workshop members of the American Theater Wing's professional retraining program for veterans. WNEW, New York indie, provides facilities for the workshop. Contest began on Nov. 6 and offers prizes of \$300, \$150 and \$50 for the three best original 15-minute scripts. Competition is open to vets who have taken, are taking, or will take the writing courses of the ATW's school. Judges will be Robert Sherwood, MacKinlay Kantor and a representative of ATW yet to be chosen. Special program over WNEW on Dec. 18 will air the prize winning script directed and acted by an all-veteran cast from ATW's radio workshop. Sherwood and Kantor will appear on the program.

Radio Script Prizes Offered By Goldwyn

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Lou Little To Guest Leahy

Frank Leahy, Notre Dame football coach, will be the guest of Lou Little on "Television Quarterback" over WNBT Friday, Nov. 8, at 8:15 p.m. Next day NBC's image orthicons will air the Army-Notre Dame game at Yankee Stadium.

Send Birthday Greetings To—

November 7

Jerry Belcher Jack Milster
Richard Stark Peter de Lima
Thomas Anthony Hanlon



Sometimes you can break a good rule!

It's usually a wise rule not to plan a chicken dinner before the eggs are hatched.

But not always!

If the "chicken dinner" represents your future, and the "eggs" are financial nest eggs—go ahead and plan!

Especially if your *nest eggs* are U.S.

Bonds—all the War Bonds you have bought—all the Savings Bonds you *are buying*.

For your government *guarantees* that these will hatch out in just 10 years.

Millions of Americans have found them the safest, surest way to save money . . . and they've proved that buying Bonds on the

Payroll Savings Plan is the easiest way to pile up dollars that anyone ever thought of.

So keep on buying Savings Bonds. Buy them at banks, post offices or on the Payroll Plan.

You'll be building real financial security for yourself, your family, and your business.

Best of all, you can count your chickens before they're hatched . . . plan exactly the kind of future you want, and get it!

**SAVE THE EASY WAY... BUY YOUR BONDS
THROUGH PAYROLL SAVINGS**

Contributed by this magazine in co-operation
with the Magazine Publishers of America as a public service.



COAST-TO-COAST

— NEW YORK —

WHITE PLAINS — Several new public-interest features making their debut over WFAS, including "Westchester Youth Speaks" under the sponsorship of Westchester Oil Trades Assn., "Let's Talk It Over," chatter about White Plains' problems; and the "Westchester Daily Newspapers Radio Forum," topics of high temporal interest. . . . Meadow Gold Ice Cream Co. through Foote, Cone & Belding has started a spot campaign over WFAS. . . . Al Paul Letton Co. has placed a schedule of 206 spots to cover the Autumn meetings of the Jamaica and Empire Racing Assns. on WFAS.

— OHIO —

CINCINNATI—WLW mourns the death of Ray Fetzer, staff musician, who died suddenly of a heart attack Sunday. . . . Betty Tevis joins WLW publicity staff. . . . WLW is sponsoring an essay contest "How Can WLW Best Contribute to the Interest of and Understanding of the United Nations?" with winners being given a trip via plane to New York where they'll attend important U.N. Assembly meetings. . . . **YOUNGSTOWN**—WFMJ Broadcasting Company has presented the Village of Boardman with 72 acres of woods and level land for park and playground purposes adjoining the site on which WFMJ's new AM and FM transmitters will be located. . . . Robert B. Mackall returns to his prewar job of directing programs for WFMJ.

— NORTH CAROLINA —

CHARLOTTE—In co-operation with WBT, the Charlotte Junior League and local school boards are broadcasting a series "Teen-Ager Talks" slanted toward a better community understanding of high school students. . . . **GREENSBORO**—"Books and Authors" has been renewed for another year over WBIG by Straughan's Book Shop. . . . Also, "Songs of Praise" sponsored by Rhodes-Perdue Furniture Company. . . . A series analyzing the great symphonies will be sponsored by the Euterpe Club over WBIG.

— OKLAHOMA —

OKLAHOMA CITY—Florence Hutchison, former lieutenant commander in the WAVES, has joined the WKY promotion department. . . . So that WKY listeners wouldn't miss address by Rev. A. G. Lovell on the Church of God broadcast, WKY engineers solved the problem by picking up his sermon from his sickbed. Also piped it through the p.a. system of the church so that the congregation could hear the sermon. . . . Up-to-the-moment grid news is broadcast each Saturday by KOMA as its finale each week of a series of outstanding sports programs. . . . Mickey Reynolds, KOMA's music director is convalescing from a major operation.

— PENNSYLVANIA —

PITTSBURGH—Work is progressing rapidly on the new transmitter building which will house the 5,000-watt transmitter which KQV expects to put into operation before long. . . . Howard Klein, hypnotist barred from "Hobby Lobby" will be guest of Jane Gibson's Women's Exchange Program," Nov. 8 over KQV. . . . **PHILADELPHIA**—Dr. Charles H. Best, Director of Research and Professor of Psychology at the University of Toronto will be featured in a quarter-hour broadcast on the "Romance of Insulin," Nov. 8th. . . . Eight public, Catholic, and private schools students will discuss "Youth's Responsibility to Good Citizenship" on WIP's Youth Forum, Nov. 13.

— FLORIDA —

JACKSONVILLE — Good listeners for the very young set are Marion Albinson's "The Story Time Lady," dramatization of fairy tales, and "Playtime Express" adventure tales featuring Jacksonville children in the roles carried over WPDQ. . . . Ken Bell, new singing MC of the "Rise and Shine" show. . . . Marion Albinson, WPDQ's "Story Time Lady" changing name to Mrs. John W. Conner, Jr. . . . Paul Clinton, WPDQ's "Bright Spot" disc jockey, proud papa of a baby girl. . . . **MIAMI**—Over 1,500 school children and their parents turned out to cheer their favorite school team on the WQAM-Miami Herald premiere of "Quizdown" broadcast. Sabu, the movies' famed elephant boy, served as guest judge.

— INDIANA —

FORT WAYNE—To better acquaint citizens with radio operations of WGL, several department heads have been making personal appearances at various civic and religious organizations. . . . Gloria Chandler, New York, in co-operation with the Fort Wayne Junior League, sponsored a Radio Institute with six two-hour sessions at Fort Wayne broadcasting stations. . . . **BLOOMINGTON**—WSUA, first commercial station in this area, recently took to the air on a frequency of 1010 kilocycles. . . . **EVANSVILLE**—FCC has authorized the operation of a new radio station by the South Central Broadcasting Corp., on 820 kilocycles with 250 watts power and daytime hours.

— TEXAS —

AUSTIN—Thousands of Central Texans are trying their skill at identifying the photos of prominent radio stars in the KTBC "Who Am I?" contest. . . . **SAN ANTONIO**—The city's first FM station, KYFM, owned and operated by the San Antonio Express and Evening News, officially went on the air Nov. 1 with a special hour dedicatory program. . . . Melvin Winters, formerly of Henry Busse's band and more recently of the Armed Forces, is now staff organist and orchestra leader at WOAL. . . . **EL PASO**—Recent additions to KROD are Helen Fryer, continuity writer, and Virginia Oakes, receptionist. . . . **DALLAS**—Interstate Theaters Circuit has expanded its radio schedule and is now airing 10 programs weekly over the Texas Quality Network and Lone Star Chain.

ANNOUNCER WANTED

Experienced
Write: WCAP, Asbury Park, N. J.

BMI Pin Up SHEET

Hit Tunes for November (On Transcriptions)

BEST MAN, THE

(Vanguard)
LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Lighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown

COFFEE SONG, THE

(Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY,

MY BABY (Goodie)
MacGREGOR—Music A La Carter
CAPITOL—King Sisters
LANG-WORTH—Frankie Carle

(I LOVE YOU)

FOR SENTIMENTAL REASONS

CAPITOL—Eddie Le Mar (Duchess)

I GUESS I'LL GET THE PAPERS

AND GO HOME (Campbell-Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
" MacGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Lighton Noble

IT'S ALL OVER NOW

(BMI)
WORLD—Russ Morgan
LANG-WORTH—Tommy Tucker
THESAURUS—Jumpin' Jacks
STANDARD—Dick Jurgens
MacGREGOR—Eddie Oliver
ASSOCIATED—George Towne
CAPITOL—Jan Garber

IT'S MY LAZY DAY

(Stevens)
ASSOCIATED—Evelyn Knight
LANG-WORTH—Chuck Foster
STANDARD—The Coronettes
THESAURUS—Novatime Trio
WORLD—Russ Morgan

RICKETY RICKSHAW MAN, THE

LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
WORLD—Russ Morgan (Peer)
THESAURUS—George Wright

TOO MANY IRONS IN THE FIRE

ASSOCIATED—Richard Himber
" Stardusters
LANG-WORTH—Blue Barron
" Al Trace
" Chuck Foster
WORLD—Russ Morgan (Marks)
MacGREGOR—Don Swan
" Jimmie Grier
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin

VEM VEM

(Pemora)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Music of Manhattan

WHEREVER THERE'S ME THERE'S YOU

(Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
CAPITOL—Peggy Lee
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens

WHICH WAY DID MY HEART GO?

ASSOCIATED—Richard Himber
MacGREGOR—Music A La Carter
PIN UP—Enoch Light (Chalea)
THESAURUS—George Wright

WHO TOLD YOU THAT LIE?

(Stevens)
ASSOCIATED—Galli Sisters
" Phil Brito
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" Al Trace

WITHOUT YOU

(Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Vermae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Barr



BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 28

NEW YORK, FRIDAY, NOVEMBER 8, 1946

TEN CENTS

Election Will Affect Radio

Radio Goes All-Out For Treasury Drive

Major networks and 1,004 radio stations throughout the country have volunteered support to the Treasury Department in the month-long, spacetime Savings Bonds campaign which gets under way Monday, Nov. 11. Brent O. Gunts, the Treasury's chief of radio, announced yesterday. The first network program to launch the Treasury drive, will be the Paul Whiteman show on ABC, on next Sunday at 8 p.m., EST.

On Monday, John W. Snyder, sec- (Continued on Page 5)

FCC And NAB Officials Discuss ET Identification

Washington Bureau, RADIO DAILY Washington—The first in the pre-identifying monthly meetings between top NAB and FCC officials was held this week, with the Commission's transcription identification file under discussion. The meetings drew out of proposals for closer industry-FCC relations made at the NAB convention in Chicago. Attend- ing the meeting were Judge Justin Miller, NAB president, and Commis- (Continued on Page 2)

OIC Chiefs In New York For Radio Staff Meeting

William T. Stone, Director of OIC Cultural Office of the Department of State, and Stewart Brown, Deputy director of OIC, will hold a general staff meeting for all New York employees of the International Broadcasting Division and other branches of the OIC this afternoon at 12:00 at 320 West 57th St. Mr. Stewart (Continued on Page 6)

Football Classic

The Army-Notre Dame football clash at 1:15 p.m., tomorrow at Yankee Stadium will get the widest coverage of any grid contest this year. ABC, NBC and CBS will air the game with Harry Wismer, Bill Stern and Red Barber handling the respective microphones. WNBT will telecast the contest with Bob Stanton handling description and color. Game is sponsored over ABC by Army Recruiting Service, with other webs airing it as a sustainer.

Rogers Named Head Of CAB By Board

The Canadian Association of Broadcasters has announced reorganization of its setup, following a three-day session of its board of directors.

Harry Sedgwick of Toronto, chairman of the board of directors, announced appointment of Col. K. S. Rogers as honorary president of the association. Col. Rogers is managing director of broadcasting station (Continued on Page 5)

BBC Official Elected Vice-President Of IRE

Noel Ashbridge, deputy director general of the British Broadcasting Corporation, has been elected vice-president of the Institute of Radio Engineers, it was announced yesterday. (Continued on Page 5)

NAB Survey Reveals Interest In Radio Programs By Press

Indicating closer relationship between radio and the press, Dr. Kenneth Baker, NAB director of research, yesterday released a survey of NAB members which revealed that 93 per cent of the radio stations have their program listings printed in local papers.

Of the total respondents, 81 per cent stated that their listings are carried in all local papers in their communities, and 39 per cent reported that their listings appear in one

Relations Between Broadcasters, Gov't Certain To Undergo New Scrutiny; 'Lame Duck' Likely For FCC

Washington—Tuesday's Republican landslide means that the entire question of Government relations with the broadcasting industry will be put through another thorough Congressional searching. For the first time since the 1936 Communications Act, there now is strong possibility of revision of that statute.

Already on record for sweeping investigation of FCC policies are Republican Senator Wallace H. White, Jr., of Maine, who will be chairman of the Senate Interstate Commerce Committee; his ranking member Senator, Charles W. Tobey, of New Hampshire, and Rep. Joe Martin, of Massachusetts, who is slated to become Speaker of the House. Although Rep. Charles Wolverton of New Jersey, who will head the House Interstate Commerce Committee, has not declared himself on the matter, it is known that there is a strong group within his committee which is also in favor of a re-examination of the Communications Act and its administration.

CBS' Nine-Month Net Put At \$3,997,532

Columbia Broadcasting System, Inc., and its subsidiary companies, reported a net income for the first nine months of this year of \$3,997,532, as against \$4,271,261 for the similar period of 1945, it was announced yesterday by Frank White, vice-president and treasurer, at a board of directors meeting. Total earnings per share was put at \$2.33 compared to \$2.49 for last year.

Gross income for CBS and its subsidiaries for the period ending Sep- (Continued on Page 2)

Tobey, it will be recalled introduced a bill last summer calling for investigation of Commission policies on FM, re-allocation of frequencies generally, duopoly, etc.

Pre-election indications point to a (Continued on Page 6)

Author Turns Critic Of Radio Before REC

Fannie Hurst, one of the nation's outstanding woman authors, yesterday heaped sharp invective on many of the commercial aspects of radio, charging that it is "handcuffed to the low standards of American commercialism." Her address was made before the Radio Executives Club luncheon meeting at the Hotel (Continued on Page 5)

Baseball Sponsor

Chicago—Exclusive radio rights for the 1947 season coverage of the Chicago Cubs baseball games at home and on the road, were obtained yesterday by WIND, independent station, in behalf of P. Lorillard Company (Old Gold cigarettes) and Walgreen Drug Company. Bert Wilson has been engaged to handle the play-by-play broadcasts.

Reunion

Election night at Mutual headquarters in New York brought together three of the network's overseas correspondents for the first time. They are Arthur Gauth, who covered the Nuremberg executions; Don Boll, recently returned from the Bikini atom bomb tests, and Leslie Nichols, who was with the Pacific fleet. The trio pitched in to help report the elections.

RADIO DAILY



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

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FINANCIAL

(Thurs., Nov. 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, 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., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

CBS' Nine-Month Net Reported At \$3,997,532

(Continued from Page 1) tember 28 was \$66,836,024, as compared to \$63,046,931 for the period in 1945.

Board also declared a cash dividend of \$1.00 per share on the present Class A and Class B stock of \$2.50 par value. Dividend is payable on December 6 to stockholders of record at the close of business on November 22, 1946.

Earnings per share from operations (calculated upon the 1,717,352 shares of \$2.50 par value stock outstanding as of September 28, 1946) were \$2.33 for the period this year as against \$1.89 for last year.

WANTED

Midwestern organization seeks two script writers to fit into its public relations department program. One of them should be capable of assuming executive directorship of established radio schedule. Positions being held for World War II veterans. Submit material you have written with reply. Address

Box No. 247, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Coming and Going

CARL DOZER, sales manager of WCAE, Pittsburgh, is in New York for conferences with agency executives and officials of the American network, with which the station is affiliated.

ALFRED G. HILL, president of WILM, Wilmington, leaves today for Delaware, after having spent the early part of the week in Gotham for confabs at the offices of MBS.

FIBBER MCGEE and MOLLY, with the members of their program company, are back in Hollywood after having participated in the 65th anniversary celebration of their sponsor, S. C. Johnson & Bros. Co., which was held in Racine, Wisc.

HAROLD E. FELLOWS, general manager of WEEL, Boston, is back in Beantown following a series of conferences at the New York headquarters of the Columbia network.

LEON LEVINE, producer of the CBS "School of the Air" programs, and DR. GEORGE D. CROTHERS, who is in charge of the network's history and public affairs programs, off to Atlantic City to attend the annual meeting of the New Jersey Educational Assn.

HENRY GROSSMAN, Columbia network's director of technical operations, left last night for Boston, where he will confer at WEEL.

WILDA LITTLE, assistant in the sales promotion department of WLW, Cincinnati, is spending a couple of weeks in New York to work with the staff of WINS.

ARTHUR H. MILLER, publicist, leaves Gotham tomorrow for Hollywood.

VICTOR W. DAWSON is here from WFNC, Mutual network outlet in Fayetteville, N. C. He plans to remain over the week-end.

CBS Signs With Dodgers For Exclusive Tele Rights

The Brooklyn baseball club and CBS have concluded an agreement giving CBS the first exclusive, long-term television rights to a major league team's schedule, Frank Stanton, president of the network, and Branch Rickey, president and general manager of the Brooklyn Dodgers, announced jointly last night.

The agreement gives CBS the exclusive television broadcasting rights to the Dodgers' home games at Ebbets Field beginning with the 1947 schedule. It was not disclosed how long the contract would run, but it was indicated that it would provide for coverage beyond the 1947 season.

Plans also include the scouting of the team while in Spring training in Havana for color and background stories.

National Aircraft Show In Co-Op With WNYC

A National Aircraft Series is being broadcast on Fridays over WNYC in co-operation with the forthcoming National Aircraft Show which will be held in Cleveland Nov. 15-24. The over-all theme of the series is "Aviation's Vital Role in World Peace." Tonight's stanza, from 8-8:15 p.m., is titled "Aviation Press and Aviation" and will feature talks by officials in the field of aviation publishing.

FCC And NAB Officials Discuss ET Identification

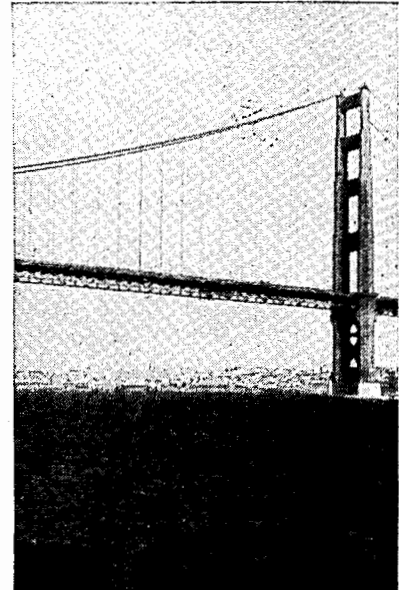
(Continued from Page 1) sioners Charles R. Denny and Rosel Hyde. Also attending were Edgar Kobak, president of the Mutual network; T. A. M. Craven, Cowles, vice-president; Clair McCollough, WGAL; NAB General Counsel Don Petty and NAB Executive Vice-President A. D. Willard, Jr., also Harry Plotkin, FCC assistant general counsel.

Macmillan, Publisher, Starting WQXR Series

Macmillan Company undertakes sponsorship of a new program titled "The Macmillan Bookshelf," which premieres over WQXR Nov. 9 and will be heard each Saturday from 2:45-3 p.m. Arch Kepner of the station's staff will review three books from Macmillan's current and back lists during each program.

Feltis' Daughter Injured

Barbara Feltis, four-year-old daughter of Mr. and Mrs. Hugh Feltis, suffered a fractured skull when she fell from a moving automobile near her home at Scarsdale, N. Y., Wednesday. The injured child was taken to White Plains hospital where her condition was regarded as critical. Her father, Hugh Feltis, is president of Broadcast Measurement Bureau, Inc.



What holds a bridge up?

That's a snapshot of San Francisco's Golden Gate Bridge. And many a boy sailing for the Pacific must have asked that same question.

Frankly we don't know. But it must run a close parallel to what makes a radio sales campaign stand up.

First you get a good base... that would be the product. Then you'd find the strongest supports you could obtain to hold up the spans... that would be listeners.

Down here in Baltimore we can give you the sales support of more listeners - per - dollar - spent than any other station in town.

It's W-I-T-H, the successful independent in this 5-station town, that stands up under the heaviest load you can put on it. For sales that stand up... in Baltimore it's W-I-T-H.

Advertisement for W-I-T-H (WJZ) and the FM Station W3XMB in Baltimore. Includes logo of a woman's face and text: W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WDAS Philadelphia's Outstanding Full-Time Independent Station. Includes text: FOR RESULTS IN THE Philadelphia MARKET WDAS PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

STATION WMCA NEW YORK

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

FREE & PETERS, INC.

AS ITS EXCLUSIVE REPRESENTATIVE
NATIONALLY

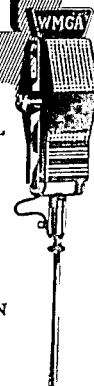
★

Commencing November 1st, 1946

- You'll be hearing and seeing a lot of WMCA in the months to come. With the addition of Free & Peters to our own sales staff in New York City, WMCA now gives you a crack team of representatives—a team working constantly to provide maximum service and information to our advertisers and their advertising agencies.
- WMCA account executives and Free & Peters representatives will keep you posted about the latest availabilities on the station . . . help you produce for your clients the distinctive live and recorded musical programs famous at WMCA . . . guide you in reaching the largest audience for your product at the lowest cost through spot campaigns.
- The Free & Peters offices in Chicago, Atlanta, Detroit, San Francisco and Hollywood—plus its New York organization and the WMCA staff—join in the station's greatest effort to establish *direct, informative* contact with its clients from coast-to-coast, bringing you up-to-the-minute data on WMCA—data on programs that *sell!*



FIRST ON NEW YORK'S DIAL



AMERICA'S LEADING INDEPENDENT STATION

LOS ANGELES

By RALPH WILK

JACK ROURKE has sold another package show to KHJ, "Facts and Fable," inaugurated Nov. 5th for 15-minutes. A. Moody Mattress Company is the sponsor. This makes the third show Jack Rourke and his production company have on KHJ. Rourke narrates, as well as produces "Fact and Fable."

Ed Simmons, of the Wade Advertising Agency, arrives here on the 30th to resume his chore as producer on Alka Seltzer's "Saturday Night Roundup," starring Roy Rogers.

Gordon T. Hughes, the CBS producer, and Muriel Bolton are doing a polish job on "Brother Cupid," play authored by Miss Bolton, which Hughes will produce here this winter.

Thelma Kirchner, manager of radio station KGFJ, returned to the station this week, after a three-week vacation and business trip in Washington, D. C., and New York.

Newcomer to KFGJ announcing staff is Andy Scott, 23-year-old Los Angeles boy. Previous to his employment by the station, he was staff announcer at KHJ for three years.

Z. Wayne Griffin has resigned as head of the radio department of Berg-Allenberg. Griffin will continue as executive producer of the Frank Morgan show, and director of the Eddie Bracken show.

Gene Norman, KFWB's night-time disc jockey, interviewed swing-king Benny Goodman the other night and during the program, one of the records played featured a hot clarinetist, who was a virtual unknown. Result, Mr. B. G. located the musician and now Larry Balleu is a member of the Benny Goodman orchestra.

Ira Cook, KFAC disc jockey, was married to Virginia Jackson, Sunday, October 27, in Las Vegas. The couple will reside in their new Sherman Oaks home.

Bill Anson and Bobby Worth have written a new tune called "Waiting For the Postman's Ring." It will be recorded next week by Martha Davis for Urban.

Jack Benny has recorded a spot announcement for the Sister Kenny campaign which was broadcast over the public address system at the Navy-Notre Dame game in Baltimore, Nov. 2nd.

Kenny Baker To Produce Pix

Hollywood—Kenny Baker plans to enter independent motion picture production. For his first, he will make his radio show "Glamour Manor," heard over ABC. Ken Burton, who produces the radio show will also produce the film version.

Ave Maria Hour

WMCA — Sunday — 6:30

IRVING MORROW AS DANIEL
GEORGE RASELEY—SOLOIST

In its twelfth year as a Donald Peterson production.



Memos Of A Midnigher. . . !

● ● ● Texaco huddling with Tony Martin about a 2nd show, unless, of course, the Bracken stanza fails to show more strength. In that event, Martin may be moved in as a replacement at the end of the current cycle. . . . WMCA, which not so long ago was trying to scrap its disc shows, has wearied of the struggle and is going whole-hog for the platter sessions. Already lined up for the middle of next month are three new stanzas—Steve Ellis from 9:30 to 11:30, Andre Baruch and his wife, Bea Wain, doing a joint session from 2:00 to 3:00 and Ben Grauer on from 5:00 to 6:00. . . . Kenyon & Eckhardt have bought Edwin C. Hill for Wesson Oil starting Dec. 9th on a 77 station hookup outside of N. Y. It'll replace "Try 'n' Find Me." . . . Thought: An original radio musical comedy for the husband and wife combination, Larry Parks and Betty Garrett, might make refreshing listening. . . . Jimmy Dorsey opens at Frank Dailey's Meadowbrook on the 19th with three webs offering air time. . . . Question: How can the script writer of Sammy Kaye's "Sunday Serenade" expect anybody in his right mind to be gushy and romantic at 1:30 on a Sunday afternoon? Chicago people at 12:30, Denver folks at 11:30 and L. A. citizens at 10:30 please note. . . . Mack Davis, who started Dinah Shore, Dennis Day and Ray Bloch into radio's big time, has tremendous plans for operation now that he's resigned from MCA. . . . Mel Blanc hears that one radio voice piped up with: "The commercials heard on this program aren't necessarily the opinion of the announcer."

★ ★ ★

● ● ● Herb Polesie, the actor-writer-producer-director-and all-round-nice guy, usually gags about his mother-in-law on Mutual's "20 Questions." The other nite, however, he omitted his pet theme and emcee Bill Slater wondered why. "Well," explained Herb, "she came over to visit us last nite and we weren't in, so she left a note saying 'Kill-joy was here!'"

★ ★ ★

● ● ● SMALL TALK: When Artie Shaw selected his list of the ten best-known women in America a month ago, his ex-wife, Lana Turner, was among them, but Kathleen Winsor, his present honey, wasn't. . . . Jack Pearl makes his return to the air as Baron Munchausen this Sunday on the Kate Smith ailer. . . . Nick Kenny and Abner Silver go their separate songwriting ways after Dec. 31st. . . . Joan Crawford, never radio-minded, may have a change of heart when she arrives here soon. . . . Fred Steele has re-formed "The Martins," his hit quartet of Fred Allen's Texaco days. . . . Arlene Francis plans to transcribe a few of her "Ann Scotland" shows when her baby's due early next year. . . . Bill Perry says the Democrats had unusual hangovers Wed. ayem—they saw GOP elephants running around their rooms. . . . John Wildberg slated to produce an all-Negro soap opera via NBC in Jan. . . . Milton Berle and his wife, Joyce, will be trying out a new man-and-wife idea when they appear on Mutual's "Scout About Town" next week. . . . Alan Young, who came to this country from Canada practically broke some three years ago, stands to make some three million bucks in the next few years from his NBC and Fox contracts. . . . The Golden Gate Quartet, one of the tops in their field, being payed for a series of singing commercials done in spiritual music style.

★ ★ ★

● ● ● OUR HAT'S OFF DEP'T: Beverly (Y & R) Smith's classy direction on "Portia Faces Life," one of the better daytimers. . . . Ted Cott's production job on those Merry-Go-Sound kiddidiscs. . . . "Boston Blackie's" punchy scripts. . . . Morton Downey's Majestic platter, "My O'Darlin,' My O'Lovely, My O'Brien"—the logical successor to "Peggy O'Neill." . . . Lionel Hampton's rhythmic stage show at the Strand. . . . Rob't Q. Lewis' platter sessions via WHN.

CHICAGO

By BILL IRVIN

THE sale of two WMAQ sustaining programs, one of them a one-hour late evening program of news and recorded music with Disk Jockey Dave Garroway, was announced late last week by Oliver Morton, manager of NBC central division, national spot sales department.

Schoenhofen-Edelweiss Company (Edelweiss Beer), through the Olian Advertising Company, contracted for sponsorship of the 11:60 Club program (WMAQ, five-a-week, 12:00 midnight to 1:00 CST). Program is heard Tuesdays through Saturdays. Sponsorship is effective Nov. 1 for 52 weeks.

Additionally, the Schoenhofen-Edelweiss Company also ordered an additional transcribed Frank Parker show program for Thursdays (WMAQ, 10:30 to 10:45 p.m. CST, beginning Nov. 7. The company is currently sponsoring the program on Mondays, Wednesdays and Fridays at the same time.

Peter Fox Brewing Company, through Schwimmer & Scott, Inc., contracted to sponsor the 5:05 sports special program with Henry Cooke (WMAQ, five-a-week, 5:05 to 5:15 p.m. CST), effective Oct. 28 for 52 weeks.

Funeral services for Mrs. Margaret Jones Brines, mother of Paul C. Brines, Jr., assistant to the manager of WGN, was held at 2 p.m. Friday from the First Christian Church, Rushville, Ill. Mrs. Brines, who was 68 years old, died Tuesday night. She was a former vice-president of the Illinois Woman's Club. Surviving are her husband, pioneer Rushville druggist, and two sons, Paul, Jr., and G. Robert Brines.

Albert B. Gale and Robert H. Trump have been added to the sales staff of WISN, Milwaukee, it was announced by Gaston W. Grignon, general manager.

The American Poultry Journal, through Shaffer-Brennan-Margulis Advertising Company, ordered 65 five-minute, live periods with Ed Allen, to be heard Mondays through Fridays at 6:10 a.m. CST for 13 weeks. Beginning Nov. 18, Allen will present news about the poultry industry.

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Radio Goes All-Out For Treasury Drive

(Continued from Page 1)

Secretary of the Treasury, will address the nation on the significance of the drive on Mutual at 7:15 p.m., and at 10:30 p.m., the same evening CBS will originate a special program from Hollywood featuring Lud Eskin's orchestra, Sweeney and Arch and other artists.

NBC has announced that a total of 50 shows will tie in with the Savings Bonds campaign which runs until December 7. Sponsors of forty national and regional network programs are scheduled Savings Bonds messages during the opening week, details revealed.

Surveys revealed that 1,004 stations have pledged time for the transcribed program, "Treasury Salute" and the "American Notebook" for use weekly during the campaign month. Approximately 500 stations will also present, during the month, the twelve 5-minute transcribed "Sports Shots" provided by the Savings Bonds Radio Section in co-operation with the Joseph Katz agency. Forty-two stations that specialize in farm programs have planned a number of shows specifically designed to reach the rural areas.

New Hummert Serial

A new daytime serial entitled "The Tale of My Dreams," conceived and produced by Frank and Anne Hummert, bows in over CBS November 15 (Monday through Friday, 2:45 to 3:15 p.m., EST). Sweetheart Soap is the sponsor and Duane Jones the agency with Air Features handling the production.

Kiddie Records

Some 400,000 Merry-Go-Sound records have been shipped to dealers for the Christmas trade, according to Howard A. Jacobs, sales manager of the Phonograph Products Corp. of America. The announcement said "kiddie" distribution has been expanded to include Missouri, southern Illinois and part of Kansas. Two new distributors are The Recordit Co., St. Louis, and Maco Appliance Distributors Inc., of Kansas City, Mo. Featured on all records are the Merry-Go-Sound players, which Jacobs said are the recording industry's first star dramatic company of its kind.

Learn by Doing

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- ★ Film acting taught with SCREEN TESTS under actual studio conditions.
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- ★ *New Institute*
- ★ FLATBUSH AVE., B'KLYN (opp. Fox Thea.)

Fannie Hurst, REC Speaker, Hits Radio's "Commercialism"

(Continued from Page 1)

Roosevelt, and broadcast over the municipal station WNYC.

Miss Hurst, who recently was appointed drama critic of WJZ, ABC's key station, spoke from the "man-in-the-street" viewpoint, and was emphatic in her opinion that the industry affects every mode of life, nobody is outside of radio's immediate sphere, and that it impinges upon every environment. "What you do affects me, as my own environment affects me, because you create a large part of my environment," she declared.

Considering the plight of the "Zilchs" — the listening audience, Miss Hurst asserted that the satisfaction of the audience is of "inestimable importance to you." She advised the industry, therefore, to pay respect to the criticism of its customers, and to lend serious attention to the "Zilch dissatisfactions."

Breaking down this alleged "dissatisfaction" on the part of radio's customers, Miss Hurst referred to the various give-away programs, the "lusterless sham soap opera" and the "kindergarten prize contests" which are beamed at the housewife from day to day "in the name of her alleged imbecility." She warned that because the housewife's "unfortunate" ear is exposed to radio for the greater part of the day she holds a strong portion of radio's "economic destiny." Miss Hurst said: "You can do all in your power to make her what she is today, but remember, she in turn can make you what you are today. She can make you, or she can break you," the author added.

The time will come, Miss Hurst warned, when these "aimless ladies" who haunt the quiz shows, etc., "in search of a toaster or a roaster," will ultimately "turn and bite the commercial hand that feeds them . . . as they suddenly find themselves

New Frequencies Allotted Amateur Operators In Can.

Montreal — Canadian radio amateurs have regained their prewar status in the use of frequencies. Reconstruction Minister Howe yesterday announced the remainder of the 7,000 to 7,300 and 14,000 to 14,400 kilocycle radio frequency bands revert to amateurs for radio telegraphy purposes, effective tomorrow, on the prewar basis. As far as radio telephone use is concerned, Canadian amateurs whose licenses carry special authorization, are restricted to 14,150 to 14,300 kilocycles. This compares to the restriction for amateur radio telephone transmission in the United States to 14,200 to 14,300 kilocycles.

Heads Scout Committee

Ernest de la Ossa, personnel director of NBC, has accepted the chairmanship of the Radio Broadcasting Division for the Greater New York Councils of Boy Scouts of America.

reminiscing over their absurdities." The novelist declared that "either radio or Mrs. Zilch has got to grow up. It looks to me as though the job must fall to radio." She added that "Mrs. Zilch" will survive without radio, but not vice versa.

Existence of what she termed "the low calory radio diet," is due to the fact that the industry, while serving the public, "must first serve its master, the advertiser," Miss Hurst said.

She further charged that the advertiser's hand, which feeds these programs, has become the "whip-hand" and has become "over-reaching."

Miss Hurst also declared, if she were running radio, "I would stop at nothing to reduce the lag periods of musical transcription, when indifferent and cruelly regulated music is run off by the yard in order to putty in the hiatuses that occur between sponsored programs." The listening coverage of radio, she said, "makes every available second more valuable than a rajah's emerald." She would also "abolish ruthlessly, the dishonest and phony commentator's voice that moves from a discussion of world shaking events . . . without a change of inflection . . . into considerations that have to do with tooth or liver paste." Miss Hurst would also aim to keep the listening audience "on its toes" not only entertainment wise, but in anticipation of the commercial to come, and would subtly work against that freedom which "enables him to turn off his radio in disgust."

The famed author also advised the radio execs to "live a little more dangerously," to concentrate on radio's bootstraps, "and the imperative need to get hold of them and, by way of them, raise radio's standards."

Miss Hurst was introduced by Mark Woods, president of ABC. Also seated on the dais were: Frank Katzenstine, Mutual; Jim Gaines, WNBC; Bob Swezey, REC president; John McNeill, WJZ; Mary McClung, president of the Women's Advertising Club; Tom Stix; John S. Hayes, manager, WQXR; Nathan Straus, WMCA; John W. Darr, president, the Institute of Public Relations, and George Moscovics, sales manager, CBS television.

RADIO TIME SALESMEN WANTED

Growing New York independent station is interested in Radio Time Salesmen now actively selling in N. Y. C. This is an appeal to men eager to make a change for more money and association with progressive management. Reply in full. Stress market and agency contacts. Accompany letter with photograph. All negotiations confidential. Write

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1501 Broadway New York 18, N. Y.

Rogers Named Head Of CAB By Board

(Continued from Page 1)

CFCY in Charlottetown, P. E. I., and is one of radio's pioneers.

Also announced, was appointment of Harry S. Dawson as manager of the CAB office in Toronto. Mr. Dawson will also continue to serve in his present capacity of consulting engineer to the Association's member stations. Post of public service director has been created. It will be filled by T. Jim Allard of Ottawa. Mr. Allard will continue to supervise activities of the Ottawa Radio bureau, largest joint public service enterprise to date of CAB's member stations.

The association will also have a director of broadcast advertising, whose name will be released in a few days. T. Arthur Evans continues as secretary-treasurer of the Canadian Association of Broadcasters.

BBC Official Elected Vice-President Of IRE

(Continued from Page 1)

day at a meeting of the board of directors. His term is for the year 1947.

The membership also elected three directors to serve for a term of three years, it was added. They are: Murray G. Crosby, consulting engineer of the Paul Godley Co.; Raymond F. Guy, radio facilities engineer, NBC, and Raymond A. Heising, patent engineer with Bell Telephone Laboratories.

Dr. W. R. G. Baker, vice-president of General Electric, was elected president of the IRE as announced in these columns yesterday.

Robbins, Host, Turns Guest

Disk jockey Fred Robbins, who hosts the "guest in the nest" every Friday night on his "WOV program, will be a guest himself on "Hires Sunday Evening Party" over ABC Nov. 10 at 6 p.m., EST. During the show announcer Bert Parks will have Robbins read a Hires commercial in the special jive idiom for which Robbins has lately become very well known.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

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MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer President
George H. Roeder General Manager

Republican Landslide Sure To Affect Radio

(Continued from Page 1)

frontal attack upon the FCC's Blue Book policies, its licensing policies, generally, and possibly even upon individual members of the Commission staff.

Broadcasters, along with other businessmen, can look to the new Congress also for a sharp drop in taxes, with Rep. Harold Knutson, of Minnesota, who will become chairman of the House Ways and Means Committee, already on record for a tax cut. Another question arising from the shift in Congressional control is whether the funds will be made available for the State Department to continue with its international broadcast program. It is known that Rep. John Taber, who will chair the all-powerful House Appropriations Committee, has already made known his vigorous opposition to this project.

FCC Situation Appraised

Another question raised is what will happen to the FCC vacancy. There is a good deal of speculation here on whether President Truman might consider filling the Commission vacancy with a defeated Congressional Democrat. He will, of course, have a number of lame duck solons to pick for a very few jobs—and it is possible that he will try now to put a Democrat into the FCC. It is believed here that Sen. Hugh Tamm of Virginia, who has been mentioned as a possible choice, should return to the Commission will be settled this week.

In event Mr. Truman does decide to put a lame duck into the FCC, it is believed here that Sen. Hugh Mitchell of Washington might be in the running for the post. Other possibilities would include Sen. James Tamm of Delaware; Rep. George Outland of California; Rep. Jerry Voorhies, of California; Rep. Francis Walters, of Pennsylvania, and Sen. Frank Briggs of Missouri.

OIC Chiefs In New York For Radio Staff Meeting

(Continued from Page 1)

and Mr. Brown will outline future plans for the OIC and tour New York offices to see the operations.

Other branches of OIC in New York which will be represented at the staff meeting include International Press and Publications Division, International Motion Pictures Division, International Libraries and Institutes Division, and the International Exchange of Persons Division.

New Dramatic Series

New series of weekly dramatic shows is being presented over WLJB by the American Radio-Theater Society, an independent package producing agency recently formed by young actors, writers and directors. In addition to producing shows as a group, ARTS plans to showcase talent of individual members, many of whom are ex-GIs. Program is heard each Saturday from 3:30-4 p.m.

WORDS AND MUSIC

By HERMAN PINCUS

• • • While out in Chicago for a look-see at the NABig-wigs recently, we "bunked" into Jack Ryan who relayed the following. . . . About a month ago Bob Hope and his wife paid a visit to the famed "Cradle" at Evanston to adopt two children but before leaving Hollywood had the foresight to reserve a roomette on their return train for a nurse to take care of the youngsters . . . when the ticket agent asked for the nurse's name, Hope seemed at a loss and then blurted, "her name? . . . er-er oh yes of course, nurse's name is Florence Nightingale." . . . After the formalities of the adoption, Bob went out for a round of golf with Joe Greis, publisher of his tome "So This Is Peace," and invited him to accompany his family to Hollywood. . . . Joe said that he would like to very much but that he didn't have a reservation . . . "oh yes, you have," answered the comedian, "there's a reservation on our train for a nurse named Florence Nightingale—and how's your score, FLORENCE?"

★ ★ ★

• • • TIN PAN ALLEY-OOPS:—With their current ditty, "The Old Lamplighter" well-launched onto the Sea of Hits, Shapiro-Bernstein & Co. will start work on an English importation, "Bless You For Being An Angel," written by two Yanks, Ed Lane and Don Baker. . . . Starlight Songs has just accepted a novelty rumba titled, "Pancho" written by Vera Heifitz, Abner Silver and Donna Davis. . . . Walt Framer, originator of the side-walk inquiring announcer, will shortly resume as emcee of a daily 15-minute series, "Have You Got It?" which he conducted in Pittsburgh about a decade ago. . . . Bob Kerr turned down a \$2,500 a week offer made by Ciro's for Jan August. . . . Author and Publisher Magazine will publish a series of articles on "Comedy Scripting" by Arthur Henley, writer of "Honey-moon In New York." . . . The commercial jingle, "Duz Does Everything" inspired Marjorie Souders to write a pop song using the same title. . . . BMI is publishing the ditty. . . . Lou (Blue) Handman has collabbed with Sid Tepper and Ray Brodsky on a novelty jive titled, "Googie-Woogie, Jungle Boogie," which is the next plug tune at Mills Music . . . it's just screwy enough (lyrically) to click.

★ ★ ★

• • • Noteworthy Music vice-president Joe Seiferth wants us to know that the firm's latest novelty ballad, "Wouldn't You Like To Know?" was written by two ex-GI's, Mel Waters and Murray Gans. . . . Organist Arlo recently used his own original contraption on an ABCast which made his trio sound like a quartet . . . you'd swear the fourth?? member of the trio played Bass. . . . Algernon Black, of the Ethical Culture Society of N. Y. will start a new Sunday morning series via WMCA. . . . Seth Babits thinks that the ditty, "Riviera," recently introduced over Mutual by Marty Beck's Band from Bill Miller's Riviera, rates publication. . . . Emery Music has appointed Bobby Gross its Hollywood rep . . . plug tune is Marjorie Goetschius' ballad, "When You Make Love To Me" (Don't Make Believe). . . . Folk Singer Tom Scott's musical at Town Hall Sunday should be a sell-out . . . his balladry falls easily on the ears. . . . New half-hour package featuring Nadine Conner and George Griffin with Victor King's Orchestra and narration by Milton Cross is attracting attention of radiolites.

★ ★ ★

• • • ON AND OFF THE RECORD:—Erskine Hawkins' Victor platter of "After Hours" is a showcase for the piano wizardry of Avery Parrish . . . flip-over is a pleasant enough vocal of "It's Full Or It Ain't No Good" by Laura Washington. . . . The New Capitol disk by Cootie Williams Orchestra, "I May Be Easy But I'm No Fool" backed with "Ain't No Blues Today" a must for disc jockeys. . . . Diamond is following Jan August's amazing "Misirlou" with four new platters . . . waxings of "Besame Mucho," "Dark Eyes," "Make Believe," "Melancholy Baby," "Ole Man River," "Some of These Days," "My Shawl" and "Without You." . . . Hal McIntyre's Cosmo record of "September Song" a honey with plenty of Sax appeal.

Papers List Programs Generally, Says NA

(Continued from Page 1)

paper space for the promotion of their station or programs. About per cent of reporting stations have an ownership affiliation with a newspaper.

In commenting on the survey, Baker said: "The practice of reporting stations is more characteristic of a small-town phenomenon, especially in towns of less than 50,000 population."

Will Use Image Orthicon For Video Sports Series

ABC television department has begun its first series of sports programs using image orthicon cameras both in Philadelphia and Chicago was announced this week by F. Mowrey, national director of video for the network.

The Philadelphia series is being telecast over WPTZ and the Chicago games over WBKB. In both cities programs are scheduled for Wednesday evenings, starting at 8:30 p.m. EST and continuing until about 10:30 p.m. EST.

Philadelphia programs will run for seven consecutive weeks and feature the home games of the Rockets, members of the American Professional Hockey League, played in the Philadelphia arena. Tom Moorehead, sports commentator and staff member of WFIL, will do the announcing for the broadcasts.

In Chicago, ABC will telecast the games of the Blackhawks of the National Hockey League, at the Chicago Stadium, the series running until March 12. During this period the Blackhawks will play 12 Wednesday games in Chicago. On the remaining seven Wednesday nights, ABC will broadcast wrestling matches from the Rainbow Arena. Joe Wilson, sports commentator, will be handling the announcing chores for the Chicago series.

Stockholders Meet Set By Crosley Corp., Other

Meetings of the stockholders of The Crosley Corporation, American Central Manufacturing Corporation and New Idea, Inc., have been called to consider the proposed acquisition of those companies by The Avia Corporation, it was announced last week.

Directors of the three corporations have already approved the proposal whereby AVCO would therefore acquire the assets and businesses of their respective companies. AVCO now owns approximately 90 per cent of the stock of both Crosley and New Idea, and about 61 per cent of the stock of American Central.

The Crosley meeting will be held November 18 in Cincinnati; the New Idea meeting November 19 at Columbus, Ohio, and the American Central meeting November 20 at Muncie, Indiana.

SOUTHWEST

JOHN E. RASCO has been appointed new production assistant in Radio Department of the University of Texas at Austin. A freshman student and a World War veteran, Rasco has been an announcer with KMAC, San Antonio, KJZ, Fort Worth and KSKY, Dallas.

Lee Casper's "Football Previews" is being aired over WBAP, Fort Worth on a Saturday afternoon for a quarter-hour. Program is under sponsorship of Washer Bros. and airs news previews of the days' games.

Mary Lee Kaufman has joined the staff of WOAI, San Antonio in the continuity department. Miss Kaufman replaced Joy Tobe.

W. H. Farnsworth Fowle, CBS correspondent is scheduled to visit Dallas on Nov. 2 as one of the stops on an eight-weeks' lecture tour, in which he will visit 21 cities in the United States and Canada.

Bob Luce has joined the newsroom staff of KGNC, Amarillo, replacing Tom Henkes who has resigned.

Three out of four veterans interviewed by Bill Cleveland on the "DF, Galveston new program, Jobs for GI Joes" received offers for a job. Program is being heard for a quarter hour once weekly and will be shortly expanded to five hours weekly according to Lee H. Hough, manager of KLUF.

Charles L. Belfi, has been named to program director of the San Antonio Regional Office of the War Relocation Administration. He replaces George T. Case who leaves to become general manager of WINK, Fort Worth, Fla. Belfi is well known in radio circles having been in the commercial and program department of WTSA and account executive and manager of KABC.

John Rosenfield and Peggy Louise Ames, of the Dallas News amusements department are planning a series of weekly programs to be heard over KERA, FM voice of the Dallas News. Programs will be titled "Gala Hall" and will be a series of the world's finest music with the nation's outstanding artists.

"Uncle Scooter Reads the Funnies" in his dog, Little Man, is a new Monday morning feature over KGKO, Fort Worth. Program is a half hour length and airs the comic section of the Fort Worth Star-Telegram. Louis J. Riklin, account executive of WOAI, San Antonio, has been elected Texas State Conference president at its annual meeting held at Fort Worth. Organization is part of national B'nai B'rith.

GENERAL MANAGER, no-drinker with family, has resigned present position. His reputation based on intensive, aggressive activity in sales, promotion and management. Now supervises one existing station and three pending applications. Has made existing station one of nation's better small stations, according to trade executives. Interested in managing one or more stations with full authority, written contract, salary plus bonus. Will purchase interest. Outstanding business and personal references. Write full details, he will arrange interview at his expense.

BOX 250, RADIO DAILY
101 BROADWAY, NEW YORK 18, N. Y.

NETWORK SONG FAVORITES

Top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

Survey Week of October 25-31, 1946

TITLE	PUBLISHER
And Then It's Heaven.....	Romick
Anybody's Love Song.....	Millor
Blue Skies.....	Berlin
Coffee Song, The.....	Valiant
Five Minutes More.....	Molrosso
For You For Me For Evermore.....	Chappell
Girl That I Marry, The.....	Berlin
I Got The Sun In The Morning.....	Berlin
I Guess I'll Get The Papers And Go Home.....	Campbell-Porgie
I'd Be Lost Without You.....	Advanced
If You Were The Only Girl.....	Mutual
It's A Pity To Say Goodnight.....	Leeds
Linger In My Arms A Little Longer, Baby.....	Bourne
My Sugar Is So Refined.....	Capitol
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke and Van Heusen
On The Boardwalk.....	Bregman Vocco Conn
Pretending.....	Criterion
Rumors Are Flying.....	Oxford
Surrender.....	Sant'ly Joy
Somewhere In The Night.....	Triangle
September Song.....	Crawford
South America Take It Away.....	Witmark
That Little Dream Got Nowhere.....	Famous
Things We Did Last Summer, The.....	E. H. Morris
This Is Always.....	Bregman Vocco Conn
To Each His Own.....	Paramount
Whole World Is Singing My Song, The.....	Robbins
Why Does It Get So Late So Early.....	Harms
You Keep Coming Back Like A Song.....	Berlin

Decca's Nine-Month Net Amounts To \$1,346,227

Consolidated net profit of Decca Records, Inc., for the nine months ended September 30, 1946, amounted to \$1,346,227 after provision of \$987,903 for all estimated income taxes, it was announced yesterday. This equals \$3.46 per share on 388,325 shares of capital stock outstanding at Sept. 30 of this year and compares with \$640,289 net profit, equal to \$1.65 per share on the same number of shares outstanding the corresponding period of 1945.

At a meeting of this week, Decca stockholders approved the plan of a "two-for-one" stock split of the company's capital shares and an increase in the authorized shares to 1,500,000 from 500,000. Trading in the new shares will begin today, Nov. 8.

World Chi. Studio To United

World Broadcasting System, Inc., will maintain sales offices only in Chicago as of Nov. 1st, in charge of W. C. Hutchings, resident manager. World's Chicago recording studios have been leased to United Broadcasting Company. Recording for clients of World in Chicago will be attended by United, and World will continue to process masters and supply ETs.

"People's Platform" Guest To Be Sen. Fulbright

The suggestion of U. S. Senator William Fulbright (D.-Ark.) that President Truman resign after naming a Republican Secretary of State to succeed him will be discussed on "People's Platform" over CBS Sunday, Nov. 10, at 1 p.m., EST. Program speakers will be, in addition to Fulbright, Thurman Arnold, former Attorney General; Col. T. V. Smith, professor at University of Chicago, and Thomas K. Fineletter who is working with Fulbright on the drafting of a constitutional amendment "to authorize a new election for President if the legislative and executive bodies are controlled by two parties."

Will Discuss Color Tele

Dr. Peter C. Goldmark, director of engineering research and development for CBS, is scheduled to address a meeting of the New York Electrical Society on Nov. 12 at 8 p.m. Goldmark will present the fundamental aspects of colorimetry as they relate to the use of colors in television. He will also describe electrical standards and design features specific to color television service in the ultra high frequencies.

AGENCIES

ADVERTISING FEDERATION OF AMERICA is conducting a National Essay Contest based on the subject, "What Advertising Can Mean to the Future of America." Advertising clubs throughout the nation are running local contests in their high schools and secondary schools, the winning essay in each of these local contests to be sent on for competition in the AFA's national contest. First prize is \$500 and a free trip to the Federation's annual convention in Boston next May.

JOSEPH HERSHEY MCGILLVRA, Inc., has been named as national representative for WFOJ, Milwaukee, Wis.

THOMAS M. KELLY has taken over management of the spot radio department of Radio Reports, Inc., following the resignation of George I. Reid. Kelly is sales manager of the firm, whose spot radio department checks commercials in approximately 125 markets for advertisers and agencies.

JOHN BLAIR & CO., national representatives, has added **LOREN C. SURLS, Jr.** to its New York staff as an account executive. Surlis had been with the co-operative program department of ABC since 1944, sales manager of the division since March of this year.

GILBERT R. LESSER, vice-president of Emil Mogul Company, Inc., has resigned to join the Arnold Cohan Corp. as vice-president and account executive.

EARLE A. BUCKLEY ORGANIZATION, Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

JOHN HERTZ, JR., chairman of the board, Buchanan & Company, announces the appointment of **STUART CAMPBELL** as one of the senior art directors. Past president of the Art Directors Club and currently a member of the standing advisory committee, Campbell has been variously vice-president of Kenyon & Eckhardt and art director of the Abbott Kimball and Lawrence Gumbinner agencies.

RECORDING • MOTION PICTURES • RECORDING

For
**BETTER
Off-the-Air
Recordings**

CALL PLAZA 3-9172
Complete Recording Facilities.

CINEMART 101 PARK AVE., NEW YORK 17, N. Y.

★ ★ COAST-TO-COAST ★ ★

EQUIPMENT

— NEBRASKA —

OMAHA—KOAD announces addition of Thimas Henshaw to its News and Publicity Departments. . . . Gene Telpner, a police reporter, turned playwright and thespian when he played the title role in his own play, "Holiday for Gorman," aired over KOAD. . . . Myrna Peterson joins the KOAD program staff. . . . KOAD, pioneer FM station, scores again with its first out-of-town football game broadcast between South High of Omaha and Lincoln Central at Lincoln. . . . Although requests for FM receivers still exceed supply, many Hams saw their desires realized when KOAD manager, Frank Shopen published his schematic drawings for homemade FM adaptors.

— MISSOURI —

ST. LOUIS—The "Land We Live In," KMOX dramatic feature, will sound the theme of "St. Louis Week" here on Nov. 11th, when the cast moves to the Exposition Hall to present the script of "Birth of a City." . . . Jesse Rogers will take over the emcee spot on the KMOX "Saturday Night Barn Dance." . . . Alex Buchan and Jack Garrison will bring KMOX listeners the Missouri-Colorado football game Nov. 9th. . . . In a letter to KMOX from the St. Louis Public School Patrons Alliance, the program "Quizdown" was cited as being both educational and inspiring to children. . . . KWK presents the full hour Chesterfield "ABC Club" with Gil Newcome conducting proceedings.

— ILLINOIS —

ROCK ISLAND — Movie starlet, June Haver, to the delight of all listeners in the area, re-acted her first assignment in the entertainment world—mistress of ceremonies for the WHBF Juvenile Theater. . . . "Hubba Hubba Huddle," teen age participation show, broadcast Saturdays, has been sold by WROK to the Cas. V. Weise department store. . . . Merchandise prizes are given all participants. . . . Bill Traum, WROK promotion chief has a serious problem. All he ever wins at contests are watches.

Send Birthday Greetings To—

November 8
 Dave Murphy Gregory Williamson
 James S. Seward Scott Wiseman
 Paul Barnes
 November 9
 Nyles Barry Courtney Lou Lubin
 Joan Lane John Medbury
 Bill Harding Paul Rittenhouse
 Betty Lawson Ed Wynn
 Darrell Martin Allan Mc'tzer
 Jack Rayel
 November 10
 S. Hogan Bayles Jane Froman
 Gary C. Breckner Vera Morand
 Charles Carrall Ray McDermott
 George B. Storer

— LOUISIANA —

NEW ORLEANS—Four-Way Cold Tablets will sponsor three WWL shows. . . . Mrs. Maida Tabor, WWL home economist offers helpful hints on cooking, sewing and care of the home Tuesdays and Thursdays at 9:15 ayem over WWL. . . . "The Children's Hour" makes its debut over WWL Saturday. . . . Bob Poole joins the WWL staff as announcer. . . . Martin Burke, former news manager has been named promotion manager of WWL. . . . "Under the Christmas Tree," series dramatizing Yuletide stories, will be resumed over WWL November 18.

— COLORADO —

DENVER—Traveling a total of 1,411 miles and using 650 miles of leased wire back to Denver, Lowell Watts, KLZ's "Farm Reporter," broadcast six programs direct from the American Royal Livestock and Horse Show held in Kansas City recently. . . . Continuing the station's policy of devoting a full hour every Sunday morning to broadcasting local services of various faiths, KLZ will broadcast special Jewish services during the month of November. . . . The last former serviceman from KOA, Dick White, has returned to his duties at the station's mailroom. . . . John Buchanan has joined the announcing staff of KOA.

— UTAH —

SALT LAKE CITY—KALL, in co-operation with the Salt Lake City Public Library, brings two new public service programs dealing with books and authors "The Book Shelf" and "It's Your Library" to the air. . . . Davis Award winner, Ned Sorell, has joined the KALL staff as announcer and night supervisor. . . . Holsum Bread Company is presenting the "Betsy Ross Birthday Club" five forenoons a week over KDYL under a new year's contract just begun. Following the football season, the sponsoring firm expects to extend the broadcast to six days a week by including Saturdays.

— ALABAMA —

BIRMINGHAM — Graduation exercises of Alabama Medical College's first class of twenty men and one woman were broadcast by WTNB. . . . MOBILE—Ruth Phelps interviewed Mrs. U. J. W. Peters, president, Mobile Art Assn., on WKRQ's "Naturally for Ladies" for the coming art show. . . . MONTGOMERY—Ed DeMotte, son of the late John DeMotte, succeeds his father as WMGY's commercial manager. . . . The city's three radio stations, WSPA, WCOV, and WMGY gave time daily on newscasts to publicize the opening of the Montgomery Executive Club's season.

— CONNECTICUT —

HARTFORD—WDRG presents a different Connecticut minister six mornings a week, 6:45 ayem for a five-minute broadcast. . . . BRIDGEPORT—"Crimes of Carelessness," new series over WICC heard Sunday, 3:30-4:00 p.m. . . . "The Veteran Speaks" heard daily over WICC celebrates its first year of broadcasting. . . . "Easy Aces" back, having been off the air during the pre-election commercial programs.

— SOUTH CAROLINA —

COLUMBIA—WIS announces the purchase of a Columbia business property for possible use in the construction of new studios. . . . Work is advancing on the installation of a new transmitter at WIS under the direction of Chief Engineer, Herbert G. Eidson, Jr. . . . Jack Peterson, formerly associated with CBS and WBBM, Chicago, has returned to WIS to assume duties of Manager of Program Operations. . . . SPARTANBURG—WSPA-FM, South Carolina's first FM station went on the air Nov. 3 with a six-hour day broadcast schedule.

— MINNESOTA —

MINNEAPOLIS — Latest additions to the WCCO announcing staff are Gordon Eaton and Rolf Hertagaard. . . . WCCO will give the University of Minnesota's 1946 homecoming two special programs added to the four regularly-scheduled shows in connection with the annual homecoming celebration. . . . WCCO has sent letters reminding school superintendents that they will announce schools to be closed due to extremely cold weather, also outlining a procedure to prevent possibility of any other than an authorized official announcing the closing of any school.

— MASSACHUSETTS —

BOSTON — Convalescent officers from Greater Boston hospitals are the weekly guests of Arthur Fiedler at his "Sunday at 4:30" concerts heard over WBZ and WBZA. . . . Many citizens in the WBZ and WBZA areas are using the daily educational radio series "Listen and Learn" as an in-school listening supplement to their general curriculum. . . . Nan Howard, sales representative, has returned to her chores at WEEL after an absence of several weeks caused by a knee injury. . . . Red Garrigus, WEEL's assistant program manger, reported on the housing situation in Boston for the CBS broadcast "Report from Washington."

Hearing On 30-40 MC Band Set For Dec. 2 By FCC

Washington Bureau, RADIO DAILY

Washington—A pre-oral argument conference on the FCC's proposed revised frequency service-allocation for the non-government fixed and mobile services in the band 30-40 mc, will be held on Dec. 2, the Commission announced yesterday. In announcing the conference, the Commission said:

"Widespread interest already manifested by the public in this proposal indicates that an informal engineering conference between the industry and the Commission's staff prior to the oral argument may be helpful in resolving some of the issues involved in the Commission's proposal, and in clarifying its intent in some respects."

The conference will begin at 9:30 a.m., EST. Oral argument, originally scheduled for Dec. 16, may be postponed, the Commission indicated.

New Studio Mike

New type of studio microphone not much larger in diameter than quarter, but capable of picking up orchestral music and voices of playing cast, was exhibited by the Western Electric Co. at the NAB convention in Chicago. The 640AA mike was designed by Bell Telephone Laboratories and manufactured by Western Electric. According to designers, tests show that when the mike is placed high over the viol section of an orchestra, quality of the strings is not only superior, but there also is a fine pick-up of more distant sections of the band. As "cast" mike, it may be suspended over four or more people and aimed down to give strictly non-direction pick-up.

Frequency Computer

New "Calculaide" frequency computer devised by American Hydrath Co. of New York, correlates, in one setting, the natural frequency and wave length of a circuit comprising a coil and condenser with the physical dimensions of the coil or the capacity of the condenser. Inductance values can be determined for widely varying physical dimensions of coils such as high power transmitting coils or the smaller single-layer receiver coils. Computer's range covers frequencies from 400 kilocycles to 150 megacycles and wavelengths 2 to 600 meters.

Use Of Classroom-Radio Taught Capital Teacher

A new course for teachers in the use of radio in the classroom was opened at Wilson Teachers College, Washington, D. C., last week by Hazel Kenyon Markel, WTOP community service and education director. College credit is given for the weekly two-hour lectures, sponsored by the station, the college and the District of Columbia public school system.

Dr. Clyde M. Huber, registrar of the college and chairman of the radio committee for the District public schools, reports this is the first direct effort to acquaint teachers of the Washington schools with technique of education by radio. He said Washington schools are just beginning to appreciate the usefulness of radio education, both in and out of school.

Dr. Hobart M. Corning, superintendent of District of Columbia schools, urged that local teachers take full advantage of the opportunity for intensive study of a medium through which children get a large part of their education. "Teachers should know how to use radio programs in their classrooms," said, "just as they are familiar with the techniques of visual aids such as charts, pictures and motion pictures. Through hearing good programs in schools, experiments have shown that children's out-of-school listening habits can be improved."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 29

NEW YORK, MONDAY, NOVEMBER 11, 1946

TEN CENTS

Protest Action Of USSR

Porter's Retirement From OPA Forecast

Washington Bureau, RADIO DAILY

Washington—All remaining price controls on radios and electronic equipment will be lifted this week, OPA indicated over the week-end, coincident with reports that the pricing agency would fold and administrator Paul Porter will resign.

Although Porter still insisted he wasn't yet decided whether to return to the FCC, there appeared little chance the former Commission chairman would return to his old job.

Political observers pointed out that the FCC is almost certain to be investigated by the Republican Congress and Porter would be walking

(Continued on Page 5)

Hollywood AFRA Group Votes To Support Union

Hollywood chapter of AFRA at a mass meeting Thursday night unanimously voted to authorize the national board to call a strike unless the four major networks agree to new contracts, Claude McCue, executive secretary, of the coast organization, announced. Among the stars who attended the meeting were Jack Benny, Jack Haley and Penny Singleton.

NABET Defeated Badly In Union Voting At WSB

Atlanta, Ga.—In a union election held by order of the NLRB at WSB, here, the National Assn. of Broadcast Engineers and Technicians was beaten badly. Decision was unanimous, there being not a single vote in favor of NABET.

Der Bingle Dilemma

Hollywood — Bing Crosby and associates of the Philco show heard on ABC Wednesday nights went into a huddle the past week in an effort to bolster the show's shrinking Hooper. The Crosby show, which started off with a 24 rating following the first Crosby-Hope broadcast, dropped to a 12 following the second show. One criticism advanced was that Crosby made too many recordings at one session and was not selective enough in picking name guest stars to follow Bob Hope.

Kobak Cites Duties Of Parents, Schools

Philadelphia—Acknowledging the responsibility of the radio industry to its listeners and to youth in a speech before the Association for Education Through Radio in Philadelphia on Thursday, Edgar Kobak urged the group of educators to point the finger of responsibility equally at parents and schools and other educational media. He deplored the eager-

(Continued on Page 5)

Engles Re-Enters Booking With New Concerts Firm

George Engles, for many years vice-president of NBC in charge of the company's artist service, has returned to the concert booking field as president of the newly organ-

(Continued on Page 2)

Corwin Demands Freedom For Both Radio And Press

Freedom of radio, the press and motion pictures is necessary if the nations of the world are to live and work together in harmony and peace, Norman Corwin, CBS writer-producer said last Friday night in his "One World Report" at the Willkie Memorial Building. Corwin's report was made following a round-the-world trip as winner of the "One World Award."

"I believe freedom of information is an international must," Corwin

CBS Files Complaint With Soviet Gov't On Order Banning Shortwave Use; U. S. State Dep't Readies Move

Speaker Pays Tribute To Radio As Medium

Declaring that private enterprise has accelerated the development of American broadcasting to impressive proportions, Dorothy Lewis, co-ordinator of listener activities of NAB, addressed the Association of Women Directors, 13th district meeting, at San Antonio, Texas, yesterday.

"America now has over 1,000 radio stations and 60,000,000 radio receiving sets over which 65,000 programs are broadcast daily, Mrs. Lew-

(Continued on Page 6)

Coin Television Receiver Shown By Tradio, Inc.

A new coin-operated television receiver, which will be made available to the public at no cost for use in the home, was demonstrated last week for the first time by Tradio, Inc., of

(Continued on Page 8)

Webs To Air Programs Re Armistice Observance

Activities in connection with nation-wide observance of Armistice Day will be aired on the four major networks today, with President Tru-

(Continued on Page 6)

The Columbia network, leading a fight to relieve the Russian broadcasting ban placed against U. S. radio correspondents in Moscow, sent a cablegram Friday to Joseph Stalin vigorously protesting the Soviet decision. In addition, CBS requested the U. S. State Department to intervene and take up the issue with the Russians. State Department sources over the week-end indicated the matter will receive top level attention and a protest, requested by

(Continued on Page 5)

Election May Change Okla. Political Radio

Oklahoma City—National political broadcasts may undergo a complete change as a result of this year's radio experience of the Democratic Central committee of Oklahoma.

While Republicanism swept neighboring Kansas and Missouri, Oklahoma elected a Democratic governor and legislature and retained all Democratic Congressional seats.

Wise use of radio was an important factor in the victory in the belief of

(Continued on Page 6)

RCA Using Newspaper Ads For New Home Receivers

RCA Victor is using newspapers exclusively for the initial portion of its television receiver advertising campaign, it was announced Friday

(Continued on Page 2)

Superman Debuts

Clayton "Bud" Collyer, who once acts the role of "Superman" on the Mutual Broadcasting System's serial show, now will flash across the movie screens of the country in the flesh. The "man of tomorrow" was photographed by the "March of Time" cameras for their new short, which is titled "Solving the World's Food Problem," and will soon be released.

Who's Kilroy?

Kilroy, that irrepresible nobody known all over the country, hit radio last week,—and on wheels! New Yorkers blinked their eyes when they saw an empty trolley covered from stem to stern with a sign "Reserved For Kilroy." Reason: Mutual-WOR's "Spotlight On America" is offering a trolley to anyone who can tell them who this guy Kilroy really is.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Nov. 8)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Admiral Corp.	10 3/8	10	10	— 1/8
Am. Tel. & Tel.	165 3/8	165	165 1/4	+ 1/4
CBS A	30 1/8	29 3/4	29 3/4	— 1/4
CBS B	29 1/8	29 1/4	29 1/4	— 1/8
Crosley Corp.	29 3/8	28	28	— 1 3/8
Farnsworth T. & R.	9 1/2	8 7/8	8 7/8	— 3/8
Gen. Electric	37 7/8	37 3/8	37 1/2	— 1/2
Philco	23 1/2	21 7/8	22 1/8	+ 1/2
RCA Common	10 3/8	10	10	— 1/8
RCA First Pfd.	83 3/4	83 3/4	83 3/4	— 3/4
Stewart-Warner	15 7/8	15 1/8	15 1/8	+ 7/8
Westinghouse	24 3/8	23 1/4	23 5/8	+ 3/8
Zenith Radio	22 7/8	22	22	— 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 1/4	15	15	+ 1 1/4
Nat. Union Radio	4 3/8	4 1/4	4 1/4
OVER THE COUNTER				
Du Mont Lab.	5 3/4	5 3/4	6 1/2
Finch Telecomm.	7	7	8
Stromberg-Carlson	13 1/2	13 1/2	14 1/2
U. S. Television	1 3/4	1 3/4	2 1/4
WCAO (Baltimore)	38	38
WJR (Detroit)	36	36

Ford Will Sponsor Basketball On CBS Video

Professional basketball joins Ford Motor Company's "Parade of Sports" over CBS television station WCBW tonight, Nov. 11, when the New York Knickerbockers play Chicago in Madison Square Garden. Dolly Stark, former baseball player and umpire and one time basketball coach at Dartmouth, will handle the television commentary with assistance by Bob Edge, station sports director. In addition to his sports background as a player, umpire and coach, Stark is an experienced sportscaster in baseball and football.

AMB. 2142 For Air Checks—Line Checks



Universal
Recording Corp.

Coming and Going

ROBERT E. DUNVILLE, vice-president and general manager of the Crosley Broadcasting Corp., is in town for business conferences with WINS officials.

BOB WHITE, supervisor of agriculture for ABC and director of public service in the central division of the network, is back in Chicago after having gone to East Lansing, Mich., to broadcast his Saturday stanza of "The American Farmer" from the campus of Michigan State College.

JOSEPH M. NASSAU, general manager of WEEU, American network outlet in Reading, Pa., was a visitor late last week at the headquarters of the web.

BILL HENRY, newsmen for CBS with headquarters at WTOP, Washington, D. C., is back in the Nation's Capital after having covered the elections here in New York.

DAVE STANLEY, radio publicist and author, is in Boston, where he'll make a personal appearance in connection with the sale of his new book, "A Treasury of Sports Humor."

F. P. NELSON, Washington representative of Westinghouse Radio Stations, was a recent visitor in Philadelphia on business.

JOSEPH H. REAM, vice-president and secretary of the Columbia network, left Friday on a business trip to Washington, D. C.

SEYMOUR SIEGEL, program director of WNYC, and CHARLES HARTLEY, station engineer, returned to New York this morning aboard the S. S. America. Seymour broadcast from the ship as it entered the bay after its trip up from Newport News.

HERB SHRINER is expected from the West Coast today.

HAROLD F. GROSS paid a call late last week at the offices of the American network. He's the president of WJIM, the web's affiliate in Lansing, Mich.

ROBERT McKEE, assistant sales manager of the American network's central division, and ROBERT MILLER, account executive for ABC, are expected back in Chicago today from Cincinnati and Dayton, where they spent a few days on business.

JOHN ESAU, general manager of KTUL, Tulsa, who spent the early part of last week conferring at the New York headquarters of CBS, with which the station is affiliated, has returned to his Oklahoma offices.

RCA Using Newspaper Ads For New Home Receivers

(Continued from Page 1)
by J. D. Cathcart, home instrument advertising manager.

"Teaser copy" based on the "Eye-Witness Picture Synchronizer" one of the RCA Victor Video receiver sales themes, was used during the five weeks preceding the November 3 announcement of the sets going on sale. Advertisements ranged in size from 28 to 100 lines. During the first week one teaser ad was run; two ran in the second; three in the third; four in the fourth and five in the fifth.

Will Use Color, Also
On Nov. 3, full-page advertisements were published in New York, Chicago, Philadelphia, Newark, Camden, N. J., and Albany. During November and December, four full-page full-color ads will run in Sunday newspapers in these television areas, Cathcart said. As additional cities are served by commercial video broadcasting, comparable campaigns will be employed in those areas. Later, when a larger percentage of the country is covered by television broadcasts, national advertising media may be employed, he added.

Engles Re-Enters Booking With New Concerts Firm

(Continued from Page 1)

ized Consolidated Concerts Corporation with offices in the RCA building, it was announced Friday. Engles, who retired from the concert booking field five years ago, managed such artists as Fritz Kreisler, Jascha Heifetz, John Charles Thomas, Kirsten Flagstad and the New York Symphony orchestra.

Grant Leaves WINS

Announcer Johnny Grant, wire recording specialist, resigned from the staff of WINS last Friday, Nov. 8. "Johnny-on-the-Spot" show had been heard daily from 7:30-8 a.m. Grant plans to leave this week for a short vacation in his home town of Goldsboro, N. C. Look magazine is bringing out a two-page photo spread of Grant and his wire recorder on Nov. 12.

Stork News

Wife of Joe Sage, CBS press information photo editor, gave birth to a girl in St. Vincent's Hospital, Manhattan, on Nov. 8.



Wisdom

A GI sent that picture in to us from the Orient. Korea to be exact. We liked it because it seems to have caught the serenity that comes from knowledge and experience.

We don't picture smart time buyers looking like this old Korean grandfather puffing away on his pipe.


But we do know that once they have the facts . . . they buy time with a serenity and sureness worthy of an elder statesman.

We said "once they have the facts." That's why every W-I-T-H ad states as bluntly as possible: W-I-T-H, the successful independent in Baltimore, delivers more listeners-per-dollar-spent than any other station in town.

Putting W-I-T-H at the top of the list is wisdom!



W-I-T-H
and the FM Station W3XMB
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!"

Amateur Operators May Reach 250,000

Predicting the ranks of amateur radio operators in the United States will increase from a prewar 50,000 to 250,000, Captain John Reinartz, ISNR, power tube specialist of RCA, returned last week from an extensive tour of the middle west and east during which time he addressed several thousand "hams" in a score of organizations.

The increase in operators is attributed to the fact that many returning servicemen became versed in electronics during the war and an equally large number were engaged in radio and radar manufacturing jobs. Capt. Reinartz indicated too that the technical advances have also contributed to the growing interest.

New Washington Station Goes On Air Next Month

Washington Bureau, RADIO DAILY
Washington—The Capital's newest standard radio station, WQQW will go on the air next month, Edward M. Brecher, general manager announced yesterday. The station will operate on the 570 kc., channel with 500 watts power.

WQQW is owned by approximately 15 Washington residents many of whom are prominent in business, professional, civic and government affairs. Brecher was formerly assistant to James Lawrence Fly, then chairman of the FCC and a special analyst in the commission's law department.

He participated in the initial drafting of the FCC "blue book" setting forth the public service responsibilities of broadcast stations. Commercial announcements on WQQW, according to Brecher will be limited to four per hour. No announcement will run for more than one minute and no program will be interrupted by a commercial announcement.

Also under construction is companion station WQQW-FM which will operate full time with 20,000 watts power the maximum permitted for Washington under regulations of the FCC.

Joins WLIB Staff

Arthur A. Engel, formerly of the Washington Post, has been appointed sales manager at WLIB. Engel has just been released from the Marine Corps where he served four years.

Send Birthday Greetings To—

November 11

- Joseph Bloom
- Henry Brown
- Martin Horrell
- Brad Robinson
- Nancy Sheridan
- Ruth Weil
- Bob Shaw
- Henry Shape
- Harry Holcombe

MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR

Naturally, our 800 kc. wave-length offers advantages not duplicated on the dial. But, here's a plus advantage never to be overlooked,—the geographical location of our transmitter. Look at the map. Engineers all agree that water conducts radio waves farther without power loss. On, and bounded by Lake Erie, Lake Huron and the Detroit river, CKLW beams its 5000 watt clear channel signal via the water route to a 10 million population area with a radio-homes and buying power percentage second to none in America. Power, 5000 watts, day and night,—plus our middle-of-the-dial frequency,—800 kc,—coupled with the lowest rate of any major station in this market, has made and continues to prove CKLW the Detroit Area's number one buy.

MUTUAL BROADCASTING SYSTEM
Adam J. Young, Jr., Inc.,
National Representatives
Canadian Rep., H. M. Stovin, Toronto
J. E. Campeau, Managing Director

CKLW
5,000 WATTS at 800 kc.

CLEVELAND
WINDSOR
LONDON
TOLEDO
JACKSON
DETROIT
PONTIAC
FLINT
SAGINAW
PORT HURON

SOUTHWEST

ROY HOFHEINZ, owner and operator of KTHT and KTHT-FM, both of Houston, has been named temporary chairman of the new FM promotion group which is scheduled to meet this week in Washington for its first strategy meeting. The new group replaces the FM Broadcasters Inc.

Joe J. Brown has been named manager of KNET, Palestine, which was recently purchased by Gordon McLendon, theater operator of Dallas.

Herbert P. Dahlen has been named program director of KYFM, FM voice of the Express Publishing Co., in San Antonio which took to the air recently.

Application has been submitted to the FCC by the Texas Gulf Broadcasting Co., for a new standard broadcast station at Corpus Christi to operate with 1000 watts power on 1070 kilocycles full time.

The "Fourth Army Presents" is the title of a new series of weekly quarter hour programs aired each week over WOAI, San Antonio. Program is under direction of Major D. W. Bingham, public relations officer of the Fourth Army at Fort Sam Houston. The 365th Band is featured under the direction of CWO William A. Mobley. The "Fourth Army March" written by Sgt. Roscoe W. Huntington, a ranger for the band, had its premiere last week on the broadcast. March is dedicated to General Jonathan M. Wainwright, CO of the Fourth Army.

Senator W. Lee O'Daniel reported on recent activities of Congress in a special broadcast last Thursday over station of the Texas Quality Network.

Salute To V.M.I. On MBS

Jay Jostyn, radio's "Mr. D. A.," will appear on a special Armistice Day program today at 10:30 p.m., on MBS, dedicated to the Virginia Military Institute, which co-incidentally celebrates the 107th anniversary of its founding. Other guests on the show include Ezra Stone and Mark Warnow's orchestra.

General George C. Marshall, a graduate of V.M.I., will be heard via a specially recorded message from China.

Kibler Leaves NAB

Milton J. Kibler has resigned as assistant director of employee-employer relations, NAB, it was announced yesterday. Kibler who joined the NAB staff as an attorney in 1945, will return to practice of law. He will specialize in the field of labor law, particularly within the radio broadcasting industry.

Connect in Connecticut

WDRRC
HARTFORD, CONNECTICUT
WDRRC-FM



California Commentary...!

● ● ● Fran van Hartesveldt, director of "The Great Gildersleeve," has returned from Memphis, where he checked auditorium facilities for the "Gildersleeve" broadcast to be held in Memphis, Jan. 8. Tom McKnight, producer of "New Adventures of Sherlock Holmes," is considering a prize contest open to all listeners who can spot correctly in Sir Arthur Conan Doyle's

Los Angeles

works the line each week which is the inspiration for the new radio adventure that the radio scriptwriting staff used as a basis for its original play. Jim Backus, comedian on the Alan Young, Don Ameche and other shows, says this is the best thumb-nail description of radio he knows: "Getting paid for playing gin rummy in an air-conditioned room." Leo Gorcey, with Bob Burns last season, is cutting an audition record for a show built around him. Bob McAndrews, NBC's Western division promotion manager, addressed a group of Ventura, Calif., merchants on the subject of "Advertising." By the way, Bob was a very interested spectator at the U.C.L.A.-St. Mary's game at the Los Angeles Coliseum, having at one time been the press agent for St. Mary's.

★ ★ ★

● ● ● Red Skelton will appear as emcee at the first anniversary banquet of the Army Transportation to be held in Chicago, Nov. 13th. Meeting of the former Army Transportation Corps members will be attended by both Secretary of War Robert P. Patterson and General Omar Bradley. Skelton will leave Hollywood by plane Nov. 12, returning the following Saturday. Annette Warren, gifted pianist and singer, who has made two appearances on Meredith Willson's "Sparkle Time" program, has just signed a contract with Modern Records and is slated for a 20th-Fox screen test, as a direct result of having been showcased on Willson's program. Barbara Holt has resigned as assistant to Virginia West, KECA publicity director, and has been succeeded by Marion Cerl. Mrs. Kathe Sharpe, writer-producer of KMPC's "Sewing School" and "Fashion Forum" programs, leaves Nov. 14 for Australia for a three months visit. She will spend the holidays in Australia with her husband, who is associated with a radio station there, and will also visit New Zealand and Honolulu. The two programs she produces will be transcribed while she is out-of-town.

★ ★ ★

● ● ● Now in his sixth consecutive year on Jack Haley's "Village Store," Maestro Eddie Paul has set something of a record in radio musical directing. He cut the audition record for the first "Village Store" show with Rudy Vallee, and has been on the air with it since. Jack Beekman of the Danny Winkler agency, is promoting "Hucksters Record Co.," to coincide with the terrific exploitation the book has received. The company recently recorded the voice of Artie Wayne, formerly singer with Freddy Martin's orchestra, the tunes being Harold Spina's "Sleepy Baby" and the standard "Did I Remember?"

★ ★ ★

● ● ● The cast of the "Michael Shayne" show is able to hear its own work, because of the split network used on the series. CBS news reporter Bob Garred addressed the San Bernardino, Calif., Rotary Club on his experiences overseas. The war may be over, but "Maisie" is still the sailors' pet. At a recent Ann Sothern CBS "Maisie" show, two-thirds of the audience was made up of the Navy's Seabees, in Hollywood for a furlough, who had requested tickets for her broadcast. Bob Stanton has given his "Jivin' Juliet" fans new cause to rejoice by signing a recording contract with Cosmo Records. Under his agreement, he will have first call on new songs, and at least 50,000 records will be made of each number. Bob is featured baritone on Jack Haley's "Village Store."

CHICAGO

By BILL IRVIN

SMILIN ED McCONNELL and his "Buster Gang" program, heard on NBC Saturdays, 10:30-11:00 CST, will be extended to the full NBC network of 155 stations effective Dec. 7, it has been announced by Paul McCluer, NBC central division network sales manager. The program, sponsored by the Brown Shoe Co., features McConnell and a supporting cast in children's stories and songs. It originates in Hollywood and is currently heard on 64 NBC stations. Leo Burnett Co., Inc. is the agency in charge.

Balaban & Katz television station, WBKB, is claiming a record for continuous telecasting, 42 hours and 33 minutes, consisting of 22 hours, 30 minutes, of remotes, seven hours of live shows from the studio, and seven hours, 30 minutes of film, established during the telecasting of the NAB convention at the Palmer House in Chicago.

Unlike the recent demonstrations at the TBA conventions in New York, test patterns were little used. The five hours, 30 minutes of patterns shown on the WBKB log largely accounted for by the 15-minute test period which preceded each regular program period throughout the week. RCA co-operated with WBKB in the project by turning over its display equipment for relay pickups from the Palmer House.

Extension of broadcasting activities for one-half hour, six days a week for WMAQ, NBC owned and operated key station in Chicago, has been announced by I. E. Showerman, general manager for the NBC central division. Expanded operations became effective Nov. 1, with the closing hour of the station advanced to 1:30 a.m. CST, Mondays through Saturdays. WMAQ now has the longest daily transmission in its 23-year history. The station will continue to operate from 8:00 a.m. to 1:00 a.m. CST on Sundays.



"He wants to get on that WDFW School Workshop program."

Robak Cites Duties Of Parents, Schools

(Continued from Page 1)

s with which some critics will me radio for what is bad in youth. went on to say:

We get very few complaints out commercials. Maybe the American public doesn't like commercials, we haven't heard. We used to letters and we still do on symphonies. If it's all Russian music they at German.

We get very few letters about our shows, I don't think we get one two a week, or even a month. We very few on mysteries. The only we hear that we are bad on kid ws or mysteries is when we read columnists, who tell the public bad one or another of our shows because they don't like them.

We don't happen to be fortunate enough to have dramatic serials on network. Maybe we will, some. But we read a lot in the press. don't know where these letters are, why we don't get them. We used get some complaints about singing commercials but they had died n.

We got more complaints a few weeks ago about one commercial in any in my experience in radio. It not on a cathartic or a deodorant. was on the World Series. They don't like the bong that went on 'Look sharp, be sharp,' etc. but we got letters because they don't like one of the sport announcers on it. We are more dependent on these than we are on the columnists who don't like one particular thing."

Viewtone's Tele Forum Reflects Heavy Interest

Viewtone Television & Radio Corporation's initial session last week its receiver installation series w approximately 73 dealers from ous sections of New York, with 100 repair and servicemen attending in all, it was announced Friday. Turnout was particularly gratifying, according to Viewtone execs, much as the session was held on Thursday night, considered to be ordinarily busy time for retail ers.

WANTED

Young man, unencumbered, free to travel, single, creative. Veteran preferred. Permanent, good future. Write qualifications. Box 253, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Protest Lodged With U.S.S.R. Re Ban On Shortwave Pickup

(Continued from Page 1)

CBS, will be filed through the U. S. Ambassador in Moscow.

The message from Edward R. Murrow, vice-president in charge of public affairs, to Stalin threatened to withdraw the network's correspondent, Richard C. Hottel, from Moscow unless the USSR reconsidered its decision which went into effect Oct. 8. Murrow's cablegram stated that on this date Hottel notified the network that broadcasting facilities from Moscow had been denied to U. S. radio correspondents and that efforts to obtain reconsideration had been unsuccessful.

Text of Message

Murrow's message to Stalin read as follows: "Our correspondent in Moscow, Richard C. Hottel, advised us October 8 that facilities for broadcasting from Moscow had been withdrawn. Repeated efforts to secure reconsideration of this decision have been unavailing. It is our desire to report the news of Russia by radio but denial of facilities make this impossible. Therefore unless your government's decision is reconsidered we shall withdraw our correspondent forthwith."

Following the first public revelation on Friday that U. S. radio cor-

respondents in Moscow had been refused broadcasting facilities since Oct. 8, the State Department in Washington confirmed the statement to inquiring reporters. However, a department official referred newsmen to networks for any details.

CBS, the only American network with a full time correspondent in Moscow, is the only web which has filed an official protest. NBC and ABC have shown little outward concern in the matter since their correspondents are stringers and because their pickups from Moscow have been much more infrequent than CBS. Mutual maintains a stringer in Moscow but it has carried no broadcasts from there since soon after the war ended. An exec at NBC reported that prior to the ban the web carried about one pickup a week from Moscow while ABC said it averaged about three.

Official reason given by Moscow for the removal of broadcast facilities was the revision of radio schedules, thus squeezing out American correspondents from air time. It was pointed out, however, that Russian radio facilities have been expanded and that U. S. broadcasters used very little air time.

Legion, Cantor Sponsor Annual Xmax Gift Drive

Los Angeles — Sponsored by the American Legion and Legion Auxiliary, in conjunction with Eddie Cantor, the third annual "Gifts to the Yanks Who Gave" campaign, designed to provide Christmas presents for every veteran in hospitals throughout the world, is expected to provide more than two million Christmas gifts this year.

During 1944 and 1945, when the drive for presents was initiated, more than four million gifts were provided to those who sacrificed their health in the service of their country.

The plan was initiated by the comedian two years ago, and has been sponsored by the American Legion and its various branches, together with the National Retail Dry Goods Association, the National Retail Drug Association, and many other firms and individuals.

Feature Film Music

Montreal—Music by Louis Applebaum, who has written many scores for Canadian and American films, will be performed on the "Canadian Composers Series" on Thursday, November 14, at 4:30 p.m., EST over the CBC Trans-Canada network. The principal work to be heard "Variations on a Theme," is from a film score and will be played by the McGill String Quartet.

The "Canadian Composers Series" is broadcast from Montreal by the CBC International Service for listeners in Canada and abroad.

Canadian Appliance Trade Envision Price Reductions

Montreal—Cheaper imported household electrical appliances including radios and phonographs soon will be available on the Canadian market, the wartime prices and trade board said Friday. This will result through adjustment of ceiling prices on 25 imported items. Last July new mark-ups were set for 600 items of metal goods but household electrical appliances were not included. These are being extended to appliances and until retailers make application and receive their new price — approximately 10 per cent lower—no imported appliances may be sold.

Porter's Retirement From OPA Forecast

(Continued from Page 1)

into a hot spot that would do little in furthering his political ambitions.

Unless Porter is offered a top administration job it appears likely that he will accept a lucrative industry job, rather than return to the Commission.

OPA officials indicated that the agency would virtually close its doors, with price controls only remaining on rents and sugar.

Price controls still remain on public address systems and parts, amateur police and fire radios and equipment and a few related items.

OPA officials indicated that all these controls soon would be lifted.

Dunlop Enroute To China; Will Develop FM There

San Francisco—Roy Dunlop, CBC representative, is waiting here for the end of the maritime strike, when he will leave for Shanghai to set up broadcasts in English for Canada and the United States for the Chinese Broadcasting Administration. CBA is planning to build up a chain of FM stations along the Chinese coast. Dunlop will also act as NBC stringer in China.

Career for



FERNANDEZ!

OPPORTUNITY for Canton student to gain radio experience comes as result of contest to select announcer to assist Jim Roberts, emcee of WHBC's "1480 Club" all-request show for teenagers.

CHOSEN by listeners, winner is Louis Fernandez, Jr., who'll report scholastic news. Member of National Forensic League, he holds honors in debate and oratory.

WHBC is happy to provide the stepping stone that may embark this worthy lad on a worthwhile career.

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK Represented by Rambeau

your good neighbor in CANTON, OHIO always a busy city

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

Speaker Pays Tribute To Radio As Medium

(Continued from Page 1)

is said. "Some 20,000,000 words reach listeners in 89 per cent of American homes. Considering the distribution of frequencies, one can but admire how American broadcasters have multiplied their talents."

Mrs. Lewis outlined five freedoms which she said were vital to the American listeners. They are "Freedom of Radio, Freedom to Listen, Freedom of Choice, Freedom to Criticize and Freedom to Participate."

"Pride in our American system of broadcasting and concern for the rights and duties of listeners have motivated our Listener Activity Division for many years," the speaker declared. "With the cessation of war, the building of the peace, and significant technical developments in the field of electronics ahead, we look to broadcasting with great expectation. As a skillful tool it can be used to create better understanding and increase the expectancy of life, liberty and the pursuit of happiness. It can do so, if it remains free: free to experiment—free to expand."

Webs To Air Programs Re Armistice Observance

(Continued from Page 1)

man's speech from the Tomb of the Unknown Soldier in Arlington Cemetery, the highlight.

The Chief Executive will place a wreath on the Tomb at approximately 11 a.m., the hour on which the nation will remember the official end of World War I over a quarter-century ago, and will be heard over NBC, ABC, CBS and Mutual immediately afterward.

The networks have also scheduled individual programs today from all sections of the nation. A number of celebrities, including James Stewart and Gen. James Doolittle, will join in a special tribute to the Community Chest Drive when ABC airs "The Red Feather Show" tonight from 9:30 to 10 p.m. EST. "The Red Feather," a song especially written in honor of the drive will be featured along with music by the AAF band. Songstress Kay Armen will be the vocalist, and Ted Malone will emcee.

In addition to carrying Truman today, NBC's television station WNBT, aired a show last night in which all characters but one were animals titled "The Last War." Theme of the program was that human beings had destroyed themselves and the animals took over world rule, as written by a British author, Nel Grant.

Mutual will air a special (10:30-11 p.m.) program in honor of the 107th anniversary of Virginia Military Institute, with a pickup from China featuring General George Marshall, its most illustrious graduate. In addition to carrying President Truman, MBS will air another special show heralding the opening of the Treasury Savings Bond Drive (7:15-7:30 p.m.)

★ THE WEEK IN RADIO ★

Radio Aided Republican Victory

By JIM OWENS

The Republican landslide was effectively aided by radio, GOP officials said last week. Cost of live speeches, spot announcements and recordings used by the party was estimated to be more than \$1,000,000. . . . Election also is considered by Washington biggies as a change in Government relations with the industry. Another thorough Congressional searching of the Communications Act is looked for, with a possibility of revision.

Almost \$1,250,000 worth of RCA-Victor television receivers have been sold to consumers in the New York area. . . . Dr. W. R. G. Baker, GE vice-president, was elected president of the Institute of Radio Engineers for 1947. Noel Ashbridge, BBC official, was named vice-president. . . . 470 war correspondents will be cited by the War Department at an Overseas Press Club dinner in Washington, Nov. 23. . . . Paul Porter, OPA chief, was reticent about returning to his old job as FCC chairman.

An NAB survey revealed that 93 per cent of U. S. stations have programs listed in local newspapers. . . . City College of New York plans a third annual radio conference. Date is not set, but confab will take place sometime in April. . . . Crosley Broadcasting Corp. announced plans for construction of an FM and television transmitter in Cincinnati. Total cost will be \$170,000.

Sale of WHOM by Atlantic Broadcasting Company to Generoso Pope, was okayed by FCC without a hearing. Pope is publisher of Il Progresso Italo - Americano, leading Italian daily. Commission also approved a tele CP for WGN, Chicago. . . . Mats for the new standard contract form for spot announcements were mailed last week following approval by NAB and the 4-A's. . . . John B. Lewellen, general manager of the Quiz Kids, launched a new ET educational service.

NAB prexy, Justin Miller, was honored with a degree by Franklin and Marshall College, Lancaster, Pa.

New Ross Record Show Inaugurated On WLIB

Art Ross, WLIB disc jockey, started a new record show titled "Top of the Deck" on Nov. 9, 2:15-3 p.m., featuring past and present tunes and with Ross predicting the top tunes of tomorrow. Morning edition of the Art Ross show is heard from 7:10 a.m. to 9 a.m. daily.

with Secretary of the Treasury John W. Snyder speaking from Washington. Program will also feature the 100-piece AAF band under direction of Maj. R. W. Howard.

CBS and several independent stations, among them WNEW, New York, will also carry the President's address from 11:59 to 11:05 from Arlington Cemetery.

Miller likened many of radio's problems to those of the great American in his early publishing days. . . . A Collier's magazine survey showed a ready market for new radio receivers. Over 31 per cent of urban families in the U. S. plan to buy new sets. . . . Transcription industry proposed a 17.5 per cent scale increase to AFRA.

Statler Hotel chain started installations of television sets in guest rooms. First to be complete is Hotel Pennsylvania in New York, with others set for video service when receivers and equipment is available. . . . Fannie Hurst, famed novelist, launched sharp criticism at many commercial aspects of radio.

CBS' nine-month net for this year was put at \$3,997,532. . . . Col. K. S. Rogers was named honorary president of CAB by its board of directors. Association will shortly reorganize its setup as a result of plans discussed at a three-day meeting in Toronto. . . . Major networks and over 1,000 stations have volunteered all-out support of the Treasury drive which gets under way today. . . . A general staff meeting of OIC was held in New York headquarters over the weekend.

FCC announced settlement of numerous conflicting requests, one of which involved two Congressmen. . . . A new full-hour variety show using Hollywood personalities is planned by Mutual for presentation in January. Mickey Rooney and Groucho Marx are reportedly set to participate in the program, which is designed to attract department stores, etc. . . . First annual conference of 13th district of NAB women directors is set for San Antonio, Nov. 10-11. . . . Hermien Dommissie, South African journalist, is making a survey of American radio. Her government's radio is expected to go commercial next year. . . . Stromberg-Carlson is field-testing FM converters designed to make 350,000 pre-war FM sets usable on new as well as the old bands.

Shoe Company Expands McConnell Show on NBC

Expansion of the Smilin' Ed McConnell program on NBC from a 64 station web to the full NBC network of 155 stations effective December 7, was announced yesterday by the Leo Burnett company, Inc., Chicago, agency handling the show for the Brown Shoe company of St. Louis. McConnell is heard Saturdays from 10:30 to 11:00 a.m., CST.

Opera Star Is Hasel Guest

Mimi Benzell, Metropolitan Opera soprano, will be interviewed by Joe Hasel on his sports program today, Nov. 11, 11:15 p.m., over WJZ. Miss Benzell was a well known swimmer before she went into the field of grand opera.

Election May Change Okla. Political Radio

(Continued from Page 1)

H. I. Hinds, state Democratic chairman. The Democratic public budget featured radio. The Republican budget featured outdoor advertising with radio a minor role.

Unofficial returns today indicate that Democratic nominee Roy Turner will be elected by a greater majority than that of Robert S. Kerr in 1946 despite the fact that Oklahoma was considered a doubtful state up to Election Day.

Between September 19, and November 5, the Oklahoma Democratic used nine 30-minute shows, four transcribed quarter hours and two 15 quarter hours. Most of the program were over a special network of 22 stations, including all Oklahoma stations and bordering ones in Kansas and Texas.

Few of the broadcasts were of the usual political speech type. Music narration and interviews were featured instead. On the night before election incredulous but delighted Oklahomans heard a symphonic farfare and a dramatic voice announced the crossroads of destiny.

During the full hour which followed audiences of the 22-station hookup heard operatic selections, folk music, patriotic songs, selections from "Oklahoma" and a hymn. The cast of 75 included a 30-piece symphonic orchestra mixed chorus and radio professionals.

The first half hour featured Congressional issues, the second half the state ticket. Musical numbers were interspersed with half minute biographical sketches, quotations from state newspapers and sentence quotations from Turner speeches in various state cities.

The only candidate who appeared on the program was gubernatorial nominee Roy Turner, national famous rancher and oilman. He made a 60-word speech.

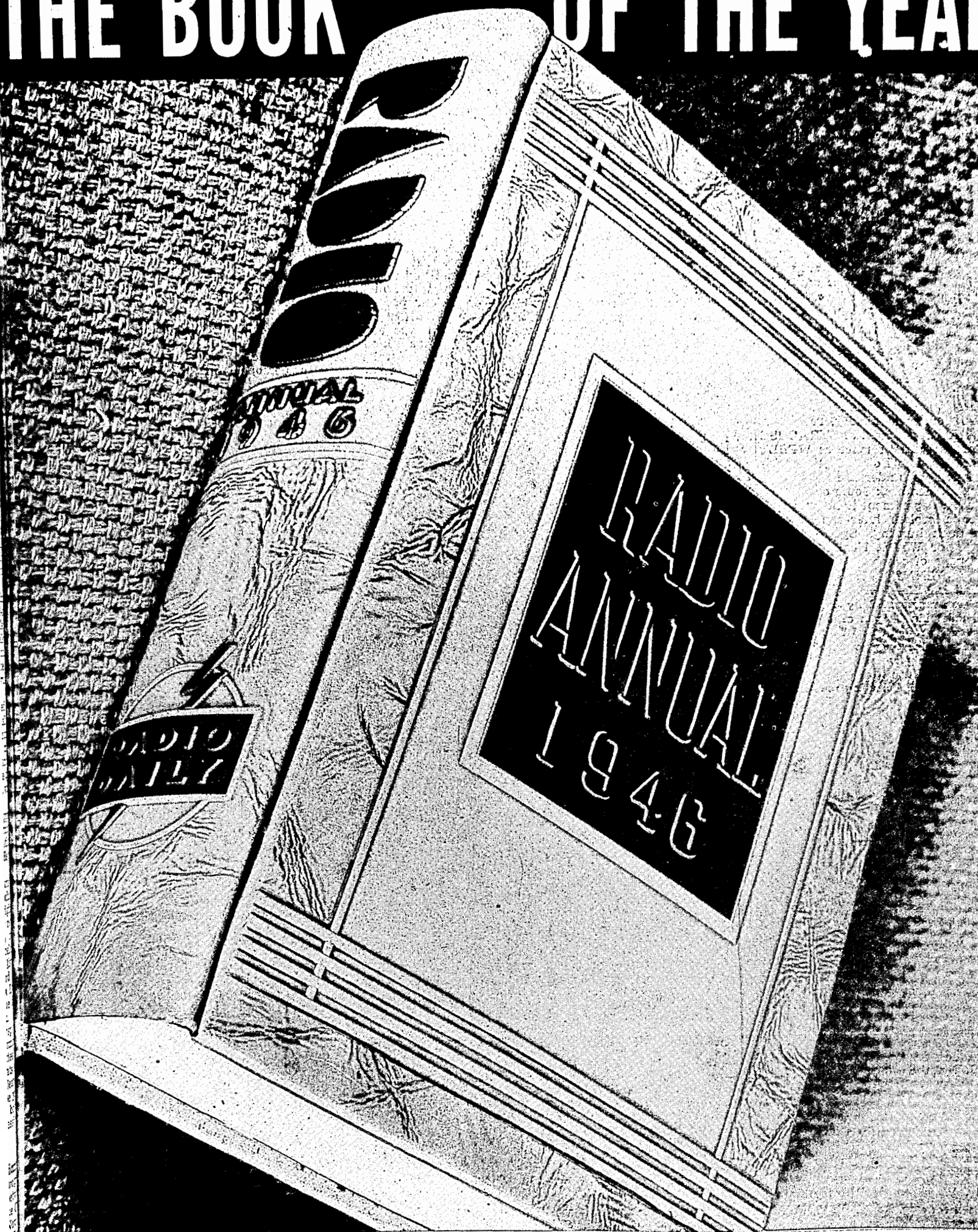
Audience reaction was reflected not only in votes but also in switchboard calls. WKY, Oklahoma City originated the program for the net. They reported that although two high ratings NBC features had been canceled, they carry the broadcasts, not one listener complained. The switchboard was swamped with inquiries from listeners who could not believe the show originated outside New York.

T. T. Johnson, veteran newspaperman and impresario was chairman of the Democratic Radio Committee two years ago. Oklahoma Democrats successfully used entertainment features on a few broadcasts and three years ago dramatized issues in radio broadcasts during a special Congressional election.

Barry To Address Collegians

Charles C. Barry, national program director of the American Network will address the Mount Holyoke Club of New York, on Wednesday, Nov. 13. Speaking on the topic "Whose Microphone?" Barry will explain some of the problems faced by a program manager.

THE BOOK OF THE YEAR



1947 RADIO ANNUAL NOW IN PREPARATION WILL
BE PUBLISHED SHORTLY AFTER THE FIRST OF THE YEAR

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
TO RADIO DAILY — \$10.00 PER YEAR

COAST-TO-COAST

—TEXAS—

SAN ANTONIO — KISS, FM voice of KMAC will take the air Nov. 15th on a nine-hour schedule. . . . Ted Carr joins the KMAC announcing staff. . . . FORT WORTH — Gene Baugh, celebrating his fifteenth year as musical director of WBAP, reminiscent of the days he gave Tex Benecke and Don Gillis their first breaks in radio. . . . AUSTIN—Following up last year's successful broadcasts from Allen Jr. High School, KTBC is again featuring programs broadcast direct from the school with students participating.

—NEW YORK STATE—

JAMESTOWN—WJTN has inaugurated a new series of educational programs as a public service for school students. During the course of a week, primary and secondary schools will receive ninety minutes of music appreciation, local history, review of the week's news, etc. . . . SYRACUSE —After ten years' service as WFBL's sportscaster, Leo Bolley tendered his resignation to undertake free-lance duties. . . . Hendrick Soule of WFBL's promotion department is hospitalized, due to a broken knee-cap suffered while duck hunting. Special events director for WFBL, Neal Moylan, is proud papa of a baby girl.

—PENNSYLVANIA—

PHILADELPHIA—The KYW educational series was represented by an exhibit at the Philadelphia Chapter of the Assn. for Education by radio. . . . KYW, ninth oldest station in the country, carried its first broadcast twenty-five years ago on Nov. 11th. . . . New business for KYW includes N. Snellenburg & Co. using nine live station break announcements Nov. 19 to plug one-day sale. Time Watches, jewelry store using three weekly station breaks for 52 weeks, and the Buchanan Men's clothing store has contracted for two live spot announcements weekly to cover a 52-week period.

Advance Orders Heavy

Advance orders for radio's documentary book, "The First Quarter-Century of American Broadcasting," have reached the 2,000 mark, according to E. P. J. Shurick, director of advertising and promotion of KMBC, Kansas City. Broadcasters are cooperating in distributing copies of the book at cost.

Receives Scottish Award

Evelyn MacGregor, contralto of "The American Album of Familiar Music" received the Order of the Scottish Clans, recognizing her as the outstanding artist of 1946. Presentation in the form of a gold medal was made at the 20th Annual Concert and Ball of the United Scottish Clans held this week at Manhattan Center, New York.

FOR SALE

Recording studio in Times Square area. Will sell as unit or equipment only. Write Box 252, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Corwin Demands Freedom For Both Radio And Press

(Continued from Page 1)

and Corwin urged that truth and accuracy "head up the copy desk" and that they be given power to make decisions over the broadcasters' or publisher's personal political prejudices. Views U. S. As Leader

Having visited all the major countries of the world, Corwin pointed out that the U. S. was still looked up to and respected, but that that feeling had dwindled somewhat. "We seem to be farther from Willkie's 'One World' today than we were when his thesis became the best selling book in America four years ago," he asserted. "The reservoir of good will toward the U. S. about which Willkie spoke enthusiastically in 1942, has drained to a dangerously low level."

"I believe all nations should

acknowledge more readily the principle of cultural exchange, especially as it applies between countries whose political relations are strained," the CBS writer proclaimed. "I believe from what I've seen that to despair of the world is to resign from it. I believe that to assume human nature is committed to another war is to assume that suicide is the only solution to our problems," he added.

Assisted by Lee Bland

Corwin was assisted in his world trip by Lee Bland of CBS, and the two made several recordings of their experiences and talks with persons in the countries they visited. This material will be used as background for an 8 or 13-week series of broadcasts, expected to begin over CBS about the first of the year.

Coin Television Receiver Shown By Tradio, Inc.

(Continued from Page 1)

Asbury Park, N. J., producers of coin-operated radios.

Titled "TradioVision," it is said to be the first coin-operated video unit ever to be manufactured and is believed to be the world's smallest receiver. Assembly line production is expected to get under way within the next 60 days and distribution will be handled either by the factory direct or through the company's international distributors.

This merchandising plan, according to company officials, was born out of the rapidly growing demand for television receivers "on the part of numerous individuals who would like receivers in their homes, but cannot afford to pay current high prices." The plan "makes television available to them now at no initial cost," it was declared. Plan is also designed to create immediately a larger tele audience for both broadcasters and advertisers.

Half Hour for 50 Cents

When in actual use, the set owner will enjoy a half-hour video show for fifty cents, it was explained. However, current plans do not call for direct sale of sets to the consumer, but on a "pay as you play" basis. Future plans include the later offering of a TradioVision service on a fixed monthly rental basis. As a result, the consumer will have the following advantages, according to company officials: (1) No initial expenditure; (2) no antenna installation charge; (3) Continuous free maintenance and insurance; (4) Prompt installation of improved features resulting from further research; (5) Selection of desired finish on the cabinet to blend with the color scheme of any room.

TradioVision will be made available to the public through a variety of other places outside the home, it was added, for instance: hotels, cocktail lounges, meeting rooms, etc.

ABC Sells Video Program To Johnson & Johnson

Chicago—The American Broadcasting Company has signed Johnson & Johnson, New Brunswick, N. J., manufacturers of baby products, to sponsor a new video program, according to an announcement today by Paul Mowrey, national director of television. On Nov. 12, from 9-9:15 p.m. over Station WBKB, Chicago, ABC will telecast a film titled "Bathing Time For Baby," produced for J & J by Walt Disney studios.

"Bathing Time For Baby" features Dr. Stork, one of Disney's latest creations, instructing in the "do's" and "don'ts" of infant bathing. The film has been approved by the Children's Bureau of the U. S. Department of Labor and the Visiting Nurse Service of New York.

Flying Broadcaster

Montreal—Claire Wallace, outstanding Canadian woman broadcaster, has taken up flying and proposes to solo from Toronto to New York where she will attend the United Nations Assembly. She learned to fly in four hours and describes her plane as "a new type with no rudder bars for your feet," adding: "You drive it like a car, with only a steering wheel to manipulate."

RECORDING • MOTION PICTURES • RECORDING

For BETTER AUDITION RECORDINGS CALL PLAZA 3-9172 Hours Suited to Your Convenience

CINEMART 101 PARK AVE., NEW YORK 17, N. Y.

AGENCIES

WARREN J. MILLER, BEN JOHNSON and OWEN HUSSIE have been named to the advertising staff of RCA Victor home instrument department by J. David Cathcart, home instrument advertising manager. Miller was formerly with Hutcheson Advertising Co., Inc., and McKee Albright, Inc. Jones returns to RCA Victor after nearly four years in armed services. Hussie graduated from the University of Pennsylvania in 1941 and spent the intervening period in the armed services.

THE NEW YORK AND BUENOS AIRES OFFICES of the Export Advertising Agency, effective Jan. 1 will operate as an independent organization under the name of Rolfe Otto & Associates, Inc. The new port agency will be headed by Rolfe H. Otto as president, Edward M. Zucchi as vice-president and He Dalmases as secretary-treasurer.

ARTHUR CADY, recently of York & Rubicam, has joined the art department of Doherty, Clifford & Sheffield, Inc. He was previously with Geyer, Cornell & Newell.

GEORGE B. PARK, assistant advertising manager of the General Electric Company's appliance and merchandise department, has been named manager of the department's public relations section, it has been announced by H. L. Andrews, vice president. Park continues in the advertising position to which he was appointed last year.

ALAN FISHBURN, radio chief of Schwimmer & Scott, Inc., Chicago announces that the "Coronet Storyteller" portion of the Kellogg Hour Edition program is now being written by Ken Houston.

THE CENTAUR COMPANY Division, Sterling Drug Inc., has inaugurated a special advertising campaign for Fletcher's Castoria. Young Rubicam is the agency.

WHEN KIDS CHOOSE UP SIDES they leave it to chance. But WCBM produces perfect teamwork between advertising and sales. Baltimore's Listening Habit WCBM MUTUAL BROADCASTING SYSTEM FREE & PETERS, Inc. Exclusive National Representatives John Elmer President George H. Roeder General Manager



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 30

NEW YORK, TUESDAY, NOVEMBER 12, 1946

TEN CENTS

'De-Control' Construction

New FCC Activities; Approve AM Sales

Washington Bureau, RADIO DAILY
Washington—Approval of the sales transfer of control of three radio stations was given last week by the FCC. Stations include KTNN, Tuscon, N. M.; WGR, Buffalo, N. Y., and WSPA, Spartanburg, S. C. The Commission granted consent to the voluntary assignment of the license of WGR from the Buffalo Broadcasting Corp., to the WGR Broadcasting Corp., for a price of \$50,000. The Commission also granted consent to acquisition of control of
(Continued on Page 8)

Feltis Addresses AMA; BMB Committee Meets

Cleveland—Hugh Feltis, president of the Broadcast Measurement Bureau, will discuss the bureau's measurement of station and network audiences before the local chapter of the American Marketing Association at a luncheon meeting here today. Following his report, on the present status of the BMB survey, Feltis will show the new Bureau sound mo.
(Continued on Page 3)

Promotion Kits Out For National Radio Week

Some 1100 kits of promotional material are being mailed this week to AM, FM and television stations by NAB and RMA under their joint plans for sponsorship of National Radio Week, Nov. 24-30. Justin Miller and R. C. Cosgrove, NAB and RMA presidents, respectively, have asked
(Continued on Page 6)

Congratulations

Concord, N. H.—Official returns have revealed that Charles M. Dale, owner of WKXL here and WHEB in Portsmouth, has been re-elected governor with an almost two to one lead over his Democratic opponent, F. Clyde Keefe. The margin in the radio executive's favor is the greatest ever rolled up by a candidate in the state's 161-year history.

Humane

A lost Dalmatian dog, whining for his master, was introduced on the Bob and Eddie Dunn "Face to Face" television show over WNBC, New York, Sunday night, by an official of the Society for the Prevention of Cruelty to Animals. It was the first time television was used in an effort to restore a lost dog to its owner. Viewers were asked to check their neighborhoods for anyone seeking to recover a Dalmatian.

AFRA And Networks Will Meet Monday

Next meeting between AFRA and network representatives is scheduled for 2:30 p.m., Monday, Nov. 18, when the union will inform the webs of a rank and file vote taken among AFRA members last week in New York, Chicago, Los Angeles and San Francisco. In the voting sessions the union membership voted overwhelmingly to strike unless the networks offered
(Continued on Page 2)

Nat'l C-J Conference To Cite Radio Industry

The National Conference of Christians and Jews will award a citation to the radio industry in recognition of its "superb effort" to help promote American Brotherhood at a dinner at the Waldorf-Astoria on November 24, it was announced yesterday. A representative of the industry will
(Continued on Page 3)

High Freq. Confab For 1947 Asked By Moscow Tele Meet

The Moscow Telecommunications Conference agreed that a World High Frequency Broadcasting Conference should be called in the Fall of next year, Francis Colt De Wolf, State Department telecommunications chief said over the week-end. De Wolf termed the Moscow conference a very great success and praised the co-operation of the Russians. De Wolf's report was made Satur-

Extent Of New Building Problematical; Wyatt To Ask 'Priority' Retention; Prices Are Certain To Jump

Boston Radio Aids Community Drive

Boston—Radio stations here aided the kick-off last week-end of Greater Boston's Community Fund Campaign for 1947. Chick Morris, WBZ special events director, did a broadcast from campaign headquarters which included an interview with John E. Lawrence, fund chairman. Lawrence also appeared on Dick Doty's "Boston Air Journal" over WCOP. "Battle of Wits," a special program
(Continued on Page 6)

Stalin Not Likely To Reply To CBS Until Next Week

The appeal of CBS direct to U. S. S. R. Premier Joseph Stalin that his government reverse its decision denying radio facilities to U. S. network correspondents in Moscow is not expected to bring forth an answer
(Continued on Page 3)

WNBC To Salute Cities Via On-The-Spot Shows

WNBC will carry its new call letters into all communities in the Metropolitan area through a series of on-the-spot salutes to the various cities, it was announced yesterday
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — President Truman's sweeping order abandoning virtually all economic controls will have a heavy impact on the radio industry of the nation, Government officials predicted here yesterday. Prices are almost certain to jump. Biggest question mark, however, centered around the extent of the construction control collapse. Construction controls, thus far, have meant a virtual stop on new radio station construction. Recon-
(Continued on Page 3)

Canada Surveying Television Outlook

Montreal—The CBC, in its postwar plans, is not forgetting television and it is expected that, when building begins on the final site selected for FM stations in Montreal, space will be provided for an experimental television transmitter. One antenna system only may be erected at the proposed site on Mount Royal to include radiating facilities for two FM pro-
(Continued on Page 6)

Will Investigate State Dept. Shortwave Programming

Washington Bureau, RADIO DAILY
Washington — Senator Kenneth Wherry (R., Nebraska) announced yesterday he would investigate the "propaganda activities" of the State department's cultural and informa-
(Continued on Page 2)

Sound Experts

Chicago—Five hundred authorities on sound will gather at the Stevens Hotel here on Thursday for a three-day meeting of the Acoustical Society of America. The meeting will also be attended by midwest members of the SMPF and the Chicago section of IRE. Convention will discuss post-war developments in the field of electronic sound.



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MARVIN KIRSCH : : : Business Manager

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AFRA And Networks Will Meet Monday

(Continued from Page 1) AFRA a satisfactory contract. The last contract expired Oct. 31.

Included in AFRA's demands is a clause which would prohibit the four major networks from feeding programs to affiliated stations which refuse to negotiate or arbitrate with the union. Contract negotiations between AFRA and the networks have never advanced beyond this issue which was the first one brought up by union execs when the first meetings began early in October. The membership vote taken last week backed up this demand by AFRA's national executive board.

AFRA's Los Angeles chapter, which includes some of radio's biggest names, was the first to authorize a strike unless the webs agree to a new contract. On Friday members of the chapters in New York and Chicago voted to support the actions of the national officers.

West Coast Bureau; RADIO DAILY Hollywood—The Screen Actors Guild, meeting here yesterday, voted its support to AFRA in that organization's current controversy with the networks regarding a new contract. Additionally, the Guild declared that in the event of a strike it would instruct its members not to appear on radio programs.

Griffin Quits Bracken Show

Hollywood—Wayne Griffin has resigned as producer of the Eddie Bracken show and is succeeded by Nat Wolff. Griffin resigned over differences over programming.

GORDON M. DAY ADVERTISING SERVICE Musical Commercials, Radio Productions 145 E. 53 St., New York City, PL 3-3460 120 Boylston St., Boston, HAN-9343

Coming and Going

ELL HENRY, publicity manager of ABC's central division, is back at his Chicago headquarters following a short business trip to Milwaukee.

CEDRIC FOSTER, Mutual network commentator, is in Sumter, S. C., where he'll address the student body of Edmunds High School this morning, the Lion's Club at luncheon and the Chamber of Commerce at dinner.

DAVID DAVIS, field supervisor of technical operations at CBS, has left on a vacation during which he will give special attention to the ancient and honorable game of golf.

PETER DONALD is expected back for tomorrow's "Can You Top This?" program. He's in Charlotte, N. C., to entertain the Variety Clubs on the occasion of "Peter. Donald Day" held there.

JACK WILCHER, radio director for Badger & Browning, Inc., will deliver an address today at the meeting of the Advertising Club of Boston, to be held in the Hotel Statler.

HARRY PARRY, program director of WWSC, Glens Falls, N. Y., a visitor yesterday at the offices of the Mutual network, with which the station is affiliated.

DON THORNBURGH, vice-president of CBS in charge of the western division and general manager of KNX, Los Angeles, has left New York on the return trip to the West Coast. LLOYD BROWNFIELD, press director of the station, will arrive in Gotham today to continue the conferences on station business.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., is back at the station after having visited briefly in New York.

ERIC SEVAREID, Columbia director of news in Washington, D. C., is back in the Nation's Capital following a short stay in New York.

JOHN CAREY, commercial manager of WIND, Chicago, in New York to talk with agency time buyers and officials of the station's national representatives.

ROBERT B. HUDSON, director of the education department at CBS, is in Philadelphia, where today he will be one of the principal speakers at the National Conference on Government.

EDITH TODESCAM, production manager of the CBS western division, has left Los Angeles for two weeks in Mexico City, southern Mexico and Central America. She'll return Nov. 25.

WNBC To Salute Cities Via On-The-Spot Shows

(Continued from Page 1) by James M. Gaines, station manager. Bayonne, N. J., will be the first city to be so honored with the day scheduled for Tuesday, Nov. 19.

Twelve other localities have been set tentatively for the WNBC honor list, with the events occurring once a week on a schedule extending through February. They include four boroughs in New York City and cities in Long Island, New Jersey, Westchester and Connecticut. A separate department of the station has been set up to handle the honor days, headed by Murray Harris, who is directing field exploitation in connection with the project.

All of WNBC's local programs are participating in these salutes including the "Modern Farmer Show," Bob Smith, "Hi Jinx!," with Jinx Falkenburg and Tex McCrary; Mary Margaret McBride, Maggi McNellis, Ray Barrett, and his "You're On the Spot" show, the "Metropolitan News Round-up," and other special programs.

Stork News

Stan Smith, WLIB staff announcer, is the father of a girl born Nov. 6 and named Susan Laurel. Mother and daughter are doing fine.

Will Investigate State Dept. Shortwave Programming

(Continued from Page 1) tional service in Europe, including the effectiveness of the Government's shortwave radio programs.

Wherry, who leaves soon on a European trip, said he would investigate at first hand every phase of the department's activities.

"The sponsors of these activities," Wherry said, "claim they are making progress in combatting communist propaganda. I want to find out, if possible, how many people listen to the shortwave programs."

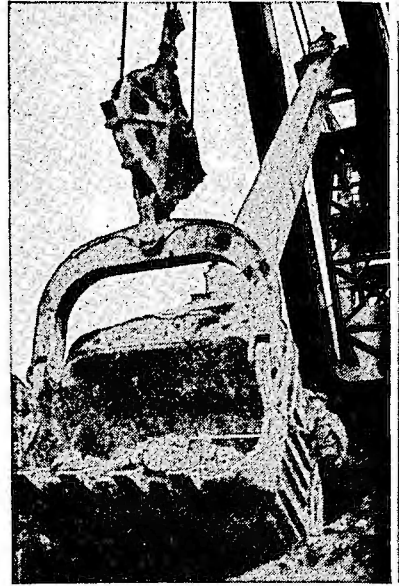
Dorschug Chf. Engineer Of WEEL, CBS Boston Sta.

Boston—Harold Dorschug, television technician at CBS in the video field department, and a member of the network's engineering department since 1935, has been appointed chief engineer for WEEL, CBS-owned station here, it was announced yesterday. He replaces Walter Stiles, who has resigned to enter the engineering consultant field.

Dorschug served as a lieutenant in the Navy during the war.

RADIO TIME SALESMEN WANTED Growing New York independent station is interested in Radio Time Salesmen now actively selling in N. Y. C. This is an appeal to men eager to make a change for more money and association with progressive management. Reply in full. Stress market and agency contacts. Accompany letter with photograph. All negotiations confidential. Write Box No. 251, RADIO DAILY 1501 Broadway, New York 18, N. Y.

5000 WATTS 1330 KC. 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.



Big scoop

That big baby is capable of biting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too. It's this: down here in Baltimore W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's delivering in quantity and quality the way time buyers like it.

And remember . . . there are 5 stations in this 6th largest city.

W-I-T-H belongs on any smart list.

W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

'De-Control' May Up Prices, Construction

(Continued from Page 1)

version Director John Steelman has scheduled meetings with OPA and CPA heads to discuss liquidation of these agencies. With all price ceilings removed from building materials, President Truman has called for a special report from housing expeditor Wilson Wyatt.

Wyatt, chief Government backer of strict control over non-essential construction, is expected to demand continued priority control.

What few price controls remained on radios and electronic equipment were wiped away by President Truman's sweeping order. OPA yesterday was busy formalizing the order.

With wage controls dumped into the de-control heap, new wage demands were expected within the radio industry. Industry groups, including the U. S. Chamber of Commerce, predicted a flurry of higher prices, but stated prices would go down soon unless labor demanded higher wages. Labor, on the other hand, made it plain that wage adjustments would be necessary to meet anticipated higher living costs.

Nat'l C-J Conference To Cite Radio Industry

(Continued from Page 1)

respond to the tribute. All branches of the communications field will be honored by the NCCJ for their part in advancing unity and understanding.

As an example of what radio has done and can do, it was added, a visual broadcast will be undertaken from the banquet hall, the theme of which is "Thanks for Thanksgiving." ABC network will carry the broadcast and the cast will consist of some of radio's top talent.

James Sauter is chairman of the dinner committee which includes Robert Swezey, vice-president of Mutual, for radio; Emil Friedlander and Bert Lytell for the theatre; Max Cohen, movies; William Randolph Hearst, Jr., press; and Reginald Clough, Tide Magazine, advertisers. Each industry will receive a citation by its own designated representative. Dr. Everett R. Clinchy, president of the Conference, will make the awards.

Stalin Not Likely To Reply To CBS Until Next Week

(Continued from Page 1)

swer before the end of this week at least. It was suggested yesterday that Russia, knowing that CBS also asked U. S. State Department intervention, is not likely to act until the issue is presented through diplomatic channels. The State Department has made no comment about the appeal voiced by Edward R. Murrow, CBS veepee, but sources within the body indicated that action would be taken by the Government.

Meanwhile, the American Broadcasting Co., entered the protest action against the Russians when it requested the aid of Walter Bedell Smith, U. S. Ambassador to Moscow. Robert E. Kintner, ABC veepee, cabled Smith: "We have been greatly disturbed by the Russian withdrawal of radio facilities for broadcasts to this country. We have delayed in enlisting your aid in restoring facilities because we hoped that our inability to broadcast from Moscow would be temporary. Since American broadcasts from Russia contribute to an understanding between our country and Russia I know you will want to use your good offices in an effort to permit all American radio networks to resume their broadcasts. We should also appreciate any information concerning the reason that we are being deprived of the means of broadcasting from Russia."

NBC Executives To Host Coast 10-Year-Club Group

West Coast Bureau, RADIO DAILY

Hollywood—Sidney N. Strotz, vice-president in charge of the NBC Western Network, and Frank E. Mullen, executive vice-president of NBC, will be co-hosts at NBC's annual Ten-Year Club Dinner in the Beverly Hills Hotel, Thursday night, Nov. 14.

There are currently forty members of the Ten-Year Club in Hollywood, with fourteen new members to be inducted this year.

New members include: Frank Barton and Hal Gibney, announcers; R. O. Brooke, Howard Cooley, Joe Kay and Floyd Wetteland of the engineering staff; Robert Dwan and Bruce Kamman, producers; Virgil Reimer, of the sound effects department; Robert McAndrews, advertising and promotion department; Alex Petry, music rights; Elaine Forbes, network sales department; Don Thompson, night program supervisor; and Ralph E. Stephen, protection staff.

A. H. Saxton, chief engineer of the NBC Western network, will observe his 20th anniversary with NBC at the dinner. Saxton joined NBC in New York on Nov. 1, 1926. Prior to that time he was associated with RCA and WNBC (formerly WEAf) for a four-year period.

Televising Bergen-McCarthy

Entire cast of the Edgar Bergen-Charlie McCarthy radio program makes its television debut over NBC's video station, WNBT, Nov. 14 during the "Hour Glass" program at 8 p.m.

Feltis Addresses AMA; BMB Committee Meets

(Continued from Page 1)

tion pictures, after which the meeting will be open to discussion. Showing will be the first of the new film before an AMA group.

Meanwhile, the BMB technical research committee met in New York last Friday to discuss how the survey findings might best be presented by subscribing stations in order to prevent "hurried and invalid" conclusions concerning audience areas. Levels of BMB penetration, maps, county-city audience data and cumulative totals were discussed.

After hearing arguments pro and con, the establishment of primary, secondary and tertiary levels, the committee agreed to consider the matter further and in the next week made specific recommendations to the BMB board regarding authorized ways in which the data may be presented in map and tabulation form in advertising and also in printed promotion.

Returning To CKLW

Montreal—Terence O'Dell, popular radio personality, who has been chief announcer and head of the news office of Station CJAD, Montreal, since its opening, left that station Nov. 7 to return to Station CKLW, in Windsor, Ontario, where he started his radio career. With him goes his wife, equally well-known to radio listeners as singer Lucienne Delval. They will leave next week.

Moscow Meet Urges HF Confab For 1947

(Continued from Page 1)

"that the ITU should be affiliated with the United Nations Organization and should become what is known in the Charter of the United Nations as a 'specialized agency.' The International Telecommunications Union, however, would retain its autonomous character and would be administered by its own council. The central frequency registration board (CFRB) is an American invention. As far as that goes, most of the other suggestions adopted by the Moscow conference were based on American proposals."

Co-op Recording Company Launched In Hollywood

West Coast Bureau, RADIO DAILY

Los Angeles — Smiley Burnette formed another recording company yesterday which will bear the label, "Co-Op Recorders, Inc."

Recording artists who sign with the company will wax their own tunes at their own expense, but will release through Burnette's "Co-Op" and share in the profits from sales of their records. He will audition and sign contracts with musicians before waxing their songs. Most of the tunes will be Western and hillbilly music.

Previously, Burnette had formed the "Rancho Records" for release of his own compositions.

Christmas Case-Histories . . .

They show the WLS constant audience response

Busy as Midwest housewives are at Christmas time, they're never too busy to listen and *respond* to their favorite radio station.

Last Christmas season, for example, WLS—"Feature Foods" offered a folder of holiday hints. 50,299 busy women took time to write for it. The WLS Family Album, at 50 cents each, completely sold out its 40,000-copy edition during December.

At every season of the year, WLS listeners *respond* to WLS advertisers. Is your sales story reaching the *responsive* WLS audience?



50,000 WATTS
890 KILOCYCLES
AMERICAN AFFILIATE

Represented by John Blair and Company, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK.

THE PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SHYDER
Manager

CHICAGO 7

JOB WANTED

... the job of
SELLING KANSAS
for YOU - at low
cost • Just hire:

Ben Ludy,
GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA

LOS ANGELES

By RALPH WILK

ED JORGENSON, well known newsman, has assumed until further notice, the early morning broadcasts over ABC's Pacific Coast Network of James Abbe, who is taking leave temporarily from his microphone duties because of a throat ailment.

Ned Tollinger, Mutual-Don Lee Program Co-Ordinator in Hollywood, returned to his desk this week following a quick business trip to Chicago.

Jean Hersholt, star of CBS' "Dr. Christian" broadcasts, was honored at a party given by the Columbia Broadcasting System at the Hollywood Knickerbocker Hotel on Wednesday, Nov. 6, 5:30 to 7:30 p.m., it was announced by Harry Witt, assistant general manager, Western Division CBS. Guests at the party, which celebrated Hersholt's completion of nine years on the network and the beginning of his tenth season as the lovable doctor, included sponsor, agency and network executives, program and production personnel, Hollywood and Los Angeles press representatives, and Hersholt's intimate friends.

Kerwin Hoover, KFI news rewrite man, announced the birth of a son on Monday, Oct. 21. This is the Hoover's first child, and he weighed eight pounds eight ounces at birth. Name, John Gregory Hoover.

In setting up the schedule for fall, as of Standard time, KFI has scheduled all crime programs no earlier than 9 p.m. For more than a year, KFI has carried on negotiations with NBC and the national clients involved for the late release of this type of program. The purpose of the late releases is to avoid broadcasting crime programs during the children's best listening hours.

Comedian Jim Backus of the Alan Young show has been advised of his first fan club, a group of 24 Glendale girls who call themselves the "Jay Bees."

The first two shows of the "Skippy Hollywood Theater," produced by Les Mitchel Productions, Inc., are being cut this week. The shows are "Between the Devil," starring Lynn Bari, and "Angels With Amnesia," starring Adolphe Menjou.

Gordon Phillips, former Don Lee network sound technician, is now enroute to Roanoke, Va., where he will take over program directorship of new radio outlet, WROV, an NBC station.

The Texas Radio Fans' Club, with 300,000 members, has voted Will Orlean, who has arrived here, as the state's best newscaster.



Broadway Bulletin Board. . . !

● ● ● RCA-Victor, unable to get a nite-time spot on NBC, will cancel out its Rob't Merrill Sunday afternoon as of Nov. 24th. . . Rise Stevens and Jimmy Carroll will headline the "Family Hour" starting Dec. 8th. . . Harry Sobol, the Wall St. exploiter, copped a triple parlay over the week-end and is now richer than Toots Shor. . . Crosby's drop to 12 lends a little more weight to the argument of coasters that the Groaner will be back to "live" broadcasting before the turn of the year. . . Chicago Sun let out over 48 staffers last week, with the sheet being cut down several pages. . . Florida Citrus Commission to plunk down a half a million bux for radio exploitation in its coming campaign for fresh and processed fruits. . . They say the reason behind W. Pegler's rap at Geo. Raft is that latter's pal, Longie (the Jersey lad) and Peg once had a terrific gambling rumpus. . . A well-known disc jockey, who lost his job here, is in bad financial straits on the coast with no job bids in sight. . . The next Graziano-Zale fite at the Garden will be televised as far as Washington, D. C. and Boston. . . Borden switching tele account (a cooking series at NBC) to Kenyon & Eckhardt. . . The Tony Leaders due for a pram session around Thanksgiving time. . . Alan Sands points out that in the good old days, they used to say that John Barrymore could read a menu and make people weep. At today's prices, anybody can do that.



● ● ● H'wood is supposed to be the home of slick, big-time radio production, but for consistent, topnotch smoothness and pace, we'll take Herb Moss' work on the Hildegard airer. . . Frank Lovejoy, in H'wood for a hot six hours, succeeded in finding a house to lease. He and his wife, Joan Banks, are settling there. . . Kenyon & Eckhardt's press dept (Hal Davis & Herb Landon) on the ball with spreads in Life, Liberty, American and Seventeen this week on Bill Gernannt's "County Fair." . . Geo. Ross has dreamed up a radio idea with a vocational guidance slant, which is being peddled by the new firm of Satenstein & Stuart. . . Kal Kirby, ass't to Mark Warnow for years, will continue to operate from the N. Y. office under Warnow's sponsorship, when latter shifts to the coast Nov. 24th. Kirby has currently signed with Diamond Records to do a series of albums and will prob'ly move into radio as a full-fledged musical director on his own.



● ● ● The story was hushed up, but the last Presidential broadcast, which cancelled other slated programs, was a God-send for one of the studios. A guesstar, skedded to go on at the time, showed up much the worse for giggle water, and wouldn't have been able to play the date anyway. . . Operatic stars being tested for a series of televised streamlined operas. . . Durex Blade Co. to include radio in its campaign to introduce its new product. Peck agency is handling. . . Bret Morrison, radio's Shadow, playing the lead in "Aunt Jenny" for a week. . . Phil Brito will be guest of honor at La Martinique Sunday nite celebrating his first movie for Monogram, "Sweetheart of Sigma Chi." . . Thought: Few musical shows around today that can equal the old Cresta Blanca Carnival with Morton Gould's arrangements, Alec Templeton's piano and Frank Gallop's unmatched announcing tones. . . Beatrice Kay booked into the Chanticleer in Baltimore. . . Jack Smith makes his first footlight appearance Nov. 28th at the Adams Theater in Newark. . . Four WNBC announcers have already fluffed the new call letters eliminating themselves from the \$100 prize offered by boss-man Jim Gaines for the lad who comes through with a clean slate by Jan. Tom O'Brien, on election eve, barely caught himself in time with this station announcement: This is station WENBC. . . And Tim Marks, the B'way sage, admits that money isn't everything—he merely likes it best. He says it's his ambition to marry a wealthy gal who's too proud to let her husband work.

CHICAGO

By BILL IRVIN

ON Oct. 29, 1840, 106 years ago Mrs. Kate Patterson, former Negr slave, was born in Texas. This year Oct. 29, Mrs. Patterson was hostess at a birthday party at her home 4047 Indiana Ave., Chicago, and included among her guests was Jim Hurlbut, WBBM's director of special events, who took with him a new fangled contraption called a wire recorder, a device yet undreamed of back in the days of President Van Buren's administration when Mrs. Patterson was a girl. It was Jim's second time as guest of Mrs. Patterson. Last year, when she was 106 years old, he interviewed her for a special wire-recorded WBBM program.

AD GLIBS

by DAVID O. ALBER

What radio needs is a survey of the surveys. For many years radio performers have developed ulcers jumping through the hoop. It's really fantastic how they wait with bated breath for the 1st and 15th of every month to learn the "verdict." The "sheet" has the power to make them leap for joy or plumb the depths of despair. Plus and minus signs were never fraught with more importance.

I'd like to make my own survey of how many hearts and contracts have been broken because a few people were phoned and asked what program they happened to be tuned to. Were you ever called? Lucky you!

Many astute sponsors have devised rating systems of their own. They measure the volume of sales. Pretty smart, eh?

What does a sponsor go on the air for? So he can boast at the club that his program hit a 25? Perhaps it makes him a social lion. But, don't kid yourself, what the Board of Directors watches is the sales graph. Also, what it costs to get each customer.

More important than the rating is the sponsor identification. Even more important is the question of whether the program can draw the type of audience that will buy the product. Whether Confucius said it or not, what counts is not the number of listeners, it's the number of buyers. Am I right?

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity

654 Madison Ave., N. Y.
RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

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

SOUTHWEST

THE Houston Symphony Orchestra, under the direction of Ernst Hoffmann, began its third year of commercially half hour sponsored broadcasts over the Texas Quality Network Saturday, Nov. 2. Programs are sponsored by the Texas Gulf Sulphur

James Melton "Met" tenor, was the first of 13 guest soloists with the San Antonio Symphony Orchestra. Melton sang in San Antonio on Nov. 9 at the San Antonio Municipal Auditorium.

The first presentation of the Dallas Symphony Orchestra recording of Tchaikovsky's "The Seasons" just released by Victor in album form was presented over WFAA, Dallas, in a special broadcast. John Rosenfield, assignments editor of the Dallas News, was the commentator. Other speakers in the program included D. Gordon McVie, Jr., symphony president; Antal Natani, conductor; Lanham Deal, business manager; and H. Stanley Marcus, director.

Abb Holleron, special events and arts chief of KTSA, San Antonio, presented a special wire recording of the landing of an autogyro in front of the local post office in observance of National Air Mail Week. Plane landed with airmail from the local office and took off with several sacks of outgoing mail.

A special broadcast emanating from Radio House at the University of Texas, told the story of the Veterans Memorial Operating Fund and its purpose in establishing scholarships at the university and building a dormitory-apartment for student veterans. Script was written by Joe Murphy and directed by Gale Adkins, assistant director of Radio House.

Mark Buckley

San Francisco—Mark Buckley, 35, member of the advertising firm of Livingston and Buckley, died in the Oakland Hospital as the result of injuries received when his car went out of control and went over an embankment on the approach to the Golden Gate Bridge. He is survived by his wife, Susan, two children, John and Jill, his mother, and two sisters.

Oppose Liquor Advertising On CBC Web Programs

Montreal—Acting to forestall any future attempt to introduce advertising of beverage alcohol on CBC broadcasts, the Ottawa Presbytery of the United Church supported two resolutions urging continuation of the present ban on such advertising.

The question of brewery and distillery publicity was aired when Rev. R. C. Eakin, of Buckingham, presented the report of the evangelism and social service committee. He reviewed the stand taken by the General Council of the United Church at its September meeting and introduced his committee's motion. It urged the Presbytery to "request the Premiers and Attorney-General of Ontario and Quebec to oppose advertising of beverage alcohol over the CBC."

Rev. A. F. Fokes, of Shawville, and Rev. John Macaskell, of Ramsayville, pointed out that breweries and distilleries were carrying on what Mr. Macaskell termed "a most effective type of goodwill advertising in newspapers and magazines."

Rev. J. H. Osterhout said he understood there was "tremendous pressure being brought to bear" by brewers and distillers in an effort to have their advertising broadcast. He felt it should be made clear that the motion was not criticizing the CBC, but rather that the Presbytery was standing behind the present policy banning liquor advertising.

In view of claims that the motion was not entirely clear and that it was doubtful if the provincial authorities named in it, would have any say in what went into CBC broadcasts, a second motion was submitted by A. A. Crawley and passed.

It read: "That this presbytery has observed with satisfaction that there have been no liquor advertisements over the CBC, and that we strongly urge that this policy be continued; this resolution to be forwarded to the proper officials of the CBC."

It was contended by one delegate that already some programs were being broadcast over private radio stations, sponsored by liquor interests but without the sponsor being named. It was also claimed that the lack of liquor advertising on CBC programs had "nothing to do with the CBC" but that it was the result of a wartime move by the Federal Government. It was understood by some delegates that the ban on such advertising was to be lifted next March.

Farnsworth Tele Set Production Under Way

Fort Wayne—First production of Farnsworth Television & Radio Corp.'s television receivers begins this week, officials announced. First shipments are expected to reach New York and Chicago markets before the end of the year.

The first set to get into production will be the FV-200, table model with an aluminum cabinet. Company plans to begin production of wood table models and several console types as soon as possible. The metal cabinet receiver, which will retail between \$250 and \$300 under present plans, also can be used for standard broadcast reception by the addition of an AM adapter. A direct-view type providing a bright high-definition black and white picture, it has 22 tubes and a 10-inch semi-flat viewing tube. It covers all commercial television channels in both the upper and lower groups, has a frequency modulation sound channel, and utilizes a dipole antenna.

Upton Close Renewed

The National Economic Council has renewed Upton Close on Mutual for another 13 weeks, effective November 19, completing the 52-week cycle, it was announced yesterday. Contract was handled by a new agency for the NEC, the Jim Duffy Company. Former agency was Roche, Williams and Cleary.

PROMOTION

Mailing Piece

WMGY, new Mutual affiliate in Montgomery, Ala., used jumbo 9x7-inch post cards addressed to rural route boxholders in 36 counties of Alabama, Florida and Georgia to acquaint listeners with their daily programs. Programs were listed in the various categories, including music, sports, news, human relations, etc.

"Cinderella" Stunt

Unique give-away was presented Mrs. Evelyn Gastel, of Pittsburgh, when her "home-town" day came up Friday, Nov. 1 on CBS "Cinderella" show. Station WJAS, Columbia affiliate in Pittsburgh, gave her a month's free advertising announcements for her husband when he opens his garage shortly.

Juvenile Jury Changes Time Effective Dec. 8

"Juvenile Jury," Mutual program which is sponsored by General Foods effective with the December 8 broadcast, will change broadcast time on that date. Now heard on Saturdays, program will move to Sunday from 1:30 to 2:00 p.m., EST.

Product on the program will be Gaines' Dog Foods.

SONGS BY JIMMY BUNN
With Bob Jones, Harry Grove
Sustaining
KCMO, Kansas City

This is a quarter-hour of listening that ranks with anything that radio offers here in the afternoon. Program aims to furnish in the time allotted, and it fairly well hits the mark, a pleasant escape from the soap operas which jam the afternoon nets.

Bunn's voice is in the range of the top pop song singers, his quality is fine, and it's a good bet that he's headed for bigger things. A strapping feller on the Van Johnson picture work, he has the looks for stage and stage emcee work and a vocal sustainer over NBC which originated at WOW, Omaha.

Mood of this show is kept strictly informal. It's well in keeping with the pleasant singing. Bob Jones backgrounds at the piano and comes in for his own solo turn once during each show. When caught, the show was coming through the mix.

SOMETHING'S HAPPENING AT KCMO!

There's more to a station than power—and the new KCMO-built programs are keeping right up, in audience response, as KCMO towers build toward their 50,000 Watt goal!

Programming to catch the ear of Expanding Mid-America will continue "to happen" at KCMO!

National Representative:
John E. Pearson Co.

KCMO
Basic ABC • Kansas City, Mo.



Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA

100 MILLION DOLLAR
YEARLY MARKET

KXXO EL CENTRO CALIFORNIA
SEE RAYMER

Canada Surveying Television Outlook

(Continued from Page 1)
grams and at least one television program simultaneously.

"The problem of connecting television stations together for network television broadcasting is going to be a very difficult and costly one in Canada, where we have great distances between important urban centres and a total population of only 13,000,000. This high cost of television network facilities will delay for some time the advance towards the ultimate use of television on a coast-to-coast network basis, as is the case for sound broadcasting," an official CBC statement says.

It adds that, "it is hoped that, within the next two years, there may be available for experimental use between Toronto, Ottawa and Montreal, a microwave radio relay circuit suitable in the first instance for high quality network sound broadcasting to connect the FM stations in these three centres. And it is hoped that this start in microwave relay operation may result in the setting up between these centres of the first microwave television network service in Canada: There should also be opportunities, when television is introduced, even on an experimental basis in Toronto and Montreal, to tie in with U. S. television network service at Buffalo and Schenectady, probably by microwave relay.

"It is important for Canada that a start be made in television," the statement says. "We have much to learn technically and from a production standpoint. Television may be the ultimate in broadcasting; and that is, adding sight to sound may be equivalent in broadcasting to the adding of sound to sight in the motion picture industry some 20 years ago. But in television there is one thing that we in Canada must keep in mind; whatever we do is going to be costly. So, when a start is made, it must be in the right direction from the standpoint of minimum cost and usefulness for the future."

Alexanders Stores Renews Weekly ABC Video Series

ABC has renewed its contract with Alexanders Stores, sponsors of the video program, "Play The Game" over WABD, it was announced yesterday by Paul Mowrey, national television director for the network. Present contract expires today, but under renewal it will continue to the end of the year with the exception of Christmas and New Year's Eves. Network has special holiday programs planned for those evenings.

"Play the Game," a video version of the old parlor game charades is regularly telecast Tuesday evenings from 8-8:30 over the Du Mont station and directed by Dick Goggin. Harvey Zorbaugh, professor at NYU, is master of ceremonies. Program is audience participation, and under the new contract format will provide for merchandise prizes instead of cash to the winners.

NETWORK SONG FAVORITES

Top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

Survey Week of November 1-7, 1946

TITLE	PUBLISHER
A Garden In The Rain.....	Melrose
And Then It's Heaven.....	Remick
The Best Man.....	Vanguard
Blue Skies.....	Berlin
The Coffee Song.....	Valiant
Either It's Love Or It Isn't.....	Mood
Everybody Loves My Baby, My Baby.....	Goode Music
Five Minutes More.....	Melrose
For You For Me For Evermore.....	Chappell
The Girl That I Marry.....	Berlin
If You Were The Only Girl.....	Mutual
It's A Pity To Say Goodnight.....	Leeds
It's All Over Now.....	Broadcast Music
Linger In My Arms A Little Longer, Baby.....	Bourne
My Sugar Is So Refined.....	Capitol
The Old Lamp-Lighter.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke and Van Heusen
On The Boardwalk.....	Bregman-Vocco-Conn
The Rickety Rickshaw Man.....	Southern
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Somewhere In The Night.....	Triangle
South America Take It Away.....	Witmark
The Things We Did Last Summer.....	E. H. Morris
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Under The Willow Tree.....	Peter Maurice
The Whole World Is Singing My Song.....	Robbins
Why Does It Get So Late So Early.....	Harms
You Keep Coming Back Like A Song.....	Berlin
Zip-A-De-Do-Dah.....	Santly-Joy

Promotion Kits Out For National Radio Week

(Continued from Page 1)
everyone associated with broadcasting to join in observance of the event.

Dealer-wise, the two organizations have active support of the National Retail Dry Goods Association, the National Retail Furniture Association, the National Music Merchants Association and the National Electrical Retailers Association.

"What I Think About Radio" is the topic of a nation-wide letter writing contest being sponsored by the Association of Women Broadcasters of the NAB. More than 200 new 1947 radio receivers will be donated by RMA manufacturers and awarded on a district basis.

Hildy To Guest New Group

The Joe Mooney Quartet, has been signed by producer Anna Sosenko to guest with Hildegarde Sunday, Nov. 17, 9 p.m., over CBS. The instrumental group, headed by blind Joe Mooney, who plays a swing accordion, was playing in obscurity several months ago in a small New Jersey night club until discovered by New York music men.

Stewart-Warner 9-Mo. Net Is Set At \$1,673,295

Chicago—A net profit for the first nine months of 1946 of \$1,673,295, or \$1.31 per share of capital stock, was reported yesterday by Stewart-Warner Corporation, subject to audit and year-end adjustments.

For the first three quarters of 1945, the corporation's net profit was \$1,528,711 before providing \$500,000 for post-war plant rehabilitation and contingencies.

In releasing the figures, James S. Knowlson, chairman of the board and president of the corporation, said that while the results of the nine-months' operation have been favorable, figures "do not actually reflect economic outlook existing today in the U. S."

"The first quarter of 1947," Knowlson said, "will in my opinion be an extremely trying time. The long range effect on industry of the strikes a year ago and those of the early part of this year are just now beginning to be felt." He explained that stock piles of raw materials, which had been an ample "reservoir," are now "pretty well cleaned out." Any further work stoppages in the basic industries, he added, will hurt.

Boston Radio Aids Community Drive

(Continued from Page 1)

with ABC's Professor Quiz and contestants from the Community Fund was aired by WCOP Monday night, Nov. 11. ABC affiliate is also devoted "Curbstone Quiz," daily 15-minute stanzas, to the campaign with money awards going to the fund.

"Adventures of the Red Feather Man," a quarter-hour transcript series depicting real life stories of people helped by Red Feather Services, is being aired thrice weekly, 7:15 p.m., by WHDH. A variety of quiz programs have brought the campaign to the attention of Bostonites including WNAC's "Quiz of 7 Cities" and "Quizzing the Wives."

Cowboy Gene Autry was heard over WEEI Saturday, Nov. 9, when he appeared at campaign headquarters. WEEI marked Red Feather Sunday with an interfaith broadcast of interest to people of all creeds.

USO Entertainment Group Reaches Campaign Quota

A USO flag has been awarded the entertainment group of the organization for achieving 100 per cent of its quota in the New York USO Campaign for \$2,750,000, it was announced yesterday.

Flag was presented to James S. Ter, president of Air Features, at luncheon at the Biltmore Hotel, which it was announced that the New York campaign as a whole achieved 55 per cent of the goal.

Entertainment group is part of Service & Public Affairs division of the campaign which is headed by Keith Kiggins. This division raised \$88,023, or 33.9 per cent of total thus far.

The New York USO campaign is part of a national campaign for \$1,000,000 to keep USO going through 1947, as asked for by the Army Services, for hospitalized veterans and service men still on active duty.

Senator Ball On ABC

The first Senatorial statement regarding the labor policy of the Republican Party in the forthcoming Congress, which it will dominate broadcast last night by Sen. Joe Ball of Minnesota, who was heard about four minutes on "Head Edition," co-op program of the American network aired from 7-7:15.

Send Birthday Greetings To—

November 12

Pat Patterson J. P. Wright

Larry White Henry Jerome

Marusia Savo



Sometimes you can break a good rule!

It's usually a wise rule not to plan a chicken dinner before the eggs are hatched.

But not always!

If the "chicken dinner" represents your future, and the "eggs" are financial nest eggs—go ahead and plan!

Especially if your nest eggs are U.S.

Bonds—all the War Bonds you have bought—all the Savings Bonds you *are* buying.

For your government *guarantees* that these will hatch out in just 10 years.

Millions of Americans have found them the safest, surest way to save money . . . and they've proved that buying Bonds on the

Payroll Savings Plan is the easiest way to pile up dollars that anyone ever thought of.

So keep on buying Savings Bonds. Buy them at banks, post offices or on the Payroll Plan.

You'll be building real financial security for yourself, your family, and your business.

Best of all, you *can* count your chickens before they're hatched . . . plan exactly the kind of future you want, and get it!

**SAVE THE EASY WAY... BUY YOUR BONDS
THROUGH PAYROLL SAVINGS**

*Contributed by this Newspaper in co-operation
with the Publishers of America as a public service.*



COAST-TO-COAST

— WASHINGTON —

PULLMAN—State College of Washington, owner of KWSC, this year will grant degrees in radio speech and radio writing. . . . KWSC recently added the World transcription service to its Thesaurus service. . . . Ruth Barnier has been appointed traffic manager of KWSC. . . . Now slated for a hearing on Dec. 9 is the application of KWSC, 5000-watts for frequency change from 1250 to 1030 kilocycles. . . . YAKIMA—Goddard Bros., local Philco dealer, placed the Crosby show on KIT. . . . Following a brief illness, Harrison A. Miller, KIT sales manager is back at work.

— COLORADO —

DENVER — The Advertising Club of Denver presented KOA its award for "The Ad of the Month in the field of Small Newspaper Ads." The audience promotion ads, which appeared in the "Denver Post," comprised a series of 20, one-column by seven inches with art work taking about three inches. . . . New business at KOA includes transcribed announcements weekly for Vel Soap, the Macklem Baking Company has signed for five station breaks weekly, and the Western Appliance Company has signed for three spot announcements weekly. . . . With Denver paralyzed in the midst of the worst blizzard in ten years, KLZ broadcast the comics from daily papers to keep kiddies abreast with the latest happenings.

— UTAH —

SALT LAKE CITY—There's a barrel of fun and plenty of cash awards and merchandise prizes for both listeners and guests on the new "Purity Cracker Barrel Quiz" program over KDYL at 11:15 a.m., Tuesday and Friday. . . . New "Life Begins at Midnight" feature has disc jockey, Charles Baker spinning a platter then asking audience to call in answer to the question asked. Record is given as award. . . . Bill Manning joins the KDYL announcing staff. . . . KDYL kept its news staff on duty all night long to cover all election returns last Tuesday.

— VIRGINIA —

ROANOKE—New additions to the WSLF staff are John H. Kirk, recently appointed Special Events and Special Program Director, Tom Hughes, Jr. becomes News Editor, and Bill Kidd is now a member of the announcing staff. . . . RICHMOND—On Nov. 2nd, WRVA completed twenty-one years of operation. . . . The Fredericksburg and Potomac Railroad has installed a p.a. system to bring its clients WRVA broadcasts. . . . The last of WRVA's pre-war staff, Lt. Cmdr. Walter R. Bishop, USNR and Don Meyer have returned to their respective duties, public relations director and announcer-producer.

PREPARE for ENGAGEMENTS

ACTORS—SINGERS—ANNOUNCERS
Thorough training for radio. Auditions built; 'mike' personality, poise developed. Recordings. 16th year. Recommended by stars. FREE AUDITIONS.
ROBERT EVANS RADIO ACADEMY
113 W. 57th St. (Steinway Hall) N. Y. C.
Circle 6-9861

Approve 3 Station Transfers; New FCC 'Polarization' Rule

(Continued from Page 1)

Spartanburg Advertising Co., licensee of WSPA from Donald Russell to A. B. Taylor for \$155,000, and voluntary assignment of license of KTNM from Hoyt Houck, Robert D. Houck and Walter G. Russell, doing business as Tucumcari Broadcasting Co., to T. R. B. McAlister, Pryde E. Hale, and Grady Maples, doing business as WGR Broadcasting Corp., for consideration of \$45,000.

In addition, the Commission also granted CP's to six applicants for new standard stations. These include James G. Thomas, et al, doing business as Sampson Broadcasting Co., Clinton, N. C., to operate on 550 kc., 1 kw., daytime; Burlington-Graham Broadcasting Co., Burlington, N. C., to operate on 1150 kc., 1 kw., daytime; Balboa Radio Corp., San Diego, Calif., to operate on 740 kc., 5 kw., daytime; Jose R. Madrazo and Ruben Diaz Atiles, doing business as Madarao and Diaz, Fajardo, Puerto Rico, to operate on 1490 kc., 250 watts, unlimited; E. R. Ferguson and J. R. Pepper, doing business as Bluff City Broadcasting Co., Ltd., Memphis, Tenn., to operate on 730 kc., 250 watts unlimited; P. C. Wilson, Canton, O., to operate on 900 kc., 250 watts, daytime.

New FM Grants

Conditional FM grants have been awarded to three applicants, the FCC announced Friday. They include Luther E. Gibson, Salinas, Calif.,

Class B station; United Garage and Service Corp., Lakewood, Ohio, Class A and Myles H. Johns, Milwaukee, Wis., Class B.

At the same time the Commission announced that seven FM applicants were awarded modified CP's. These include: Santa Maria Daily Times, Santa Maria, Calif.; Southeastern Broadcasting Co., Macon, Ga.; the Broadcasting Corp. of America, Riverside, Cal.; the Capital Broadcasting Co., Annapolis, Md.; Kingsport Broadcasting Co., Inc., Kingsport, Tenn.; Saviers Electrical Products Corp., Reno, Nev.

FM Polarization Ruling

The FCC announced on Friday that henceforth licensees of FM stations may, if they desire, employ circular or elliptical polarization. Horizontal polarization is still retained as the standard form of polarization and must be used by all FM licensees (including those who exercise the option of utilizing circular or elliptical polarization). Horizontal polarization also continues as the basis for determining effective radiated power for allocation purpose. Thus circular or elliptical polarization in no way changes the present provisions in the standards concerning horizontal polarization. The change made simple permits FM licensees to add another polarization to their horizontal polarization.

Dr. Goldmark To Address N. Y. Electrical Society

Dr. Peter C. Goldmark, director of engineering research and development for CBS, will address the New York Electrical Society tonight on color television at the Engineering Societies Building.

Will Treat Design Features

Dr. Goldmark will present some of the fundamental aspects of colorimetry as they relate to the use of colors in television. He will also discuss advances made since the war in securing brilliant colors on the receiver screen, and will describe the electrical standards and design features specific to color tele service in the ultra-high frequencies.

Wingate Succeeds Killiam In WOR Spec. Events Dept.

John Wingate has joined the news and special features division of WOR, replacing Paul Killiam who recently resigned, it has been announced.

Wingate attended the University of North Carolina, and has been associated with program and special events at WRAL, Raleigh, and WGBR, Goldsboro, N. C. He joined WOR last August as a news writer.

James M. Doyle has also joined the WOR news staff as a writer after being in charge of continuity acceptance for the station. He is a graduate of the University of California, and a former member of the San Francisco Call-Bulletin.

AGENCIES

ADVERTISING AND SELLING COURSE of the Advertising Club of New York, has elected the following officers: president: Ronald Bradley, Doherty, Clifford & Shenfield, Inc.; vice-president: John Pe Flynn, free lance, public relations secretary-treasurer: Evelyn Benn Doherty, Clifford & Shenfield, Inc.

GEORGE G. WEISS, manager WBBQ, Augusta, Ga., has appointed Joseph Hershey McGillvra, Inc. exclusive national representatives. The station will be the Mutual outlet in the Augusta market.

CARL E. WIDNEY, member of the plans board, Maxon, Inc., New York, has been elected a vice-president of the agency. Widney has been with the New York office of Maxon since 1940, serving as account executive, the receiver division and, earlier, the appliance and merchandise division, of the General Electric Company accounts.

WORD, Spartanburg, S. C., has engaged The Branham Company as regional representatives, effective immediately.

SANFORD E. GERARD, a member of the art department of Lennen Mitchell, Inc., is the author of a new book, "How Good Is Your Taste?" published this week by Doubleday Co. Gerard, formerly art director of Macy's and several ad agencies, has set between covers all the known tastes extant, including advertiser and industrial uses, as well as home housewares, clothing, furniture, etc., from which he sets forth a pattern on how to use and direct good tastes.

GIL SIMON, production and publicity director of KFVB, Los Angeles, has resigned to enter the advertising agency business. He will be associated with an eastern agency which is opening a branch office in Hollywood. The firm will handle general advertising and public relations assignments.

Master these Dialects with the DIALECTON AUDIO-VISUAL METHOD. The DIALECTON Album contains eight recorded dialects plus the INSTRUCTION HANDBOOK — a complete course for classroom or individual study. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education. Actors, students, directors, teachers find this method the simplest way of studying foreign-American dialects. Price \$15 prepaid (plus 10% Fed. Tax) DIALECTON, Inc. 244 West 49th St., New York 19, N. Y.

WTAG Leads In 83 Out Of 96. Of the 96 periods per week rated by Hooper (Dec. '46) in the Worcester area WTAG leads in 83 and is in close second in the remaining 4 1/2 hours per week. WTAG WORCESTER

Outline 5 FM Objectives

CBS' Video Flexible, Goldmark Tells NYES

Dr. Peter C. Goldmark, director of engineering research and development for CBS, provided a "basis for solving all major technical differences" in ultra-high frequency color television last night in an address before the New York Electrical Society. He also declared it "unlikely" that converters would be used to present black and white sets to receive black and white pictures from ultra-high frequency transmitters.

(Continued on Page 8)

Third Cycle?

Edgar Bergen, "Charlie McCarthy's" perennial mouthpiece, yesterday sized up his professional career as being in cycles. He said the first 10-year cycle was vaudeville; the second 10 in radio and added: "perhaps the next 10 years will be in television." Bergen debuts on tele over WNBT tomorrow night.

Webs Offering FM'ers Non-Musical Shows

Approximately 52 FM stations, owned by AM broadcasters affiliated with the four major networks, are now open for a free ride in programming, since all networks permit them to use web shows which do not contain music.

ABC was the most recent network to set up the same policy as the other three webs in regard to AM affiliates with FM stations. All nets now allow

(Continued on Page 7)

St. Louis Stations To Fore As Power Strike Hits City

St. Louis—The sudden emergency created by an unannounced power strike found St. Louis stations ready to provide their listeners with immediate news.

Maintenance men and operating engineers employed at the Venice, Ill., plants of the Union Electric Company of Missouri, which provides

(Continued on Page 8)

Many New Companies Enter Radio And Appliance Field

Washington Bureau, *RADIO DAILY*

Washington—The large backlog of unsatisfied demand for radios and household appliances has attracted many new business men to this field, according to an article which will appear in the November issue of Domestic Commerce, monthly publication of the Department of Commerce. In 1944 and 1945 about 7,000 new firms entered the appliance and radio field and many existing firms established new branches. These new entrants

Organization Committee Of New Group Meets In Washington, And Plans National FM Conference

British Tele Production 100,000 Sets By June

Washington Bureau, *RADIO DAILY*

Washington—The British television industry has been authorized to produce 100,000 television sets by June, 1947, and present indications are that this goal will be achieved, according to reports received by the Office of International Trade, Department of Commerce. The most serious bottleneck is the shortage of parts, particularly cathode ray tubes.

Retail prices for television sets in

(Continued on Page 8)

Seek Music Fee Increase For Can. Performing Rights

Montreal—Increases in some fees for performing rights to music licensed by Composers, Authors and Publishers Association of Canada are sought in the Association's 1947

(Continued on Page 3)

Wanamaker Store Plans Christmas Video Series

The huge Du Mont-John Wanamaker television studio will be transformed into a veritable "North Pole toyland" with specially designed sets

(Continued on Page 7)

Washington Bureau, *RADIO DAILY*

Washington—A set of five objectives and plans for an industry-wide FM meet to be held next month or in January were agreed upon at a meeting of FM broadcasters and manufacturers here this week to organize the new FM association. This is the group exclusively predicted by *RADIO DAILY* more than a month ago to grow out of meeting of FMers during the NAB convention in Chicago last last month.

Named to select the time and place for the national membership meet

(Continued on Page 7)

Movie Rights Sold For NBC Tele Show

First sale of motion picture rights to a television production was consummated in New York yesterday when John F. Royal, vice-president of NBC in charge of television, announced a deal for "Mr. Mergenthwirker's Lobbies" with Radio Cinema Theaters Corporation of California.

The television production, a fan-

(Continued on Page 2)

Nine Applications For Standard Stations

Washington Bureau, *RADIO DAILY*

Washington—Receipt of nine applications for new standard stations, most of them in small cities, was announced last week by the FCC. They

(Continued on Page 7)

Statistical

WOR's "Better Half Matinee" tallied first anniversary figures yesterday from 1-1:30 p.m. and found 150,000 people had seen the show, 3,000 have participated and \$75,000 in prizes have been given away. Prizes included such items as nylons, white shirts, sheets and 16-pound hams. Tiny Ruftner emceed the program heard six days a week.

Report Deutsch Resigning From World Broadcasting

L. Deutsch, founder and president of World Broadcasting Company, is expected to resign his post as chief executive of the wholly-owned Decca records subsidiary, it was reliably reported yesterday. Deutsch had sold his controlling stock in World to Decca a few years ago, but had been re-elected as president on a contract for a period of five years. Contact is said to have considerable work remaining, but "management

(Continued on Page 2)

Pages Municipalities To Study Radio Usage

Philadelphia — Urging municipal governments to train personnel for effective use of radio, Robert B. Hudson, CBS director of education, last night addressed the National Conference on Government sponsored by the National Municipal League, meeting in this week.

The reluctance on the part of municipalities to tell their story on the

(Continued on Page 2)

Hold-Up

The 24,000-ton ship Washington called 25 minutes past sailing time today for Mo'ly Dawson British girl-GI to complete her appearance on CBS' "Winner Take All." Miss Dawson, victor Thursday, returned today to clean up on the 3:30-4 p.m. show. The ship was to sail at 11:4, but waited until 4:25 to load Mo'ly and all her trophies via a special gangplank.



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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

(Tues., Nov. 12)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various commodities like Nat. Union Radio, Du Mont Lab., Finch Telecomm., etc.

Urges Municipalities To Study Radio Usage

(Continued from Page 1) air may stem from a lack of knowledge of radio program techniques. Mr. Hudson declared "or some unfortunate experience with an occasional straight talk which turned out to be factual but not arresting." The training of personnel to make effective use of radio is the answer to the problem, he pointed out.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY KGW PORTLAND, OREGON REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

JACK ZINSELMIEER, manager of the specialty sales division at WLW, Cincinnati is in New York on business for the station.

ELSIE DICK, director of educational programs at Mutual, to Grand Rapids, Mich., where she will address the Third Biennial Assembly of the United Council of Churchmen.

KAY CAMPBELL, office manager of the Columbia network's London office, who now is visiting in the States, leaves tomorrow for New Orleans, after which she will visit Tucson, Ariz., and Los Angeles, returning to New York Dec. 18.

VIRGINIA McGLYNN, of "Cinderella, Inc.," heard on CBS, has left on a trip to Alabama, Wisconsin and Atlantic City. She will contact housewives for her program.

WALTER H. GOAN and HAROLD THOMS, of WAYS, Mutual affiliate in Charlotte, N. C., have joined the executive contingent currently in New York on station business.

HERBERT A. CARLBORG, eastern sales manager of CBS Radio Sales, off to Los Angeles and San Francisco to contact California outlets of the web.

RALPH EDWARDS, having terminated an exciting stay in New York, is en route back to the West Coast with his "Truth or Consequences" entourage.

JOSEPH H. REAM, vice-president and secretary of the Columbia network, is back at network headquarters following a short business trip to Washington, D. C.

CARL WATSON, station relations promotion liaison director, goes south Monday to visit NBC stations in Virginia, Mississippi and the Carolinas.

HARRY BETTERIDGE, general sales manager of the Detroit News stations, WWJ-FM, WENA and the tele station, WWDT, is spending a few days in New York.

HOAGY CARMICHAEL, composer of "Stardust" and other hits, is expected in town this Friday.

DAVID CARPENTER is here from WINR, Binghamton, N. Y., for confabs with network officials.

TED COTT, program director at WNEW, leaves today on a motor trip to Florida. He'll be gone for about two weeks.

LOUIS SAIFF, general manager of WWNW, Watertown, N. Y., a caller this week at the station relations department of CBS.

BOB BURNS, together with the entire cast of his program, back in Hollywood after having gone up to San Francisco to participate in Marine Corps Day on Sunday, when his show originated at KPO-NBC in the Bay City.

Movie Rights Are Sold For NBC Tele Program

(Continued from Page 1) tasy by Nelson Bond and David Kent, was presented by the Dramatists Guild over WNBT in New York on September 22.

Movie potentialities of the television fantasy were revealed by S. Sylvan Simon, director, and president of the Radio Cinema Theaters corporation. The deal for the movie rights were consummated with Mr. Royal and Richard Rodgers, president of the Dramatists Guild.

Benedict Joins ABC Web

Edward H. Benedict has joined the American Broadcasting Company as an account executive, it was announced by G. T. C. Fry, eastern sales manager for the network. Prior to coming to ABC, Benedict spent a year and a half with Mutual in a similar capacity, having previously been media director for Grant Advertising, Inc. He also spent several years with Free & Peters, Inc., and has served as media director for McCann-Erickson, Inc.

Report Deutsch Resigning From World Broadcasting

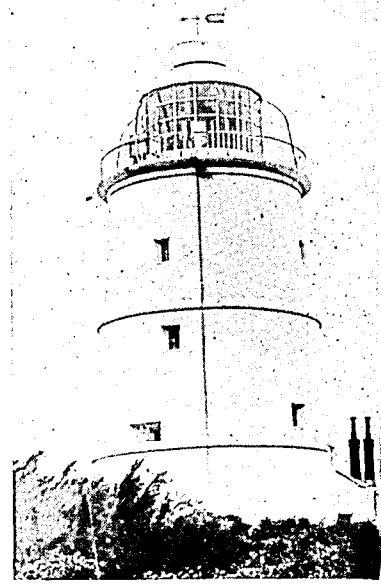
(Continued from Page 1) differences" are reported to have canceled the agreement.

Deutsch could not be reached for comment yesterday, and queries at Decca headquarters brought the reply that no statement would be made at this time.

The transcription pioneer, who founded World Broadcasting some 15 years ago, will reportedly remain in some phase of the transcription business.

McVarish Gets MBS Post

F. Carlton McVarish has been appointed manager of audience promotion for the Mutual network, it was announced yesterday by Robert A. Schmid, vice-president in charge of advertising and research. McVarish was recently discharged from the AAF, and prior to his service was director of merchandising and research for the Yankee network. He is also a member of the New England chapter of the American Marketing Association.



260 Years of Safety

That's a shot of the lighthouse at St. Agnes Island, Isles of Scilly. It was built in 1680 and some time ago it was converted into a home.

That's a lot of years to guide ships away from reefs... and to keep them on the deep-water route.

And maybe we're a little fat-headed to compare our radio "safety" record with such an old-time beacon... we've only been at it for six years.

But smart radio time buyers know that to play safe in Baltimore... all they've got to do is put W-I-T-H on the list. It delivers.

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

And Baltimore, in case you didn't know, is a 5-station radio town - and the 6th largest city.

You'll get to port safely... with W-I-T-H. Try it and see!

W-I-T-H and the FM Station W3XMB BALTIMORE, MD

Tom Tinsley, President Represented Nationally by Headley-Re...

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

AGENCIES

DON GODDARD, news commentator of WMCA, has been appointed director of the radio department of Physioc & Merckle, New York public relations counselors. He formerly was associated with NBC as a news editor and commentator.

PHILIP MORRIS & COMPANY, LTD., Inc., has engaged Cecil & Presrey, Inc., to handle the advertising of its Bond Street and Revelation smoking tobaccos. The agency also handles the Fleetwood Cigarette account for the company. No change in media is contemplated.

MERRILL TOWNE, formerly with Casper-Gordon, Inc., Boston, and U. S. Marine Corps public information, where she served as a corporal for 19 months, has joined the staff of Radio Production Service, New York, headed by Irene Beasley.

CARL H. SIGLER has been named sales manager of The Grove Laboratories, Inc., St. Louis, Mo. His headquarters will be in St. Louis.

CLAY W. STEPHENSON, JR., has been elected vice-president of Morton Manufacturing Corp., Lynchburg, Va. He formerly was account executive of the Duane Jones Co., Inc., handling the Morton advertising account.

CLARK-WANDLESS COMPANY, New York, has been named exclusive advertising sales representatives for Difusoras del Uruguay, Montevideo, Uruguay, owners of Radio El Espectador and Radio Libertad of Montevideo, the only national chain of stations in Uruguay. . . . **LINDA EGI** has joined the executive staff of the Clark-Wandless Company. Miss Egidi was formerly connected with the Co-ordinator of Inter-American Affairs, stationed in Lima, Peru; the Grant Advertising Agency, as international media director, and the International Export Advertising Service, Inc. as space buyer.

Wedding Bells

Richard Willis, beauty tips dispenser over WNEW at 12:35 p.m., daily, married Astrid Lind, from the cast of "Annie Get Your Gun," on Sunday, Nov. 10.

WJNO
Where 'Dun and Bradstreet meet Hooper and Crossley?
CBS
THE VOICE OF THE PALM BEACHES

Seek Music Fee Increase For Can. Performing Rights

(Continued from Page 1)
schedule filed with the copyright office here.

The Association wants a new annual fee of \$25,000 for music broadcast by shortwave to other countries, and also asks a boost from last year's \$140,728 to \$195,033 in the fee for a general license for all domestic broadcasting. An indication that the \$25,000 shortwave charge would be increased as the CBC's foreign service expanded was seen in the association's statement that this amount was set in view of the fact this service was not fully developed.

The proposed schedule, published in the Canada Gazette, is subject to review by a Government board. Objections to the charges will be received at the copyright office up to Dec. 7.

New fees sought this year include \$5 a day for the playing of association-controlled music at fashion shows and circuses and from \$5 a day up for other than "live" music at baseball parks and other sports enclosures.

For the first time, a special charge is made for playing by "name" bands. This would run from \$15 to \$20 a day, depending on the capacity of the auditoriums.

Commuting

Gene Hamilton will travel 1980 miles for a total of four minutes on the air when he announces "Prof. Quiz" in Macon, Ga., tomorrow night over ABC. He headed for Macon after his Tuesday Boston Symphony concert in New Haven, Conn., stopping at ABC headquarters in New York en route. That's 495 miles for every minute on the air!

Mimi Benzell To Guest Twice

Mimi Benzell, Metropolitan Opera soprano, will appear on two radio programs tomorrow, Thursday. She will be heard on Nancy Craig's show over WJZ at 2 p.m., to inaugurate the Christmas drive for toys for overseas children through the Foster Parents Plan. At 4 p.m., over WJZ, she will be interviewed by Allan Prescott on the "Meet Me In Manhattan" program.



Bill Griffith, born of a pioneer Kansas family, received his B. A. in Journalism from Kansas University.

The Early Bird Gets the...

News! That's Bill Griffith in the *Heart of America!* When the roosters start crowing at the break of dawn, it's only second nature for farm families (49% of the population in KMBC's service area, you know) —and later, metropolitan *getter-uppers*—to keep in touch with Bill Griffith for what's going on in the world of news since the night before.

Bill came to KMBC with a background rich in newspaper work. His experience included city editorship of a metropolitan daily—after years of editorial efforts into all phases of newspaper reporting.

Few radio stations in the business can boast a news set-up comparable to that of KMBC. Each man is thoroughly qualified, both in experience and in educational training—as well as voice. To this can be added four-wire services of both Associated and United Press Associations!

KMBC

OF KANSAS CITY



Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI & KANSAS

The **BEST** Farm Station Broadcast
SINCE 1924, IT HAS ALWAYS BEEN
K.F.N.F.
"THE FRIENDLY FARMER STATION"
SHENANDOAH, IOWA
Call or Wire **FRANK STUBBS**

IMAGINE ME SPONSORING A HOLLYWOOD

It's a Capitol Idea!



Sure, Mister. Sure you can have your own radio program with all the sparkling elements of a live-talent show from Hollywood.

It's waiting for you at your own local radio station.

With Capitol's new Transcription Library Service, any station anywhere can build its own network-type musical service for any sponsor. Big stars, outstanding tunes and arrangements and expert programming—all straight from Hollywood to you.

Capitol offers you a basic library of more than 2000 selections.

... plus more than 50 new numbers each month.

You'll get programming aids, too: brilliantly arranged opening and closing themes for 22 programs.

Musical interludes to background commentaries.

Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.

A COMPLETE FORMAT SERVICE.

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.

Every Capitol Star Is

HOW!



BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER,
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT
ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

An Audience Builder ★ ★ ★

LOS ANGELES

By RALPH WILK

TWO new stations have been added to the web carrying Durante-Moore show. They are Station KAVE, Carlsbad, N. M., and Station KSDJ, San Diego, Calif.

Jimmy Wallington, announcer on the Eddie Bracken Show, will celebrate his twentieth anniversary in radio next January. Wallington, a former singer, broke into radio as an announcer over WHAM, Rochester, N. Y., in 1927.

A satire on Ernest Hemingway's famous story, "The Killers," will be the feature on the Jack Benny program, Sunday. Movie man Mark Hellinger, who produced "The Killers" for the screen, will be guest star. "Superman" has made his bow before Hollywood's cameras, and his young MBS fans may now see as well as hear him in person. The "man of tomorrow," as enacted by Clayton "Bud" Collyer, did his stint for the current "March Of Time" short, entitled "Solving The World's Food Problem."

Hoagy Carmichael Show Will Broadcast In East

"Hoagy Carmichael Sings," sponsored by Luden's, Inc., over CBS every Sunday from 5:30-5:45 p.m., EST, will be broadcast from New York Nov. 17 and from Indianapolis Nov. 24. Hollywood originations will resume Nov. 31.

Carmichael is coming east in connection with his autobiography, "The Stardust Road," which Rinehart & Co., brings out Nov. 14 and the New York premiere of his new film, "Best Years of Our Lives," opening at the Astor Theater Nov. 20. The song writer and singer will arrive in Indianapolis for "Hoagy Carmichael Day" on Nov. 23. He'll be guest of honor in the afternoon at the football game between Indiana, his Alma Mater, and Purdue.

Rayburn, Lescoulie To Tour

Gene Rayburn and Jack Lescoulie, conductor of the "Anything Goes" record and chatter show over WNEW daily from 7-9 a.m., begin a six weeks' vaudeville tour early in December. Pair, assisted by a girl singer and a trio, will play a two-a-day schedule, six days a week, in the Century theaters in Brooklyn.

1906 *Henri* 1946
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Personal Postcards . . . !

● ● ● LOUIS B. MAYER: Pat O'Brien sent the boys pictures of himself bowing to the Queen of England. George Jessel took one look at them and sneered: "He's only bowing—but when he talks to Darryl Zanuck, he kneels!" . . . ALFRED LYON: Isn't it a fact that you have ordered Milton Biow to have a new show ready within two weeks to replace one of your Philip Morris current airers? . . . FRANK SINATRA: Toots Shor may buy out the whole Waldorf floor for your opening here at the end of the month. . . JIMMY WALKER: Roy Del Ruth has a \$25,000 down payment in exchange for the film rights to your life story. . . AL JOLSON: Your new gimmick show will be auditioned on the coast in two weeks. On paper, the show can't miss—so I can imagine how good it will be with your singing thrown in. . . KFL HOLLYWOOD: You've just dispensed with your recording business and are selling local time like mad. Could this be because KMPC is increasing to 50,000 watts and replacing you as the NBC outlet? . . . JULES STEIN: Is it true about Sonny Werblin? . . . LEO FITZPATRICK: When you pulled out of WJR after umpteen years, we suspected you'd gobble up a station or two on your own. But what's this rumor about your starting your own network? . . . PHIL HARRIS: You were right when you told the agent that Joe Public would never believe that character you're doing on your own show. Why don't you take off the false face and go back to the character that's been so successful on the Benny stanza?



● ● ● BILL MURRAY: Ilka Chase has a new radio show which you will peddle for Wm. Morris. . . COL. EARL BLAIK: Bernie Kamber has engaged a private Pullman car for the Army-Penn game and among his guests will be Joe DiMaggio, Eddie Duchin, Dennis O'Keefe, Cork O'Keefe, Paul Lazarus, Jr., Nicky Blair, Ole Olsen, Chic Johnson, Jackie Gleason, Paul Draper and others. . . DICK LEWIS and BERNIE PROCKTOR: How did you close that Joe Louis deal? Great work. . . BOB POLLOCK: Hear you've joined the cast of Mutual's "Buck Rogers" and CBS' "Helen Trent." Good luck. . . CURLY HARRIS: Hope you don't accept that Bob Hope offer and go to the coast. We'd miss you here too much.



● ● ● VICK KNIGHT: Nothing but raves from the cutting room on your scenes in "It Happened On Fifth Ave." Will you do another screenplay for Roy Del Ruth, or accept that producer's berth at Paramount? . . . EDDIE BRACKEN: The snipers are at their jealous work. But it's all wishful thinking and my opinion is that your Hooper will continue its steady and healthful climb. . . LOUIS PRIMA: Louie Sobol is readying one of his great pieces on you for a national mag. . . EDDIE DUCHIN: Your Kraft contract has been renewed until March. . . BILL GOODWIN: Lou Fulton's new audience participation show has been snapped up by J. Walter Thompson and will star you. . . MEYER DAVIS: Understand that you're one of the major investors in "Joan of Lorraine" and how about an introduction to Ingrid Bergman? . . . TOM HARMON: The fact that you're averaging \$40,000 yearly with your radio sports transcriptions will decide you against playing football next season. . . SIDNEY FIELDS: Your "Only Human" col'm on Dr. James Shinn, the great Korean patriot, would make a springboard for an excellent radio show. . . JAMES S. ADAMS: That little gold mine, Charlie McCarthy, should be terrific in his television bow over WNBT tomorrow nite, judging by the form he was in yesterday at the 21 Club where he and his adopted pop, Edgar Bergen, hosted the press and the brass hats. Incidentally, at the luncheon, Charlie made a pass at Clarence Menser which was a show-stopping piece of business.

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WDEL

Wilmington, Del.

SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.

5000 WATTS
DAY AND NIGHT
BASIC NETWORK

Represented by
RADIO ADVERTISING COMPANY

New York • Dallas • Chicago
San Francisco • Hollywood

Webbs Offering FM's Non-Musical Shows

(Continued from Page 1)

of their non-musical programs were FM transmission is simultaneous with AM broadcasts. This policy includes both commercial and sustaining programs although some networks stipulate that an FM station not mix both categories of shows the same operating day. This is as a fairness measure to the advertiser.

Up to now network station relations departments have kept no up-to-date records of AM affiliates carrying web programs on their FM stations, but with FM outlets on the increase the statisticians are digging up the complete picture. Mutual estimates that 20 of its affiliated stations operate FM but it is not certain how many FM outlets actually use network shows. In addition to known affiliates, Mutual programs are carried by about 12 stations which are exclusively FM. MBS reports these stations are located in towns in cities where the net has no AM affiliate and that in such cases the station installs and pays for its line charge. The station derives revenue from Mutual. The only exclusively FM station on Mutual's payroll is WBCA in Schenectady, N. Y., which has been affiliated with the network for several years.

MBS has 11 affiliates which also operate FM stations while NBC reports 15 outlets operating FM, 10 of which are known to broadcast network programs. ABC estimates that 10 of six AM affiliates now operating FM stations, five are using web shows.

Although this unique picture of FM stations being allowed to carry network non-musical programs is not non-commercial, it is proving beneficial all the way around. A total of 64 new FM stations are on a program boost until frequency modulation blooms in full flower all at the same time the networks sponsors pick up an additional audience even though it may be small.

Writers Guild Plans Soiree

The eastern division of the Radio Writers Guild has scheduled a cocktail party on Nov. 14 at the Midston House in Manhattan from 5:30-7:30 p. m. Affair will be hosted by Peter Con, eastern president, and the other 11 council members who have invited councils from AFRA and the Radio Directors Guild as special guests.

Send Birthday Greetings To—

November 13

Harold Fair Conrad Thibault

Industry-Wide FM Conference Planned By New Organization

(Continued from Page 1)

were Roy Hofheinz, KTHT and KOPY, Houston, Texas; Leonard Asch, WBCA, Schenectady, N. Y.; and Everett L. Dillard, KOZY, Kansas City, and WSDC, Washington.

The following objectives for the group were adopted:

- (1) To encourage the development of frequency modulation broadcasting.
 - (2) To publicize the superior qualities of FM as an improved broadcasting service to the public.
 - (3) To disseminate information among the members of this association regarding the general problems incident to FM operation.
 - (4) To co-operate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
 - (5) To act as liaison between its members, the Federal Communications Commission and other agencies and organizations on the continuing overall problems affecting FM broadcasting.
- Each of the ten steering committee

members paid dues in advance to get the new organization moving. Membership will be open to FM broadcasters, manufacturers of FM transmitters and receiving sets and other suppliers of FM services such as transcription firms, news wire services, etc.

Tentative plans for the first general membership meeting to be held in December or January anticipate exhibits of late-model FM sets which will be on the market in time for the Christmas trade.

Prominent Executives Attend

On hand in addition to Messrs. Hofheinz, Asch, and Dillard were Stanley Ray, WRCM, New Orleans; W. R. David, General Electric Co.; Wayne Coy, WINX and WINX-FM., Washington; E. J. Hodel, WCFC, Beckley, W. Va.; Frank Gunther, Radio Engineering Laboratories, Long Island City, N. Y.; R. F. Kohn, WFMZ, Allentown, Pa.; C. M. Jansky, Jr., Jansky and Bailey, Washington consulting radio engineers and pioneer FM broadcasters, and Leonard Marks, legal counsel for the new organization.

Nine Applications For Standard Stations

(Continued from Page 1)

include: R. A. Dowling, Jr., and Owens Fitzgerald Alexander, Dothan, Alabama, to be operated on 700 kc., 1 kw., daytime; Anson Radio and Broadcasting Co., Wadesboro, N. C., to be operated on 1400 kc., 250 watts unlimited; Community Broadcasting Service Co., Providence, R. I., to be operated on 1290 kc., 250 watts, unlimited; Blackhawk Broadcasting Corp., Sterling, Ill., to be operated on 1240 kc., 250 watts, unlimited; St. Joseph Valley Broadcasting Corp., South Bend, Indiana, to be operated on 1580 kc., 250 watts, unlimited; George F. Haddican, Delano, Calif., to be operated on 1340 kc., 250 watts, unlimited; California Broadcasting Corp., Santa Monica, Calif., to be operated on 1450 kc., 250 watts, unlimited; the Heights Broadcasting Co., Cleveland, Ohio, to be operated on 710 kc., 250 watts, daytime; Gainesville, Texas, to be operated on 1580 kc., 250 watts, daytime.

The Birmingham News Co., licensee of WSGN, Birmingham, Ala., has applied for permission to increase its power to 50 kw., the FCC reported yesterday. In addition, WSGN seeks to change its frequency from 610 to 690 kc.

The Commission also listed four applications for new standard stations, including Tri City Broadcasting Co., Bellaire, Ohio, to be operated on 960 kc., one kw., daytime; Crest Broadcasting Co., near Pascagoula, Miss., to be operated on 800 kc., 250 watts, unlimited; Denison Broadcasting Corporation, Denison, Texas, to be operated on 1580 kc., 250 watts, daytime; Petaluma Broadcasters, a partnership consisting of Howard R.

WHOM Will Emphasize Public Service Programs

An expanded schedule of public service programs in Italian, Polish, Jewish and English languages will dominate future programming on WHOM, according to Generoso Pope, station's new owner. Final papers transferring the Cowles station to Pope were signed last Wednesday, Nov. 6.

With Fortune R. Pope named executive vice-president in charge, other department heads continue in their present posts, including Charles Baltin, program manager; Jack M. Compter, commercial manager; Theodore Gempp, chief engineer, and Albert Wilkinson, office manager. No general staff changes are planned at this time.

"Public service programming in foreign languages has not kept pace with English public service programs, generally speaking," Pope said, "and it is our intention to point out the meaning of good citizenship and to encourage non-citizens to become naturalized Americans." Pope stated that emphasis will be placed also on teaching English to foreign language listeners.

Station will expand its news schedule considerably, especially during Italian program periods. In the 17½ hours operating day, about seven hours are devoted to Italian programs. Pope also said he will create an advisory council, composed of educational, civic and religious leaders, to help guide public service policies.

Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker, Petaluma, Calif., to be operated on 1490 kc., 250 watts, unlimited.

New Companies Enter Radio, Appliance Field

(Continued from Page 1)

war workers are attracted to the radio and appliance business because they hope to be able to utilize their wartime electrical training to good advantage.

The prospective proprietor is advised not to over-estimate the market and to carefully consider other important factors. These include the competition to be met, his ability to obtain merchandise under present conditions and the adequacy of his capital to carry him until the store is firmly established.

"Among the many reasons for business discontinuances are fluctuations in purchasing power, poor location, insufficient experience, incompetence and inability to secure good merchandise," the article states.

Wanamaker Store Plans Christmas Tele Series

(Continued from Page 1)

for a series of five Christmas video programs set to open on Friday, November 29, it was announced yesterday.

Three huge sets, now in process of construction, will be "Wanamaker's Toy World Club House," the "Carol Forest Scene," and the "Santa Claus Workshop." First mentioned is the scene in which juvenile guests of the store and Du Mont will take part. They will compete in games and there will be a "mountain" of presents from which to choose. Another feature will be a "toy" band in which a half-dozen or more youngsters will play musical instruments from Wanamaker's toy department.

Programs will be aired over WABD on five days: Friday, November 29; Saturday, Nov. 30; Saturday, December 7; Saturday, Dec. 14; and Saturday, Dec. 21. There will be three shows, 12-12:30 p.m.; 1:1-30 p.m.; and 2-2:30 p.m.

Entire production is the conception of Bob Emery, manager of the sustaining program department of Du Mont. He will also produce and direct, as well as act as emcee.

WHEN KIDS CHOOSE UP SIDES
they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer President
George H. Roeder General Manager

British Tele Production 100,000 Sets By June

(Continued from Page 1)
Great Britain are from \$161 to \$545, United States currency. Both prices include the purchase tax of 33 1/3 per cent. To date only sample models have been exported.

The present range of transmission from London is not more than 40 or 50 miles. Programs are reported to be quite clear and results satisfactory. Payment of a radio license fee of \$8.00 permits the user to operate both a radio receiver and a television set.

St. Louis Stations To Fore As Power Strike Hits City

(Continued from Page 1)
power to St. Louis, Keokuk, Iowa, and the lead belt area of Missouri, left their jobs suddenly yesterday when the company refused to discharge an employee at the request of the AFL Operating Engineers Union, Local 148.

The company was forced to cut off almost half of its power production. Downtown St. Louise stores closed almost immediately, and large industrial users of power in the area shut down. Street car service was curtailed.

A meeting of company and union representatives was called at Union Electric Company offices on Twelfth and Olive streets directly across the street from the studios of KSD, the Post-Dispatch station. KSD arranged for a telephone line direct from the negotiating room to its newsroom to be kept open until the meeting ended. A constant flow of news bulletins giving the latest developments was maintained from the newsroom to the studios and onto the air.

When the strike was settled all St. Louis stations broadcast the news, together with full details of the background of the dispute and the manner in which it was settled, with the company agreeing to dismiss the employee as requested by the union.

Will Discuss Book

Dave Stanley, ex-radio publicist and author of "A Treasury of Sports Humor," will discuss his new book with Don Dunphy over WIENS on Nov. 15 at 6:45 p.m. Introduction to the book was written by Ted Husing.

RADIO TIME SALESMEN WANTED

Growing New York independent station is interested in Radio Time Salesmen now actively selling in N. Y. C. This is an appeal to men eager to make a change for more money and association with progressive management. Reply in full. Stress market and agency contacts. Accompany letter with photograph. All negotiations confidential. Write

Box No. 251, RADIO DAILY
1501 Broadway New York 18, N. Y.

COAST-TO-COAST

— ALABAMA —

MONTGOMERY—Constance Bennett will broadcast daily over WCOV beginning Nov. 15 in a chatty quarter-hour of Hollywood gossip, current affairs, and descriptions of costumes she wears. . . . **BIRMINGHAM**—The Young Men's Business Club launched a radio forum of 30-minute discussions of public interest over WNTB titled "Sound Off, Birmingham." . . . The late John M. Conally, program manager of WBRC and radio chairman, Alabama War Finance Division, was awarded a posthumous Citation of Merit in a radio ceremony at the station, citation being received by his widow. . . . The Birmingham News-Age-Herald is sponsoring a weekly broadcast over WSGN called "Democracy at Work" in which local authorities discuss controversial subjects with the newspapers' Charles N. Feidelson as moderator.

— MONTANA —

MISSOULA—New personnel at KGVO includes Phyllis Miller, Continuity Department, Don Weston, sports-writing, and Maurice White, announcer. . . . Don Olson from the production to the commercial department. . . . KGVO joins other radio stations throughout the nation in observing National Radio Week with a quarter-hour public service feature daily by seven community and civic groups designed to stimulate interest in the activities and problems of American Educational groups. . . . "Melody Mesa" new commercial show featuring "The Westernairs" debuts over KGVO. . . . KGVO set up special events microphone at the Missoula Mercantile Garage to present an on-the-spot broadcast of the Second Annual Junior Fat Stock Show and Sale.

— OREGON —

PORTLAND—George Bruns, music director for KEX and his orchestra are featured at the new Rose Bowl. . . . Jean Porter handles the vocals as she does on Bruns' daily "Sunset Serenade" program. . . . Price Burlingame, producer and transcription supervisor, has been named full time producer at KEX. . . . New music librarian is Elizabeth Spencer, formerly of CBS, San Francisco. . . . Lorraine Russell has been promoted to transcription librarian. . . . Technical supervisor for KEX is Jack Irwin.

— NEW JERSEY —

PATERSON—WPAT will display seventy-five of the prize winning photographs currently exhibited at the New York Museum of Science and Industry by the Press Photographers Assn. . . . The role of the written word in affecting mankind toward war and peace, progress or reaction, will be discussed this week on WPAT's "Columns Write" program. . . . "This Is My Effort" the Fairleigh Dickinson College-WPAT Radio Workshop, original program begun as an experiment in radio teaching, with audience participation on the air Nov. 17. . . . **NEWARK**—WAAT presented Professor Thomas Jefferson Wertebaker, Princeton Bi-Centennial historian in a discussion of college pranks 100 years ago. . . . When the 92nd Annual Convention of N. J. Educa-

tional Assn. began its three-day meetings, WAAT presented a programme highlighting the value of radio in education.

— MASSACHUSETTS —

WORCESTER—The first of a series of five monthly concerts for children, sponsored by WTAG's "Make Friends With Music" will be held Nov. 16 at the Auditorium. . . . Thirteen Worcester high school students, representing 13 schools are preparing to form the WTAG Radio Club open to all high school students with an interest in radio. . . . WTAG's sportscaster Paul Johnson's new show is titled "Sports News and Views." . . . **GREENFIELD**—The Recorder Publishing Co. has notified the FCC of its desire to withdraw its FM application filed in October, 1944. . . . **BOSTON**—The Fletcher Tea and Coffee Company will sponsor the Mildred Bailey "Food is Fun" program over WCOP on Tuesdays and Thursdays. . . . Hotel Bradford has taken the 11:15-11:30 slot on WCOP for a period of 52 weeks featuring the Rollini Trio.

— OKLAHOMA —

LAWTON—The new 285 foot tall twin towers of KSWO have been completed, and as soon as materials are available, the station will spend approximately \$30,000 on new studios and offices. . . . John W. Guffey has resigned from the KSWO staff to become program director of WMIS, Natchez, Mississippi.

CBS' Video Flexible, Goldmark Tells NYE

(Continued from Page 1)

in the event the FCC adopts CBS' proposed standards.

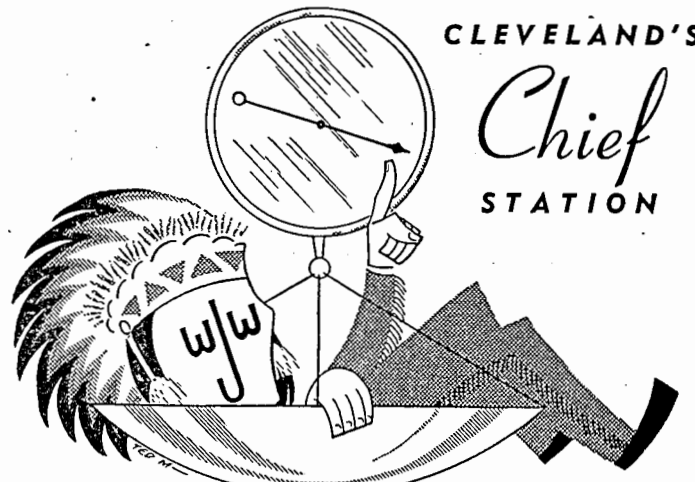
"It is not commonly known," I said, "that the sequential transmission standards which CBS has proposed can be used for all basic forms of color television equipment now developed, or likely to be developed in the next ten years or more." FCC has called a hearing on CBS' proposed standards for Dec. 9.

Goldmark said: "The CBS sequential color method is a universal one which functions not only with the single-tube pick-up and single-tube reproduction methods in operation today, but will also function interchangeably with three-tube method either pick-up or reproduction, in the event future development should prove them to be workable and economically desirable."

"In other words," he said, "sequential standards give maximum flexibility to the future development of the color television art and, at the same time, facilitate nationwide color television standards and low-cost color receivers.

"Unfortunately, simultaneous standards do not provide the same flexibility and, in addition, virtually preclude network operation in color and offer no assurance of color receiver within economic reach of the vast majority of the population."

BEGIN THE BIG GAIN with CLEVELAND'S



Chief STATION

To begin the big gain — to give more weight to your sales — choose the station that carries plenty of weight in the nation's fifth greatest market . . . WJW in Cleveland. Long term advertisers have found that better local programming planned for top interest has made steady gains in listener acceptance . . . has made sturdy gains in sales for advertisers.

BASIC
ABC Network WJW 5000 Watts
CLEVELAND, O. DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 37, No. 32

NEW YORK, THURSDAY, NOVEMBER 14, 1946

TEN CENTS

Porter Offered BMI Post

Rules Relaxed In Beer-Wine Shows

Montreal — Davidson Dunton, chairman of the Canadian Broadcasting Corporation, announced that a recent change in broadcasting regulations would permit beer and wine companies to sponsor radio programs in provinces where laws are changed to permit the advertising of beer and wine.

Mr. Dunton said the change did not remove the Dominion-wide ban on the sponsorship of radio programs by liquor companies as distinguished from beer and wine firms. It did, however, put all provinces on an equal footing.

(Continued on Page 4)

Philo Reps On Coast For Crosby Discussions

West Coast Bureau, RADIO DAILY — Hollywood—James Carmine, vice-president in charge of merchandising of Philco Corporation, and Pearson Lee, head of the New York office of the Hutchins Advertising Company, arrived here Tuesday for conferences with Bing Crosby with a view of improving the new transcribed Crosby show on ABC.

Despite the shrinking Hooper of the Crosby show, Carmine revealed that

(Continued on Page 5)

CA-Victor Show Renewed On NBC Effective Nov. 24

CA-Victor program heard on NBC weekdays at 2 p.m., has been renewed for another thirteen weeks effective November 24, it was announced yesterday. The program features Robert Merrill as soloist with Frank Sinatra's orchestra.

Wither Goest?

The inevitable in legerdemain was performed by a magician yesterday — he made himself disappear. Gerald Fitzgibbons, known professionally as "Professor Whiz" was scheduled to guest on the "Hit Parade" show over WNBC yesterday, but didn't show. He checked in at the Park Central the night before — but 'phone calls all day were futile. He's still missing.

Titled Visitor

Visit of the Duke of Windsor to a private CBS color television showing at the network headquarters in New York yesterday set the web's personnel in a dither with femme employees vying for a view of the titled Britisher. The Duke, according to reports, thought the color demonstration to be "marvelous."

Rochester Stations Aid In Press Strike

Rochester, N. Y.—Rochester's three radio stations have pitched in to fill public service needs caused by the strike of newspaper linotype operators which began last Friday, Nov. 8. Station WHEC, a CBS affiliate, is owned and operated by Gannett Newspapers, Inc., the publisher who is affected by the Rochester strike. The other two stations are WHAM, an NBC affiliate, and WSAY, local outlet for MBS and ABC.

WHAM has doubled its regular

(Continued on Page 5)

"Hit Parade" Goes West; Opens In H'wood Nov. 30

Lucky Strike "Hit Parade" (CBS 7-9:45 p.m., Saturdays) moves to Hollywood with complete cast for the November 30 broadcast, while commercial announcements will continue to be aired from New York.

Joan Edwards and Andy Russell,

(Continued on Page 2)

Professional-Radio Knowledge Called Essential To Educators

Columbia, Mo. — Better trained teaching personnel with a knowledge of professional radio is definitely needed in the field of radio education, according to the conference on college radio recently held at Stephens College for Women. During the sessions, a new development in American radio whereby an education director for networks would be in charge of in-service training of talent of all types was foreseen by Hale

OPA Administrator May Become Pres. Of Radio Industry's Music Group; Won't Return To FCC Post

FM Production Rises At Federal And GE

FM transmitter production added momentum this week with announcements by Federal Telephone Radio Corporation and General Electric that shipments had been made on back orders to stations all over the country, with the bulk of outstanding orders going to stations which are already on the air or set to begin operations.

Federal has shipped 18 transmitters

(Continued on Page 7)

Salt Lake City Radio Plant Offered For Sale By WAA

A surplus war plant in Salt Lake City, Utah, erected in 1942 for the production of radio transmitting tubes, miscellaneous transmitting equipment and related electronic

(Continued on Page 2)

Caution Building Owners To Provide For Video

Effects of television on construction of future buildings and the preparations necessary for the installation of television in present residences were described to members of

(Continued on Page 6)

Paul A. Porter, soon to resign as OPA administrator, has been offered the presidency of BMI and will decide on accepting the post "within two weeks," it was learned authoritatively yesterday.

At the same time it can be stated that Porter "definitely" will not return to the FCC even

(Continued on Page 5)

IMN Station Group Holding Meeting

Salt Lake City—Owners and management representatives of fifteen stations affiliated with the Intermountain Network will gather in Salt Lake City today for a general business meeting to be held November 14, 15 and 16th, George C. Hatch, general manager of IMN announced yesterday.

The meeting, will feature programming discussions and the inauguration

(Continued on Page 7)

Fort Industry Executives Convene At Miami Beach

Miami Beach—A meeting of executives and managing directors of the Fort Industry Company is being held at the Coronado Hotel this week.

The purpose of the meeting is to

(Continued on Page 5)

BBC Exposure

"Britain's Bid to Rule the Airwaves" will be the title of an article by John Chabot Smith which is in the November 16 issue of the Saturday Evening Post. The article by Smith charges that the British Broadcasting Corporation is extending its services to several new parts of the world, in an effort to dominate the international airwaves.



Vol. 37, No. 32 Thurs., Nov. 14, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(Wed., Nov. 13)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., 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. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont, Lab., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

John Royal To Address ATS Meet At Roosevelt

John F. Royal, vice-president of NBC in charge of television, will address the opening luncheon-meeting of the American Television Society at the Hotel Roosevelt next Wednesday, Nov. 20, it was announced yesterday.

Royal will discuss NBC's video plans in addition to the relationship between television showmanship and vaudeville as it was in its "heyday." George Shupert, ATS president, and Frederick Kugel, program committee chairman, will preside.

REFERENCE RECORDINGS IN CHICAGO L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 8375

Coming and Going

G. A. RICHARDS arrived in New York this week from the west coast for conferences in the interest of his station holdings in Los Angeles, Detroit and Cleveland. Richards is stopping at the Waldorf-Astoria Hotel.

RED BARBER, director of sports at CBS, and JIMMY DOLAN, his assistant, leave tomorrow for Champaign, Ill., where on Saturday they will handle the broadcast of the Ohio State-Illinois football game.

CECIL BROWN, Mutual network commentator, is expected back in town today from a soaking tour which took him to Minneapolis, Milwaukee and Fort Smith, Ark.

ARCH SHAWD, general manager of ABC's Toledo, Ohio, affiliate, WTOL, is in Gotham for a few days on station and network business.

KARL O. WYERL, manager of KTSM, outlet of NBC in El Paso, Tex., is on a short trip to New York and Chicago.

JOCKO MAXWELL, sportscaster on WWRL, will cover the Army-Penn football tussle in Philly on Saturday and then will hustle back to his WWRL mike in time to interview Don Kasprzak, Columbia University quarterback, on his 9:15 p.m. "Football Scoreboard" broadcast.

H. B. AKERBERG, vice-president of CBS in charge of station relations, has left on a short business trip to Washington, D. C.

H. R. KRELSTEIN, general manager of WMPG, Memphis outlet of ABC, has arrived from Tennessee for conferences at the offices of the network.

Salt Lake City Radio Plant Offered For Sale By WAA

(Continued from Page 1)

devices, has been declared surplus and is being offered for sale or lease by the War Assets Administration. Leased and operated during the war by the Eitel-McCullough Corp., the plant has a total reported cost to the Government of \$734,000.

The plant consists of a 10-acre site, a main manufacturing building of two stories, steel and concrete construction containing approximately 104,000 square feet of floor space, and several smaller structures.

Credit terms may be arranged for the acquisition of this property, and special consideration will be given to proposals received from accredited "small business." Disposition will be on a sealed-bid basis. Specific information is available at the WAA regional office, Building 440, Fort Douglas, Utah.

General information concerning this and other plants offered for sale or lease may be obtained from the Office of Real Property Disposal, War Assets Administration, Washington 25, D. C.

Hirschmann On WQXR

Ira A. Hirschmann, radio and music executive, will discuss his book, "Life Line to a Promised Land," during the "Author Meets the Critics" program over WQXR tonight, Thursday, from 9:30-10 p.m. Christopher Rollo, author and editor, and J. Raymond Walsh, economist and news analyst, will be guest critics. Hirschmann's book tells of his war time mercy mission to the Middle East as a special representative of the State Department.

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, has left for Ponte Verda, Fla., where from Saturday through Monday will be held the meeting of ABC's southern affiliates.

RICHARD J. LEWIS, JR., owner of WINC-FM, Winchester, Va., is in New York. He paid a call yesterday at the headquarters of ABC.

A. E. JOSCELYN, manager of WCCO, Minneapolis, is back at his Minnesota offices after having conferred for a few days at the offices of the Columbia network.

EUGENE GOOSENS, conductor of the Cincinnati Symphony Orchestra heard over WLW and WINS each Saturday night, has returned to the States following a concert tour of England. He'll make a guest appearance at 6:30 p.m. today on WINS.

ROBERT B. HUDSON, Columbia network's director of education, has returned from Philadelphia, where he addressed the National Conference on Government.

ROBERT E. BAUSMAN, business manager of WISH, affiliate of ABC in Indianapolis, a visitor yesterday at the Rockefeller Center offices of the web.

ELINOR INMAN, Columbia network director of religious broadcasts, is in Grand Rapids, Mich., where today she will speak at the luncheon meeting of the United Council of Church Women. Her subject will be "Re-Vitalizing the Church's Radio Message."

D. A. MYER, engineering manager for Westinghouse Radio Stations, described a swift circle recently by leaving Philadelphia for quick visits to Pittsburgh and Chicago.

"Hit Parade" Goes West; Opens In H'wood Nov. 30

(Continued from Page 1)

singing stars of the show, and Lyn Murray and Mark Warnow head for the Coast after the Nov. 23 broadcast. Announcers Andre Baruch, Basil Ruysdael and Jay Simms will handle that end of the program from New York, along with auctioneers L. A. "Speed" Riggs and F. E. Boone, handling the familiar tobacco chants.

Lee Strahan, producer of the program leaves New York on Nov. 18 with Alfred A. Coughlin taking over for the last eastern broadcast.

Program format and time will undergo no change, and CBS will air a repeat broadcast at 12 midnight EST.

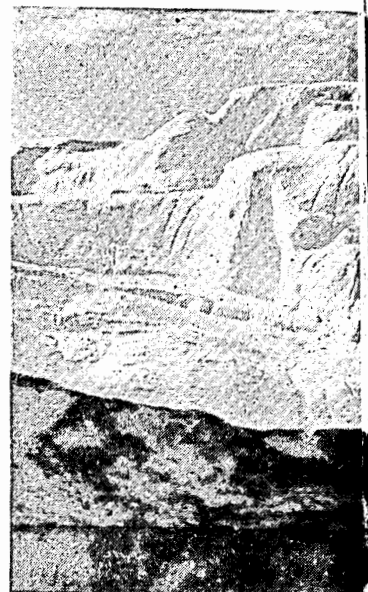
'Otello' Starts '46 Radio-Opera

Verdi's "Otello," with Torsten Ralf in the title role, will be broadcast over ABC Saturday from the "Met" as the first Texaco show of the season.

WEVD 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 46th Street, New York, N. Y.



Irresistible

That's a Navy picture . . . shot some three years ago on one of their wartime north coast patrols. And that glacier (we don't have the name of the exact spot on the coast) is moving slowly but irresistibly down to the sea. It's a force that will not be denied.

We've used that picture and the word "irresistible" pretty deliberately. Because we've been pounding away in these ads on a fact that time buyers find almost irresistible when they want to boost client sales in Baltimore.

The fact is this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's a fact . . . and we'd be glad to show you the details any time you're making up your list. But don't wait too long!



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

He
Knows
All...
He
Tells
All...



Fred Robbins, popular
 WOV disc-jockey and
 emcee of the "1280 Club"

Age, Sex, Income, Where and How They Live— NOW, All the Facts on "1280 Club" Listeners

TO our knowledge, WOV's Fred Robbins is the only emcee of a radio show who can tell you everything there is to know about his listening audience.

Recently, "The Pulse, Inc." analyzed the first 25,000 registered members of, and ardent listeners to, WOV's "1280 Club", broadcast nightly from 6:30 to 9:00 p.m.

The results are astounding and reveal the actual "who, what, where and when" of an audience. For example: *The "1280 Club" delivers 1280 listeners for a dollar.*

Their average age is 23 years and eight months.

56% are women . . . 44% are men.

11% are in the high income group . . . 69% in the middle income group . . . 20% in the lower group.

Almost 60% have telephones when the New York City average is only 39%.

96% live in New York's concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this authentic analysis of one of the most consistent and desirable audiences listening to any New York independent station. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
 JOHN E. PEARSON CO., Nat'l Rep.

*We Want You To Know
 What You Get For
 Your Dough!*

WOV

NEW YORK



The November issue of PIC magazine features a profile of Steve Carlin, creator of the fabulous radio-cartoon character, HAPPY THE HUMBUG.

* * *

"The radio show HAPPY THE HUMBUG has now been produced by NBC and aired over 60 stations in the United States" says PIC. "For the second year the New York City park department has featured the Carlin creation by marionette shows in parks, playgrounds, etc. . . . an album ready to go with an advance sale of 20,000, sheet music on the songs are out and . . . the New York Post Syndicate will carry Happy's adventures as a full-page color comic strip in its Sunday papers."

* * *

That's the success story of Happy in a nut-shell. But let's fill in the gaps. First, the marionette version of this lovable character played before thousands of delighted children throughout the New York area. The kids registered genuine enthusiasm for this new-found miracle of their land of make believe.

* * *

Happy the Humbug will make his comic strip debut this Sunday in 25 newspapers in cities throughout the nation. Steve Carlin will handle the ideas and writing, while Myron Waldman, well known cartoonist and film animator, will do the drawings.

* * *

This all leads up to the fact that HAPPY THE HUMBUG is a nationally known character, visually and audibly. But, more important to you as a radioman, Happy and all his friends are available, NBC Syndicated, for pre-Christmas programming.

* * *

Featuring Budd Hulick (of Stoopnagle and Budd) as "Happy," this delightful NBC Recorded series can be sponsored by your local advertisers at low NBC Syndicate rates.



California Commentary . . . !

• • • Vance Graham, of KMPC; Harry W. Flannery, CBS; Pat Bishop, KFI, and Adele Ullman, ABC, have been elected directors of the Southern California Association of Radio Newsmen. President Chet Huntley is serving as chairman of the newly created grievance committee, which has been established to gain all the recognition granted the regular press. The new organization has 56 members, with all networks and practically every Southern California independent station represented. Last week was busy socially, with CBS tossing a cocktail party at the Knickerbocker in honor of Jean Hersholt's tenth anniversary as "Dr. Christian" and KFWB honoring Martin Block at a press party at Martin's Encino home. "Stars In Your Eyes," the weekly radio program, written and produced by the Samuel Goldwyn studios and heard on KECA-ABC Sundays, has received a new title for the local broadcast, "Behind Studio Gates." The program is presented by Publicity Director Bill Hebert's staff for the benefit of all studios and all stars, regardless of the latter's affiliations.

☆ ☆ ☆

• • • Hal Borne, young musical director of "A Date With Judy," gave a "sneak preview" to his NBC studio audience last week of his composition, "The Brown Danube," a boogie-woogie waltz which the New York Philharmonic orchestra plays in the forthcoming film "Carnegie Hall." Carlton KaDell, announcer of the "Amos 'n' Andy" show, has just been re-elected president of the American Federation of Radio Artists, Hollywood branch. Letters are coming in from all parts of the country, complimenting the "That's Finnegans" CBS show of last week, which gave a boost to the current national campaign to increase salaries of school teachers. Most of the letters are directed to Frank McHugh, radio and movie comedian, who portrays the title role in the Thursday show. Ann Sothorn, star of the "Maisie" show, is making plans to take her cast to New York for several weeks in the Spring. "Maisie" broadcasts will originate from New York during her stay.

☆ ☆ ☆

• • • Edward Arnold has recorded a series of six records on Biblical subjects which will be released at Christmas time. Specially composed music by six of the greatest present day composers is the background for the recitative by Arnold of six phases of the Book of Genesis. They are "The Creation," "Adam and Eve," "Cain and Abel," "The Tower of Babel," "Noah's Ark," "The Flood" and "The Covenant." Musical Director Nathaniel Shilkret of MGM, developed the series and directed the music. KGfJ platter-spinner Ed Stoddard, in announcing Larry Clinton's "Study In Surrealism," gave it the subtitle, "Or Dance With Salvador Dali With a Hole in His Stocking." Mel Blanc, star of his own CBS show, gladdened the hearts of hundreds of Los Angeles youths when he entertained at the annual gathering of Eagle Scouts. Mel ran the gamut of his famous screen and radio characterizations and the Scouts roared their approval of "Bugs Bunny" and "Zooky," Mel's newest radio character.

☆ ☆ ☆

• • • Jack Carson, one of radio's better golfers, wants his five-year-old son, John, to tee off in his dad's footsteps. Jack gave him a complete set of little golf clubs as a birthday gift. The father's biggest problem is to get the son to shout "Fore" when any windows obstruct his playroom "fairway" vision. Bernard Katz, music director, composer and concert pianist, contrasts his work on "The Mayor of the Town," "Hollywood Players" and "Richard Davis, Private Investigator," with brief excursions to the out-of-doors for deer and duck. Bernard's dad joins him from San Francisco when possible. Katz is a good shot, but never does it on cue!

CBC Rules Relaxed On Beer-Wine Shows

(Continued from Page 1)

footing with Quebec as far as the sponsorship of radio programs was concerned.

He was commenting on a recent announcement in Edmonton that the associated temperance forces of Alberta would protest to Prime Minister Mackenzie King and to the CBC against the ban being lifted on broadcasting of liquor advertisements on Dominion networks.

Before the recent change in regulations, only beer and wine companies in Quebec province were allowed to sponsor radio programs, said Mr. Dunton. The sponsorship was allowed by the CBC because the advertising of liquor, beer and wine was permissible under Quebec law.

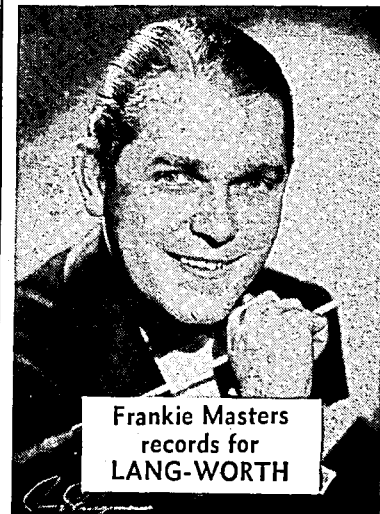
In future in any province which decides to permit similar advertising the CBC will allow the sponsorship of radio programs by beer and wine companies.

The change in regulations does not alter the strict limitations on beer and wine companies sponsoring programs. During a program, as is the case now in Quebec, it is permissible to mention only that the program is sponsored by the such-and-such brewing company or wine company. Any advertising of beer and wine products is prohibited.

Mr. Dunton said repeal of transitional emergency powers would not mean that there would be a greater relaxation of radio advertising regulations. While repeal of the act would mean the return of certain powers to the provinces, radio can still be under federal jurisdiction.

Stork News

Ozzie Gaines, wife of Jack Gaines, program director of the International Broadcasting Division of the State Department, gave birth yesterday morning to a 5 lb-15 ounce girl at Unity Hospital, Brooklyn. Gaines was formerly a staff writer-producer with WNYC, and more recently program director of Radio Luxembourg with AFRS.



Frankie Masters
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

Porter Offered Post As BMI's President

(Continued from Page 1)
 could he turn down the B.M.I. post. Porter on Tuesday conferred with NAB President Justin Miller and executive Vice-President A. D.illard, Jr., at which time it was made clear that the former FCC chairman can have the B.M.I. post if he wants it.
 It was understood that Porter made no commitments. He is however, interested in the post and will make a decision probably within two weeks, it was learned.

Unless Porter is offered a key administration post it is thought certain that he will return to private life as soon as he resigns as OPA head. Should Porter turn down the B.M.I. presidency, expected to pay about \$35,000 a year, the post probably will be offered to Paul Morency, NAB director and vice-president of Travelers Broadcasting Service Corporation, licensee of WTIC, Hartford.



PAUL PORTER

President Miller is also head of B.M.I., but will soon step down and concentrate his activities on NAB. No matter who is named president of B.M.I., it is thought here that M. O. Tompkins, vice-president and general manager, will remain in that post.

B.M.I. appears destined for an increasingly important role in the radio music field and it is thought that Porter would do much to build up the organization.

FCC Situation
 Meanwhile, political observers expect that the FCC Chairmanship would be given to Acting Chairman Charles R. Denny. Since Denny would not have to be approved by Congress, no difficulties were seen in that direction. Denny, however, has been popular generally with Republicans as well as Democrats. During his term as acting chairman he steered close to a middle of the road policy and has been widely praised for speeding up FCC actions. Denny, of course, has the strong backing of Porter and it is thought that President Truman will listen to Porter's counsel and name Denny to the chairmanship. Still to be filled, however, is one vacancy on the FCC. Although the vacancy nominally is Democratic, considerable opposition to an appointment of a Democrat to the post can be expected from the Republican Congress.

Top gag writer, publicity experience, wants job in publicity or radio. Can hit all columns, currently employed. Hours 12-8 p.m., no Saturdays, but Sundays if necessary. Write Box 254, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ AGENCY NEWSCAST ★

SAM FULLER, who joined Sherman & Marquette, Inc., as radio director at the end of 1945, with headquarters in New York, has been transferred to Hollywood to head that agency's radio activities on the West Coast. In addition to acting as executive head of all Sherman & Marquette's radio shows originating from the West Coast, Fuller also is taking over the actual production reins on the Tuesday night Mel Blanc show, which the agency inaugurated earlier this Fall.

O. M. DURER has been engaged by McCann-Erickson's Buenos Aires office to manage their research department. Formerly with Colgate-Palmolive-Peet in Argentina, Durer has had experience in general market studies, test selling of new products, also publication and radio service.

KENT LUGGAGE, Inc., Fifth Avenue, has named The Arnold Cohan Corp. its advertising agency.

J. WALTER THOMPSON COMPANY will place the advertising for the Fred Astaire Dance Studios Corp., which the famous terpsichorean star of stage and screen has formed with Charles L. Casanave, motion picture executive, who will be vice-president and general manager.

Philco Reps On Coast For Crosby Discussions

(Continued from Page 1)
 sales of Philco radio-phonograph models since the inauguration of the Crosby series has far exceeded production. "The public response to the new Crosby program has exceeded our highest expectations," Carmine added.

Rumors have it that the Philco executives will seek to have Crosby improve the package show the crooner is now delivering. It is believed that more important name guest stars will be used by Crosby and that the format will include more sparkling dialogue. The Crosby show is sold to Philco as a package with Everett Crosby, Bing's brother, handling the business end of the deal.

FOUR ADDITIONS have been made to the staff of Geyer, Cornell & Newell, Inc. **JOHN H. WINTERS** has been named associate copy director, **FREDERICK A. LONG** is in charge of radio production, **ERNEST D. KOSTING** is a copy writer and **LESTER STRONG** has joined the media department. Winters, formerly with Erwin-Wasey, was copy director in that agency's New York office and previously directed its creative department in the London office. Before joining Geyer, Cornell & Newell, Long was a radio account executive and head of the motion picture and television department at BBD&O, head of the radio department at Lord & Thomas and program manager for CBS. Kosting was formerly with the copy department of Campbell-Ewald, J. M. Mathes and Kenyon & Eckhardt.

CHICAGO OFFICES of the American Newspaper Advertising Network were opened Tuesday when the midwestern sales staff moved, in at 6 North Michigan Ave. **Oliver M. Presbrey**, A.N.A.N. sales manager for the midwest, heads the group. He is assisted by **Matt W. Houston** and **William C. Parrington**. All three of these men have just concluded several weeks' introductory work at A.N.A.N. headquarters in New York.

Fort Industry Executives Convene At Miami Beach

(Continued from Page 1)
 discuss operations of the Fort Industry stations and to plan for future operations and developments. Meeting was called by **Commander George B. Storer**, president, and is attended by the following: **J. Harold Ryan**, vice-president and treasurer; **Lee B. Wailes**, general manager; **Harry Steensen**, assistant treasurer; **Glenn Bowdy**, chief engineer; **John Koepf**, Washington manager; and the managing directors of the Fort Industry stations; **E. Y. Flanagan**, WSPD; **Ralph Elvin**, WLOK; **J. Robert Kerns**, WHIZ; **Allen Haid**, WMMN; **W. E. Rine**, WWVA; **James E. Bailey**, WAGA; and **S. P. Kettler**, WGBS.

Rochester Stations Aid In Press Strike

(Continued from Page 1)
 news broadcasts and in addition to its own news bureau is utilizing the services of 15 rural editors within a radius of 50 miles who constantly supply local news. Station also broadcasts obituaries and funeral announcements, receiving death notices direct from undertakers in the area. Readers of comic strips in the Gannett newspapers still have access to the funny pages via special broadcasts over WHEC.

Business on Rush Basis
 The newspaper strike has brought an unprecedented amount of new commercial business to the stations from local business houses with some broadcasters sold out across the board. In some cases not even a station break is without a commercial. Requests for air time have come from all types of business houses in Rochester but all offers cannot be filled. Rochester stations carried substantial accounts with department stores prior to the newspaper strike but the stores sought increased air time as soon as the walkout began last week.



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SOUTHWEST

BILL BRYAN, program director of **KOMA**, Oklahoma City, has been promoted to director of public relations for the same station. The announcement of Bryan's promotion was made by Kenyon Brown, KOMA general manager. Bryan will work with Brown in the handling of all 50-kilowatt planning, promotion and programming, as well as the supervising of all station public relations, Brown said. Brown also announced that Allan Page would assume responsibility for the entire production and talent staff. Page formerly has been production director.

KTOK-FM, Oklahoma City, is completing its first month of regular broadcasts. The station is on the air from 3 p.m. until 9 p.m. as an interim operation with 250 watts and non-commercial programming for one year.

Robert "Bob" Enoch, general manager of **KTOK** and **KTOK-FM**, announced that the station would broadcast a special series of programs for the benefit of radio dealers. The programs are broadcast between 3 p.m. and 6 p.m. at a time when showroom demonstrations of radio receiving sets for the benefit of customers are at a maximum.

Charlene Pryor is the latest addition to the staff of **WOAI**, San Antonio. Miss Pryor is a vocalist and will be featured on "Memory Lane" heard twice weekly from **WOAI** and carried by stations of the Texas Quality Network.

Caution Building Owners To Provide For Video

(Continued from Page 1)

the Building Owners and Managers Association of Philadelphia Tuesday by Dan D. Halpin, RCA Victor Television Receiver Sales Mgr., at a meeting in the Architects Building.

Mr. Halpin advised those planning to build new houses to have field tests made so that conduits for the television transmission line could be installed in the most expedient places in the home. He described RCA Victor's Antenaplex System, initially installed in the Hotel Pennsylvania and the Hotel New Yorker, New York, as the ideal solution to the problem of multiple dwelling antenna systems for television and FM.

This system consists of a sensitive master receiving antenna or series of antennae, so placed as to receive all the programs serving the area. Through a series of distribution boxes, the broadcasts are fed through a single wire to as many outlets as the building owner desires, the various outlets being placed in the separate dwelling units.

Four types of antennae were described and demonstrated by Mr. Halpin during the course of his talk: standard dipole, folded dipole, improved ribbon-line folded dipole, and dipole and reflector.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS**:—Happy Goday, gen. mgr. of Peter Maurice & Co. has but started on his English importation, "I'll Close My Eyes" and already feels secure about the ditty's immediate future . . . so much so that he's waxing enthusiastic (but loud) about Django Reinhardt's latest composition, "The Bluest Kinda Blues" with lyrics by Spencer Williams. . . ● The music business in general and ASCAP in particular owes a vote of thanks to its unofficial ambassador of good-will Frederick Bowers, who, a composer of hits dating back to 1898, now barnstorms across the country, lecturing and "selling" American songwriters' colorful stories to John Q. Public. . . ● **MKN Productions** trying to hypo Chicago Radio scene with a new half-hour variety show starring Hank Grant, guest stars and Eddie Ballantyne's "Breakfast Club Orchestra." . . ● There's a dark horse running for President of Local 802 (AFM) . . . name's Henry Cohen "Topper" who has the endorsement of fellow music contactmen. . . ● Don Bestor's opening last week at the Plantation Room of the Hotel Dixie enticed the stem's top music men . . . one of the oldest name bands in the business. Don started his radio career back in 1922 via **KDKA** and has remained in the limelight ever since. . . ● **Robbins Music Corp.** is readying a successor to the French "Symphony" with an American adaptation of the current European hit "De Tout Mon Coeur" by Dorothy Dick, called "There Is No Breeze" (To Cool the Flame of Love). . . ● **Chet Gierlach** of **BBD&O** is the composer of the new Mills Music release, "Village Festival Dances" for strings.

★ ★ ★

● ● ● **Merrill Kaye** has been named conductor of the United Nations Orchestra which will be heard at Lake Success. . . ● **I. J. deForrest** and **Ramsey Millholland** have a fine ballad in "South of Winter," published by G. Winthrop Co. . . ● **Kane's Music** is starting work on "You're Still the Flower of My Heart" by Marty Reide and Arthur Berman. . . ● **Jimmie Costello**, **STARTs** his second year on "Let's Have Fun" the Goldblatt Department Store **WGN** noontime rib-tickler. . . ● **Songstress Helen Forrest** knows a Hollywood Nite Club wren who's blissfully happy . . . meat control and her face lifted the same week. . . ● **Gail Fletcher**, golden-haired vocalovely formerly heard on the nets, is writing a book titled "The Saga of Abigail" . . . it's an autobiography of show business and deals with you, you and us. . . ● At the recent **REC** luncheon during which **Fannie Hurst** lampooned **RADIO**, **Murray Grabhorn** convulsed some of us with "I Think Hurst Kicked Radio's Fannie." (tee-hee). . . ● **Gordon McRae** replaces **John Conte** on the "Teen Timers" **NBC** commercial Nov. 23. . . ● The new "Waitin' For Clayton" show which **CB** started last Saturday not only delighted the ears at **Patti's** thrushing but brought a new gimmick which delivers . . . presenting a songplucker at his job of making a songhit . . . **Ace Ochs** directs. . . ● **William Morris** has two sponsors interested in **Al Bernie**, young comic who bought air time to plug his appearance at the **Roxy Theater**.

★ ★ ★

● ● ● **ON AND OFF THE RECORD**:—**Dale Ford** succeeds **Jane McShane** at **Victor**, the latter joining the United Nations Council. . . ● **Oliver Nicoll** went down to **WTAR**, Norfolk to test **Emmett Kelly**, head clown of **Ringling Brothers-Barnum & Bailey Circus**, for **Cosmo's** new kiddie albums "Cluny The Clown." . . ● **Merry-Go-Sound** are making their kidiscs on vinylite now. . . ● **Gypsy Markoff's** **Accordion Solo Album** for **United Masters** sold over 7,000 the first week. **Gypsy** is currently on her fifth **US** overseas trip. . . ● **Frances Langford's** latest **Mercury** platter of "I Like Mike" backed with "My Wonderful One" . . . a disc-tinguished effort. . . ● **Columbia's** latest **Helen Traubel** "American Songs" album belongs on your "active records file." . . ● **George Barnes Sextet** has waxed several sides for **Keynote Records** for December release. . . ● **Betty Hulton's** "On the Other End of a Kiss" for **Victor** is a novelty, bounced in happy-go-lucky tempo . . . flip-over is a change-of-pace rendition of "Don't Tell Me That Story."

SAN FRANCISCO

FRANK MULLEN, NBC vice-president and general manager, is in San Francisco discussing network plans with **John W. Elwood**, **KGO** NBC manager.

KQW is starting a new series Tuesday evening broadcasts titled "Forum Of The West" and bringing to the air the San Francisco Television Hall meetings featuring outstanding world and national speakers. The program is one of the new **KQW** public service features.

Bill Pabst, **KFRC**-Mutual manager is the envy of local hunters. **Pabst**, an experienced pilot, has his own private plane, and in two hours after he takes off from the field near home he is up in Oregon drawing a bead on the pheasants and other game.

Bob Laws, **KGO** public relations director, has compiled some statistics showing that **KGO's** special promotion of the **Bing Crosby** show premiere made 23 million advertising impressions in this area. The campaign included newspapers, magazine posters, car cards, letters, displays and more than 200 promotional announcements.

Harry Bubeck became program manager of **KPO-NBC** the first of this month, following promotion of **Wendell Williams** to assistant program manager of **NBC's** western television. **Bubeck** was with **NBC** in **Chicago**.

One of **Columbia's** top foreign correspondents, **Farnsworth Fowle**, is in San Francisco on Nov. 13 for a series of lectures arranged by **KGO** officials.

"Radio Workshop," a weekly program of the Associated Students of **St. Mary's College**, has returned to the air over **KROW**. Program features campus news and interviews and the **College Glee Club**.

The **United Rexall Drug Company** has purchased two programs on **KGO** to promote sales in the stores in the area. "Green Light Review" and "Eleventh Hour News" are heard daily Monday through Friday.

New Series Over WLW To Salute Transit Firm

Cincinnati—**WLW** has announced that a special series of programs saluting midwestern transit companies and their officials will be aired weekly beginning Nov. 17. Titled "Destination Unlimited," the program will broadcast 12:30 p.m., Sundays.

The first of the series will tell the story of **Ashland, Kentucky's** **B. B. Ribbon** bus line. From **Ashland**, the program will move to other communities in **Kentucky, Ohio** and **West Virginia** to tell the story of transportation and the local men who pioneered its development. Each program will be half hour drama production climaxed by the presentation of an award to a transit company official in each community.

The entire series is under the supervision of **Katherine Fox** of **WLW's** special broadcast services division.

IMN Station Group Holding Meeting

(Continued from Page 1)

tion of new engineering facilities for feeding IMN programs from Salt Lake. A planned area-wide Hooper survey is also on the agenda.

Visiting station executives will likewise inspect Intermountain's new news-gathering and broadcast facilities in the Salt Lake Tribune-Telegram building, from which regional newscasts are already being fed to the fifteen-station network.

Carl Haverlin Attending

Carl Haverlin, MBS vice-president in charge of station relations, will attend, as will Jim Mahoney, Western Division Station Relations Department chief for MBS. Lynn L. Meyer, Intermountain's National Sales Manager, and Lew Avery and David Andeberg of Avery-Knodel, Inc., will discuss national and regional sales problems. Utah stations represented will include KALL, Salt Lake City; KO, Ogden; KOVO, Provo; KOAL, Price, and KVNU, Logan, in Utah. Idaho affiliates include KID, Idaho Falls; KEYY, Pocatello; KVMV, Twin Falls, and KFXD, Boise-Nampa. WYRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan, all in Wyoming, and KRJF, Miles City and KMBY, Billings in Montana will also be represented at the meeting.

A skiing party at Alta, Utah, and a visit to the new Geneva Steel Plant will be sightseeing highlights of the meeting.

Radio Telephone Stations Granted In New Mexico

Washington Bureau, RADIO DAILY

Washington — The FCC Friday granted Winfield Morton CP's for two temporary provisional radio telephone stations to serve an isolated ranch area in New Mexico. A station at Santa Fe would link another at Abiquiu, 25 miles distant. The latter with 700 population, is now without telephone contact. FM emission would be used, with 250 watts power, on 39.54 megacycles. Authorization is for a year, subject to revocation and subject to applicant endeavoring to obtain public service.

A.L.S. Plans New Show

The A. L. S. Company, new program package agency, is readying plans for a half hour light dramatic show titled "The Con Man," and starring Charles Coburn, which is likely to be a weekly feature over ABC starting next month. Wilbur B. Stark, agency veepee, is leaving for the east this week to supervise a cutting of the audition record. Program will be a live broadcast and an ABC executive there is every possibility the web will schedule the show, starting it as a sustainer. Program is written by Larry Menkin and Al Palca.

A.L.S. Co., has also just purchased radio rights to "Nancy Drew," a top selling juvenile book. Agency plans to adapt the story into a series of half hour radio programs.

Federal And General Electric Show FM-Production Rises

(Continued from Page 1)

ters in recent weeks, according to Norman E. Wunderlich, executive sales director, to stations in 12 states, covering the larger part of the area between New York and Minnesota on the north and Texas and Florida on the south. "For the most part," Wunderlich added, "the installations are 3 kw., but some are 10 kw. We expect to have at least 25 FM transmitters on the air by January 1."

Company is shipping an average of three transmitters each week, Wunderlich said, and while most are the power-type above mentioned, some will operate at outputs of higher power up to 50 kw., "as soon as additional units can be supplied." Federal's production schedule, meanwhile, is increasing in other departments such as antennae and associated FM equipment.

Stations on the air or soon to be operated with Federal, transmitters are: KWK, St. Louis, Mo.; WWL, New Orleans, La.; WSAP, Portsmouth, Va.; WBEN, Buffalo; WING, Winchester, Va.; WMBH, Joplin, Mo.; WHIS, Bluefield, W. Va.; WJLS, Beckley, W. Va.; WOAL, San Antonio, Tex.; WMPG, Palm Beach, Fla.; WEW, St. Louis, Mo.; WMRC, Greenville, S. C.; WTCN, Minneapolis; WWSA, Harrisonburg, Va.; WPAD, Paducah, Ky.; KOWH, Omaha, Neb.; WELD, Columbus, O.; and WHLD,

Niagara Falls, N. Y. G.E. reports it has over 200 FM transmitters on order, with some 60 shipped in the past eight month period. Outlook for production on an increased basis is promising, it was explained, but prices etc., are subject to changes in present standards due to elimination of ceilings.

Another "First" Reported

Meanwhile, what GE engineers believe is another "first" for FM radio was reported in communications between persons on a ship and in an automobile about 240 miles apart. A telegram to GE in Syracuse, N. Y., indicates conversations (in test transmissions) were carried on November 7 between participants in a car in Hammond, Ill., 22 miles from Chicago, and the Great Lakes Steamer E. T. Weir, upbound in the Detroit River and 20 miles below that city. Both car and steamer were with FM two-way equipment. Voices of participants on the steamer were carried by FM radio to Detroit, sent by telephone line to Chicago, then rebroadcast to the car at Hammond. Process was reversed as car participants talked to the ship.

The steamer also has pioneered in radar tests in the Great Lakes, being the first ship on the lakes to install commercial radar as developed by General Electric.

Mutual Reports Sales To Ralston, Carter Prod.

Mutual has announced the purchase of a new show by the Ralston Purina Company, and the sponsorship of Gabriel Heatter on three nights by Carter Products. Ralston will launch a new 5-a-week strip starting Jan. 6, 1947, (12-12:15 p.m., EST) aired live in the East and transcribed for broadcast in other areas on a 52-week basis. Program format is musical with American folk ballads, etc. This cancels "Checkerboard Jamboree" sponsored by Ralston over MBS Saturdays from 1-2 p.m., EST. Gardner Advertising, St. Louis, handled the account.

Carter Products will plug "Arrid" on the Heatter program Monday, Wednesday and Friday (9-9:15 p.m.) starting Dec. 30, for 52 weeks. This cancels company's sponsorship of "John J. Anthony" (1:45-2 p.m.) effective Dec. 27. Heatter is sponsored Tuesday-Thursday by Serutan.

Conte Products, for Conte Castile Shampoo, sponsors "Treasure Hour of Song" on Mutual for the 6th consecutive year, effective Nov. 21 (9:30-10 p.m., EST). Format of new show, which replaces "By Popular Demand," will have a musical quiz and name guest-star policy.

Tommy Dolan Joins WBYN

Tommy Dolan, formerly associated with both NBC and ABC, has joined the sales staff of WBYN, Brooklyn. Dolan was traffic supervisor at NBC and traffic manager of ABC,

Mass. High School Groups Form WTAG Radio Club

Worcester, Mass. — WTAG has launched an idea, called the WTAG radio club, open to all high school students in the Worcester and Worcester county area who have a talent or interest in some phase of radio. The radio time and facilities of the station, under the guidance of the management and staff, have been placed at the disposal of the members who represent an area of over half a million population.

Members will elect their own officers and plan their own meetings with the direction and assistance of WTAG personnel available at all times. WTAG will endeavor to keep the entire group, regardless of size, actively occupied in their selected field of radio.

Members will be divided into groups according to their interests—dramatics, announcing, vocalizing, producing, script writing, etc.—and will be given an opportunity to use their talents on the air as well as to learn techniques of their particular vocational choice in radio from members of the WTAG staff. WTAG is prepared to allot special periods of sustaining time to the members for the exclusive use of the club.

Dick Nelson An Author

Dick Nelson, of CBS, "Theater of Romance" and "Lone Journey," has completed a children's book, untitled as yet. Illustrations are by Byron R. Parke. Publication is set for July.

Urges Better Training For Teachers Of Radio

(Continued from Page 1)

clusion pointed out that production experience and other specialized radio work must be offered on an efficiently run, college-owned radio station so that students may get the feel of actual radio work.

Hale Aarnes handed the radio industry a bouquet although he admitted that programming is not perfect and can stand some changes. Aarnes said, "In my opinion the arts of writing, speaking, acting and producing have reached in American radio a higher development than anywhere at any time in history. The greatest pot-boiler of all time, William Shakespeare, who aimed at the listener just as all good soap opera writers do, could not in my opinion have written better programs if he had to write under constant pressure, day after day, year after year, as our modern radio writers do."

In discussing "Radio Careers for Women," stenography was stressed as a good entering wedge in the industry by a panel comprising Dorothy Lewis, Frances Farmer Wilder, Grace Johnson, Betty Wells and Mrs. George V. Denny, Jr. New fields for women such as promotion and publicity were mentioned and the fact that ideas plus ideals are important with individuality rated above personality.

Judith Waller of NBC stated the objectives of radio instruction should coincide with those outlined by FREC, an opinion echoed by the conference in general. Virginia Payne, the "Ma Perkins" of the air, addressed the conference on "Radio Acting" in which she de-glamorized this field.

Ralph Powell Incorporates

Ralph C. Powell, long a prominent figure in the recording field, has formed R. C. Powell & Co., Inc., a national organization engaged in the development and marketing of electro-mechanical products. Headquarters have been opened at 57 William St. in New York.

W.A.C. To Meet

Regular monthly meeting of the Women's Advertising Club in the Astor Hotel will be broadcast over WLIB Nov. 19 from 1:30-1:50 p.m. Sylvia Porter, financial editor of the New York Post, will speak.

SECRETARY AVAILABLE

Two years' experience with Station Representative. Understands Rate Cards and relationship between Stations, Representatives, Agencies and Clients. Present employer's business moved to another city and he will highly recommend. As much interested in people associated with in business, as salary. Write Box 257, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— OHIO —

CLEVELAND—Charles V. Hunter is named program director of WJW, succeeding Edward N. Palen, resigned, who has become general manager of WFRP, Ga. . . WTAM carried a two-week conversation between Bill Veeck, president of the Cleveland Indians, from his hospital room in Cleveland and "Happy" Chandler for their Armistice Day program. . . CINCINNATI—As a result of a three-week word contest over WCKY, "The Southern Farmer" monthly, can boast an added 43,223 subscriptions. . . Larry Lawrence, is WCKY's new staff announcer. . . MANSFIELD — During the first 10 days of November, WMAN received commendation for outstanding service from the Army, Marine Corps, and the Veterans of Foreign Wars. . . Congratulations to Al Gibson, engineer at WMAN, recently married to Lena Tuller. Al's station is an affiliate of ABC.

— CONNECTICUT —

HARTFORD—Hallet Abend of the New York Times and William Mandel, experts on Russia, debated Russian policy in a 15-minute broadcast over WDRS this week, prior to a lecture date. . . WDRS is planning a special tie-up with the Courant for an election return system for a special election Dec. 3 on a proposed new city charter. . . Trinity College began a weekly series of 15-minute talks by graduates and professors at the institution over WDRS. . . Excerpts from the opera "Martha" heard over WONS, were written and directed by the college radio club. . . NEW HAVEN—King Fletcher and Jimmie Milne will handle all New Haven Ramblers Hockey Team games over WNHG.

— TEXAS —

DALLAS—Frankie Masters and his band will open a 13-week engagement on the Interstate Theaters' Circuit, with two weekly programs starting Nov. 14, carried by KGKO. . . For 10 years a member of the announcing and special events staff of WFAA-KGKO, Hal Thompson has been named new program supervisor for the stations. . . SAN ANTONIO—An emergency call from Houston notified WOAI of the death of a Mr. McDonald and requested Austin Williams, newscaster, to locate a brother. Within 15 minutes, Williams brought the family together. . . Harlan Ralston has been named manager of KBGH, four-channel radio distribution system installed at the Brooke General Hospital to service 3,000 bed patients. The hospital is one of the nation's best known.

AMB. 2142 For Air Checks—Line Checks



New WE Equipment In WOR-Mutual Studios

Radio programs with increased dramatic effects are now being produced at WOR-Mutual with the aid of new custom-built Western Electric studio control booth equipment, it was announced yesterday. Equipment, recently installed in each of the three studios in New York, provides complete studio operating facilities designed into a single console. Unique in their compact construction, it was explained, these consoles incorporate production, dramatic, and operating features that make possible "smoother and more economical operation."

WOR-Mutual engineers specified their requirements and operating conditions for a complete installation of studio control booth equipment. Western Electric broadcast equipment specialists designed the necessary facilities into a single compact console. A novel "plug in" type of construction, by means of which all amplifiers are equipped with plug in connectors, makes it possible to assemble this large amount of equipment very compactly without sacrificing accessibility. "Plug in" allows an equipment unit to be removed and replaced immediately by another like unit so that servicing and maintenance of the original unit can be performed in the shop. In addition, this feature cuts the "out of service" time for the studio to a minimum.

Each console, it was explained, provides facilities for inputs from 16 microphones, 2 transcriptions reproducers, 8 incoming remote lines, and 6 program trunks. System was designed for flexibility and ease of operation with a minimum of controls and, as far as practicable, with switching operations performed by the movement of a single control.

Each studio is complete in itself so that no time is lost in the rehearsal of expensive talent by having to wait on additional equipment. Versatility and instant availability of the complete facilities provided by these consoles helps the producer obtain desired effects quickly.

Baruch, Wain To WMCA; Signed To Five-Year Pact

Andre Baruch and his wife, Bea Wain, have signed a five-year contract to conduct a husband-and-wife record show over WMCA three and one-half hours daily, six days a week, starting Dec. 2. The show, titled "Mr. and Mrs. Music," will not be confined to records only, but will include special features such as live jam sessions with Bea Wain as singer and interviews with wives and husbands of stars in the entertainment world.

As a build up for the Wain-Baruch team, WMCA will use transcribed spots which feature famous names in radio and the theater. The transcriptions contain comedy dialogues by Ralph Edwards, Joan Edwards, Guy Lombardo, Frances Langford, Jon Hall, Tom Howard, Basil Rathbone and others. WMCA will air these announcements not only on the station itself but as paid commercial spots on other stations.

WNBT To Show BBC Films On Special Sunday Show

Motion pictures filmed by BBC Television, providing extensive coverage to outstanding events in England, will form the bulk of a special film program to be aired over WNBT next Sunday (9 p.m., EST).

First of the films to be shown will be newsreels taken on "Remembrance Day," British equivalent of Armistice Day. Films, which were taken Nov. 10 in London and received in New York by plane yesterday, show ceremonies at the Cenotaph, the British tomb of the unknown soldier. Scenes of King George, Prime Minister Attlee and former Prime Minister Churchill are among film sequences included in the pictures. Other features of the show, which will run for approximately one hour, will include the first Lord Mayor's Day in London since the beginning of the war.

Other motion pictures on the NBC program will include the Goldwyn Girls modeling clothes in London, logging operations in Canada, and the "Mrs. America" contest in Mississippi.

Lucas Named Vice-Pres. Of Engineering For WPAT

Paterson—Earl F. Lucas, chief engineer of WPAT since 1941, has been appointed vice-president in charge of engineering, it was announced yesterday by James V. Cosman, president and Sidney J. Flamm, vice-president and general manager.

A radio "ham" since 1919, Lucas entered the industry professionally in 1925 as a field engineer for the Philco Radio Corporation, leaving that position several years later to become affiliated with the D. W. May Co., wholesale electronic equipment distributors.

The announcement of Lucas' appointment is significant in that WPAT is very much concerned for the expansion of AM and FM facilities. The new station official is a member of the Institute of Radio Engineers since 1927, and an associate of the American Institute of Electrical Engineers.

Public Service Programming

WNEW's public service programming will be spotlighted by two coming events, one of which is the presentation of a plaque by the National Association for Advancement of Colored People for the station's "Keep Faith in America" spot announcements. WNEW's "American Negro Theater," heard every Wednesday night, will be the subject of a short film produced by the All-American News, an all negro newsreel company.

HEY! IS YOUR SHOW SLIPPING? Drama Director Producer Script Editor Ten Years' Network Experience 34 years old—Ex Navy Lt. Desires Agency connection. Write Box 256, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

PROMOTION

Statue Reproductions

Five thousand reproductions of "The Thinker," bronze replica of Rodin's masterpiece, were distributed by the Promotion and Education Departments of WJR, CBS station in Detroit, as a supplementary aid to radio listeners when the Department of Radio Education of the Detroit Public Schools broadcasts "School Spotlight," a program based on "The Thinker," over WJR, Thursday, November 21 at 9:15 a.m.

Mailing pieces included, in addition to explanatory copy, a 4" by 6" reproduction of the famous statue by Auguste Rodin. The replica now stands in front of the Institute of Arts on Woodward Avenue in Detroit. According to Mark Haas, Education and Public Relations Director of WJR, students of all art classes and intermediate classes will receive the photograph in time to utilize it while listening to the broadcast.

Zenith Exploitation

Ken J. Davis, radio sales manager for Reinhard Brothers Co. in Minneapolis, Zenith distributor, invites visitors to the Glenwood, Minn. county fair to try and stump Zenith's Cobra tone arm by bringing their oldest phonograph records to the exhibit. Davis previously had experimented with old records and reported that the tone arm erased surface noise and brought out musical passages never before heard from them. Fair visitors heard thousands of their old records played, ranging from worn-out juke box platters to those made over 20 years ago by Caruso, Madam Schumann-Heink and others. According to reports, resulting comments were full of enthusiasm and amazement.

Winston Kirby Joins ABC In National Spot Sales

Winston L. Kirby has been appointed manager of sales development of the national spot sales department of ABC, succeeding Wesley F. Greerer, recently resigned, it was announced this week by Ralph Dennis, manager of the department.

Prior to coming with ABC, Kirby did promotion work for independent stations, having previously worked with the advertising and promotion department of NBC as assistant to the network sales promotion manager.

Send Birthday Greetings To— November 14 Hazel Estes Bud Hulick Morton Downey Dick Nesbitt Wanda Ellis Dick Powell Martha Tilton Johnny Desmond

New Garden Includes Tele

Fifteen CPs Granted; Other FCC Activities

Washington Bureau, *RADIO DAILY*
Washington—Construction permits have been awarded to a total of 12 applicants for new FM stations, the FCC announced yesterday. They include: Beverly Hills Broadcasting Co., Beverly Hills, Calif.; Lincoln Bellar, Sacramento, Cal.; American Broadcasting Co., Inc., San Francisco, Cal.; The Augusta Chronicle Broadcasting Co., Augusta, Ga.; Midwest Broadcasting Co., Mount Vernon, N. Y.; The Corning Leader, Corning, N. Y.
Also High Point Enterprise, Inc.
(Continued on Page 6)

Bergen Tele Productions Making Bid For Business

West Coast Bureau, *RADIO DAILY*
Hollywood—Two New York advertising agencies are interested in a two-television series, "Bergen's Barnyard" and "The Telekin" on which Edgar Bergen Television Productions plans use a new technique. The Bergen organization plans to make their television subject on an extremely low budget and as more tele receivers are
(Continued on Page 6)

UN To Produce Films; Expects To Use Video

The United Nations will acquaint the peoples of the world with its activities and objectives, as stated in the Atlantic Charter, in the form of documentary and newsreel films, it was announced yesterday by Jean Renoit-Levy, director of the film and visual information division, Department of Information. Films will be
(Continued on Page 3)

Fancy Casting

Hitch-hiker for Gaines' Dog Food, another General Foods product which tags on the Fanny Brice show over CBS Fridays, 8-8:30 p.m. tonight will try a real dog in place of the actor who imitated one. Spot goes to Rommie, a Hollywood actor on his own, who during rehearsal he'd recently by the producers, did his stuff glaring at his human standby.

Commemorative

A bronze plaque commemorating twenty years' affiliation with NBC by WTIC, Hartford, Conn., will be presented to the station at a dinner at the Hartford club on next Tuesday. Presentation will be made by Ni'es Trammell, president of the network, and will be received by Jesse W. Randall, president of the Travelers Insurance Company, owners of the station. Justin Miller, president of NAB, will also speak.

Advertising Values Appraised By Abt

Toronto—Public faith in advertising has tended to be undermined by "collectivists" who have spread economic fallacies during the last decade, according to Henry E. Abt, managing director of Brand Names Foundation of New York. Abt made the charge yesterday in an address to the Association of Canadian Advertisers.
To assess these threats to advertising.
(Continued on Page 8)

Austrian To Mexico City On Special Assignment

Ralph B. Austrian, president of RKO Television Corporation, leaves New York on Saturday, Nov. 16, by air for several months sojourn in Mexico City. This is a special assignment from N. Peter Rathvon, president of RKO Radio Pictures.
Austrian will co-ordinate the trans-
(Continued on Page 2)

Active Interest In Radio Displayed By Conferences

Trend of universities and colleges toward taking a more active part in radio was given impetus this week with public relations departments of the University of Georgia, the University of Oklahoma and Rutgers University sending out releases on their radio planning.
Announcements from the University of Georgia calls attention to the "First Annual Georgia Radio Institute," at Athens, Ga., Nov. 21 and 22. This two day meeting, patterned

Plans For \$20 Million New York Project Provide Spacious Video Studios; Building To Be Ready In '48

Raps Tele Excise Tax As Blow To Industry

Washington Bureau, *RADIO DAILY*
Washington — Declaring the high excise tax on television receivers is retarding the video industry, Joseph Gerl, a director of RMA and president of the Sonora Radio & Television Corporation, addressed the Washington Kiwanis Club at the Mayflower Hotel yesterday.
"The television industry today," said Gerl, "is pushing ahead as fast as it can. Television transmitters are being
(Continued on Page 5)

Crosby Rating Climbs After Third ABC Show

On the survey taken Wednesday night of the Bing Crosby Philco show over ABC, the program revealed a rating of 15.8, having climbed up 3.8 from the low of two weeks ago;
(Continued on Page 2)

New Broadcasting System Described By Engineer

Heralded as a new and revolutionary system of broadcasting, Sarkes Tarzian, engineer, presented his new "HiFAM" system to 600 radio engineers.
(Continued on Page 2)

The importance of television in the world of sports and other fields of general interest to the public in the coming years was clearly defined yesterday with the announcement that two huge studios will be included in the new \$20,000,000 Madison Square Garden planned for Columbus Circle in New York;
(Continued on Page 6)

Auto Dealers Ready For New Radio Series

First step toward inaugurating a series of institutional programs for the automotive dealers associations of the six New England states was taken this week with the appointment of Ralph Bonnell, director of the Massachusetts Auto Dealers Association, as chairman of the special radio committee. The new series of 15
(Continued on Page 8)

Former ABC Executives Set Up Agency Business

Three ex-ABC executives have formed a new radio production agency in Chicago to be known as Green, Schoenfeld & Huber. The trio are Lew Green, former producer of the "Breakfast Club," Merritt R. Schoen-
(Continued on Page 5)

Good Behavior

Probably the most ignored signs in radio are the "No Smoking" placards on the studio walls. However, Jim Sheldon, producer and director of Mutual's "Crimes of Carelessness," has issued special orders to his cast. The reason: members of the National Board of Fire Underwriters—his sponsors—and a guest fire commissioner attend each broadcast.

RADIO DAILY



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thurs., Nov. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10 1/4	10 1/4	10 1/4	+ 1/4
Am. Tel. & Tel.	165	164 3/8	165	+ 3/8
CBS A	30 1/2	30 1/8	30 1/8	+ 3/8
CBS B	29 1/2	29	29 1/2	+ 3/8
Farnsworth T. & R.	9	8 7/8	8 7/8	+ 1/4
Gen. Electric	37 3/8	36 1/4	37 1/8	+ 1/4
Philco	23 5/8	22 1/2	22 1/2	+ 1/2
RCA Common	10 1/8	9 7/8	10
RCA First Pfd.	83 1/4	83	83	- 1/2
Stewart-Warner	15 5/8	15 1/4	15 3/8	+ 1/4
Westinghouse	23 5/8	23 1/8	23 1/2	+ 1/4
Zenith Radio	21 1/2	21	21 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5	5 3/4
Finch Te'ccomm.	8 1/4	9
Stromberg-Carlson	13 1/2	15
U. S. Tele	13 1/4	2
WCAO (Baltimore)	38
WJR (Detroit)	37

Austrian To Mexico City On Special Assignment

(Continued from Page 1)

sition from the construction phase to full operational activities at the huge RKO Studios in Churubusco, Mexico City. Even during construction, the studio has been in operation and 24 feature pictures have already been completed there. While in Mexico Austrian will be able to give careful study to the future possibilities of television in Mexico.

During Austrian's absence RKO Television will function as usual under the temporary guidance of Fred Ullman, Jr., whose RKO Pathe, Inc., will perform all production for RKO Television.

RARE OPPORTUNITY for small radio station seeking to grow, to obtain services of brilliant young radio director. Have written, directed, produced on major networks; also recording director. Complete command all phases of radio production. Million ideas!

Write Box 255, Radio Daily
1501 Broadway New York 18, N. Y.

Coming and Going

EDWARD TOMLINSON, Latin-American expert of NBC; ELI B. CANEL, program director of the network's international department, and CAL ABRAHAM, public relations director of the department, have left for Louisiana to participate in the celebration of International Week.

O. B. HANSON, vice-president and chief engineer of NBC, has returned from the West Coast, where he went following the NAB convention to check network engineering installations.

JACK RUBIN, of the Ed Welf office, leaves tomorrow for two weeks in Hollywood.

BOB ALLISON, of the CBS education department, today goes down to Philadelphia to act as moderator on "Opinion Please," a feature of the network's "American School of the Air" series.

GUS GREBE is in town from Wilkes-Barre. The general manager of WBAX paid a call yesterday at the offices of Mutual, with which the station is affiliated.

PAUL JONAS, sports director for the Mutual network, leaves today for Philadelphia, where tomorrow he will cover the Penn-Army game.

ROY E. MORGAN, manager of WILK, American network affiliate in Wilkes-Barre, Pa., visited Radio City yesterday to chat with officials of the web.

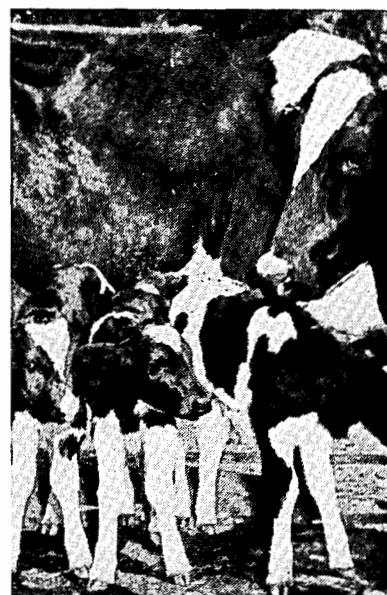
GENE AUTRY, who has had his CBS show on the road since the middle of September, is back in Hollywood and will broadcast his Sunday program from that point.

MIKE JABLONS, Mutual network publicist, leaves tomorrow for Cleveland in connection with the web's coverage of the National Air Show.

JOHN ROBERT POWERS, of WJZ's "Charm School of the Air," has left for Winterhaven, Fla. He has taken upon himself the chore of picking the state's "Tangerine Queen."

RAYMOND SCOTT and the members of his band, have returned from California, having filled a number of engagements on their way East. They'll rest up here for a week and then leave for some dates down South.

RICHARD AVELLAR, of the Portuguese section in the international department of NBC, will spend the coming week-end in Cleveland, where he will broadcast to Brazil as a feature of the National Air Show being held in the Ohio metropolis.



A Rarity

Still looking a little bit bewildered at the world, triplets, a rarity in cow production, pose with their mother on a farm near Los Angeles. Ma is a 6-year-old Holstein and the rarities are two boys and a girl.

In a lot of ways we're a rarity in the radio world. We're an independent station in a 5-station town. Four of the stations are network . . . and Baltimore is the 6th largest city in the country.

But it's W-I-T-H, the successful independent, that delivers more listeners per-dollar-spent than any other station in town.

It's pretty unusual . . . but the smart time buyers who aren't blinded by the glisten of glamorous call letters . . . think it's terrific!

That's why you'll find W-I-T-H in the wiser budgets. How about your list?

Crosby Rating Climbs After Third ABC Show

(Continued from Page 1)

sets-in-use were placed at 38 per cent and the share of the listening audience was 46.1 per cent.

Henry Morgan program for Ever-sharp Shick Injector Razors which follows Crosby at 10:30 p.m., EST, revealed a rating of 8.2 with 29.9 sets-in-use and 27.4 share of the listening audience. Morgan like Crosby, in his initial showing was up, Morgan debuting around 12.0.

Survey was taken by C. E. Hooper as a routine job. Crosby's guest Wednesday night was Ezio Pinza, Metropolitan Opera Co., basso.

Record Movie Plug

Claiming to have set 5,496 radio "plugs" in 229 cities and towns, Herb Berg of Vanguard Films, Inc., points to the campaign on "Duel in the Sun" as a new high in movie exploitation via radio. A weekly news letter designed for radio consumption is issued by David O. Selznick, producer, and in addition many broadcasts have been set for Dimitri Tiomkin's musical score composed for the picture.

New Broadcasting System Described By Engineer

(Continued from Page 1)

neers gathered at an I.R.E. meeting this week in Rochester, N. Y. The new system is reported to have been operated successfully in Bloomington, Ind., through station W9XHZ, using a small frequency band. Tarzian claims that his system is noise and static free, can be used on any standard broadcast set, and operates without fading or distortion.

Hoffman Declares Dividend

Los Angeles—Announcement of nine months' earnings, after taxes, of \$104,000, equivalent to more than 40 cents per share, was made by the Hoffman Radio Corporation yesterday. In addition the board of directors voted a 10-cent dividend to stockholders of record December 20, 1946, payable January 20, 1947.

Full capacity production for the next six months was forecast by H. Leslie Hoffman, president, based on the orders on hand. The company reported extensive activities in the export market with commitments for 1947 deliveries which are in excess of \$2,500,000.

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REI

AGENCIES

MCCANN-ERICKSON OFFICE in Rio de Janeiro has been engaged to handle the advertising of Sindicato Industria Produtos Farmaceuticos, an association of 160 drug manufacturers in that city.

ADVERTISING WOMEN OF NEW YORK will hold their semi-annual dinner today at the Hotel Astor. Principal speaker will be Charles D. Jackson, vice-president of Time.

NORMAN D. WATERS & ASSOCIATES have been retained to place the advertising of Chambers Brothers Fur Manufacturers, Inc.

THE TAILORED SPORTSMAN, New York, men's custom tailors, has appointed The Arnold Cohan Corp. as its advertising agency.

UN To Produce Films; Expects To Use Video

(Continued from Page 1)

distributed in theaters in every country, and it is expected that television will also be importantly included. The UN committee will work closely with a similar group from UNESCO, as was explained.

"I have long been convinced that we must mobilize all the forces of the cinema and visual media to build the peace just as we mobilized them during the war to achieve victory," Bennett-Levy said, explaining that the work of these professions was "magnificent" during war years.

Television rights to the films, which will be made in co-operation with the various newsreel companies, is presently under consideration. However, it was explained that video would definitely be one of the mediums used by UN.

Engagement Announced

Mr. and Mrs. Homer W. Ring of Milton, Conn., announced this week the engagement of their daughter, Elizabeth Louise, to William L. Henselbrund. Wedding will take place in the bride's home town on Dec. 23.

Miss Ring, who attended Northfield Seminary and Middlebury College, Mass., is a member of the CBS press department in New York.

Engineering Conference Set By FCC For Nov. 19

Washington Bureau, RADIO DAILY

Washington—An informal engineering conference to discuss recommendations for the North American Regional Broadcasting agreement, originally due October 1, 1946, but extended to January 1, 1947, will be conducted by the chief engineer of the Federal Communications Commission in room 6121 of the Commission's Washington offices beginning at 10 a.m., on November 19, 1946 and extending through the 22nd or until completion, it was announced yesterday.

Standards of allocation to minimize interference between the various countries concerned will be one of the subjects for discussion at this preliminary conference. Suggestions and ideas obtained from the industry relative to standards will be considered in the preparation of recommendations that will be submitted to the Inter American radio office for international distribution to the North American governments prior to a technical meeting to be held early next year further looking toward conclusion of a new North American Regional Broadcasting agreement to replace the interim agreement now in effect.

Heavy Sales Increase In Radios In Canada

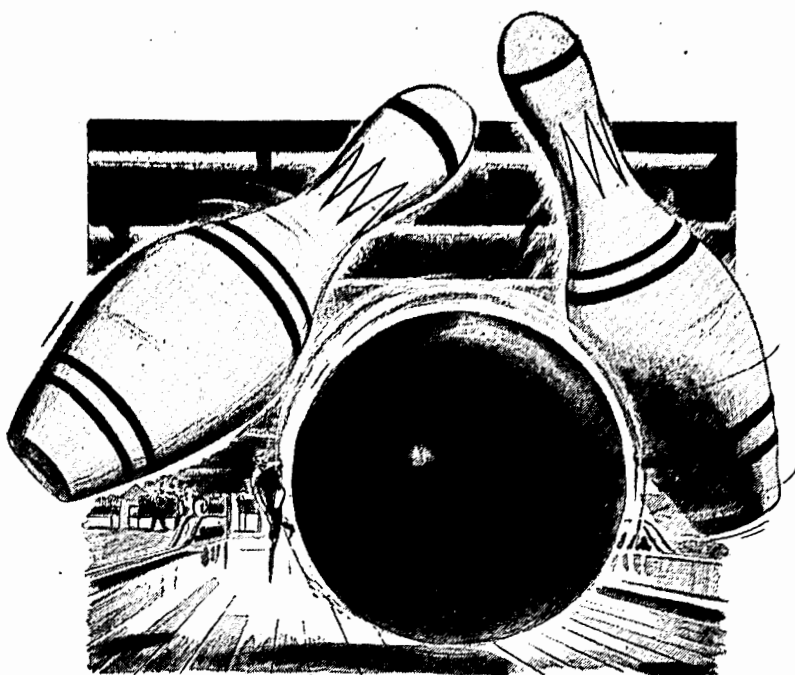
Montreal—Radio and electrical retailers increased the volume of their business in September 80 per cent over the same month of 1945, the largest increase of any trade, the Dominion Bureau of Statistics reports. As compared with August this year the sales were up 7.6 per cent and compared with September, 1941, they showed an increase of 44.7 per cent, while for the nine months they increased 42.1 per cent over 1941, and 75.7 per cent over the 1945 period. Department store sales of radios, musical instruments and supplies totalled \$778,347 in September, compared with \$232,861 in September, 1945, an increase of 234.3 per cent. For the nine months ended September, department store sales of these articles totalled \$4,683,754, compared with \$1,802,280 in September, 1945, an increase of 159.9 per cent.

Testimonial To Husing

Benny Goodman's testimonial dinner to Ted Husing, which will be staged next Thursday evening, November 21, at 10 p.m., at the 400 Club, will be broadcast over station WHN. Stars of stage, screen and radio will attend.

WMCA Football Broadcasts


Four remaining home games of the Brooklyn Dodgers pro football team will be reported over WMCA by Stan Lomax and Joe O'Brien. There will be no interruption for the hourly Herald-Tribune news reports during the gridiron broadcasts which start at 2:03 p.m. All remaining home games for the Dodgers are Sunday contests except for a Thanksgiving Day game with the New York Yankees.



CONTROL!

Only MOTION PICTURES give you Control
—Showmanship Control vital on TELEVISION programs

- Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.
- Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.
- Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive  *

Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION



Dept. RY5, 1270 Avenue of the Americas, N.Y. 20, N.Y.

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In Television . . . Film removes the question mark!

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LOS ANGELES

By RALPH WILK

OZZIE NELSON and Harriet Hilliard, co-starred on CBS "Adventures of Ozzie and Harriet" program, are compiling an album of the platter duets that Ozzie wrote for them to sing, back in the days when he was a bandleader and she was his vocalist.

Will Orleans, radio commentator, has been signed by Decca to record two historical sketches.

Paul Masterson has been assigned the announcing duties for Leo Du-rocher's "Sports Quiz" on ABC Sun-days while the famous Brooklyn Dodgers' manager originates his program from here.

David Street has completed 123 re-corded transcriptions for a musical program titled "David Street's Song Shop," being turned out by Sam Kerner Productions. Featured with Street are Lucille Norman, NBC chanteuse, the Mellq Larks, vocal quartet now with Tex Beneke, and an instrumental group led by Don Forbes. Don Forbes, the Richfield Reporter, is announcer for the program, in which an eastern sponsor is already interested.

Meredith Willson's book, "What Every Young Musician Should Know," is enjoying an increased sale during the past six months and the noted composer-conductor is toying with the idea of writing a second book, which would be of interest to advanced students of music.

Abacus Scores On WOR

The abacus, ancient oriental counting instrument, yesterday scored another victory over the modern American calculating machine, this time for listeners to WOR's "Better Half Matinee" at 1 p.m. A young Chinese student, rapidly clicking the abacus beads, performed a complex series of mathematical computations in 40 seconds, eight seconds less than required by Dorothy Boudreau of the WOR accounting department. A similar contest was staged in Tokyo earlier this week, with a Japanese accountant winning over an American expert.

Sailing-Time ETs On WCBS

Bill Leonard and Henry Unter-meyer, of WCBS, yesterday recorded interviews with passengers sailing on the "America." The recordings, which will be aired over the station this morning, feature the voices of Milton S. Eisenhower, Senator-elect Henry Cabot Lodge, Brig. Gen. Raymond W. Bliss and Husian Yateem, the latter a Persian diplomat.

Ave Maria Hour

WMCA — Sunday — 6:30

JEAN SINCERE AS JEANNE MANCE.
WILLIAM SMITH AS PAUL

In its twelfth year as a Donald Peterson production.



Notes From An Aisle Seat. . . !

● ● ● The Phil Harris-Alice Faye ailer won't be renewed, with coasters telling us that the bandleader and Jack Benny are carrying on a terrific feud over comedian's refusal to permit him to play the same type character on his own show that he does on the Benny stanzer—a very understandable attitude on Benny's part, in our opinion. . . . Reason John Conte is quitting "Teen-Timers" is because Rodgers & Hammerstein promised him the lead in their next production if he'd go into "Carousel" now. Gordon MacRae will inherit the spot. . . . Don't be surprised if Jim Farley accepts a commentary spot on the air by the end of the month. . . . Ben Grauer denying those silly rumors that he's switching to disc-jockeying. . . . Gotham's hatcheck gals very annoyed at some of the UN biggies who've been tipping with foreign coins. . . . Al Wide's ad on Kent & Johnson (a take-off on the famous Calvert "Distinguished People" series) is the talk of the Main Stem and was reprinted editorially in the current Newsweek. . . . Uncle Sam's taxmen will crack down on "expense accounts" this year. . . . Hear that C. E. Hooper is anxious to start ratings for video. . . . Peggy Mann guesting on the Sinatra show Wed. . . . Aside to Morey Amsterdam: Your No. 1 fan and booster is li'l Arthur Godfrey. . . . Don Dunphy gagging that he's going to the coast to do the Gillette commercials in "The Razor's Edge."



● ● ● According to the B'way underground, Everett Crosby had quite a session with Bing's sponsor here in his recent huddle, with latter laying down the law regarding what was expected of the show. Chief gripe was in Bing not using what they considered to be Grade-A, top-drawer "name" guestar talent—and the way we hear it, John Scott Trotter, Skitch Henderson and Lena Romay are skedded to be replaced as regulars. Most of us who thought all along that the Bing could do no wrong now learn that it takes more than his magic larynx to make up a de luxe radio package.



● ● ● **SMALL TALK:** Latest (and purtiest) of the disc jockeys is lovely Eileen O'Connell, Maggi McNellis' Gal Friday, who takes over WHN's "For Children Only" starting tomorrow. . . . Dick Mooney's many pals can reach him at the Veteran's Hospital, Castle Point, N. Y., where he is in for a check-up. . . . Prediction: Joanel James, warbler on the Don Ameche stanza, should emerge as one of radio's top canaries by the close of the season. . . . Pete Donald getting a great B'way col'm build-up by Ade Kahn. . . . Dick Willis, WNEW's make-up and beauty expert, wed to Ostrid Lind, "Annie Get Your Gun" lovely. . . . Harriet Van Home, World-Telly radio ed, and Joan Dillon, ass't to Bernice Judis, look more alike than a couple of do'lar bills. . . . Recommended: Al Bernie's clowning at the Roxy. . . . Angostura Bitters planning to send thrush Jean Tighe to Trinidad to collect old native tunes for her ailer. . . . Jane Dunhill, stricken with infantile para'lysis since childhood, being readied for her own song series via Mutual next month. . . . Paul Denis starts his new Post col'm a week from Monday. . . . Gary Stevens' idea of radio's ten best-dressed men: Bill Paley, Dave Taylor, Adrian Samish, Mark Hanna, Frank Sinatra, Leslie Harris, Frank Gal'op, Herb Moss, Mack Davis and Donald O'Brien.



● ● ● **OUR HAT'S OFF DEP'T:** The terrific Latintertainment at the Embassy Club, starring Chucho Martinez, Estelita and Noro Morales' ork. . . . Vic Damone's solid click at La Martinique and Sid Ascher's press build-up for the lad. . . . Jeni Freeland's warbling via WLIB. . . . Jan August's sensational Diamond platter of "Misirlou" which is winning him a flock of guest air shots. . . . WNEW's new safety spots done in pop kiddie rhymes. . . . "Ode To A Marine," penned by ex-Marine Sgt. Paul Mills while he was on Guadalcanal in '42. . . . Stan Kenton's modernistic music at the Paramount. . . . Mike Durso's versatile crew at the Copa.

SOUTHWEST

KSEL will be the call letters of the new standard broadcast station at Lubbock. Station will operate with 1000 watts on 950 kilocycles daytime only.

The Forest Capitol Broadcasting Co., at Lufkin has applied to the FCC for license to operate a standard broadcast station with 1000 watts power on 1420 kilocycles full time.

Interstate Theaters are sponsoring a new series of local programs over WFAA, Dallas three times each week. The quarter-hour series is titled 'Reminiscin' with Singing Sam.'

James A. Byron is being heard over WBAP, Fort Worth and member stations of the Texas Quality Network in a quarter-hour commentary of the news every Monday through Friday sponsored by the Burrus Mills. On Saturday Ted Gouldy is heard on the period with farm news.

New Zealand To Erect 16 New Radio Stations

Amalgamated Wireless of Australasia, Ltd., has been awarded the contract for the construction of 16 broadcasting stations in New Zealand including one of 60 kilowatts capacity which is about six times the size of any medium wave broadcasting station in Australia.

Commenting on the announcement Prime Minister Joseph B. Chifley said: "I express great gratification that this work is coming to Australia. I congratulate Amalgamated Wireless in most cordial terms for its enterprise and efficiency in successfully contending against the rest of the world for this large order. The people of New Zealand, I feel sure, will have the job done for them in a workmanlike and satisfactory manner."

Ship Tower To Hawaii

A 450-foot triangular radio tower which will provide antenna facilities for a new standard station which will be placed in operation on the island of Maui, Hawaiian Islands, is now en route from International Derrick and Equipment Company of Columbus, Ohio. The new station is being built by the Maui Publishing Company, Ltd., at Wailuku, Maui, Hawaii.

THE VOICES OF MARLIN BLADES

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EFFECTIVE JINGLE SERVICE.
YOUR Jingle Sung-or
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ADAM HATS, ETC.

SATLERS' DEPT. STORE

BEMAN'S GUM

C's Check on ETs Gets Industry Co-Op

Washington Bureau, RADIO DAILY
Washington—The Federal Trade Commission has announced that it is receiving excellent co-operation in its post-war follow-up project designed to obtain complete coverage of advertisements broadcast in commercial transcriptions. The Commission's Radio and Periodical Division recently dispatched letters to producers of electrical transcriptions requesting monthly submittal of copies of the commercial portions of all recordings prepared for broadcast. This material is requested at the source to avoid the duplication of effort which would be involved if each individual radio station were asked to furnish it. The letters have been directed to companies or other organizations associated with the business of producing, processing, pressing and distributing recordings for radio broadcast.

For several years it has been customary for producers of transcriptions to submit each month copies of advertising material contained in recordings they make. The current canvass is being made because it is believed that during and since the war there have entered the transcription recording business new producers and personnel who may not be familiar with the Commission's program.

Survey Is Continuous
The check of commercials in recordings is part of the Commission's continuous survey of broadcast and recorded advertising in connection with its work of preventing advertisements deemed false, misleading or deceptive under the provisions of the Federal Trade Commission Act.

Submission of the advertising portions of commercial transcriptions represents the commercial content furnished by the networks and individual stations—representing advertisements delivered by announcement of "live" talent. Individual radio stations furnish the material each year, on call of the Commission, while networks, both national and regional, respond on a continuous weekly basis.

Individual stations also list the identities of recorded commercial transcriptions, but are not asked to furnish the advertising scripts for recordings.

★ PROMOTION ★

Reprints Of Paley Talk

The CBS promotion department will complete sending out the 14,000 copies of a pamphlet "Radio and Its Critics," containing the text of an address by William S. Paley, CBS board chairman, delivered at the 24th NAB convention in Chicago on Oct. 22. The pamphlet containing the address in which Paley charged radio broadcasting with "advertising excesses" and proposed industry-wide standards to correct the situation will be sent to educators, libraries, schools, clergymen, advertising agencies, and broadcasting stations, etc.

Survey Brochure

Agency brochure completed by WTAG in Worcester, Mass., is titled "The Hooper Masterpiece" and shows a comparison between the first 15 night-time programs in the national ranking and the same number of firsts in Worcester. Through the red cellophane window of the first page of the brochure, reader can tell at a

Photo Contest

The WJZ Farm News programs will conduct an amateur photographic contest under the direction of Phil Alampi. Aspirants will be awarded cash prizes, five to fifty dollars, with a grand prize of \$200. In the contest, beginning Nov. 15, pictures will be judged solely on subject matter, general interest and appeal by a board of judges, consisting of Paul Whitman, Don Bennett, George F. Johnson, Wallace Moreland and Elmer S. Phillips.

The five divisions of the contest, closing Jan. 22, include people at work and character studies, animals and plants on the farm, farm buildings and farm houses, farm machinery, implements and operations, and farm landscapes and still-life studies of farm products and flowers.

In a glance the programs that rank as first 15 nationally. Upon opening the 4-page folder, he discovers that Worcester listeners select different firsts.

Raps Tele Excise Tax As Blow To Industry

(Continued from Page 1)

manufactured to the fullest extent possible—remembering the pinch of critical materials. Television receivers for the home are also being manufactured rapidly. Here, too, the shortage of component parts is delaying large-scale output.

"But what is worrying the industry more than anything is the fact that the excise tax on television home receivers is 10 per cent. Since the average popular television set will cost anywhere from \$250 to \$400—the tax will vary from \$25 to \$40. That large cost is paid by the consumer, and insofar as the tax outlay is large, to that extent is the public discouraged from the purchasing of television sets."

Gerl continued that "the radio and television industry has no objection to excise taxes on luxury items. But the excise tax on television sets acts as a deterrent on an infant industry."

Former ABC Executives Set Up Agency Business

(Continued from Page 1)

field, former assistant manager of the ABC central division and E. J. Huber, ex-advertising and sales promotion manager for the network.

The new partnership, according to Green, "will make available to agencies and advertisers an aggressive and streamlined radio and television service that is all-inclusive — from writing to selling and merchandising; from spot announcements to live or transcribed daytime and night time productions."

New association of the three executives grew out of Green Associates, an agency formed by Lew Green when he resigned as an ABC producer. A few months ago Huber joined him as a partner.

College-Radio Activity Grows; 3 Confabs Set

(Continued from Page 1)

University of Oklahoma, makes a bid for trade recognition with a release announcing the national committee for the annual Conference on Stations Problems which will be held March 6 and 9. The conference is defined as "a neutral sparring ground where representatives of networks, stations, advertising agencies, government bureaus, schools and civic organizations may discuss professional problems." The conference is patterned after the Ohio State University meetings, which is an annual affair.

Rutgers Sponsors Discussion

From Rutgers comes word that the university will sponsor a panel discussion on "How Can Radio Best Serve in the Public Interest?" which will be broadcast over WAAT, Newark, on next Tuesday from 8:05 to 3:30 p.m. The panel of four experts will be Marguerite Kirk, director of the Department of Libraries, Visual Aids and Radio for the Newark Board of Education; Miss Reggie Morgan, vice-president in charge of radio commercials for Ruthrauff & Ryan, Inc.; Elliott M. Sanger, executive vice-president of WQXR, New York and Jerry Baker, program director of WCTC, New Brunswick, N. J., radio station now under construction. Marshall G. Rothen, director of broadcasting at Rutgers, will act as moderator.

Ind. Automobile Dealers Sponsoring Program

South Bend, Ind. — The South Bend-Mishawaka Automotive Trade Association is sponsoring a 25-minute weekly program on WSBT as co-op commercial program to explain current automotive shortages. Program is called "Golden Melodies" in honor of the golden anniversary of the automotive industry and was first launched on September 15.

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Send Birthday Greetings To—

- | | |
|-----------------------|------------------|
| November 15 | |
| Franklin P. Adams | Carol Bruce |
| Norman E. Reck | |
| November 16 | |
| Jim Jordan | Rosalind Sherman |
| Lucien Dumont | Joy Stanley |
| Louise Starkey | Lawrence Tibbett |
| Albert A. Grobe | |
| Mary Margaret McBride | |
| November 17 | |
| Frank Fay | Wiley Walker |
| Jack Lescoullie | Quin Ryan |

CKLW

**MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!**

in the DETROIT AREA

**5,000 WATTS · DAY and NIGHT
800 kc. · MUTUAL SYSTEM**

Fifteen CPs Granted; Other FCC Activities

(Continued from Page 1)

High Point, N. C.; Northwestern Broadcasting Co., Vernon, Tex.; R. G. Letourneau, Longview, Tex.; The Daily Reports, Ontario, Cal.; Southern Illinois Broadcasting Partnership, Carbondale, Ill.; Wood Broadcasting Corp., Chattanooga, Tenn.

In addition the FCC granted CP's to three applicants for new standard stations, including J. Ray Shute, Olin B. Sikes and James S. Beatty, Jr., trading as Union Broadcasting Co., Monroe, N. C., to operate on 1060 kc., 250 watts, daytime; Statesville Broadcasting Co., Statesville, N. C., to operate on 1400 kc., 250 watts, unlimited, and Jess M. Swicgood, J. P. Burnett and Lola C. Robinson, a partnership doing business as Houston Broadcasters, Dothan, Ala., to operate on 1450 kc., 250 watts, unlimited.

The Commission also granted consent to the assignment of the license of WJOB, Hammond, Ind., from O. E. Richardson, Fred L. Adair and Robert C. Adair to Southshore Broadcasting Corp., for a consideration of \$150,000. Commissioner Clifford Durr voted for a hearing in the case.

Commission approval was also given to the voluntary transfer of control of the Southwest Broadcasting Co., licensee of KOKO, La Junta, Colo., from Leonard E. Wilson, Elizabeth M. Wilson, O. C. Samuel and Charles F. Wilson to Stanley N. Schultz et al for a consideration of \$29,950.

Eight applications for new standard stations in scattered sections of the country were listed this week by the FCC. They include:

WASH Broadcasting Co., Washington, D. C., to be operated on 890 kc., five kw., daytime; Manistee Radio Corp., Manistee, Mich., to be operated on 1340 kc., 250 watts, unlimited; Frank R. Smith, Jr., Beaver Falls, Pa., to be operated on 1230 kc., 250 watts, unlimited; William M. Drace, Greer, S. C., to be operated on 1240 kc., 250 watts, unlimited; Broadcasters Associates, Paris, Tenn., to be operated on 910 kc., one kw., daytime; Woodward M. Ritter, San Bernardino, Calif., to be operated on 680 kc., 250 watts, daytime; San Gabriel Valley Broadcasting Co., near Monrovia, Calif., to be operated on 1520 kc., one kw., daytime, and Reno Newspapers, Inc., Reno, Nev., to be operated on 1450 kc., 250 watts, unlimited.

Heads Philco Dept.

Appointment of Radcliffe L. Romeyn as factory export manager of the Philco Corporation was announced yesterday by Thomas A. Kennally, vice-president in charge of sales. Mr. Romeyn will represent Philco International Corporation, the Company's export organization, at Philco headquarters in Philadelphia and work with Dempster McIntosh, president of Philco International, and his entire organization in the design, engineering, production, sales and merchandising of all export products, Mr. Kennally said.

\$20,000,000 Garden Project Includes Television Studios

(Continued from Page 1)

project was outlined at a press luncheon at the Hotel Astor by Gen. John Reed Kilpatrick, president of the Madison Square Garden Corporation, as recommended in a report this week of the City Traffic Committee. Entire project will get under way next Fall, it was said, for completion sometime in 1948.

The two studios, 70 ft. wide by 160 ft. in depth and two stories in height, will probably be the largest in the world, and are expected to provide any and all types of service ranging from actual telecasts of sports or public events in the Garden to live dramatic programs.

Types of events staged in the new Garden, which will actually be owned by the City of New York and merely leased by Kilpatrick's corporation, will range from athletic games to conventions and exhibitions,—a good portion of which is not possible in the present Garden because of space limitations.

WCBS Announces Sales Of Renewals, Extensions

Purchase of two participations, three renewals and two extensions by WCBS sponsors were announced yesterday by Arthur Hull Hayes, general manager.

Madison Square Garden Corp., for the "Ice Follies," has purchased four participations on the "Margaret Arlen Program" Monday through Saturday, (8:45-9:00 a.m.) and eight participations on "This Is New York, Bill Leonard Reporting," heard Monday through Friday (9:15-10:00 a.m.) and Saturday (9:15-9:45 a.m.) Agency is Smith, Bull & McCreery.

Metropolitan Life Insurance Co., has renewed sponsorship of "Harry Marble and The News" on Tuesday, Thursday and Saturday, (6-6:15 p.m.) and "News of The World" on Tuesday, Thursday and Saturday (8-8:15 a.m.). Young and Rubicam is the Agency.

Borden Company Sales Division, for Hemo, has renewed sponsorship of the 9-9:15 a.m., news segment Monday through Saturday, also through Y&R. Everess Company, has renewed participation in the "Arthur Godfrey Program" Monday through Saturday, (6-7:45 a.m.) through Y&R.

Home Products Sales Corporation and the New York Herald Tribune are extending contracts with the CBS flagship for participation in the Godfrey show. Former has added Saturdays to its schedule through Ruthrauff & Ryan and the Tribune adds Fridays on the same show through Donahue & Co., Inc.

Wedding Bells

Henry Viscardi of Mutual sales service, will be married tomorrow to Miss Lucille Darraq in the Church of Our Lady of Lourdes in New York City. Miss Darraq is a member of the research department of Mutual.

Kilpatrick explained that the studios will be available to the broadcasters for "any use they may desire to make of them" but added that the plan "requires further study." Indications are that studios will be completely equipped for broadcasts on-the-spot, possibly eliminating the need for additional outside equipment for a particular event. The sports official cited as possible events staged in the new Garden; the Automobile Show, the Motor Boat Show, the Aviation Show, the Sportsmen's Show, etc.

Tele Executives Attend

Present at the luncheon was Mayor William O'Dwyer and other city officials, in addition to radio and television executives. Included among the latter were: John Royal and O. B. Hanson, vice-presidents of NBC in charge of television and engineering, respectively, and Lawrence Lowman, vice-president in charge of television for CBS.

Bergen Tele Productions Making Bid For Business

(Continued from Page 1)

put into use the budget can be increased.

The company will put its "teletock" into immediate rehearsals for possible use on a nationwide scale. The players will be given considerable training, so that they can be sent to various tele stations throughout the country that will want their services as more video outlets go into operation.

The players will be used in "Juke Street" a college serial; "Daughter of the Devil," a dramatic serial, and "Paper Moon" a nostalgic comedy drama.

Premiere Guests On WNBT

Ben Grauer will interview celebrities via WNBT television cameras at the premiere of "The Razor's Edge" Tuesday, Nov. 19, 7:45 p.m. at the Roxy Theater in New York. Among those who will attend the premiere will be Gene Tierney, Tyrone Power, Darryl Zanuck, Herbert Marshall, Edmund Goulding and others. Grauer will chat with the personalities as they enter the theater. The television cameras will be set up in the lobby and under the marquee.

De Falla Memorial On WQXR

WQXR will broadcast a memorial program tonight, Friday, from 7:05-7:30 p.m. in honor of Manuel de Falla, 70-year-old composer, noted for his ballet compositions, who died yesterday in the South American province of Cordova. Program will feature the late composer's music.

CBS Radio Sales In Detroit

Radio Sales, the spot broadcasting division of CBS, has opened a Detroit office. The new branch is under direction of William B. Ogden.

FCC Now Preparing Citizen Radio Service

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday called on radio equipment manufacturers to join in preparing technical requirements for equipment to be used in the Commission's wide discussed Citizens Radio Communication Service. The Commission said a conference between FCC experts and manufacturers would be held in an effort to speed the acceptance of the program.

As a starting point for conference between manufacturers and the Commission's staff, material dealing with technical requirements has been prepared. The principal objective of such requirements and type approval tests is to establish a uniform regulatory procedure whereby specific types of transmitting equipment constructed by manufacturers for ultimate use in this service by the general public would be formally approved by the Commission for the purpose of thereafter authorizing their use under appropriate radio station licenses.

Industry comments on the Commission's proposals should be sent in "as soon as possible, but in any event no later than Dec. 31," the FCC said and added:

Statement By Commission

The possible uses of the service in the band 460-470 mc are "as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise," the FCC said.

"The Citizens communication band can be used, for example, to establish a physicians' calling service through which a central physician exchange in each city can reach doctors while they are en route in the cars or otherwise not available by telephone. Department stores, dairies, laundries and other business organizations can use this service in communicating to and from their delivery vehicles. Similarly, it can be used in communicating to and from trucks, tractors, and other mobile units operating in and around large industrial plants and construction projects—many of which spread over a number of square miles. It can be used on farms and ranches for communications to and from men in the fields; on board harbor and river craft; in mountain and swamp areas, etc.


"Sportsmen and explorers can use it to maintain contact with camp and to decrease the hazards of hunting, fishing, boating, and mountain climbing. Citizens generally will benefit from the convenience of this service by utilizing two-way portable radio equipment for short-range private service between points where regular communication facilities are not available. During emergencies when wire facilities are disrupted as a result of hurricane, flood, earthquake or other disaster, the service, as has been demonstrated by the amateur service, will be of inestimable value."




ON THE WAY



IMPORTANT



**THE 1947
YEAR BOOK
OF
TELEVISION**



***Presented as a
supplement to
RADIO ANNUAL
The indispensable
reference book
of the radio industry.***

Advertising Values Appraised By Abt

(Continued from Page 1)

ing and competitive enterprise, Brand Names Foundation requested Fact Finders Associates to measure public faith in advertising among men and women over 30 years of age. Abt said more than 60 per cent of the people who were skeptical of advertising had adopted the attitude through influences entirely apart and separate from the advertising itself.

Over 28 per cent of those interviewed said they discounted advertising considerably; 16 and one-half per cent discounted advertising greatly while 9.8 per cent discounted it totally. The largest percentage group, 45.5, said they discounted advertising only slightly. Abt said, however, that over 30 per cent now discount advertising more than they did 10 years ago. Over two-thirds in this latter group said their skepticism had grown "because of what they had heard or read about advertising." Another reason given for the discounting of advertising is that business companies "are selfish and don't care about their interests."

Abt stated that "the greatest social value of a competitive enterprise system—its dynamic quality—is apparent to the average citizen principally through the constantly evident competition between identified products. If that could be eliminated," he said, "the task of the collectivists would be much easier and they try by every means to undermine brand names and advertising."

Advertising's answer to false ideas and fallacious propaganda is to tell the truth, Abt asserted. He said responsible advertisers and agencies "have established the Brand Names Foundation as a commonly supported instrument to see that the truth about advertising and the brand names method of distribution is told to the public."

Badminton Tele Show Gets Commercial Sponsor

American Broadcasting Co., inaugurated a new television series last night which is sponsored by a group of advertisers making their debut in video through Hirshon-Garfield agency. The series, titled "Badminton by Video," will be telecast over WABD in New York every Thursday from 8-8:30 p.m., with initial contract running for seven weeks.

Advertisers are all clients of Hirshon-Garfield and will take over sponsorship of the programs by turn. First client to come under the plan is Natural Yarn Fabrics, a company which has developed a system of blending furs with wool and rayon.

Have large collection of negatives taken in Honolulu, Manila, Corregidor, Okinawa and Japan. Am interested in a loan-swap for purposes of enlarging collection.

EDDIE DUNHAM NBC—Ext. 8313

COAST-TO-COAST

—CANADA—

VANCOUVER—Bob Fortune has switched from announcer to continuity writer for CKWX. . . . New CKWX announcer is John Ansell, formerly with CJVI. . . . "Captain Midnight," five-a-week serial for juveniles has been renewed for 52 weeks on CKWX by General Bakeries Limited. . . . **TORONTO**—Wishart Campbell, Director of Music for CFRB was among the distinguished out-of-town guests of the Composers-Authors Guild at a reception and musicale he'd recently in New York City. . . . Incidentally, Mr. Campbell's latest song, "Dream Ranch" is to be released in January. . . . **ALBERTA**—This week the Hudson's Bay Company went on CJCA with a program titled "What Do You Think?" Public opinion is being sought on topics such as ladies' hats, milk prices, and parking areas, etc.

—OREGON—

PORTLAND—George Moorad, internationally renowned radio commentator, has joined KGW with a 1:15 p.m. Monday through Friday news commentary. . . . "Pappy" Boyington, ex-Marine air ace, and General Evans "Raider" Carlson of the Marine Corps, appeared on KGW's "In the Public Interest" show, commemorating the USMC's 71st anniversary. . . . Evelyn Sibley Lampman, KGW's Education Director, recently presented Wat Long, assistant to the superintendent of schools with an album of Franklin Roosevelt's "Rendezvous With Destiny." . . . Luis McConkey Putnam and Troy Strong, KGW's delegates to the United Nations Assembly, returned with much praise for the courteous and efficient manner in which NBCians took care of them.

—FLORIDA—

MIAMI—In recognition of "unparalleled service to the veteran," WIOD was presented a citation from the national headquarters of the Veterans of Foreign Wars of the United States. . . . Frank "Salty" Valante, WIOD Fishing Commentator and Outdoors Editor of the Miami Daily News, has been elected to the Board of Directors of the newly organized Florida Outdoor Writers. . . . **ST. AUGUSTINE**—New staff members of WFOY include Miss Joe Berta

Bullock, continuity director; and Fred Schilling, sportscaster. . . . WFOY is promoting the idea of sports for the blind. A few blind boys asked Fred Schilling if they could report the sports in Braille for their buddies. Boys listened to the description of the games and then set it up in Braille, right at the studio. . . . **MIAMI BEACH**—Stan Vainrib has been appointed program director and manager of the Miami Beach studios of WFVL.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—The American Oil Company, sponsors of WMAL's "Professor Quiz" program, will eliminate all commercial announcements during the broadcast to be heard Thanksgiving evening, Nov. 28. . . . Tommy Riggs and the pert "Betty Lou," who exists only in Riggs' tonsils, will be aired over WMAL starting Nov. 18. . . . Ruth Crane, WMAL Women's Director, has been made a member of the Citizens Committee of the Board of Welfare. The Committee is concerned with securing foster homes for children. . . . Roger Sticht replaces Lynn Wilson as WWDC script writer. . . . Rick La Falce, WWDC publicity director, will take care of all publicity for the Traffic Safety Campaign in the District of Columbia. . . . WOL Director of Sales Promotion, Tom Means, was chosen one of the five judges to decide winners in the Traffic Slogan contest.

—PENNSYLVANIA—

PHILADELPHIA—The appointments of Wm. E. Ferguson and Rudolph J. Bloom to the posts of publicity and personnel directors, respectively, were announced this week by WCAU. . . . Through the efforts of Besse Howard, WCAU news commentator, the Franklin Institute of Philadelphia will sponsor the world premiere of a musical composition written by Benjamin Franklin which was recently discovered at the National Library in Paris. . . . **PITTSBURGH**—Lang Thompson, former orchestra leader will handle the emcee chores on the Wilken's Amateur Hour beginning Nov. 24. . . . Tommy King joins the trombone section of Baron Elliott's WCAE staff orchestra.

NBC Advisory Group Meets For Quarterly Conference

The quarterly meeting of the NBC Stations Planning and Advisory committee got under way in New York yesterday with Niles Trammell, president of the network, presiding. Brig. Gen. Ken R. Dyke, vice-president in charge of broadcast standards and practices, spoke on the progress of his work since returning to NBC. Hugh M. Beville, Jr., NBC Director of Research, supervised a demonstration of audience reaction tests recently conducted under the Horace Schwerin system.

Attending the meeting were: Clair R. McCollough, general manager of the Mason-Dixon radio group, owners of WGAL, Lancaster, Pa., chairman of the SPAC; Campbell Arnoux, general manager, WTAR, Norfolk, Va.,

Editor Joins WOR Staff As Asst. To Creamer

Margot Patterson has joined the staff of WOR as assistant to Joseph Creamer, director of advertising and promotion. Miss Patterson was feature editor of "Story Digest" and a former reporter and feature writer on the "Milwaukee Sentinel." She replaces Leonore Hershey, who recently resigned to free-lance.

secretary of the SPAC; Nathan Lord, manager of WAVE, Louisville, Ky.; Harold Whelahan, manager of WSMB, New Orleans; Walter Damm, vice-president and general manager of radio of the Milwaukee Journal Company, owners of WTMJ, Milwaukee; William B. Way, manager of KVOO, Tulsa, and Karl O. Wyler, manager of KTSM, El Paso.

Auto Dealers Ready For New Radio Series

(Continued from Page 1)
minute programs, originating WNAC, Boston, will be carried the Yankee Network.

The Hudson Motor Car company through the Detroit office of Brock Smith, French and Dorrance, is reported placing a new spot campaign in key cities throughout the country. First order is for five-a-week to be aired over WMAQ in Chicago from November 15 to December 3.

ABC Increases Tele Sked And Adds General Mills

ABC stepped up its television time to nine and one-half hours a week, the heaviest video schedule the company's history, Paul Mowbray web tele director announced this week.

Weekly schedule is divided into two half-hour studio programs on WABD, New York, a half-hour show over WPTZ, Philadelphia, and a half-hour show over WBKB in Chicago. Remaining 7 and one-half hours are remote pickups of hockey games Philadelphia and Chicago.

Network also announced signing General Mills, Inc., of Minneapolis for participating sponsorship of the Wednesday night hockey telecast from Chicago Stadium. James Stirton, ABC's co-ordinator of the sales for the Chicago area, arranged the deal. Games are aired on WBKB. General Mills will also participate in sponsorship of seven telecasts of wrestling matches from the Rainbo Arena on Wednesdays with Joe Wilson, web sports commentator handling the description.

ABC will also produce two dramas by Anton Chekov, Russian playwright and author, over WPTZ, Philadelphia, on Nov. 15 and 22, from 8-8:30 p.m. Plays have been adapted to video by Peter Lyon. First show "The Proposal" will star Lenora Lornegan who appeared in "June Miss" and "Dear Ruth." Second, "The Anniversary," will present Katherine Barton and Boris Timarin.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 34

NEW YORK, MONDAY, NOVEMBER 18, 1946

TEN CENTS

Video Rates In N. Y. Vary

FM Applications Leading List At FCC

Washington Bureau, RADIO DAILY
Washington—Roundup of AM, FM and television actions by the FCC show the surge of broadcasting activity throughout the country. Standard broadcasting, boasting a total of 128 licenses at latest count, leads the list, of course, but figures indicate that FM in the months to come will leap AM in stations on the air. Construction controls and shortage of FM receivers thus far have kept FM lagging in the broadcasting race. Further breakdown of the standard field shows a total of 88 AM
(Continued on Page 4)

Crosley ET Company Formed In Cincinnati

Cincinnati—The formation of a transcription division of the Crosley Broadcasting Corp., specializing in recording services of all kinds was announced the past week-end by Robert E. Dunville, vice-president and general manager. The new unit will form part of WLW Promotions, Inc. It will be headed by Walter A. Callahan, veteran of nineteen years in
(Continued on Page 2)

Benny First; Hope 2nd In Advance Hooperatings

Advance Hooperatings show Jack Benny on top with 27. This is Benny's fifteenth season on air. Others in first five are Bob Hope, 26.7; Edgar Bergen, 25.5; Fred Allen 25.2; Fibber McGee, 24.7. On the Pacific Coast, Benny leads with 33.4, seven points ahead of Hope.

Health Note

In a move to insure the good health of members of the NBC Central division, the company last week began the distribution of free vitamin and mineral capsules to employees in the web's midwest headquarters. Cellophane containers enclosing seven capsules each are being made available to each department. Aspirins are not included in the packets.

'Commandos'

Twenty-five Yale university "commandos" seized the Princeton University campus radio station, WPRU, at 11 p.m., Thursday night, kidnapped the four-man staff, and began broadcasting music and messages of power of "Old Eli" on the gridiron. Advised of the action, Dean William C. Devane of Yale, promised punishment for the offenders.

Two ABC Executives Elected To New Posts

The election of Robert E. Kintner to a new post of executive vice-president and Joseph A. McDonald, general counsel, as vice-president, was announced Friday by Mark Woods, president of the ABC network. Kintner has been a vice-president of ABC since Sept. 15, 1944. Before joining ABC, he wrote a syndicated column with Joseph Alsop and previous to that was a Washington col-
(Continued on Page 4)

Kaltenborn To Address REC Luncheon Thursday

H. V. Kaltenborn, dean of radio commentators, speaking on "If I Were Running Radio," will address the Radio Executives Club of New York at their luncheon at the Hotel Roosevelt on next Thursday at 12:30 p.m. Kaltenborn will be introduced by William S. Hedges, vice-president of NBC.

Designate Web Radio Shows As "Required Listening"

Designating programs which they consider as "required listening," the American Schools and Colleges Association, through their president, Kenneth J. Beebe, issued a statement the past week-end in which the organization evaluates radio programming. "It is becoming increasingly evident that radio, as an educational medium, must be included in the curriculum of elementary schools," Beebe declared. "Just as most schools have

First Rate Card Issued By WCBS-TV Differs From Quotations Of NBC And Du Mont Tele Outlets

NAB Policy Defined In Letter By Miller

A declaration of policy of NAB with regard to controversies as they rise within the radio broadcasting industry is made by Justin Miller, president of NAB, in an exchange of letters with Edwin W. Craig, chairman of the Clear Channel Broadcasting Service.

The Craig letter which resulted in Judge Miller's clarification of NAB's stand, follows:
"On another occasion when there
(Continued on Page 7)

Barrere Accepts Post With Waterways Assn.

Claude Barrere, formerly with NBC and currently secretary of the Radio Executives Club of New York, has been appointed field manager for the National St. Lawrence Association.
(Continued on Page 5)

Name Band Broadcast For Bond Drive On CBS

A special half hour network broadcast in the interest of the U. S. Treasury Bond drive will be staged by CBS on Tuesday night, November
(Continued on Page 2)

The first issuance of a rate card by WCBS-TV last Friday revealed the variance in rates among New York's three television stations and pointed out the increasing competition among telecasters to lure sponsors into the new medium. All New York telecasters, as well as the industry in general, have entirely separate rate policies and there is little basis for comparison.

At first look WNBT, the NBC station, would seem to have set the top
(Continued on Page 6)

CBS' Paley To Launch 'Radio-Public' Series

A new series of programs dealing with "Radio and the Public," based on the thesis outlined by William S. Paley, CBS board chairman, at the recent NAB convention in Chicago, will be launched over the network beginning Sunday, Dec. 1 (1:30-1:45 p.m., EST). Series will be conducted by Lyman Bryson, network's counsellor on public affairs, and will
(Continued on Page 6)

ET Company Makes Bid To Restore Chicago Biz

Chicago—Strong bid to recapture much of this city's recording and transcription business from East and West Coast cities, to which points it has been drawn over the past few
(Continued on Page 2)

Expensive Props

Television reached a new high in expensive props last week on WCBS-TV's "Saturday Review." A dozen models appeared on the fashion segment of the show wearing \$250,000 in jewels; \$100,000 in furs and \$10,000 worth of dresses, —total \$360,000. Loot was complete with two Holmes detectives who patrolled the studio during the entire program.

supplementary reading assignments, we urge our members to institute the practice of assigning supplementary radio listening assignments. Radio can be a powerful force in inculcating ideals of tolerance, culture and good citizenship, and we recommend those programs which best serve the purpose."
Among the programs singled out by the School Advisory Committee
(Continued on Page 5)



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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. 15)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, 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., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Muriel Gaines Guest On CBS

Muriel Gaines, calypso songstress, will guest tomorrow on "Talent Scout," 10-10:30 p.m., over CBS.

Coming and Going

COMMODORE MAX STUART of the Long Island seagoing clan, was host to a party of trade paper executives and editors on a trip to New Haven Saturday to witness the Yale-Princeton football game at Yale Bowl. Commodore Stuart flew the flag of the Barnes Printing Company on the chartered bus which carried the newspaper crowd to the day's outing.

FARNSWORTH FOWLE, Columbia network correspondent will speak today in Los Angeles as another stop on his current lecture tour.

A. C. NIELSON, president of the marketing research organization bearing his name, in New York to address the meeting of the Grocery Manufacturers of America, Inc., which will be held here today, tomorrow and Wednesday.

LOUISE CARLYLE, songstress on the American network's "Sunday Party with Hires," has arrived by plane in Cleveland, her home town, and will sing at the banquet opening the Lake States regional campaign to raise funds for the Near East College Assn.

ARTHUR L. BRIGHT and RICHARD DUNNING are on their way back to KHQ, Spokane, Wash., after having spent last week in New York conferring with the national representatives of the station.

ROY COWAN, manager of the New York office of Taylor-Howe-Snowden Radio Sales, took a quick run up to Boston last week, returning to New York just in time to say hello to Tom Peterson, manager of the organization's Chicago branch, who had come in from the Windy City on a short business trip.

HULBERT TAFT, president of WKRC, Cincinnati, is in town on station and network business. Looked in Friday at the offices of his national reps.

RED BARBER, director of sports at CBS; JIMMY DOLAN, his assistant, and EARL JANE, network engineer, return today from Champaign, Ill., where on Saturday they handled the broadcast of the Ohio State-Illinois game.

ET Company Makes Bid To Restore Chicago Biz

(Continued from Page 1)

years, is seen in the occupation of facilities and studios of World Broadcasting System by United Broadcasting Company. World relinquished its production facilities recently reportedly due to increased declining of transcription activity here. Because of the presence of Decca and World (which is a wholly-owned subsidiary of the former) the great bulk of this area's recording work has been attracted to the coast cities, with heavy losses to Chicago talent, etc.

Establishment of United's operations in the new location is looked upon as a concerted effort to open a "new transcription era" in the Middlewest. Company policy is based on the hope of a new "prosperity wave" for Chicago talent and musicians, etc.

Crosley ET Company Formed In Cincinnati

(Continued from Page 1)

radio, whose concurrent advancement to vice-president of WLW Promotions Corp., was revealed by Dunville. In addition to transcription services, WLW Promotions will continue to include talent booking, specialty sales, car card division and other activities. Division executives will remain unchanged.

Name Band Broadcast For Bond Drive On CBS

(Continued from Page 1)

26, when six top dance bands will be picked up from New York, Chicago and Los Angeles. The orchestra leaders participating in the broadcast from 11:30 p.m., to 1:00 a.m., are Guy Lombardo, Jimmy Dorsey, Johnny Long, Elliot Lawrence, Frankie Carle and Tommy Tucker.

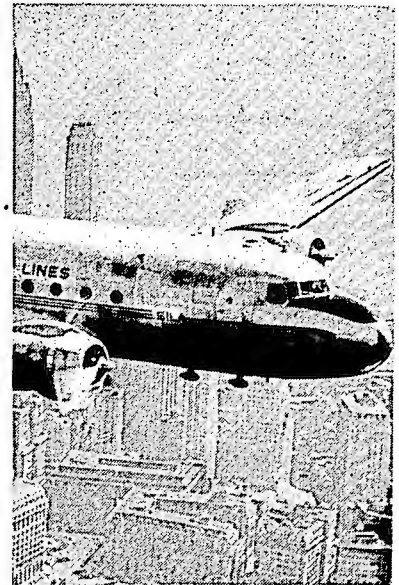
New WBBM Farm Director Announced In Chicago

Harry Campbell, Jr., former farm program director for WOWO, Fort Wayne, Ind., has been named farm director of WBBM, CBS's outlet in Chicago, Frank B. Falknor, general manager of the station, announced Friday.

Campbell will take over his new post today as editor of the station's "Country Hour" program which is heard Monday through Saturday, 5:00 to 6:00 a.m., CST.

WANTED

Need an experienced salesman in Kentucky. Pay \$75.00 per week salary and 10 percent on all over \$600 per week on four week average. Good salesman can make way over \$100 per week if he produces. Write Box 258, Radio Daily, 1501 Broadway, New York 18, N. Y.



Another First

There are a lot of firsts knocking around. And this we think is an unusual one. It was the first commercial passenger aircraft to be photographed over New York since the war (May 9, 1946) and it was the first foreign ship ever to be pictured over the city. Incidentally, it was also the first Swedish airliner over New York harbor.

We have an unusual "first" to talk about too. It's all about W-I-T-H, the successful radio independent down here in Baltimore.

And here it is: W-I-T-H, in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town.

That's a wallop first, as smart time buyers have learned. If you've got a sales curve that needs a boost in this 6th largest city . . . in radio, W-I-T-H is the way to do it! Glad to have you on board.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed

Advertisement for K.F.N.F. 'The Friendly Farmer Station' in Shenandoah, Iowa. Includes text: 'The BEST Farm Station Buy?', 'SINCE 1924, IT HAS ALWAYS BEEN', 'K.F.N.F.', 'THE FRIENDLY FARMER STATION', 'SHENANDOAH, IOWA', 'Call or Wire FRANK STUBBS'.

Advertisement for WDAS Philadelphia radio station. Includes text: 'MUSIC has power', 'WDAS is the only Philadelphia radio station featuring three hours of classical music daily', 'No wonder WDAS audiences say "Thank You!"'.



Silver Spring, Maryland, is one of the many alert, prosperous communities served by WOL—a town which grew overnight to its present population of 55,000-plus*, and appears to be just *beginning* its real growth.

Civic-minded to an amazing degree, Silver Spring uses WOL to boost its advantages as a place in which to live and do business. Its Board of Trade sponsors a live 30-minute variety show on WOL every Thursday night—a production complete with dramatic cast, orchestra, starring vocalists and studio audience. Financed entirely by voluntary subscription of Board of Trade members, the program is darned good radio, darned sound advertising.

Other notable advertisers have the same sort of faith in WOL as a soundly-effective advertising medium. Washington's three largest buyers of program time are all on WOL—*two on WOL exclusively!* And Washington's largest department store recently broke precedent to place on WOL the first radio advertising in the store's history!

These are only isolated, typical examples of the overwhelming swing in the nation's seventh-largest city to WOL, Washington's fastest-growing station.

*1946 estimates of U.S. Post Office, Silver Spring, Md.

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

FM Applications Leading List At FCC

(Continued from Page 1)
licenses granted this year in addition, 42 CP's were granted in 1946, with 175 pending and 374 in hearing.

FM List Largest

The FM picture looks this way: Total of 363 CP's granted; 582 conditional grants made; 171 applications pending and 110 in hearing. Another six conditional grants have been dismissed or cancelled. In addition, six educational FM stations have been licensed; 21 CP's granted and 20 pending.

Latest Commission tele figures show a total of six licensed stations; 36 CP's granted, 11 pending, 22 hearing and 80 dismissed.

Eight AM Grants

CP's have been granted to eight applicants for new standard stations, the FCC announced Friday. They include T. R. Wolfe, W. E. Smith, S. L. Myers, Carl C. Aley and R. H. Whitlow, trading as Albemarle Broadcasting Co., Albemarle, N. C., to operate on 1010 kc., 1 kw., daytime; Democrat Printing Co., Durant, Okla., to operate on 750 kc., 250 watts, daytime; Okla Agriculture and Mech College, Stillwater, Okla., to operate on 840 kc., 10 kw., daytime; Francis E. Streit and Verna S. Hardin, doing business as Morrisville Broadcasting Co., Morrisville, Pa., to operate on 1490 kc., 250 watts, unlimited.

Also Dahl W. Mack, James J. Doherty, Sr., and Eugene L. Burke, doing business as Lackawanna Valley Radio, Scranton, Pa., to operate on 1,000 kc., 1 kw., daytime; Virginia-Carolina Broadcasting Corp., Danville, Va., to operate on 1250 kc., 1 kw., night 5 kw.-ls, unlimited; William J. Edwards, Graydon L. Newman and Pearl McPherson Patrick, doing business as General Broadcasting Co., Birmingham, Ala., to operate on 780 kc., 1 kw., daytime.

Protest To FCC

Washington—Reported refusal of two Milwaukee stations to provide free time for a labor discussion of the Allis Chalmers strike was termed a "dangerous restriction of free speech" by the CIO in demanding an investigation by the FCC. The stations are WISN and WTMJ. Following receipts of the wire, the Commission requested officials of the stations to present their position.



Broadway Bulletin Board. . . !

● ● ● All that confusion over the rumor that Bing Crosby is moving to New England, sending his boys to school up there, etc., stems from the fact that there's another Bing Crosby with a passel of sons who hails from Boston. Incidentally, the first guesstar on the revitalized Crosby show will be Judy Garland on Nov. 27th. . . . Rob't Isaacson, who runs a small but highly successful advertising agency of his own, has just presented a new program idea to the top man of a soft drink outfit that may not only win him the account but may make his relatively unknown agency an important factor in the broadcasting field. . . . CBS' "Academy Award" fades Dec. 18th. . . . When the Big 4 starts slicing up Europe, Burl Ives suggests they pause for nation identification. . . . Edgar Bergen's television bow Thurs. nite over WNBT showed what can be done with the medium, combining the best of vaudeville and radio in a degree of showmanship rarely displayed in video to date. . . . Gypsy Markoff writes from Japan that Radio Tokyo is in dire need of records for the occupation troops there. . . . Wouldn't it be a smart move to switch as snappy a show as Kay Kyser's to a more advantageous time? . . . After listening to some of the latest Tin Pan Alley efforts, Bernie Green says that most of the arrangers are tone cold dead in the market.



● ● ● One of the most refreshing gags of the year came out of Eddie Cantor's camps this week with the arrival of the following card from the pop-eyedol: "Eddie Cantor proudly and finally announces the arrival of a son, blonde and blue-eyed, weight 218 lbs." The gag stemmed from a situation in the script whereby Eddie found himself the possessor of a very rare type of blood and learned that an injured football player needed exactly that type of blood for a transfusion. Eddie gave his blood (according to the script) and became so fond of the football player that he eventually wound up adopting him.



● ● ● SMALL TALK: Set down Nov. 25th in your little black book. It's the date of the first annual ball of the Radio Directors' Guild, and the way it's shaping up they'll be polishing up the old S.R.O. signs. . . . A nod to WNEW's enterprising Will Yolen, who has welcome cards hung up all over the joint every time a newspaper lad drops in, with all cards dedicated to the particular visitor. . . . Bill Gernannt's "County Fair" eyeing the road for a short tour. . . . Roy Smeck, who's been entertaining GI's all over the world for the past few years via the USO circuits, signed by Sonora Records. . . . Herschell Hart, radio ed of the Detroit Times, and Mike McGee, of the Memphis Commercial Appeal, dropped into town over the week-end. . . . Judy Canova says that to a comic in radio, Hooperness is just a thing called Jokes. . . . Ed Gardner due in town Jan. 8th for four weeks. . . . Warners to film the life story of Jimmy Walker, according to talk on the coast. . . . One of the fastest moving items on the Victor list is Buntly Pendelton's platter of "Horizontal" which can't fill orders fast enuf. . . . Ted Malone starts on the "Family Hour" Dec. 8th. . . . Big show being lined up for Kostelanelz, the question mark right now being whether it'll be live or recorded. . . . Roberta Lee, who did the screen warbling for Ann Gwynne, Louise Albritton and others, has her own series on WNEW. . . . Evelyn Knight due to go into the Roxy when she returns from Chicago's Palmer House.



● ● ● A.L.S. Co. (Trevor Adams, Jerry Layton & Wilbur Stark) have sold their first show, "Movie Matinee," to Mutual starting on the 30th, with Bill Slater as emcee. Scripting on the stanza will be by Stark and his wife, known professionally as Kathleen Norris. Another of their shows, "The Con Man," with Charles Coburn, is slated to preem on ABC next month. For a new firm, A.L.S. is doing all right in rounding up air properties. To date, they've got Upton Sinclair's series of "Lanny Budd-Presidential Agent" (which will feature Franchot Tone), "Nancy Drew" and "Bobbsey Twins."

Two ABC Execulives Elected To New Posts

(Continued from Page 1)
umnist for the New York Herald-Tribune. Since he joined the network, Kintner has had an active role in the development of the news and special events departments as well as public service programming.

Serves Also as Secretary

McDonald, in addition to his new post as vice-president, serves the network as general attorney and secretary. He first became associated with radio when he joined the legal department of NBC in New York. In 1937 he moved to Chicago as central division attorney and in 1943 returned to New York as assistant general counsel of NBC. In February, 1945, he became general attorney of ABC. McDonald is a director of Broadcast Music, Inc. and an active member of several national bar associations.

Whiteman To Speak

Paul Whiteman, ABC musical director, will speak on his experiences as a radio showman tonight at the Town Hall Radio Workshop. Also appearing on the program will be John McNeil, general manager of WJZ, who will explain the operations of a key network station.

WE TALK TURKEY YEAR 'ROUND



too, will favor the proverbial drumstick Good Neighbor Mike wields in the "busy city"—the one that booms your message to good effect.

Your campaign gets a real dressing promotion-wise. We've a platter full of ideas and carry them out for you.

You get the gravy—thanks to savory results a well planned campaign in this market brings.

LET'S TALK TURKEY

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK Represented by Rambow

your good neighbor in CANTON, OHIO always a busy city

THE VOICES OF MARLIN BLADES

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE. EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung-or-
Written, Packaged, Produced

'Lanny & Ginger' GREY
545 5th AVE., N. Y. C. • AT. 9-4021

ADAM HATS, ETC.

SATTLER'S DEPT. STORE

BEEMAN'S GUM

Preferred Air Shows Favored By School Assn.

(Continued from Page 1)
The Association for consideration as "preferred listening" were:
Educational programs: It's Up To You, CBS School of the Air, NBC University of the Air.
Musical programs: NBC Symphony, Victor Show, Highways in Mel-

Children's programs: Superman, Pretend.

Comedy programs: Alan Young, Aldrich Family, Date With

Quiz programs: Quiz Kids, Twenty Questions.

In evaluating these programs, the following comment read:

Citation for "Superman"
The Superman series was particularly recommended for its excellent and bold pleading against intolerance and bigotry. It's Up to Youth gives the juvenile audience an opportunity to identify itself with the youthful participants in serious discussions. The NBC Symphony maintains high standards in introducing children to outstanding musical masters; the Victor show and Highways in Melody accomplish the same purpose by holding the youngsters' interest with popular and semi-classical selections. Both recommended quiz series are solid fun and extremely educational."

Barrere Accepts Post With Waterways Assn.

(Continued from Page 1)
According to an announcement by Julius H. Barnes, president of the association. The organization has been established to foster trade using the Great Lakes-St. Lawrence waterways, and to support the St. Lawrence Navigation and Power Project provided for in an agreement between the Dominion of Canada and the United States.

In his new duties, Barrere will have charge of membership development and be active in public, press and radio relations. He will make his headquarters in New York. Barrere who was in the steamship and tourist agency business, retired from this at the outbreak of World War II, and joined NBC as a French announcer in its international division. Subsequently he transferred to NBC Radio Recording Division and became manager of Syndicated Program Sales. From that post he went to NBC's WNBC (WEAF) as assistant promotion manager.

Penn-Army Game Aired Over Tri-City Tele Web

Philadelphia — The Army-Penn football classic in Franklin Field last Saturday marked the 57th consecutive Penn game to be televised by Philco over WPTZ but the first to be broadcast over a tri-city network, according to Philco officials.

Fulton Lewis, jr.



... available now *
in Syracuse, N. Y.

Cover the Syracuse area with station W.O.L.F. and Fulton Lewis, jr., who is now available for sponsorship in this important market.

On 219 stations from coast to coast, local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

* Offered Subject to Prior Sale

radio CAN answer its CRITICS

!
right in radio's front yard are materials contained in two of the nation's high prestige publications

The Book Of Knowledge and The Encyclopedia Americana

!
available for adaptation for highly *acceptable* and *entertaining* radio programs for both children and adults.

!
For more details write or phone

Barry J. Holloway
Suite 508 2 West 45th Street
New York 19, New York
Vanderbilt 6-0600



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CBS' Paley To Launch 'Radio-Public' Series

(Continued from Page 1)

broaden and expand the principles set forth by the CBS official regarding the broadcaster's responsibility to the public.

Paley will make the introductory remarks on the first program, after which Bryson will take over with an explanatory discussion leading into the series. Series will be presented on Bryson's regular Sunday "Time For Reason" program which, until now, has dealt with public problems and questions of international politics.

For as many Sundays as it takes to present the "complexities" of broadcasting, Bryson will discuss various facets of radio, its problems, policies, etc.

Some of the matters to be discussed by Bryson in this series are: broadcasting as a business, in the public interest; source of revenue, kinds of advertising; engineering structure, divisions of control over broadcast material, audience preferences and devices for audience measurement, the public served by radio, problems of taste in humor, drama and music; control over taste and content of advertising; psychology of radio, conception of an idea and its emergence as a program, CBS policy on news broadcasts, problems of information and enlightenment, radio's personnel problems—labor relations and policy.

Through this series, CBS hopes to get the public response and guidance which it needs to run a business controlled in all its ultimate decisions by the people themselves.

Elliott Sanger To Speak At Rutgers 'Round-Table'

Elliott M. Sanger, executive veepee of WQXR, will participate in a round-table discussion at Rutgers University Nov. 19 on the subject, "How Can Radio Best Serve in the Public Interest?" Discussion will be broadcast over WAAT, Newark, from 8:05-8:30 p.m., in the regular series of forums presented by Rutgers.

N. Y. Television Rate Cards Show Charges Vary Widely

(Continued from Page 1)

fee which is \$850 an hour, including air time and studio for a live show. For this amount, however, a sponsor gets use of the studio for five hours rehearsal time. The new rate card issued by WCBS-TV sets a fee of \$150 an hour for either rehearsal or actual broadcast. The CBS station makes no charge for air time as such. So if a sponsor on WCBS-TV broadcast an hour-long show after five hours of studio rehearsal he would actually pay \$900, which on this basis is \$50 above WNBT rates.

DuMont Pioneers Plan

DuMont station WABD charges sponsors only for rehearsal time which is \$65 an hour in its largest studio and includes four cameras and an audience. Rehearsal time is on a minimum of two to one ratio; that is, a charge for twice as much rehearsal time as broadcast time of the program. DuMont's rate card does list the fee for air time but these rates will not become effective until the New York audience reaches some 40,000 to 50,000 sets.

WABD is currently being used by ABC to telecast two half hour sponsored shows per week and for each 30 minutes program the American network pays DuMont \$625, this amount including three hours of rehearsal time. In addition to the \$625 which ABC pays DuMont for telecasting facilities, the network's standard policy is also to share half the production cost of the program with the sponsor.

DuMont has just begun an extensive campaign by contacting 132 national advertisers, and their agencies, and offering television time and facilities at no cost except for rehearsal time. This arrangement, says DuMont, would continue until video receivers begin to reach the market in substantial numbers and at this point the sponsor would be guaranteed a slot between the 8-10 p.m., peak audience period. At this time DuMont's rate card would go into effect, remaining so for 26 weeks regardless of the increase in receivers. For the second 26-weeks period rates would go up only if there were more than 100,000 sets in the New York area.

Recent survey conducted by a crew from DuMont's staff among 1,000 persons who had owned a television receiver for several years shows that 75 per cent could watch a television program between 8-9 p.m., while 79 per cent were available between 9-10 p.m. The survey also showed that 44 per cent of the audience was still there after 10 p.m., "when interesting sporting events were scheduled." And 17 per cent of the persons contacted lived on a schedule which permit them to watch television before eight o'clock at night.

Some cases have been reported where television broadcasters were so eager to lure advertisers that they offered to put on ostensibly commercial programs at no cost at all. One advertiser is known to have accepted just such a deal with the GE station in Schenectady and now the "sponsor" is reconsidering suggestions which its own agency has been making for two years. The keenest competition between television stations has derived from sporting events and this competitive spirit seems destined to increase with the growth of the video industry. With WCBS-TV having signed an exclusive to carry the baseball games of the Brooklyn Dodgers next season, intensive bidding is anticipated by the rest of the field for the rights to the Yankee games.

WNBT is not offering any contracts beyond the first 26 weeks of 1947 and is pointing out to advertisers that the old rate card is still good although receivers are on the increase. Apparently the setting up of rate standards among video broadcasters will come only when audiences are measured and program policies are established.

Denny Appointment Probable

Rumors in Washington Friday were that Charles Denny's appointment as permanent chairman of the FCC would be announced by President Truman upon the President's return from a week's vacation in Florida. Paul Porter, retiring head of OPA, is reported to have definitely made up his mind not to return to the FCC chairmanship.

Newswriters Seeking Joint Contract Confab

In the wake of talks that took place last week between the New York News Writers of the Radio Writers Guild and ABC (WJZ) and WCBS-TV it is anticipated that a joint meeting will be held Wednesday by the three parties concerned relative to negotiations for contracts. Since WCBS-TV and WJZ both have staffs that were organized at about the same time, it was deemed advisable to have a joint meeting.

ABC has had in effect contracts with the RWG in both Chicago and New York. It is expected that ABC will negotiate for all of its origination points and WOR of course will act for itself only.

Currently NBC is in process of negotiation with the news writers and has been more or less since last July and it is understood that on one point remains at issue between the network and the union, which is not a matter of working conditions or wage increases now, but future security.

CBS's pact with the union for news writers runs out in December of this year and between then and now the network it is presumed, will also negotiate for a new pact.

Issues involved are varied, but mainly simmer down to about two or three points. One is the "security" angle and the other is expected to be the demand for credits to news writers or rewrite men whose stories are read by newscasters.

Zenith Launches Campaign

Zenith Radio Corporation, Chicago is launching a series of four-color full page advertisements in leading publications, to advertise its new line of forty-three models. Advertising campaign is designed to attract the Christmas trade.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager

Master these Dialects with the

DIALECTON AUDIO-VISUAL METHOD

The DIALECTON Album contains eight recorded dialects plus the INSTRUCTION HANDBOOK — a complete course for classroom or individual study. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education. Actors, students, directors, teachers find this method the simplest way of studying foreign-American dialects.

Price \$15 prepaid (plus 10% Fed. Tax)

DIALECTON, Inc. 244 West 49th St., New York 19, N. Y.

FRENCH-AMERICAN
GERMAN-AMERICAN
SWEDISH-AMERICAN
GREEK-AMERICAN
ITALIAN-AMERICAN
RUSSIAN-AMERICAN
SPANISH-AMERICAN
YIDDISH-AMERICAN



"Everything WFDF Flint advertises he goes and buys."

THE WEEK IN RADIO

Porter Offered BMI Post

By JIM OWENS

PAUL PORTER has been offered the presidency of BMI, with acceptance in his part expected any day. Even if he declines the offer, OPA chief will "definitely" not return to his old job as FCC chairman. . . . The new Madison Square Garden will include two large television studios for use in all types of video coverage. . . . FM production received added momentum with announcements by General Electric and Federal Telephone & Radio that approximately 80 transmitters had been delivered in the first half-year.

Radio conference at Stephens College for Women cited the importance of professional broadcasting to the nation's educators. Suggestion was made that an educational director for networks would supervise in-training talent, etc. . . . Strike of newspaper workers in Rochester (N. Y.) brought city's three stations to the fore as public's only news source. Stations extended air time, doubled and tripled local news programs. . . . Lucky Strike "Hit Parade" goes to Hollywood after next Saturday's broadcast. Mark Warnow and show's stars open in the film city Nov. 30.

CBS filed a formal protest with USSR over the ban on U. S. broadcasters in Moscow, also requested the State Department here to push the issue. Network threatened to withdraw its correspondent in Moscow if satisfaction is forthcoming. . . . Bing Crosby pulled his show up to a 18 Hooper last week. . . . Norman Krwin, CBS writer-producer, finished his "One World" jaunt, urged global freedom of radio and press.

Broadcasters and manufacturers, forming the nucleus of a new FM association, set forth five major objectives for a meeting scheduled in Washington next month. Group elected NAB at the Chicago convention in October. . . . British Television Service has authorized construction of 100,000 sets by June of 1947. Move will also vigorously push production of vital material. . . . CBS' Dr. Peter Goldmark defended network's color system, insisted it is flexible and can be used for all basic forms of color video.

President Truman's sweeping decontrol edict is seen by Capital officials as having "heavy impact" on entire radio industry. Prices are expected to climb quickly, and big question is extent of control on new construction, if any.

MAYBE

You need a Production Man with broad, general background, including small station and network experience. Producing, directing, programming, etc. Future more important than geography. Write—

RADIO DAILY, BOX 259

1501 BROADWAY, NEW YORK 18, N. Y.

Miller Defines NAB's Policy Anent Industry Controversies

(Continued from Page 1)

were conflicting interests between certain classes of stations within the membership, the National Association of Broadcasters took affirmative action against the interest of one of its segments, viz, the Clear Channel Group.

No Question at Present

"At this time there is another question of vital interest before the industry, and also before the FCC. By their very nature, the proposals made by the Clear Channel Broadcasting Service have produced controversy within the industry.

"This is to express the hope that neither NAB, any of its officers, its Board of Directors, or any one having a remote claim to represent the NAB, be permitted to record the Association as in opposition to our plans. We do not wish to again find NAB in support of any group or individual in their efforts to break down Clear Channel Broadcasting, and we feel that this advance notice should serve to avoid it."

Miller's Reply

In his reply the NAB President stated:

"This will acknowledge receipt of your letter of November 5, 1946. My idea of the function of NAB is that it shall provide a place where all segments of the industry may come together to discuss common interests, to establish areas of agreement and to work toward common ends. When the time comes that one segment of the industry is lined up against another, then, as a matter of general principle, I would say that NAB

should take no part in the controversy.

"If in such a case one segment of the industry insists that NAB take a position, then I should say that the entire matter should be brought before the Board of Directors and all other affected segments should have an opportunity to speak, before a decision is made, and that appropriate steps should be taken, by the Board, pursuant to our Charter and By-Laws, to determine what position, if any, the National Association of Broadcasters should take.

Welcomes Suggestions

"You are, no doubt, well aware from your long association with NAB that from time to time different members, or different groups of members, are very anxious to secure action by NAB, or to prevent such action. For example, I find upon my desk, one day, your letter urging no action with respect to the plan of the Clear Channel Group, and, on another day, a letter from an FM broadcaster urging an all-out campaign to exploit FM at the expense of AM broadcasting.

"You may be sure that so far as is within my power there will be no overstepping the principles set out in this letter. I shall be happy to have your continued suggestions from time to time."

AGENCIES

JOHN J. KAROL, sales manager of CBS, will speak today before the Advertising and Selling Course of the Advertising Club of New York. His subject will be "The Place of Radio in Advertising." This meeting will be held in the Engineering Societies Building, at 6:15 p.m.

WILLIAM KOSTKA, former publicity director of NBC, has been named to the post of vice-president of the Institute of Public Relations, Inc., it has been announced by the latter company's president, John W. Darr. Kostka, who joined the staff of the Institute in 1941, is a former managing editor of "Look" and still directs that publication's opinion forum. He has been a magazine publisher and served as central division manager of the International News Service.

RUTHRAUFF & RYAN, Inc. has been appointed by Marshall Grant, Inc., motion picture producers, as advertising counsel on their forthcoming production "Moonrise," which has been adapted from Theodore Strauss' novel published by Viking Press.

DOW, JONES & CO., Inc., has placed its circulation sales department advertising for the Wall Street Journal with Batten, Barton, Durstine & Osborn, Inc., effective Jan. 1, 1947.

Send Birthday Greetings To—

November 18

Pat Alan	Johnny Mercer
Bobby Jarvis	Sharon Grainler
Sid Singer	Sam Kaufman
Don Quinn	Mrs. Joe Rines

Arthur H. Peterson, Jr.

RECORDING • MOTION PICTURES • RECORDING

RECORDING • MOTION PICTURES

For **BETTER Off-the-Air Recordings**

CALL PLAZA 3-9172

Complete Recording Facilities

CINEMART 101 PARK AVE., NEW YORK 17, N. Y.

Don't Miss it!

THE AMERICAN TELEVISION SOCIETY PRESENTS . . .

JOHN F. ROYAL

VICE-PRESIDENT, National Broadcasting Company
in charge of TELEVISION, in a discussion of . . .

"TODAY'S TELEVISION"

TIME: Wednesday, November 20, 12:15 P.M.

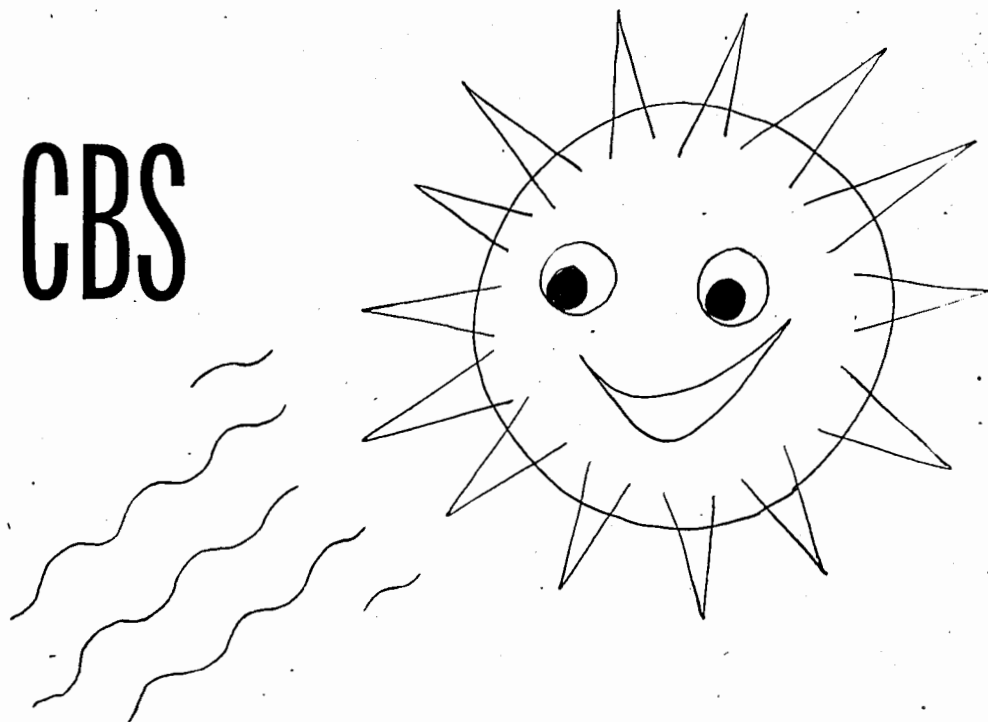
PLACE: Hotel Roosevelt—Henry Hudson Room

PRICE: \$3 per plate

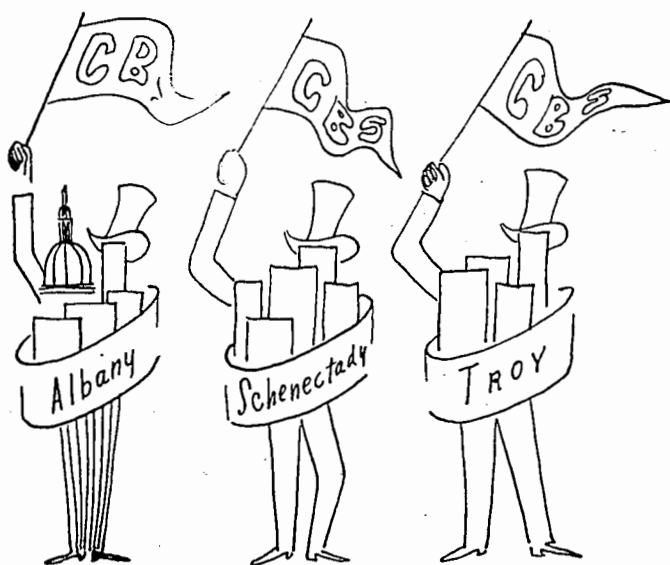
Tickets will be sold at the door, but in order to assure a place—Call Fred A. Kugel. PLaza 3-5748.

(The meeting will close promptly at 2:00)

3 cities for CBS



When the sun comes up on the morning of January 1, 1947, it will find the Columbia Broadcasting System bigger by three important cities.



Three cities—and yet just *one* new station. That's typical of WTRY...always doing things in an extra-measure way. For WTRY, you see, joins CBS at the first of the year as a basic affiliate. WTRY will bring vastly improved reception of Columbia Network programs to homes in Albany, Troy and Schenectady (the three cities) and to eight buying-conscious counties where WTRY's coverage is primary.

This all makes a generous package, loaded with 200,000 radio families who earned so close to a billion dollars last year that the difference isn't worth mentioning. Here's a big audience that has always had a warm spot in its heart for WTRY—and an audience we're happy to share with CBS. We'd be happy to share it with you, too.

Represented by Headley-Reed Co. Other H. C. Wilder stations are **WSYR**, Syracuse and **WELL**, New Haven



Albany-Troy-Schenectady
with studios in Troy and Albany
980 kilocycles—1000 watts



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 35

NEW YORK, TUESDAY, NOVEMBER 19, 1946

TEN CENTS

Radio Aids Youth Problem

U. S. Education Office Aids Nat'l Radio Week

Washington Bureau, *RADIO DAILY*
Washington—Backing to the observance of National Radio Week, Nov. 24-30 was given yesterday by Commissioner John W. Studebaker of the U. S. Office of Education. Studebaker's position was made in a letter to R. C. Cosgrove, president of the Radio Manufacturers Assn.

A number of schools, especially those equipped with radio facilities, are planning to participate in the celebration of National Radio Week. Dr. Studebaker said, in part:

(Continued on Page 7)

Fordham FM Station To Be Ready Soon

The FCC has granted a CP for an FM station to Fordham University and also permitted a power increase to WNYE, New York City's Board of Education outlet, along with a change in frequency to the higher band. The Fordham station, broadcasting on 90 megacycles with a power of 3.5 kilowatts, will be non-commercial and educational. Tentative plans for the installation of a transmitter have been assembled by RCA engineers for the last several months. Univer-

(Continued on Page 7)

GE's FM Receiver Output Nears Full Production

Syracuse — FM receiver output at General Electric is rapidly nearing the "full production" mark on the company's new postwar model "417," —it was announced over the week-end, although actual figures were not broken down. New set incorporates

(Continued on Page 7)

New Client

For the first time in Philadelphia's show business history, a theatrical agency is paying the bill for a live radio show. The Al Berkman Studios in the Shubert Building, is sponsoring over WIP Mutual Monday nights at 9:15 p.m., "The Talent Show Case of the Air." The show is broadcast by remote from the second floor of the Berkman Studios.

Educational

Boston—Seven colleges and universities of Greater Boston have united for a project in adult education by radio under the auspices of the Lowell Institute. Those participating are Boston College, Boston University, Harvard University, Massachusetts Institute of Technology, Northeastern University, Lowell Institute and Tufts College. Parker Wheatley, former radio director of Northwestern University, Chicago, will be director of the new council. The council plans to present educational programs on Boston stations.

4-A Meet Hears Plea For New Radio Ideas

Networks, advertising agencies and associated groups should devote more time and effort to the creation and development of new program ideas rather than adhere to a "formalized" kind of radio, Henry Ackerman, vice-president of Young & Rubicam, said yesterday at a panel discussion during the eastern meet-

(Continued on Page 7)

Mullen Expresses Views On ET Network Shows

San Francisco—Frank E. Mullen, vice-president and general manager of NBC, yesterday outlined the network's position on records versus live broadcasts. NBC is "unalterably

(Continued on Page 8)

Du Mont-Chevrolet Deal Completed Via Television

A legally-binding business contract, with signatures affixed simultaneously over a distance of 200 miles, resulted yesterday in the first use of television to consummate a business agreement.

Parties to the transaction yesterday were the DuMont Laboratories and Chevrolet Motor Division of General Motors. Latter was the first automotive manufacturer to sponsor a commercial television series. Televised on a closed-circuit over

Gov't Confab On Juvenile Delinquency Draws Web Officials And Promises Of Network, Indie Participation

Television Exposition Planned For Florida

Florida residents will get their first large-scale glimpse of television during the week of November 25 with the opening of Miami's 50th Anniversary Exposition. Mammoth celebration, expected to attract a half million visitors, will highlight a television exhibit under the joint auspices of WGBS and DuMont New York.

Equipment being sent by DuMont

(Continued on Page 2)

Networks And AFRA Continue Negotiations

No conclusions were reached yesterday between representatives of the networks and AFRA regarding a new union contract and the session will resume at 11 a.m., today at NBC. Network officials held a special meeting among themselves last night prior

(Continued on Page 3)

James J. Walker Is Dead; Headed Majestic Records

James J. Walker, former mayor of New York City and president of the Majestic Records, Inc., died last evening at Doctor's Hospital. Walker,

(Continued on Page 2)

Radio delegates from networks and independent stations will participate this week in the Department of Justice's National Conference on Prevention and Control of Juvenile Delinquency which opens a three-day session in Washington on Nov. 20. In addition to representation, some of the networks and indies have scheduled programs which will originate in the Interdepartmental Auditorium where the conference is being held.

NBC will be represented by Clarence L. Menser, vicepres in charge of

(Continued on Page 7)

Jeff Discusses FM; Sees Ready Market

Ewell K. Jett, member of the FCC, speaking over WWDC, Washington, the past week-end, predicted that at least five million FM sets will be produced during the next year.

"FM was getting under way just before the war," Jett said. "Many stations were planned but the war, of course, froze all radio production. During the war, however, planning

(Continued on Page 3)

Morris Novik Named Exec. Sec'y Of NAEB

Morris Novik, radio consultant and former director of WNYC, New York's municipal station, has been named executive secretary of the Na-

(Continued on Page 8)

Symposium

Mark Woods, president of ABC, Frederic L. Wakeman, author of "The Hucksters," and Clifford Durr of the FCC, will be three of four speakers who will discuss "Is Radio Serving the Public Interest?" on America's Town Meeting, ABC, on Thursday, Dec. 12, at 8:30 p.m., EST. Mr. Woods and another speaker, yet to be named, will take the affirmative.



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FINANCIAL

(Mon., Nov. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10	9 7/8	10	- 1/4
Am. Tel. & Tel.	163 3/8	161 5/8	162 1/2	+ 1 1/2
CBS A	30 1/4	30 1/4	30 1/4	+ 1/4
CBS B	29 5/8	29 1/4	29 5/8	+ 3/8
Crosley Corp.	26 1/8	26 1/8	26 1/8
Farnsworth T. & R.	8 1/2	8 1/4	8 1/2	- 1/4
Gen. Electric	36 1/2	36	36 1/2	- 1/2
Philco	22	21 5/8	21 7/8	- 1/4
RCA Common	9 7/8	9 3/4	9 1/2	- 1/4
Stewart-Warner	15	14 3/4	14 3/4	- 1/4
Westinghouse	23	22 1/4	22 1/2	- 1/8
Zenith Radio	21	20 7/8	20 7/8	+ 1/4
OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab.	5	5 3/4		
Finch Telecomm.	8 1/4	9		
Stromberg-Carlson	13 3/4	15 1/4		
U. S. Television	1 3/4	2		
WMCA (Baltimore)	38		
WJR (Detroit)	38 1/2		

Postponed

The luncheon meeting of the American Television Society which was to have been addressed by John F. Royal, vice-president in charge of television of NBC, at the Hotel Roosevelt Wednesday has been postponed indefinitely. Mr. Royal because of an urgent business appointment, asked that he be excused on that date. George Shupert, president of ATS, said that luncheon would be arranged at a later date.

Named To WGAY Post

Washington — Charles K. Chrisman has been appointed chief engineer of WGAY, Silver Spring, Md. The station is scheduled to begin operation early next month.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

Coming and Going

SYD EIGES, manager of the NBC press department; TOM KNOBE, his assistant, and SID DESFOR, photo editor, have returned from Washington, where they attended the annual dinner of the White House Photographers Assn.

FRANK KING, president of WMBR, Jacksonville, Fla., and GLENN MARSHALL, sales manager of the station, paid their respects yesterday at the station relations department of CBS, with which the station is affiliated.

JOHNNY OLSEN is in Chicago. He'll broadcast his ABC program, "Ladies Be Seated," from the network's studios in the Merchandise Mart today, Thursday and Friday.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and CLIFFORD C. HARRIS, technical supervisor of the station, are back in the Quaker City after attending the RCA-Victor color demonstration at Princeton University and the 4-A banquet.

DUDLEY TICHENOR visiting in Gotham this week with the national representatives of KLZ, Denver. It was his first trip here in his new capacity as national advertising manager of the station.

BILL DOWNS, QUINCY HOWE and JOHN DALY, Columbia network newsmen have gone down to Atlantic City for the CIO convention. They'll be joined there by BILL HENRY, who will come up from his headquarters at WTOP in Washington, D. C.

PAUL MOWREY, American network's national director of television, is in Baltimore today, but will be back in New York tomorrow, but Thursday he'll be off again, that time for Chicago.

ED YOKUM was in conference yesterday with officials of his national representatives in New York. He's the general manager of KGHL, Billings, Mont.

JUDGE A. L. ASHBY, vice-president and general counsel of NBC, is expected back in New York tomorrow from Bloomfield Hills, Mich., where he addressed the Men's Club of Christ Church on the subject, "The Abuse of the Freedoms."

MICHAEL ALTOMARI and LEONARD S. MORVEY, JR., of the Altomari Advertising Agency, Inc., have left on a time-buying tour of the midwest.

CEDRIC FOSTER, Mutual network commentator, leaves today for Chicago, where he's scheduled for three speaking engagements.

BILL EDWARDS, manager of the Chicago office of CBS Radio Sales, is back in the Windy City following a short trip to New York for confabs at the offices of the web.

WILLIAM F. KILEY, JR., commercial manager of WFBM, Indianapolis, chatted for a while last Friday with the local reps. and then left for his home in Indiana.

Television Exposition Planned For Florida

(Continued from Page 1)

for the occasion includes image orthicon cameras, receiving and transmitting antennas, transmitter, mobile equipment, audio and portable field amplifiers and receiver sets. A crew of eight technicians will make the trip for the installation and operation of the equipment.

A full schedule of tele broadcasting is planned, and starting with the evening of November 25, there will be seven hours of programs daily—half in the afternoon and the rest at night. Programs include a football game from the Orange Bowl, variety, dramatic and fashion shows, and many of the shows currently on WGBS. "See Yourself on Television," by which visitors to the exhibit will be enabled to see themselves on a large video screen, is expected to prove as popular as the feature did at the recent Postwar Products Exposition in Detroit, where nearly a million visitors filed by the DuMont exhibit.

DuMont officials expected to attend the ceremonies are Leonard F. Cramer, executive vice-president; Mortimer W. Loewi, exec. assistant to the president; Herbert E. Taylor, Jr., transmitting equipment sales manager and Samuel Cuff, general manager of WABD. It was also announced by DuMont that four "Crime Club" films, currently appearing in theatres of the RKO and Loew circuits, will be shown on WABD.

Harriman On WQXR

W. Averill Harriman, Secretary of Commerce, will speak over WQXR at 9:45 p.m., Nov. 20, during a dinner to be held by American Aid to France aboard the liner Ile de France. Harriman will discuss U. S. trade relations with France.

James J. Walker Is Dead; Headed Majestic Records

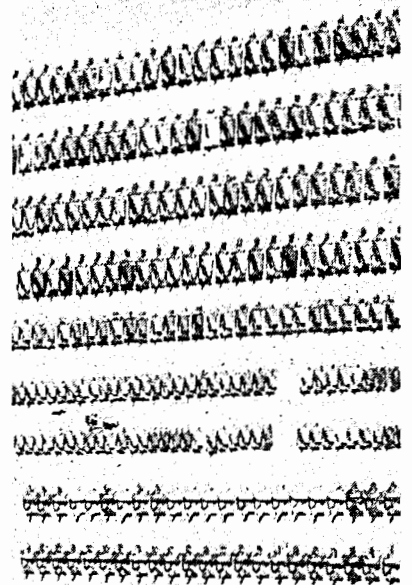
(Continued from Page 1)

who was 65 years old, was stricken with a cerebral thrombosis—a blood clot on the brain — last Sunday at his home and was removed to the Doctor's Hospital after having been given the last rites of the Roman Catholic Church.

Was Emcee On WHN

Walker was widely known to both the radio and theatrical profession during his service as Mayor and in recent years when he took an active part in civic and charitable affairs. In 1940, after his retirement as Mayor, he was the guest master of ceremonies on "Opportunity Hour," an amateur show on WHN, New York, and later was heard on commercial programs over WMCA. He also made many guest appearances on network radio programs and appeared frequently as master of ceremonies at charity affairs where radio and screen stars appeared.

In February, 1945, Mr. Walker became president of Majestic Records, Inc.



SURPLUS

In so small a picture that looks like a lot of nothing. Actually it's only a photo fraction of the thousands upon thousands of surplus planes lined up at the Naval Air Station in Clinton, Oklahoma. They're being dismantled, and the aluminum will be fed back into commercial channels.. window frames, ornamental fixtures, alloys, etc.

There's a lesson in that picture for business. Words such as "surplus . . . "scrap" . . . "disposal" . . . "obsolete" are worth thinking over. We don't know which side of the market you're on . . . bull or bear . . . but a lot of smart fellows think the battle for brands is going to be colossal.

A lot of smart people don't think the public is going to stampe the market place to get any old name.

If you want to build up a backlog of public confidence in Baltimore for what you have to sell—radio station W-I-T-H is the way to do it.

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. It's the big stick in the country's 6th largest market. Get the hard-boiled facts . . . and you'll take W-I-T-H.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed



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—147 West 46th Street, New York, N. Y.

Du Mont, Chevrolet In Television Deal

(Continued from Page 1)

ager. In the New York studios were: Dr. Allen B. Du Mont, president of Du Mont Laboratories, and Leonard F. Cramer, executive vice-president of the organization.

Each group used twin television screens, one picturing officials at the other point. Cameras were focused overhead, and photographed individual contract counterparts on each desk in the New York and Washington studios. Counterparts were televised on a monitoring panel in New York where they were "lapped" or superimposed to result in one document signed by both parties. Film recorded the dual picture as a permanent record.

Calls For Sunday Programs

The process was devised under the supervision of Win Case, vice-president of Campbell-Ewald, advertising agency for Chevrolet.

Under terms of contract, Chevrolet will televise a weekly one-hour program each Sunday, over WABD in New York and WTTG in Washington. Series begins on January 12, 1947.

Jett Discusses FM; Sees Ready Market

(Continued from Page 1)

went ahead at full speed and when the war ended, the FCC was swamped with applications for FM licenses."

Jett declared that "FM is now established on a permanent postwar basis." He said that nearly 100 FM stations are now on the air, the FCC has authorized about 600 new ones, and 200 applications remain to be acted upon.

FM receiver production is troubled by the same shortages that afflict so many other industries, the FCC commissioner added. "However, the FM sets are coming on the market in increasing numbers. The latest estimate is that at least 5,000,000 sets will be produced next year."

Commissioner Jett's talk over WWDC was recorded and transcriptions have been sent to the following stations for broadcast: WIL, St. Louis, Mo.; WMGA, Moultrie, Ga.; WHA, University of Wisconsin, Madison, Wis.; WITH, Baltimore, Md.; WKRC, Cincinnati, Ohio; WRUN, Rome, New York; WCFC, Beckley, West Virginia; WPAY, Portsmouth, Ohio; WFRO-FM, Fremont, Ohio, and WCMW, Canton, Ohio.

Milk-Fund Plugs On CBS

Four CBS broadcasters, on successive days starting tomorrow, will air appeals for the benefit performance of Bizet's "Carmen" at the Metropolitan Opera House Sunday for Mrs. William Randolph Hearst's Free Milk Fund for Babies, Inc. Arthur Godfrey will be heard on Wednesday, Margaret Arlen on Thursday, Phil Cook on Friday and Harry Marble on Saturday, the day before the performance, which will star Rise Stevens in the title role.

Proposes Church-Owned FM For Baptists In Texas Area

Mineral Wells, Tex. — R. Alton Reed of Dallas, chairman of the Texas Baptists radio commission recommended to the Baptists meeting in convention here that the Baptists should consider owning and operating FM stations over the state. Reed told the group that "this is a new field of broadcasting in which we can get in on the ground floor."

Wants Key Station in Dallas

He proposed that the key station would be located in Dallas with Baptists of Dallas owning and operating

the station and the State Baptist board the network. All network stations would be owned and operated locally.

Says 13 Cities Are Interested

According to Reed, 13 cities have asked the Baptists to obtain local licenses for them. He listed these cities as Houston, Mount Pleasant, Lubbock, Dallas, Harlingen, Baylor, Texas Theological Seminary, Fort Worth, Howard Payne (Brownwood) Hardin Simmons at Abilene, Tyler and Henderson.

Networks And AFRA Continue Negotiations

(Continued from Page 1)

to resumption of negotiations this morning. Yesterday's meeting, during which AFRA officials formally told web reps of the membership vote which backed up the demands of union heads, was held at headquarters of ABC.

Wedding Bells

Kenneth E. Hallam, radio writer and publicist, and Barbara Dagmar Roberts, USO-Camp Shows publicity writer, were married in New York City on Nov. 9th.

you have

"a Date with Music"



Another
**CHARLES
MICHELSON
STAR SHOW**

1:30 Quarter-hour Musical Programs

... each bubbling over with captivating, all-time favorite hit tunes... each star-studded with top ranking network artists,

featuring **Phil Brito**, romantic tenor

with SAMMY LINER, pianist extraordinary of the Kostelanetz Orchestra, DOC WHIPPLE, master of the organ, ALLYN EDWARDS, emcee... names that spell bigtime radio entertainment for everyone... now being broadcast successfully for advertisers over 53 stations throughout the country.

Pioneer Program Producers Since 1934



CHARLES MICHELSON INC.
67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168



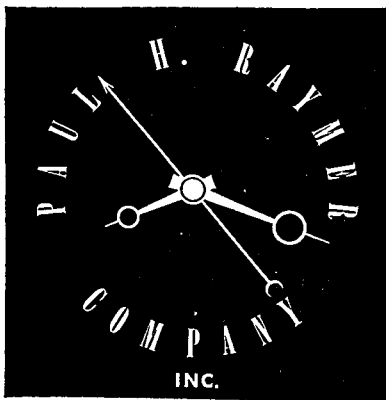


I Have Seven Alter Egos— All of Them Alike

We illustrate here the security of a radio station executive. He has the easy assurance of being well represented nationally through seven offices—just as if he were there himself.

Additional sales offices for national coverage are an advantage offered our stations by this company. However, we stress now as always not so much the *number* but the *quality* and the ability of the men who make these offices.

Their character, their intelligence and dependability give our stations reason for the assurance of success.



PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

LOS ANGELES

By RALPH WILK

ALFRED H. MORTON, president of National Concert & Artists, with offices in New York, Hollywood, Chicago and San Francisco, is in town for a few weeks. Several new appointments have been announced, with Fred Hamilton becoming resident manager of the Hollywood office, succeeding Helen Ainsworth, who has resigned. Norma Rinehart and Harry Lipton are in charge of the Radio Department, while Helen Britton has been named as Pacific Coast representative of the Lecture and Special Attractions Department.

Comedian Jack Carson, who has averaged from two to three appearances weekly before welfare and public service groups, emceed the annual banquet of the National Association of Attorneys General held Nov. 18. Jack was invited by the California committee headed by Attorney General Robert Kenny.

Dennis Day, star of NBC's "A Day in the Life of Dennis Day," will do eleven voices in the new Walt Disney picture, "Johnny Appleseed."

The Gene Autry program, originating in Hollywood on Nov. 24, for the first time since beginning of Autry's road tour with his World's Championship Rodeo two months ago, will be broadcast from the Earl Carroll Theater in Hollywood.

Victor Borge Program Success In Denmark

Danish-born Victor Borge, with his unusual success during his 6 years stay in US, is now being presented to the Danish audience through the Danish Broadcasting Stations. One of their announcers had been sent to New York in order to provide gramophone causeries with Victor Borge. The first broadcast has been a sensational success.



THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs



Windy City Wordage. . . !

• • • Farnsworth Fowle, CBS foreign correspondent who recently returned to this country after serving 14 months as Columbia's correspondent in Moscow, joins the WBBM news staff Nov. 25 and will be heard Monday through Friday in analyses of the news, for Standard Oil.

Chicago

. . . If Red Skelton has his way he won't do any transcribed programs. Skelton was in Chicago last week conferring with his sponsor and the agency execs, and he told just why he wants no part of transcribed shows. "Such programs are too inflexible," he declared. "There is no chance to change the character of the program or to inject any timely ad libs." For instance, Red pointed out, if some important national topic comes up just prior to a live show it is easy to incorporate it in the show. Or if Bob Hope or Fibber McGee makes some pertinent crack, Red can have a snappy comeback ready when his program goes on the air, which he couldn't do on a transcribed program. So—Red will stick to his live broadcasts with which he can keep his material right up to the minute. While in town Red entertained at a dinner of the Army Transportation Association attended by Secretary of War Patterson.

★ ★ ★

• • • Louis G. Cowan, who hit the jackpot several years ago with his "Quiz Kids" show, believes he has another winner in "Hired or Fired," which is being built here with all-Chicago talent. Idea for the new show originated in Cowan's New York office and was sent to Chicago to be worked out. Show was auditioned Monday night, Nov. 11, at WBBM. Sherman Marx is the producer; Jim Conway the emcee, and Don Gordon the announcer. . . . Radio names are prominent in the Evanston, Ill., Civic Orchestra, organized last spring by a small group of musical enthusiasts. Jack Ryan, Midwest publicity director for NBC, is vice-president; Norman Ross is manager, and Elwin Owen, conductor. This week an all-Russian program is being presented by the orchestra, with Sidney Ellstrom, prominent radio actor, as narrator.

★ ★ ★

• • • Paul Mowrey, national director of television for ABC, was in Chicago to supervise televising the local hockey games. . . . Paula Stone, of the stage show "Sweethearts," will be guest narrator on The Northerners broadcast over WGN on Nov. 20. Miss Stone, who is a regular member of the panel on WGN and Mutual's "Leave It to the Girls" series, will return to that program when she concludes her engagement here and returns to New York Nov. 23, her first appearance on the show since the recent birth of her son. . . . Gladys Blair, editor and producer of women's programs, has been named home advisor at WBBM. She will join Harry Campbell, new WBBM farm director, for a quarter-hour period three mornings a week on "Country Hour." . . . Bernard Shaw, who formerly operated his own agency in Paterson, N. J., and who handled promotional work for WPAT in that city, has joined WIND to do special sales work on programs. . . . "Dynamo" Dave Edelson, one of the pioneers of the air waves in Chicago, began his 25th year in radio last Friday.

★ ★ ★

• • • Clifford Odets' play, "Golden Boy," with Dana Andrews in the title role, will be presented on the Guild show Dec. 8 when the program will originate from the Medinah Temple, Chicago. . . . A new five-a-week program titled "The Jack Ross Show" made its debut on WIND Monday. Ross sings and George Strandt provides organ music. . . . Jack Brooke, ABC spot sales manager, back in New York after a week-end business stay in the Windy City. . . . Starting this week, Paul Gibson's 15 minutes of story telling, commentary and philosophizing on WBBM will be sponsored by the Puritan Company of America for 52 weeks.

SOUTHWEST

NOEL E. THOMPSON has been named assistant manager of KGNC, Amarillo. He comes to us from KFYO, Lubbock, where he was program director and news editor.

Don Clark former head of the program at KFDA, Amarillo, has been named to the staff of the University of Texas at El Paso as assistant professor in radio.

J. C. Rothwell, formerly in charge of stations at Huntsville and Littlefield, has been given a construction permit for a new standard station in Littlefield. The station will operate on 1490 kilocycles with a power of 250 watts full time.

Call letters of the new station will be KBKI, which is owned and operated by the Alice Broadcasting Co. Station will operate on 1070 kilocycles with a power of 100 watts daytime only.

Edith Macaulay has been named to the continuity department of KJZZ, San Antonio, while John M. S. Vich has been named control engineer.

AD GLIBS

by DAVID O. ALBER

My idea of the softest job in the world is that of a disc jockey. Sometimes he has to exert himself by lifting the records, turning them on the turntable, applying the needle. This is a hard job. This proved such a hardship that the engineer has taken the job over, lest the jockey strain himself or cut his finger. What racket! While the record spins, the jockey plays gin rummy, chats with pals, or makes phone calls. Between records, he talks about this or that, and the more nonchalant he sounds, the better the public seems to like it. Can you think of an easier job for a radio station to fill? Two to twelve hours daily? Very ingenious, but it's good business.

Yet, the disc jockey has a unique power. He can work wonders in shoving a new band down the hump. Bandleaders, singers, song writers and music publishers bow and scrape before him. Recording companies, which usually condemn the disc jockey, now release their releases to him with a fervent prayer. Yes, times have changed.

The world spins on its axis. Radio is spinning on its jockeys, or vice versa.

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

Education Office Naf'I Radio Week

(Continued from Page 1)
the week of Nov. 24 to 30 is designated as National Radio Week. It is natural that our thoughts turn to the many splendid contributions which radio broadcasts have made to American life. Since Thanksgiving Day falls within that week it is proper that we should regard radio as something for which we are thankful. Certainly America, can be grateful that the system of radio broadcasting is so effective. Moreover, as a medium of mass communication radio is unsurpassed. We can be thankful, too, for the creative genius in the field of electronics which has given us the finest system of radio broadcast to reach the whole world. We can be thankful for the mass production of radios of industry which have made it possible to bring a radio receiver into thousands of schools and homes. Radio shows and dealer displays of new receivers are being presented throughout the United States. National Radio Week, and widespread observance is expected by radio sponsors, RMA and the NAB. Some of the highlights of the week's programs will be a letter-writing contest for radio listeners, under the sponsorship of the Association of Women Broadcasters of NAB. Women program directors throughout the country are inviting listeners to write on "What I Think of Radio" to compete for more than 200 new receivers to be donated in 17 districts by set manufacturers and members of RMA.

Spots For Wain-Baruch

Intensive spot announcement campaign has started for the new Wain-Baruch disc jockey "Mr. and Mrs. Music," which begins December 2nd, on WMCA. Spots will feature comedy sketches by Bea and Andre's show, George Jessel, Hildegarde, Joan Edwards, Guy Lombardo, Milton Berle, Basil Rathbone, Langford, Jon Hall, Kate and Ted Collins. The spots are written by Bea Wain and Lyn

Joins CJAD Staff

Ottawa—Mac McCurdy this week appointed chief announcer at CJAD replacing Terrence O'Dell as left for CKLW, Windsor. Lee of Ottawa has been added to CJAD night shift roster to handle news and musical features. Former station was CKSF, all.

ANNOUNCER WANTED

Experienced
Write: WCAP, Asbury Park, N. J.

Plea For Fresh Radio Ideas Voiced At Meeting Of AAAA

(Continued from Page 1)
ing of the American Association of Advertising Agencies at the Waldorf-Astoria Hotel, New York. Ackerman charged that the industry has shown a distinct "lack of freshness of ideas," and in recent years has not made proper use of the Summer months for experimentation with new programs, etc.
The advertising agencies and their clients, too, Ackerman declared, have shown a strong desire for the tried and true program which produces the "immediate return" rather than weighing the future value of the medium. He urged that all concerned, "particularly the creators of programs, put some life into radio."
The Y & R executive also urged the networks to make further use of their free time for the development of new ideas. He cited the Henry Morgan program of ABC as one example of a successful show produced through this process.
The talent agencies, Ackerman added, are similarly at fault in this regard, since their proximity to the

(Continued from Page 1)
talent phase of the industry provides them with an excellent opportunity to produce new blood. Agencies that sell, he added, should devise a system whereby surveys could be made of new programs, and whereby new ideas could be tested.
The radio panel also produced a discussion of live vs. transcribed programs centered around the current Crosby show, and questioned whether its success or failure would have any significant bearing on the outcome of other programs of this type.
Concern also was expressed as to the difference made by the Hooper ratings of the show and whether the public in general would judge the programs on the basis of ratings.
At the media panel, William B. Maillefert, of Compton Advertising, Inc., had a suggestion with regard to radio time buying, saying that agencies should be more careful in their study of time buying, now that increased costs are becoming more and more important in their effect on advertising budgets.

Fordham FM Station To Be Ready Soon

(Continued from Page 1)
sity has not decided upon station call letters but is considering WRAM which would be a tie with the "Ram" athletic teams.
Rev. Richard F. Grady, director of Fordham's department of communication arts, expects the new station to go into operation by late January on a six hours a day schedule. William Coleman will be assistant director in charge of the radio section. The new department of communication arts was set up at Fordham last month.
FM station WNYE, operated in New York City's school system with headquarters in Brooklyn Technical High School, plans to begin operation on its newly assigned frequency of 91.7 megacycles about Sept. 1, 1947. Installation of a 10 kw. transmitter, replacing the present 1 kw., will begin probably next spring. Money has been allotted for the new transmitter and bids have been received from RCA, General Electric, Westinghouse and Radio Engineering Labs, Inc., but the order remains to be placed by the Board of Education.
WNYE's new permit allows a power "increase from 1 kw., to 20 kw., effective radiation" and to do this the station will erect a new antenna double the strength of the present one. Radio facilities throughout the school system will be expanded to include 30 per cent more programs weekly. Long range plans call for three receivers in 800 schools.

"Lakme" On ABC Saturday

"Lakme," principal opera of Leo Delibes, will be broadcast in its entirety over ABC Saturday from the stage of the Metropolitan Opera House starting at 2 p.m., EST.

GE's FM Receiver Output Nears Full Production

(Continued from Page 1)
the low and high FM bands, standard and shortwave bands and a phonograph.
Distributors have been "sampled" on this set, GE officials said, and it will be the only model with FM radio released this year. All receiver production is handled at the Bridgeport (Conn.) plant of the General Electric organization.
Last week, as reported in these columns, GE made known the results of a survey of overall FM production which showed that 67 transmitters had been shipped in the past half-year, with over 200 orders still outstanding. Transmitters shipped to date have all been 250-watters, with the company expecting to send out its first 3-kw unit this week. Moreover, new orders on the 250-watt unit can be filled "almost immediately," according to GE officials, while other rated transmitters will take "some-what longer."
Company also announced over the week-end that a new movie on FM is now in production for distribution by the first of the year. Film is designed to augment the company's FM promotional package which is being distributed to broadcasters at the present time.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Juvenile Delinquency Theme Of Meeting

(Continued from Page 1)
programs, while CBS will broadcast the opening address by Attorney General Tom Clark on Wednesday morning from 10:30-11 a. m. Clark will be introduced by U. S. Associate Justice Harold Burton. A daily CBS program, "In My Opinion," will originate from the studios of Columbia-owned, WTOP in Washington, Thursday, Nov. 21, from 6:15-6:30 p.m., and present the question, "Juvenile Delinquency—Is It a Home or National Social Problem?" Discussion will feature Dr. Leopold Wexberg, chief of the bureau of medical hygiene, and Frank J. Weil, executive committee chairman of the National Social Welfare Assembly. ABC network is not sending any representatives from its New York headquarters but the event will be covered by staff members of its Washington affiliate, WMEAL.
Mutual web observers at the conference will be Elsie Dick, director of educational programs, and Bud Fishel, script editor. Regular Thursday night Mutual show, "I was a Convict," will originate from the conference on Nov. 21 from 10:30-11 p.m. On hand will be Murray Burnett, producer and director of the program, and Edwin J. Lukas, executive director of the Society for the Prevention of Crime, who appears on the show each week.
Dorothy Gordon, moderator of the New York Times Youth Forum over WQXR Saturday morning, will conduct a forum on "Juvenile Delinquency" at the conference's opening session Nov. 20. Forum will be broadcast over WQXR in New York and WINX, Washington, from 11:30 a.m., to 12 noon. Miss Gordon, invited to present the forum by Attorney General Tom Clark, will be introduced by Father Flanagan of Boys' Town.

Barber Sets German Pickup

The sports situation in Germany as it exists today will be discussed tomorrow on Red Barber's CBS program, 6:30-6:45 p.m. Red has planned a pickup from Germany featuring the voice of Stephen Laird, Columbia network - correspondent who, incidentally, has kept his ear close to the athletic ground during his service in and around Berlin.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
KXO
MUTUAL DON LEE EL CENTRO CALIFORNIA
SISIE RAYMER

COAST-TO-COAST

— MASSACHUSETTS —

BURLINGTON—The building situation in New England, as it concerns the business man, industrialist, and the veteran, was explained to listeners recently in a message by William Homans, delivered on WLAW. . . . The brilliant young pianist-composer, Cecile LeVeille, will make her radio debut over WLAW, Nov. 25. . . . WORCESTER — George Jessel, film producer and comedian, paid a surprise visit to WTAG last week and was heard on the local program, "A Question of Music" . . . Commemorating the 100th anniversary of the founding of the Lyman School for Boys, WTAG presented a special broadcast titled "One Hundred Years in the Making of Men." . . . Robert W. Booth, vice-president and general manager of WTAG, South of the Border for two weeks. . . . HOLYOKE—Public school children have initiated a new series of informal broadcasts arranged by the School Department to be aired over WHYN Thursday mornings.

— NEW HAMPSHIRE —

CONCORD — Beginning Nov. 26th, WKXL brings "Christmas Express," an hour long show taking listeners on tours through stores to promote Christmas gift sales. . . . Congratulations to Joseph Badger, WKXL sales staff member, recently married to Elizabeth Lynn Lemont. . . . WKXL will be officially saluted Nov 23rd on "Hawaii Calls," MBS program originating from Waikiki Beach. . . . MANCHESTER — WFEA manager, Me Green, has returned from his business vacation trip to the New York sector. . . . Ed St. Aubin, WFEA account exec, wrap ping up Christmas package shows for top retail accounts. . . . KEENE — The "Cheshire Opry," formerly the "Rangr Drifters" in collaboration with Yodelin' Slim, broadcasting over WKNE every Saturday night with guest stars. . . . Kettell Carter Agency representing WKNE starting December first.

— CONNECTICUT —

NEW HAVEN—WNHC is presenting the "American Martyrs" series offered by students of Fairchild College under the direction of Fr. George Kelly, S.J. . . . Carlton Miller, Army vet, returns to announcing on WNHC. . . . Sinatra and Crosby continuing their "Battle of the Baritones" via WNHC, Sundays from 3:05 to 4:00 p.m. . . . HARTFORD—Seventeen-year-old Joseph Schwarz, winner of the Grand Prize, \$100 Savings Bond, in WTIC's Fire Prevention Poster Contest. . . . Niles Trammell, NBC president, will present WTIC with a bronze plaque commemorating 20 years of affiliation with NBC.

RARE OPPORTUNITY for small radio station seeking to grow, to obtain services of brilliant young radio director. Have written, directed, produced on major networks; also recording director. Complete command all phases of radio production. Million ideas!

Write Box 255, Radio Daily 1501 Broadway New York 18, N. Y.

NETWORK SONG FAVORITES

Top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division. Survey Week of November 8-14, 1946

Table with 2 columns: TITLE and PUBLISHER. Lists 30 songs and their publishers, such as 'And Then It's Heaven' by Remick, 'Blue Skies' by Berlin, etc.

KMBC-FM Planning Getting Under Way

Kansas City—Expansion program of KMBC-FM is progressing rapidly with the approval of the FCC on its application for 30 kw., rated antenna output. Arthur B. Church, president of Midland Broadcasting Co., licensee of both KMBC and KMBC-FM, announces that his FM outlet will be operating on 1 kw., during November with power increased to 12 kw., probably by Christmas.

The Kansas City station which has been on the air on a commercial basis since June, 1944, is installing the first RCA 3 kw., transmitter off the production line. Its RCA Super-Turnstile antenna, being placed atop the Power and Light building, the tallest in Kansas City, is also the first such installation in the middlewest.

Among the first program offerings planned for the more powerful KMBC-FM is a weekly series of broadcasts by the Kansas City Philharmonic orchestra, currently being heard in its fourth consecutive season over the parent KMBC. The station's "Dinner Bell Round-up," daily noon hour live talent program for farm listeners, will continue on KMBC-FM as in the past.

Morris Novik Named Exec. Sec'y Of NAEB

(Continued from Page 1)

tional Association of Educational Broadcasters, it was announced yesterday by Harold Engel, president. Latter is also program director of WHA, The University of Wisconsin station.

Novik, who was formerly a vice-president of the NAEB, and currently handles former Mayor F. H. La Guardia's radio activities, will help to organize a national program for educational broadcasters, including state boards of educations and as well as colleges, etc. Post is voluntary and without pay.

Plan also includes programs for the 75 or more FM educational licenses granted by the FCC in the past year. The former WNYC chief will also handle fund raising, and the appointment of a permanent secretary for the organization, said to be the oldest educational group in radio.

Receives Danish Award

Frank Kingdon, WOR commentator, has received the King Christian medal, one of Denmark's highest civilian awards.

AGENCIES

ROBERT CARLEY has been a vice-president of Cecil & brey, Inc., it has been announced. James M. Cecil, president of agency. Carley, an account executive and member of the plans joined C & P one year ago, following his release from Army service in Washington. Before the war he worked with NBC and BBD&O.

JERRY FAIRBANKS announced appointment of Albert C. Essig as national sales director of Jerry Fairbanks, Inc., theatrical and commercial motion pictures. Essig is prominent in the advertising field through a national agency bearing his name.

FREMANTLE OVERSEAS REPRESENTATIVES, LTD., European radio station representatives, have engaged the Griffith Company, Inc. as their representative in Hollywood, San Francisco, Chicago, and Dallas.

ADVERTISING CLUB OF NEW YORK, which has heretofore held an annual Christmas Party at the house, will this year make it a "Nineties Christmas Party," held at the Hotel Astor, Friday, Dec. 12, 12 o'clock. Ladies will be invited.

Mullen Expresses View On ET Network Split

(Continued from Page 1) opposed" to the former system declared.

"Suppose all the big shows recorded on platters like the program," the NBC v.p. said. "people say the public would know the difference . . . but would know it in one respect if other. If you don't have live you don't have networks . . . without networks you don't speeches by the president or the continuous linking of both coasts have now."

"Record broadcasting would be splitting the whole country into small, independent stations with connecting lines to meet in emergency . . . and that's why will use live talent."

Eddie Cantor, Jack Benny and comedians already have taken themselves on the side of live broadcasting, he said. Benny and C. Allen and others, like live audience like also to offer comedy during topical events.

Send Birthdays Greetings To

- November 19
Charme Allen Natalie Felder
Tommy Dorsey Bob Ho
Karl Kraus

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 36

NEW YORK, WEDNESDAY, NOVEMBER 20, 1946

TEN CENTS

FMA Gets FCC Support

AFRA, Webs Still Try To Avoid Any Strike

While the two-day conference between AFRA officials and web representatives has so far failed to produce any agreement on a new wage scale, George Heller, spokesman for the artist union, yesterday disclosed that, in event of a stalemate, no immediate strike was in prospect. Heller, as national secretary of AFRA, told the press yesterday that if conferences prove futile, the union officials would report back to the three national boards in New York.

(Continued on Page 6)

New N. Y. Survey Service Planned By Radio Reports

Plans to inaugurate a new service which will give broadcasters and agencies a complete log of nine New York City radio stations for the week beginning December 1 was announced yesterday by Edward F. Loomis, president of Radio Reports, Inc. The log will cover broadcasts from 7 a.m. to 11 p.m., and will show every program, sponsor, participation, station break, spot and other program detail.

While the December 1 project is

(Continued on Page 5)

CBS To Attempt Coverage Of 2 Grid Games At Once

New wrinkle in football broadcasting will be introduced next Saturday over CBS when Red Barber, network's sports director, and Gene Shumate of KSO, Des Moines, air the play-by-play of two major grid contests simultaneously on the full web. Barber will cover the Michigan-

(Continued on Page 5)

Magic

Esio Pinza, basso, appeared on the Bing Crosby Philco show over ABC last Wednesday night via transcription made earlier. By coincidence, Pinza appeared the same evening in person at the Metropolitan Opera. Edward Johnson, managing director of the Met has been receiving letters since inquiring whether Pinza really appeared at the opera "as advertised."

Tributes

Two New York television stations paid tribute to the memory of the late James J. Walker with a moment of silence during their broadcast of boxing from the St. Nicholas and Jamaica Arenas Monday night. The stations participating were WNBT, NBC outlet, and WABD, Du Mont station.

Davis Replacing Swing On ABC Co-Op Series

With Raymond Gram Swing retiring from radio in January to devote his time to writing and lecturing, Elmer Davis is slated to take over the ABC co-op news commentary on January 6. Program is heard Monday through Friday at 7:15 p.m., EST.

Currently Davis is heard on the ABC co-op Monday and Tuesday evenings with Swing doing news com-

(Continued on Page 5)

Fry Resigns BBC Post As Programming Exec.

Stephen Fry, for the past five years program operations manager for the BBC in the North American office, resigned yesterday, with his resignation becoming effective tomorrow. Fry was the wartime contact with American radio networks and stations on BBC programs and was widely known among broadcasters. His future plans were not revealed. BBC spokesman said he would be replaced by a staff man from England.

Sell The Public Your Firm, Grocery Mfrs. Are Advised

Arthur C. Nielsen, president of the A. C. Nielsen Company, marketing research organization, speaking on "Postwar Trends in Food Marketing" before the Grocery Manufacturers of America, yesterday at the Waldorf Astoria, gave his views on peacetime merchandising.

Declaring that while his postwar plan for the food industry might be a bit controversial, Nielsen set forth his views as follows:

"While selling your products, make

Denny Promises Co-Op Of Commission To Newly-Formed FM Association; Hofheinz Outlines Group Aims

Lea Bill Decision Expected This Week

Chicago—U. S. District Judge Walter J. LaBuy is expected to announce his decision Friday on the constitutionality of Lea Act as it applies in the case of James C. Petrillo, president of AFM, and station WAAF. If Judge LaBuy rules the Lea Act as constitutional, Petrillo is expected to appeal the case to the U. S. Circuit Court of Appeals. Action grew out

(Continued on Page 2)

Paper-Recorded Show Over WNYC Tonight

The recorder-on-paper, developed by the Army during the war, has been used to pick up interviews at the National Air Show in Cleveland, and the voices thus transcribed will be broadcast over WNYC tonight from 9-9:15 p.m.

UOPWA Members Vote To Accept CBS Contract

Membership of the Radio Guild-United Office & Professional Workers of America-CIO, voted Monday night to accept terms of a contract with CBS, it was revealed yesterday.

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—The FCC has pledged its support to the program of the recently-formed Frequency Modulation Assn. (FMA) at a luncheon session where the industry spokesman outlined the association's objectives, it was announced yesterday. Acting Chairman Charles R. Denny, assured the new industry group that the Commission will co-operate in doing everything possible to get FM established as fully as possible.

"In my NAB speech at Chicago,"

(Continued on Page 5)

Drew Pearson Signed For ABC Tele Series

Drew Pearson, ABC commentator, will make his television debut from Washington next month on a half-hour program sponsored for 13 weeks by Lee Hats, his radio sponsor on the same network.

New series, which is believed to be the first commercial video series originating in the Capital, will be a news and interview show, with prom-

(Continued on Page 2)

Lanham Act Interpreted As Aid To Tele And Radio

Chicago—John Moser, lawyer and former CBS counsel, told the Chicago Radio Management Club a few days ago that when the Lanham Act goes into effect next July it will be

(Continued on Page 2)

Reward

Mike Hayward, a busy man with the WNYC mike.—In addition to teaching Latin three hours a day at NYU—was so intrigued with his assignment to cover the United Nations meetings that he dropped everything else. Genuinely impressed by his thorough reporting, UN officials last week decided Hayward was the man they wanted as official American commentator.

(Continued on Page 6)



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

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FINANCIAL

(Tues., Nov. 19)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Rows include Admiral Corp., 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., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Finnish Anniversary

The Finnish Broadcasting Station is celebrating its 20th anniversary. Since 1926, the number of the listeners has risen from 3000 to almost one million.

Big Daytime Leadership

In the 40 daytime quarter-hour periods (Mon. thru Fri.), the latest Hooper Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C, 2; Station D, 0 and Station E, 0.



Coming and Going

CARLETON D. SMITH, general manager of WRC, Washington station of NBC, and of WNBW, the network's television outlet in the Nation's Capital, is spending today in New York.

SAM ELBER, publicity director of WIP, Mutual network affiliate in Philadelphia, is back in the Quaker City following a couple of days in Gotham.

JOHN DALY, Columbia network newsman who has been attending the CIO meeting in Atlantic City, left the shore resort yesterday for Pittsburgh, where he will report developments in the coal-strike situation.

C. P. PERSONS, sales manager of WAPI, Birmingham, Ala., was welcomed yesterday at the CBS offices of Radio Sales.

WALTER J. DAMM, general manager of WTMJ, Milwaukee, has left on the return trip to Minnesota after attending meetings at NBC in New York and a demonstration of RCA electronic color television at Princeton, N. J.

WALTER HAASE, manager of WDR, Hartford, Conn., and I. A. MARTINO, chief engineer of the station, are spending a few days in Boston.

EARL JANES and MAX REZNIK, engineers for CBS, off to Columbus, Ohio, to set the stage for the network's broadcast of the Ohio State-Michigan game on Saturday.

HOWARD L. NUSSBAUM, Eastern production manager for the American network, and GEORGE WIEST, director of the web's program, "Ladies Be Seated," are in Chicago this week to handle the show's origination in the Windy City studios of ABC.

H. V. AKERBERG, vice-president of CBS in charge of station relations, is back from a short business trip to Washington, D. C.

O. L. "TED" TAYLOR, executive partner of Taylor-Howe-Snowden Radio Sales, is expected in New York today for conferences at the local headquarters of the organization.

HARVEY MARLOWE, executive producer in the television department of ABC, is spending this week with network motion-picture crews in Detroit, Flint and Pontiac, Mich., where they are preparing a documentary film dealing with the automobile industry.

CARL HAVERLIN, vice-president of the Mutual network in charge of station relations, has returned from a short trip to Chicago and Detroit.

ELSIE DICK, the Mutual network's director of women's programs, is back at her desk following a trip to Grand Rapids, Mich.

LLOYD BROWNFIELD, president of KNX, Los Angeles outlet of CBS, leaves New York today for the home offices of the station.

Drew Pearson Signed For ABC Tele Series

(Continued from Page 1) Inent name guests appearing from time to time. Although time and outlet has not been set, show will probably be aired over WTTG, as arranged and produced by the ABC television department. William Weintraub is the agency handling the Lee Hats account.

Lea Bill Decision Expected This Week

(Continued from Page 1) of WAAF's refusal to comply with Petrillo's request to hire additional musicians. The station's refusal resulted in a musicians' strike.

Arrau On WNYC Sunday

Claudio Arrau, concert pianist, will be the featured artist on the next in the weekly series of Frick Collection Concerts Sunday, Nov. 24, from 3-4:30 over WNYC. These concerts are heard every Sunday from the Frick Collection.

Lanham Act Interpreted As Aid To Tele And Radio

(Continued from Page 1) possible to register practically every kind of sound effect and slogan so that no one can appropriate them. "With television coming into general use," says Moser, "visual trademarks will become more important and we may look for a large number of slogans and sound effects to be registered with the commissioner of patents."

Balaban Will Be Honored By Radio, Film Industries

More than a 1,000 executives of the radio, motion picture and entertainment industry will gather at the Hotel Astor tomorrow night at a dinner honoring Barney Balaban, president of Paramount Pictures, for his efforts to promote inter-group harmony among the varied racial and religious groups. The affair is sponsored by the American Jewish committee and the Anti-Defamation League of B'Nai B'Rith.



Tung Nut Seedlings

We haven't the slightest idea what a tung nut tree seedling is. Or what it's used for. But Uncle Sam thinks it's mighty important to find out what these foreign trees need most to grow best in the U. S.

So the Bureau of Plant Industry has set up a group of scientists to seek out the answer. And from that picture you'll get an idea what the plants look like.

Research is an important phase of almost any undertaking. But if you're considering radio in Baltimore we can save you a lot of trouble and hard work.

We'll give you the top-drawer answer to your problem . . . and you can spread out from there.

If you want to reach more listeners-per-dollar-spent . . . put W-I-T-H, the successful independent, at the top of your list. It's the top station in this big 5-station town. And don't forget . . . Baltimore is the country's 6th largest city!



W-I-T-H AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

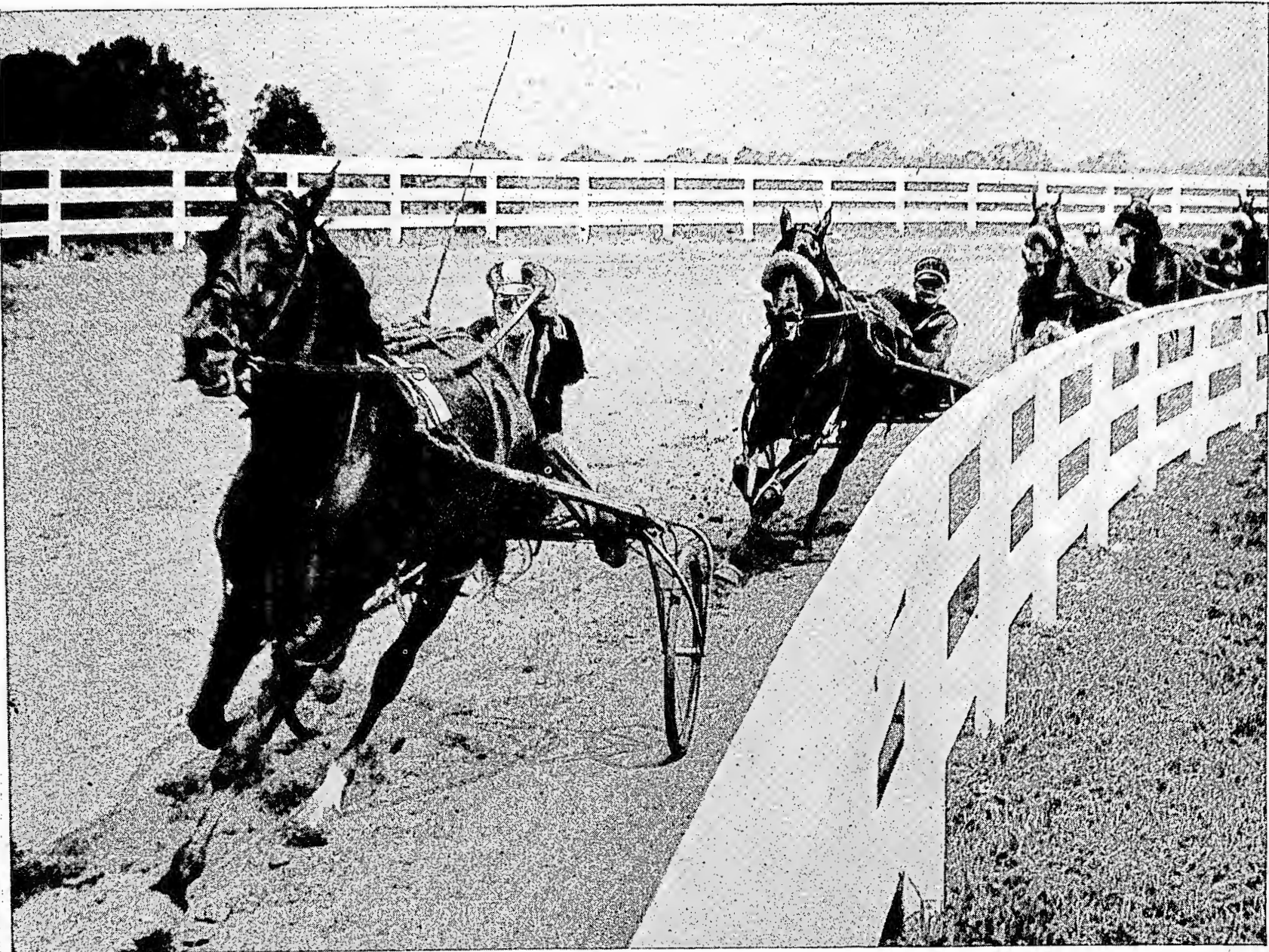
Within Your Reach



Philadelphia's

WDAS

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



out in front

is the right place to be. When it comes to delivering signed contracts, Weed and Company stays "out in front" all year long.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

SELL SAN DIEGO



Notes From An Aisle Seat. . . !

• • • The Eddie Bracken show has been renewed in its entirety and will glisten on Sunday nites via CBS through March 23rd, 1947. The signatures confirming this were annexed to the contracts early yesterday morning and thus ends another strange chapter in radio monkey shins. Here is the inside: Several weeks ago, we noted little lines in various col'ns strongly hinting that Tony Martin was to replace Bracken. We checked and learned (1): that John Hertz, Jr., Chairman of the Board at Buchanan & Co., regarded the Bracken stanza as excellent and a show which would grow and build Hooperwise—(2): that Tony Martin had no knowledge personally of any such deal and had no hand in these releases to the press—(3): that another outfit with an option on Martin was using this publicity campaign to try and wedge their boy in. We checked further with Harry Sobol, one of Bracken's personal pals and one of the most brilliant of the local exploiters, who informed us that the Martin story was not true. He was so positive of his facts that in our presence at Toots Shor's, he offered to bet five G's to one that the Bracken show would be renewed. The gentleman who was so sure of his Martin facts coughed a bit, hedged a bit and backed away. So Eddie Bracken continues with his show and, as we paraphrased last week, despite the snipers. And why this sniping? Could it be because he broke all precedent in radio by selling this show himself without agents, personal managers or contracts with outside advertising agencies?

★ ★ ★

• • • Interesting sidelight on the Bing Crosby "situation" is that this is the first time in his career that he was talked into doing something contrary to his better judgment. Meaning this: Der Bingle has never considered himself a star in the strict sense of the term, regarding himself merely as a crooner using big-name gueststars as a wrap-up for his show. His movie contract called for only co-starring billing, and in his records he shared honors with the Andrews Sisters and others. On his present air show he was sold a bill of goods that he was a big enuf star in his own right without any need of supporting names. But Bing is going back to his original ideas now and is flanking his show with top names again as he had always done in the past.

★ ★ ★

• • • **SMALL TALK:** Forthcoming monthly radio fan mag, Radio Best, being put out by Harry and Ed Bobley and Harold Crossman, will make its bow in Jan. One feature of the mag will be the public forum pages where the fans will get a chance to dust off their pro's and con's regarding their radio tastes. . . . Nets burning at one of the top opera stars (jemme) who's carrying her prima donna tactics a bit too far. It seems she agrees to go on a show as a gueststar, gets all the advance publicity, etc., and then at the last moment has her maid phone to call the date off. It's happened four times already. . . . Walter F. Craig has joined Procter & Gamble's radio dep't. . . . Frances Langford and Danny Thomas will replace Joanel James and Pinky Lee on the Don Ameche ainer Dec. 15th. Phil Rapp will be a new scripser on the package. . . . "Gold & Silver Minstrels" sold to a gasoline outfit. . . . The Norman Foleys (he's the Wiltmark Music exec) are expecting another visit from the stork.

★ ★ ★

• • • **ONE MAN'S POINT OF (RE)VIEW:** After more than 11 years, "One Man's Family" continues to set a high standard for characterization, purpose in plot and neat production that other radio dramas would do well to aim for. Sunday's session dramatizing psychiatry as a means of controlling delinquency made the ABC drama that followed, "Are These Our Children?" seem shallow and meaningless by comparison. Yet the latter deliberately stated a message while "Family" featured the story and its characters.

"One of the most constructive single efforts since the end of the war . . . towards the making of an intelligent and durable peace."

NORMAN COUSINS,
Editor, *The Saturday Review of Literature*

The KGW public interest project which Mr. Cousins found praiseworthy was the presentation to the American Delegation of the UN of a workable plan for peace formulated by representatives of 41,000 students in 31 Pacific Northwest colleges. The project was undertaken by KGW in cooperation with the Portland League of Women Voters, sponsors of the Pacific Northwest College Congress. Mr. Strong and Mrs. Putnam, their expenses paid by KGW, presented the report in October to the Delegation in New York City.



TROY M. STRONG
College of Puget Sound
LOIS MCCONKEY PUTNAM
University of Oregon

" . . . I want to say what an admirable activity this seems to be."

J. B. ORRICK
Chief, Section for Voluntary Organization, United Nations

"You people have done a splendid job with this Congress and are to be congratulated on such a constructive program."

JENNINGS PIERCE
Manager, Public Service Dept., N.B.C.

KGW
620 ON YOUR DIAL
AFFILIATED WITH
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NUMBER **1**
U.S. CITY IN SALES INCREASE

SALES + SERVICE UP
243.16%
SINCE 1939
SALES MANAGEMENT

148,410
RADIO FAMILIES
BROADCAST MEASURING BUREAU

and sell it best with
KSDJ

CLEAR CHANNEL • 1170 Kilocycles
5000 WATTS

AFFILIATED WITH
 CBS

KSDJ is the broadcasting brother of San Diego's Great Newspaper—the Daily

JOURNAL

*Purnell H. Gould, Gen. Manager
Geo. C. Smith, Sales Manager*

REPRESENTED NATIONALLY BY
FREE & PETERS

Support To The FMA Pledged By The FCC

(Continued from Page 1)

Denny said, "I pointed out the advantages of FM as a broadcasting medium and announced that the Commission believes that FM eventually will supplant standard broadcasting. We stand ready to do everything possible to carry out this objective."

Speaking for FMA, Acting Chairman Roy Hofheinz, KTHT-FM, Houston, Tex., told the Commission, "We have organized a separate and independent industry committee to promote FM. Our members will be FM licensees and applicants, suppliers of equipment, receiver and transmitter manufacturers and anyone with an interest in seeing FM established as the finest medium for broadcasting. Our aim is to furnish data and information pertaining to FM broadcasting to our members and to acquaint the American public with the many advantages and fine qualities of FM radio. We will be satisfied only when every American home has an FM receiver."

Liaison With FCC

"It will be the purpose of the association to serve as liaison with the Federal Communications Commission and other agencies and organizations. We are indeed grateful for the splendid co-operation extended by the FCC at the inception of our program."

Plans for an industry-wide meeting have been announced by FMA. The meeting to be held some time in January, at which time the general program will be submitted for approval. Attending the luncheon were Acting Chairman Charles Denny, Commissioners Wakefield, Hyde and Durr, Assistant General Counsel Vernon L. Wilkinson and Earl Minderman, assistant to the chairman. Representing FMA were Hofheinz, L. Dillard, WJXL and WASH, Washington, and WOZY, Kansas City, and Leonard H. Marks, legal counsel.

Will Conduct Column

WWRL sportscaster Joeko Maxwell, reported to be the nation's only negro sports commentator, has been named to conduct a weekly football column in the "Gridiron Weekly," new sporting magazine.

WNEW Promotes Herbert

Ira M. Herbert, WNEW national sales director, has been appointed vice-president in charge of sales, according to announcement by Bernice Judis, general manager.

GORDON M. DAY

ADVERTISING SERVICE

Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, HAN-9343

CBS To Attempt Coverage Of 2 Grid Games At Once

(Continued from Page 1)

Ohio State game in Columbus, starting at 2 p.m. Shumate will air the Illinois-Northwestern contest in Evanston, Ill., beginning at 2:30 p.m. These contests will produce the winner of the Big Nine Championship.

At 2:30, CBS will switch away from Columbus to give web listeners the opening kickoff of the Evanston game, and a couple of minutes of ensuing play. Then it will switch back to Columbus and Barber. For the remainder of the afternoon, the network will continue this switch technique, providing audiences with the most interesting segments of each game. At half time, switch will be made to Evanston and the Illinois-Northwestern contest which will be aired during the time used ordinarily filled with color-background at Columbus.

In the event either Barber or Shumate is in the midst of an exciting play or series of plays, the current announcer will keep the air for that period.

Thompson To Speak At NYU

Palmer Thompson, writer of "Exploring the Unknown" and other programs, will speak before the Radio Club of New York University, Thursday, Nov. 21st. His subject will be "Radio Writing."

Barber To Address 'Old Grads'

Red Barber, Columbia network director of sports, will address a joint dinner of the Ohio State and Michigan University alumni associations Friday night at the University Club in Columbus, Ohio.

Send Birthday Greetings To—

November 20

From Allison	Art James
Walter Biddick	Allen Rivkin
Jerry Canova	Frank Thomas

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager

UOPWA Members Vote To Accept CBS Contract

(Continued from Page 1)

tails of the agreement will be made known in a joint announcement by union and network officials some time this week.

Contract covers all white collar workers—some 800—of CBS not already affected by any other contract, and is reported to include the usual clauses such as job classification, respective salary adjustments, seniority rights, severance pay, etc.

Negotiations are also under way with WOR, it was said, and representatives from both parties are expected to meet this month.

New N. Y. Survey Service Planned By Radio Reports

(Continued from Page 1)

limited only to New York stations, Loomis disclosed that the firm plans to log stations in other leading markets throughout the country. Data collected in these cities will be broken down according to type of product and offered to advertisers and agencies.

Signed For Drene Show

Los Angeles — Frances Langford and comedian Danny Thomas have been signed as program regulars for the Don Ameche Drene Show and will bow on the NBC network half hour program beginning Sunday, December 15th at 10 p.m., EST.

Davis Replacing Swing On ABC Co-Op Series

(Continued from Page 1)

mentary for the remaining three evenings of the week.

Coincident with the change, WJZ, New York, has sold the new five times weekly series by Davis to the Phillips Packing Company of Cambridge, Md. The contract, placed through Aitkin-Kynett company of Philadelphia in the interest of Phillips soups, is scheduled to run for 52 weeks.

Will Address CCNY Group

Donald J. Mercer, assistant manager of Thesaurus and Syndicated Program Sales for the NBC's Radio-Recording Division, was speaker at CCNY Monday evening. Mercer addressed the Radio Class of the CCNY School of Business and Civic Administration. His subject was "Recorded Radio Programming."

Pic-Debut Guests On WNBT

WNBT, which last night televised the arrival of celebrities at the premiere of the film, "The Razor's Edge," will have its cameras in the lobby of the Astor Theater in Times Square tomorrow to telecast stars and prominent guests arriving at the first performance of "The Best Years of Our Lives." Ben Grauer again will be master of ceremonies.

BEGIN THE BIG GAIN

with



CLEVELAND'S Chief STATION

Advertisers begin the big gain—sales soar to new heights when they let Cleveland's CHIEF Station sow the seed for sales. WJW's better local programming cultivates a large listener acceptance for you . . . in the nation's fertile market . . . Cleveland.

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AFRA, Webs Still Try To Avoid Any Strike

(Continued from Page 1)

Chicago and Los Angeles for decision on future action. Both sides seem to be trying hard to avoid any walk-out.

Discussions between the AFRA officials and web representatives yesterday and Monday centered around a union provision that would allow AFRA members to refuse to take part in any performance that is broadcast over any station that is unfair to the union. This demand, according to reports, is interpreted by network officials as tantamount to impairing network programming and working a hardship on affiliated stations to which they are contracted to serve.

35% Raise Asked

On the matter of salary increases, AFRA is reported to seek a 35 per cent increase over the present prevailing minimum wage scales. The networks, it is said, may offer a compromise increase of 10 per cent. Negotiations will continue today at CBS, starting at 11 a. m.

Three AFRA representatives have participated in the discussions. They are Heller, Ray Jones, spokesman for the Chicago AFRA group, and Claude McCue, representing the Los Angeles members. The network spokesmen include Joseph A. McDonald and Charles Barry of ABC; Robert Swezey, of MBS; Frank White, of CBS, and Clarence Menser of NBC.

Will Honor WCSH

Station WCHS, Portland, Me., one of the six stations affiliated with NBC since the network's organization, will be presented a commemorative 20-year plaque at a dinner tonight in the Eastland Hotel, Portland. The presentation will be made by Sheldon B. Hickox, Jr., manager of NBC Station Relations, to William H. Rines, WCSH, managing director.

Following the ceremony, Philip I. Merryman, manager of NBC Planning and Development, will speak on "Television, the New Advertising Medium." John Hogan, WCSH news editor, will be emcee.

Undergoes Operation

Jack Rice of Miami, Florida, president of International Radio Club underwent a major surgical operation on Wednesday, at Grace Hospital, Detroit.

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

Sell The Public Your Firm, Grocery Mfrs. Are Advised

(Continued from Page 1)

common wealth for the people of the United States.

"It is most incongruous that, when the creators of goods that make for better living are attacked from any angle, the public is usually arrayed against its benefactor, and indifferent to its own goal and basic interests. Yet this is the case."

Nielsen at one point asserted: "Business today needs friends even more than it needs customers. There is resentment against bigness, power and profits."

"Individual and corporate success receive little applause. Business cannot safely proceed on the assumption that customers are friends. While making customers and making friends are two separate jobs, they are definitely related."

During his talk, Nielsen reviewed

his organization's progress in the field of research. He said they were able to embark and stick to a 10 year developmental program "which to date has cost \$3,000,000, and which bids fair to cost another million or two before a balanced budget is achieved."

He explained that the company's research and development division has created 25 patentable ideas for use in marketing research. Now in the process of development are improved types of radio audimeters. One is the "Instantaneous Audimeter" which records instantly, in Nielsen's offices, every twist of the radio dial in homes all over the city. The company is also perfecting audimeters for FM and television and is also working on electronic recorders for use as a foundation for new improved types of market research.

WNBC's Salute Series Debuts In Bayonne, N. J.

WNBC, which several weeks ago announced a series of salutes to cities in its area, gave yesterday the first to Bayonne, N. J.

Station, city and the local newspaper, the Bayonne Times, joined in preparation of a day-long schedule of activities at various points in the honor city. The Times also gave wide coverage to "Bayonne Day," and the city government issued pamphlets, display posters, postal cards and other means of promoting the day within the borders of Bayonne.

In addition, many of WNBC's personalities originated their programs from the city with prominent local persons taking part. Mary Margaret McBride, Jinx Falkenburg, Bob Smith, Tex Antoine, Radcliffe Hall, Tex McCrary, Ray Barrett, Kenneth Banghart and Bill Stern participated in the celebration. Also aired over WNBC and the network was a program from the Bayonne Navy Yard, a round-table discussion with three religious leaders and others.

Swedish Authors Complain

Swedish authors complain about insufficient payments made by Swedish broadcasting stations. For radio-plays lasting one hour, 500 Sw. Crowns (about \$135.00) are paid, while the charge for one hour radio talk is 220 Sw. Cr. (\$60.00). In comparison, the charge for a screen play, ordinarily, is 15,000 Sw. Crowns (about \$4,000.00).

WOR Studio A Dispensary

One of WOR's studios is being turned into a dispensary for one day, Friday, in order to offer inoculation against influenza to all station staff members. WOR personnel voted to accept the station's free offer of inoculation in the face of recent suggestion by medical authorities that such action lessens considerably the possibility of widespread influenza this winter.

Yankee Web Officials Hold Meeting In Boston

Representatives from 24 stations of the Yankee network met Monday at the Hotel Somerset in Boston to discuss promotion, production, programming and sales. Yankee Network officials participating in the conferences were John Shepard, III, general manager; Linus Travers, executive v.-p.; George Steffy, v.-p., and program director; Robert Ide, comptroller; Leland C. Bickford, news editor; James S. Powers, director of education; John Thornton, director of stations relations, and James G. Sandison, manager of the Boston office of Edward Petry & Co.

Representatives were in attendance from WCOU, Lewiston; WJOR, Bangor; WMTW, Portland; WFAU, Augusta; WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury, N. H.; WKXL, Concord; WLNH, Laconia; WKBR, Manchester; WHEB, Portsmouth; WNAC, Boston; WAAB, Worcester; WSAR, Fall River; WEIM, Fitchburg; WHAI, Greenfield; WHYN, Holyoke; WLLH, Lowell-Lawrence; WBRK, Pittsfield; WICC, Bridgeport; WONS, Hartford; WNLC, New London; WWCO, Waterbury, Conn.; WEAN, Providence.

McCann-Erickson Names Lee Cooley Tele Head

Lee Cooley, formerly with Ruthrauff & Ryan, will join McCann-Erickson, Inc., as director of television, it was announced this week by Lloyd Coulter, vice-president of the agency.

A veteran of radio since 1930, Cooley will supervise the development of television shows for the agency's top clients who are able to conduct long-range commercial experiments in the new medium.

Prior to coming to New York in 1939, Cooley was production director of the Don Lee tele station in Hollywood. During his stay at R&R, he directed and supervised many of that agency's top programs.

Philco 3rd Qtr. Profit Reaches \$2,094,216

Philadelphia — Philco Corporation had an operating profit, before adjustments, of \$2,094,206 in the third quarter of 1946, as compared with \$164,787 in the previous quarter. It was announced this week by J. Ballantyne, president.

Reflecting this marked improvement in operations, Philco reduced the operating loss for the first nine months of this year to \$310,478. An estimated tax credits, net loss for the first nine months was \$20,478.

Sales in the third quarter total \$35,385,783, as compared with \$36,608,876 in the preceding three months and \$14,218,351 in the first quarter. Sales for the first nine months of 1946 were \$72,465,010 as compared with \$86,411,329 last year.

Sees Continued Improvement

"The marked improvement in production which set in during the second quarter has continued and is reflected in the operating results for the third quarter," Ballantyne said. "Raw materials and components are flowing to us much more smoothly, and factories are now operating at close to the highest levels in the history of the Company. Demand for radios, radio-phonographs and refrigerators is so great, however, that still cannot supply distributors and dealers with all the merchandise they want."

Named Muzak Director

Ethel W. Maclean and Charles Cowley, both of whom joined Muzak Corporation, New York, in 1945, were elected to that firm's board of directors, according to Harry E. Houston, president and chairman of the board. Miss Maclean is vice-president in charge of Muzak operations in New York, and Cowley is vice-president of the company's national franchise operations.

Foster A 'Frat Brother'

Boston—Cedric Foster, Yankee Mutual news analyst, goes to Chicago today to be inducted into Sigma Delta Chi, Professional Journalists' Fraternity. He will become a member of both the National group and Northwestern University Chapter.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...

WING The Dayton Station

WEED & CO. National Representatives

COAST-TO-COAST

— CALIFORNIA —

AKLAND — Frances Crane joins KROW continuity staff, replacing Betty Jane Daymude. . . Miss Crane was formerly with KENO, Las Vegas. . . SAN FRANCISCO—One of the West Coast's biggest agricultural expositions, The Grand National Livestock Exposition, now being held in the Grand Cow Palace, Nov. 15th to 24th, is being brought to KPO listeners in a special series of broadcasts. . . FRESNO — KFRE-KRFM brings its listeners complete radio coverage of Fresno State College football games this year. . . Station is carrying a three-weekly, nine-time quarter-hour commentary on the local sports picture titled "Let's Look at Sports," sponsored by Homan & Company, sporting goods store.

— NORTH CAROLINA —

CHARLOTTE—Jack Knell, WBT director of news and special events disclosed that Claus' secrets recently by telling his listeners what was available at retail stores. . . Betty Johnson, WBT staff writer, Larry Walker, program director, Clarence Eiters, music director, produced music and song for the sixth annual banquet of the Variety Club of Charlotte held Nov. 11. . . "Carolina Spring," theme used on the CBS variety show originating from WBT, was written by Larry Walker, WBT program director and is being published by the Lynn Music Corp. . . Earle J. Gluch, president and general manager of WSOC, recently presented the Charlotte and Hicklenburg Public Library a portable record and transcription player to further the objectives of the Library Visual Aids Dept. . . The entire WSOC staff enjoyed the quarter annual fish-fry in the cabin of Chief Engineer L. L. Wade, Jr.

— COLORADO —

DENVER—Ed Brady, former Army Forces captain, has rejoined the station's announcing staff. . . Ken White, editor of the new "On the Air" column in the Denver Post, is now preparing and delivering the 7:00-7:15 a.m. Denver Post newscasts over WY. . . Colorado's governor-elect, Lee Knous, appeared on KLZ's "Colorado Speaks" program of editorial comment for newspapers throughout the state, to praise the station and radio for doing a complete and fair job of keeping the public informed on all issues in the recent election campaigns. . . KLZ is broadcasting a series of programs featuring Dr. Ben Cherrington to further understanding of the purposes and accomplishments of the United Nations Educational, Scientific and Cultural Organization (UNESCO). . . Ben Bezoff, assistant station manager

PICTURE OF THE WEEK



Pictorial proof that employes of the NBC Central Division are taking their vitamins daily was furnished by Jack Ryan, health consultant for NBC in the Chicago area. Here's Leonard Anderson, personnel manager, starting out on a week's consumption of seven vitamin capsules and seven mineral pills. Nurse Dorothy Sundstrom is presiding.

of KMYR, has been elected to the Colorado State Legislature as Representative.

— TEXAS —

AUSTIN—As a public service feature, KTBC presents the Austin Symphony Orchestra in a new series of weekly programs Thursday nights. . . KTBC adds Joe Roddy, Jr. to its announcing staff. . . FORT WORTH — WBAP carried the "hatchet-burying" ceremonies between Fort Worth and Dallas, as the age-old city feud came to an end. . . WBAP

Bachelors Chem Terry, Lillard Hill, and John Maersch are no longer eligible. . .

WICHITA FALLS—KTRN will be the FM radio associate of the Wichita Daily Times. The advance promotion of FM listening advantages is being done to encourage the purchase of radio sets with FM bands. . . DENISON—Fred Conn, Denison Herald publisher, and Millard Cope, publisher of the Marshall News Messenger, have applied to the FCC for a permit to establish a standard 1000-watt broadcast station here.

AGENCIES

WARD WHELOCK COMPANY has announced the appointment of Angus MacIntosh as head of the radio department in their Philadelphia office. Diana Bourbon continues as radio director of the company with headquarters in Hollywood. Carroll Carroll, recently placed in charge of scripts of all the company's radio programs, also is headquartered in Hollywood.

ARTHUR PRICE, principal, Arthur Price Associates, will speak tomorrow before the Advertising and Selling Course of the Advertising Club of New York. His subject will be "Selling by Mail and Through Catalogue."

ROBERT T. KESNER, director of advertising, American Home Foods, Inc., announces that on Jan. 1, 1947, the G. Washington Coffee account will be handled by the W. Earl Bothwell Agency, of New York and Hollywood.

RICHARD S. TESTUT, who joined Associated Program Service, New York, as vice-president and general manager in April of this year, has been elected a member of the board of directors of Associated, according to Harry E. Houghton, president and chairman of the board of Associated-Muzak Corp. Before joining Associated, Testut spent 11 years with the Scott Paper Co. as an administrative and promotion executive.

W. A. TAYLOR & CO., to introduce Maraca Rum, the newest addition to its brands of wines and liquors, is conducting through Charles W. Hoyt Co. a large space newspaper campaign concentrated in the larger metropolitan areas.

VINCENT CLAUSEN, account executive of Hixson-O'Donnell Advertising, Inc., New York, has been elected vice-president in charge of merchandising. He had been associated with Devoe & Reynolds advertising department for 18 years.

WANTED

General Manager for Southern California radio station. Golden opportunity for man who qualifies. Good salary and opportunity to participate in ownership. Write or wire Box 260, RADIO DAILY, 11 Broadway, New York 18, N. Y.

Master these Dialects

with the

DIALECTON AUDIO-VISUAL METHOD

The DIALECTON Album contains eight recorded dialects plus the INSTRUCTION HANDBOOK — a complete course for classroom or individual study. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education. Actors, students, directors, teachers find this method the simplest way of studying foreign-American dialects.

Price \$15 prepaid (plus 10% Fed. Tax)

DIALECTON, Inc. 244 West 49th St., New York 19, N. Y.

- FRENCH-AMERICAN
GERMAN-AMERICAN
SWEDISH-AMERICAN
GREEK-AMERICAN
ITALIAN-AMERICAN
RUSSIAN-AMERICAN
SPANISH-AMERICAN
YIDDISH-AMERICAN

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

Another
smash in



... to build a bigger audience
for ABC advertisers

To enjoy all these great radio stars...



Listen to ABC

AMERICAN BROADCASTING COMPANY



Lily Pons (above), Helen Traubel, Lauritz Melchior and many more great artists are on the air Saturday afternoons (Nov. 16—Mar. 15) when The Metropolitan Opera is broadcast exclusively over ABC.



Helen Hayes (above), Lynn Fontanne, Alfred Lunt and dozens of other great players who have helped the Theatre Guild make history on the stage, appear on ABC's Theatre Guild on the Air, Sunday evenings.



Bing Crosby
New Bing Crosby Show
Wednesday Evenings



Kenny Baker
Glamour Manor
Mondays through Fridays



Arlene Francis
Affairs of Ann Scotland
Wednesday Evenings



Tom Breneman
Breakfast in Hollywood
Mondays through Fridays



William Gargan
I Deal in Crime
Saturday Evenings



Serge Koussevitzky
Boston Symphony
Tuesday Evenings



Don McNeill
Breakfast Club
Mondays through Fridays



Sammy Kaye
Sunday Serenade
Sunday Afternoons



Happy Felton
Pot O' Gold
Wednesday Evenings



George V. Denny, Jr.
America's Town Meeting
Thursday Evenings



Paul Whiteman
Paul Whiteman Show
Sunday Evenings



Lewis J. Valentine
Gangbusters
Saturday Evenings



Leo Durocher
Sunday Afternoons



Walter Winchell
Sunday Evenings



Henry Morgan
Wednesday Evenings



Louella Parsons
Sunday Evenings



Jim Parsons

There are as many reasons as hours in the week why millions of families keep tuned to their American Broadcasting Company stations for news and entertainment.

On this page are a few of ABC's outstanding radio personalities. There are many more, of course—Elmer Davis, Ted Malone, Baukhage, for news and commentary; Lum 'n' Abner and the hilarious new Willie Piper show for laughs; and famous fictitious characters like *Counterspy*, *The Lone Ranger*, *Sherlock Holmes* and *The Sheriff* to add the zest of

exciting mystery to your radio fare.

Whether you're in the mood for comedy or drama, news or mystery, quiz shows or music, always ABC first. Consult your newspaper for schedule and broadcast times. You'll see why, day and night, so many families from coast to coast leave their radio dials set on local ABC station.

Many smart advertisers are on ABC. Eversharp-Schick, Philco, Swift & Co., Carter Products, Derby Foods, Richard Hudnut and the Hastings Manufacturing Co. all recently bought new or additional time on ABC. U. S. Steel, General Mills, Westinghouse, Kellogg, P & G and many more have renewed their contracts for another year. Why? ABC reaches 22,000,000 radio families — at economical rates that make possible a low cost per thousand listeners. More important, ABC sells. If you have a product to sell nationally, follow America's smart advertisers and nail down a franchise now on ABC.

American Broadcast

A NETWORK OF 228 RADIO STATIONS SERVING THE NATION

Note to Time Buyers!

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 37

NEW YORK, THURSDAY, NOVEMBER 21, 1946

TEN CENTS

USSR Rules Against Nets

Gov't Officials Pledge Radio-Week Support

Washington Bureau, RADIO DAILY
Washington—Gen. Omar N. Bradley, head of the Veterans Administration, yesterday praised radio for its "great part" in speeding the return of American soldiers.

General Bradley was joined in his praise of the broadcasting industry by Dr. John W. Studebaker, head of the U. S. Office of Education, in messages to NAB President Justin Miller. Both messages pledged support of Radio Week, Nov. 24-30. Dr. Studebaker

(Continued on Page 6)

ABC Sets 2 Commercials For Coast Originations

West Coast Bureau, RADIO DAILY
Hollywood—Allan Jones has been assigned to star on "Hollywood Music Hall" over ABC coast web starting Nov. 24. The show is sponsored by Perkins Storage Co., Los Angeles, and Jazz Adlam orchestra is also on program.

Wine Growers Guild will present "Time For Crime" show packaged by

(Continued on Page 7)

Amer. Standards Assoc. Opens Two-Day Confab

The 28th annual meeting of the American Standards Association opens with a two-day session today at Waldorf-Astoria, and will concern itself with the proper development and use of standards as the most effective tool now available to management for controlling costs in period of rising costs.

The meeting, at which featured

(Continued on Page 7)

Newcomer?

Gerald Bright, England's number one bandleader, who lived next door to CBS' Edward R. Murrow while the latter was doing his memorable "This Is London" broadcasts during the blitz, yesterday paid a call on the web exec. Renewing acquaintances, Bright played several of his new records for Murrow,—which were so good it looks as if he might stay here.

Decision Friday On AFRA Pact

"On Friday, we'll either have a contract or we won't," George Heller, spokesman for AFRA, declared yesterday in announcing that network representatives today will meet among themselves to consider the provisions which the artist union wants embodied in its new contract. Heller revealed that the AFRA demand for a 35 per cent wage increase has been modified. It could not be learned if the networks have raised their original offer of a 10 per cent pay jump.

Youth-Crime Confab Hears Pres. Truman

Washington Bureau, RADIO DAILY
Washington—Increase in juvenile crime presents a "challenge" to America, President Truman said in a message to the Conference on Juvenile Delinquency opening here yesterday. Radio leaders will play an important role in the conference and will participate in the radio-press

(Continued on Page 6)

RKO Sets Radio Campaign For Movie In New England

Boston—Plans for an extensive advertising campaign on "San Quentin," new RKO feature movie, was announced by Terry Turner, RKO publicity chief, at a meeting of Yankee Network executives this week;

(Continued on Page 7)

Radio Set Manufacturers See Newcomers Bowing Out

Many newcomer manufacturers to the home radio set industry are falling by the wayside as the buying public ends its first rush to purchase any receiver on the market. However, a reduction in the number of manufacturers does not necessarily make it any easier for the old established firms for they too are facing a highly competitive market with the public now returning to a selective attitude.

Among the new firms reported to

Denies U. S. And All Foreign Newsmen Use Of Its Broadcasting Facilities; CBS Withdraws Correspondent

200 Will Participate In Georgia Meeting

Athens, Ga.—Two hundred broadcasters, educators and others in allied fields of radio will gather here today for the first annual conference of the Georgia Association of Broadcasters at the University of Georgia.

J. Leonard Reinsch, general manager of the Cox stations and radio advisor to President Truman, and A. D. Willard, Jr., executive vice-

(Continued on Page 8)

Bing Crosby Tops List In Cleveland Radio Poll

Cleveland — Bing Crosby, now heard over ABC Wednesday nights in a transcribed show for Philco, continues to be radio's favorite personality according to the 1946-47 readers' radio poll conducted by Robert

(Continued on Page 5)

New Westinhouse Set Shipped To Rural Areas

Sunbury, Pa.—First shipments of a new Westinghouse radio receiver, the Ruralist, a compact five-tube battery set which will retail at \$43.05, have been made to dealers in the rural

(Continued on Page 2)

Following an official Russian statement that foreign radio correspondents in Moscow no longer have the use of broadcasting facilities, CBS yesterday directed its Moscow correspondent, Richard C. Hottel, to close his office and proceed to Berlin to await further instructions. The cablegram to Hottel from Edward Murrow, CBS veepee and director of public affairs, followed an announcement by the Russian Foreign Office late Tuesday that foreign radio cor-

(Continued on Page 7)

Vehicle Radio-Phones Go Into Use Tuesday

A vehicular radio telephone service will be placed in operation by the New York Telephone Co. next Tuesday, Nov. 26. Forty applications for service, the maximum which can be handled at the present time, have been received and about 20 have been granted. Most applicants are business firms.

FCC has granted the telephone

(Continued on Page 8)

All-Negro Series Starts Over Mutual Monday

"Harlem Hospitality Clubs," an all-Negro audience participation program, featuring bandleader Willie Bryant as master of ceremonies, will make its debut over Mutual Monday, Nov. 25 from 3:30-4 p.m., EST.

Series will be heard Monday

(Continued on Page 7)

On-The-Spot

Listeners to NBC were not kept long in doubt last night regarding the strike decision of the soft coal miners in South Carolina. At midnight, when the decision was made, the network had Joe Ferriss at the mouth of the Bagley mine near Charleston. Exactly one minute after the decision was made it was broadcast over the network from WGKV, web's Charleston outlet.

(Continued on Page 8)



Vol. 37, No. 37 Thurs., Nov. 21, 1946 Price 10 Cts.

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

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FINANCIAL (Wed., Nov. 20)

Table with columns: Bid, Asked, Net Chg. Lists various stocks like Du Mont Lab., Finch Telecomm., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Stork News Mr. and Mrs. Ralph E. McKinnie are the parents of a six and one-half pound son born November 18 at Doctors Hospital, New York. Mr. McKinnie is an executive of the Paul Rayer station rep organization.

Nancy Walker Stromberg Guest Nancy Walker, singing comedienne, will be Hunt Stromberg, Jr.'s guest on his "Stars About Town" Program via Mutual, Thursday, November 28 at 10:15 p.m.

Talent Quest Announcer Jim Young of WLIB will hold auditions for talented young singers to appear on his variety show broadcast every Sunday from 3:30-4 p.m. Audition winners will be featured during the program.

Universal Recording Corp. logo and address: 42nd FLR., OPERA BLDG., CHICAGO

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, and NORAN E. KERSTA, manager of the division, leave today on a tour of the RCA-Victor video plants in Camden, N. J., and Lancaster, Pa. They'll be accompanied by CHARLES C. BEVIS, executive assistant to Royal; ALLAN H. KALMUS, tele press editor, and BURKE CROTTY, director of field programs.

BOB THOMAS, director of national sales for WBNS, Columbus, Ohio, has joined the executive contingent currently in New York on business. Sat in for a while yesterday with the national representatives of the station.

JAMES CASSIDY, director of the public relations department at WLW, Cincinnati, is in New York this week on business. On Saturday he'll go down to Washington, D. C., to attend the war correspondents banquet and to receive the correspondents' Wartime Reporting Citation.

ELINOR INMAN, director of religious broadcasts for CBS, has returned from Grand Rapids, Mich., where she addressed the United Council of Church Women.

LOUISE CARLYLE is back from Cleveland. The songstress on ABC's "Sunday Party with H'ers," was in the Ohio metropolis the early part of this week to sing at a fund-raising banquet of the Near East College Assn.

DWIGHT B. HERRICK, manager of the public service department at NBC, is in Washington to attend the conference on juvenile delinquency which has been called by the U. S. Department of Justice.

FARNSWORTH FOWLE, Columbia network commentator who, starting Nov. 25, will be heard on WBBM, Chicago, sponsored by Standard Oil, has curtailed his current lecture tour and is spending a few days in Gotham before taking up his duties in the Windy City.

New Westinohouse Set Shipped To Rural Areas

(Continued from Page 1) areas, the Home Radio Division announced yesterday. Designed primarily for use at farms, ranches, camps, summer cottages, etc., where electricity is not available, the new standard-band table model has two special features for rural service—a compact cabinet which houses in one unit the chassis, battery packs and wiring units, and a special phosphorescent dial for use in poor light or total darkness, according to H. W. Schaefer, assistant manager of the division. "First deliveries of the Ruralist are being made to dealers who supply the farm homes and ranches in areas without electric power to satisfy this home demand for increased and improved radio listening," Schaefer said. He added, however, that this model will be shipped "early next year" to urban dealers for sale to city dwellers desiring a battery-operated set for non-portable use at camps and cottages next summer.

WMCA Skeds Mrs. Roosevelt

Mrs. Eleanor Roosevelt and Walter Wanger will be heard in a WMCA broadcast Dec. 3, from 10:03-10:30 p.m. which originates at an anniversary dinner of Survey Associates to be held in the Roosevelt Hotel. Mrs. Roosevelt will discuss the "Free Flow of People" while Wanger, president of Walter Wanger Pictures, will speak on films and their influence as a public information medium.

FRANK SINATRA, who arrived in New York this week to originate his CBS programs from the East Coast, leaves today for a visit in Philadelphia.

ROBERT SAUDEK, director of public service for the American network, goes up to Bronxville tomorrow to address the students of Sarah Lawrence College on the subject, "The FCC Blue Book."

THOMAS D. CONNOLLY, director of program promotion at CBS, leaves today for Athens, Ga., where he'll speak at the first meeting of the Georgia Assn. of Broadcasters on the subject, "Advertising and Promotion in Radio."

GLENN SNYDER, manager of WLS, Chicago affiliate of ABC, is in town on station and network business.

HARVEY McCALL, sales manager of KYW, Philadelphia, and RUTH WELLES, women's counsellor on the station, are back at their desks after conferences in New York with advertising-agency officials.

QUINCY HOWE, Columbia network newsman who covered the Atlantic City meeting of the CIO for the web, has returned to New York.

E. K. HARTENBOWER, general manager of KCMO, Kansas City outlet of the American network, has arrived from Missouri for a few days in New York.

LOUIS SAIFF, general manager of WWNY, Watertown, N. Y., is back at his upstate office following a visit to the offices of CBS.

H. R. BAUKHAGE is originating his ABC commentary today and tomorrow at Atlantic City. He went down there to cover the CIO convention.

Luckman To Address Employees Via Lux Show

Charles Luckman, president of Lever Bros. Company, will link a series of Lever employee dinners being held simultaneously throughout the country on Monday, Nov. 25, via a brief address between acts two and three of the Lux Radio Theater production of "Mrs. Parkington" on CBS, 9-10 p.m.

Swing To Return In 1947

Raymond Gram Swing, who leaves his ABC co-op news commentary program in January to devote his time to writing and lecturing, declared yesterday that he expected to be back on the air late in 1947. Elmer Davis will take over the Swing period on Jan. 6. Program is heard Monday through Friday at 7:15 p.m., EST.

WEVD logo: 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—147 West 46th Street, New York, N. Y.



Stiff upper lip

That water buffalo in Indo-China really totes a load. Working in the rice fields he pushes steadily on and on, getting the day's work done. It's tough going, too, with mud up to his thighs.

He's not glamorous but he's a real worker.

Back here in Baltimore, W-I-T-H, the successful independent station, has a similar story. It goes like this:

We have no glamour affiliations either. But we're a working station. W-I-T-H delivers more listeners per-dollar-spent than any other station in this big five-station town.

Just hard, down-to-earth facts prove our merit!

W-I-T-H logo: AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

Advertisers and Agencies

VOTE TOP AWARD TO WCOP

"...for outstanding audience promotion of ABC Programs"

Just a little over a year after affiliation with ABC, WCOP wins one of the three top awards for outstanding audience promotion in Group 1 (for cities of over half a million population).

These awards are based on an ABC poll of advertisers and advertising agencies. To those whose vote brought this honor to WCOP, we say, "Thanks! We've been working our heads off to earn it — and we'll continue to work for advertisers through smart, heads-up audience promotion!"

This award is the climax of an intense development program which has made WCOP, under Cowles management, the most progressive station in New England. Here are the milestones in this program:

New power — now 5000 watts

New, ultra-modern transmitter

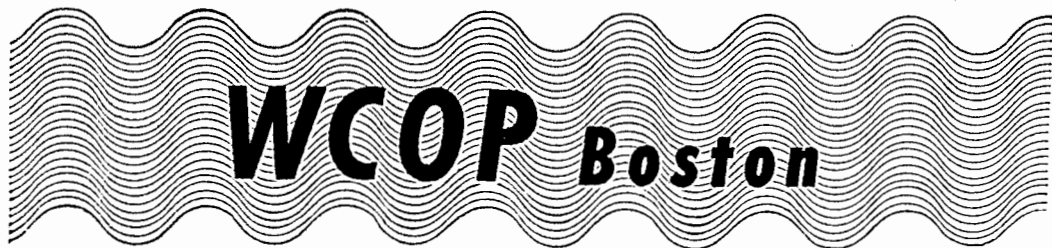
New studios, in Boston's most modern building

New merchandising techniques

New and all-out audience promotion

WCOP is now the radio pace-setter in Greater Boston, America's third richest market. Your advertising dollar on WCOP buys extensive coverage, vigorous merchandising and outstanding audience promotion.

Rates and availabilities from any Katz office.



A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston



If you saw Playback last week, you read about HAPPY THE HUMBUG, NBC Recorded Christmas show that has tickled the funnybones of millions of kids, ages 6 to 60. But did you know that there's another sparkling Holiday show that's NBC Syndicated for local sponsorship?

* * *

The Magic Christmas Window is the name of this series. And it's still not too late to order it, if you hustle.

* * *

You can do real programming tricks with this series of 25 Christmas shows. Program all 25 on an across-the-board schedule, clear time for the first 12 at 3-a-week, or program the last 13 on a staggered schedule. Each story is an independent unit, so you have no carryover problems.

* * *

The Magic Christmas Window is built around the pre-Christmas experiences of two typical American youngsters who are fascinated by a colorful store window filled with toys. As they press their noses against the window glass in an effort to fill their eyes with this feast of wonderful things . . . the glass suddenly disappears and the children find themselves inside The Magic Christmas Window. The toys have come to life and enact stories of Christmas-time. Such tales of wonderment as The Legend of St. Nicholas, Sleeping Beauty and The Little March Girl are dramatized.

* * *

A proven audience-builder in towns all over the nation, THE MAGIC CHRISTMAS WINDOW has been described as "one of the most successful Christmas shows we have ever used" by WKBN, Youngstown, Ohio. The sponsor was one of that city's most prominent hardware dealers, Stambaugh-Thompson Company.

* * *

Your nearest NBC Radio-Recording representative can tell you how you can still order this captivating Christmas feature.



California Commentary!

Ken Yeend, program manager of KIRO, Seattle, is still receiving congratulations on "Over At Our House," which the station advertises as "radio's slickest trick." Seattle's "Mr. and Mrs." on the program are Jack Dunhaver as "Johnny" and Evelyn Marble as "Judy."

Los Angeles

The program is sponsored by Sears-Roebuck and is heard from 12:45 to 1 p.m. Elena Golorth, secretary to Hugh B. Terry, of KLZ, Denver, is visiting Columbia Square, and Lynn Weir, secretary to Edward A. Buckalew, Columbia Pacific's station relations manager, is acting as her hostess. Prolific Arch Oboler, who has provided radio with one of its best sources of original material for years, may do the same for motion pictures. Since completing his writing-directing chores on "The Arnello Affair" at MGM, Oboler has completed his 1000th screenplay. Each is a completed play, ready for screen treatment. Mel Blanc, star of his own show and radio's "One-Man Crowd," outdid himself on a recent broadcast when he did seven characterizations. They included the stutterer "Zooky" character, a Katharine Hepburn take-off, a Charles Boyer bit, a Russian dialectician and—an organ.

★ ★ ★

Lee Little, general manager of KTUC, Tucson, Ariz., is issuing a booklet, carrying the log of programs presented by KTUC and its competing station. Each month the booklet carries a message from one of KTUC's sponsors. KTUC defrays the cost of the printing, while the sponsor in question handles the distribution. Joe Kearns, one of radio's busiest actors, recently topped all his previous records when he did 11 TC half-hours shows in one week. He is heard regularly on the Judy Canova show, the Mel Blanc show, and "Suspense," among others. A. R. Hebenstreit, owner of KGGM, Albuquerque, and KVSF, Santa Fe, is one of the busiest broadcasters in the country. He is having a transmitter erected at Albuquerque and KGGM's power will be increased from 1,000 to 5,000 watts about Feb. 1, while KVSF is scheduled to increase from 100 watts to 1,000 watts.

★ ★ ★

Insiders state that Lucille Ball will definitely have her own show on the air next season. She is one of the busiest guest stars and is paid \$3,500 an appearance. Not long ago she did two shows in one day—picking up a neat \$7,000, of which the government will receive the bulk. Ivor Sharpe, vice-president of KSL, Salt Lake City, is receiving congratulations on the paper he delivered at Stephens College, Columbia, Missouri, on "A Station Manager Looks At Radio's Curriculum." Judy Canova says that in case anybody has any doubts, one sure sign of inflation is the way nobody says "Thanks a Million!" any longer. Now, says Judy, it's "Thanks a Billion!"

★ ★ ★

In connection with a series of meetings held with sponsors, the station's personnel and the outlet's board of directors to outline its programs and public service plans for the fall and winter, KSL, Salt Lake City, distributed a booklet, "Looking At It From Every Angle." Tommy Bernard at 14 is a veteran radio performer on the Ozzie Nelson and Harriet Hilliard show, "The Great Gildersleeve" and many other top programs, yet he still gets his biggest thrill out of selling newspapers every week-end on a busy Beverly Hills corner. Tom Greenway, radio and stage actor, who recently arrived in Hollywood, is appearing with Coleman Clark, national table tennis champion, in an act in Ken Murray's "Blackouts."

CHICAGO

GLORIA FOSTER, sister of Chuck Foster, band leader, will be guest songstress on Don McNeill's "Breakfast Club" this week. On Dec. 4 the "Breakfast Club" will originate from the Eighth Street Theater in Chicago where it will be presented for members of 4-H Clubs meeting here national convention.

Red Skelton spent several days in Chicago, conferring with his sponsor and agency and appeared before a meeting of the Army Transportation Association.

"Grand Marquee," NBC summer replacement sustainer, returned the air Sunday with Olan Soule heading the cast. Show, which made an excellent showing this summer, gives promise of having a national known sponsor shortly.

Paul Mowrey, national director of television for ABC, arrived in Chicago Monday from New York in connection with ABC's televising hockey matches.

Ben Baylor, assistant manager WMAL, Washington, D. C., in town for the Redskin-Bears football game.

Tom Clark, agency account executive of St. Louis, in Chicago on business over the week-end.

So. Calif. Radio Newsmen Set Meeting For Dec.

West Coast Bureau, RADIO DAILY Hollywood—A highlight in meeting of the Association of Southern California Radio Newsmen on Dec. is expected to be the report of the newly-established Grievances Committee, headed by President Ch. Huntley.

Radio newsmen have been refusing press courtesies at news conference and other functions because of the position of an unnamed Los Angeles daily newspaper, it is alleged. It believed the committee's report will be over this situation.

The association also will seek close co-operation with radio news services to meet radio news problems.



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

SOUTHWEST

VIOLET SHORT of K TSA, San Antonio, national district chairman of the NAB women's directors group, presided over the two-day meeting here last week which featured an address by Dorothy Lewis, co-ordinator of listener activity for NAB. Among the speakers were Frances Helm of WBAP-KGKO, Fort Worth and Mrs. Doane Chapman, manager of KPAB, Laredo. Those in attendance included from KABC, San Antonio, Lily Juncker, Violet Stromberg and Sybil Chastang; KCOR, San Antonio: Ruth Burleson; KMAC, San Antonio: Natalie Zoglieb; K TSA, San Antonio: Violet Short, Betty Burns and Betty Jane McHugh; KONO, San Antonio: Jane Rowley; KOAI, San Antonio: Margorie Hart and Josephine Komendo. Out of town visitors included Frances Williamson, assistant manager KFJZ, Fort Worth; Helen Caldwell, assistant manager KFDM, Beaumont; Frances Evans, traffic manager of KRBC, Abilene; Elaine Kincaid KNOW, Austin; Ruth Jonnicutt, Mr. and Mrs. Thomas D. Britishworth and Joe Murphy, Radio House, University of Texas, Austin.



out in front

is the right place to be. When it comes to delivering signed contracts, Weed and Company stays "out in front" all year long.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

Bing Crosby Tops List In Cleveland Radio Poll

(Continued from Page 1)

Stephan, radio editor of the Cleveland Plain Dealer. Crosby, according to the Plain Dealer, was three to one over his nearest rival in the voting, and as a consequence becomes captain of the newspaper's "All American Radio Eleven."

Other radio artists who gained posts on the mythical team were Bob Hope, Fred Allen, Arthur Godfrey; Edgar Bergen, Fred Waring, Kate Smith, Don McNeill, Red Skelton, Fibber McGee and Art Linkletter.

The newspaper readers selected the first 15 programs on the networks in the following order:

Fibber McGee-Molly, Fred Waring, Radio Theater, Met. Opera, Information Please, Bing Crosby, Theater Guild, New York Philharmonic, One Man's Family, Fred Allen, Bob Hope, Firestone Hour, America Town Meeting, N. B. C. Symphony, Telephone Hour.

In the commentator field, Lowell Thomas, was first while Bob Hope was a two-to-one choice as the favorite comedian. Guy Lombardo carried away top honors in the dance band field and Information Please won out in the quiz show classification.

"Kilroy" Prize Winner To Be Announced On MBS

Winner of the "Kilroy Was Here" contest on "Spotlight On America," over Mutual, will be announced tomorrow night (Friday) by network commentator George Carson Putnam. Prize is a trolley car offered by the show's sponsor, American Transit Assn., and will be given to the author of a letter providing the best answer to the "Kilroy" question.

ATA has arranged for local transit groups to provide the prize in the locality of the winner. Owen & Chappell is the agency.

Salute To Kate Smith Scheduled On WNYC

A salute to Kate Smith will be featured on the "Veterans' Jamboree" program over WNYC on Nov. 30 from 8:15-6:45 p.m. Series of weekly programs, heard every Saturday night, honors composers and singers who have contributed greatly to American music and entertainment. Kate Smith will transcribe a special talk which will be broadcast during the program. "Veterans' Jamboree" is an official Veterans Administration series.

Philco Dividend

The Board of Directors of Philco Corporation have declared the regular quarterly dividend of 93¾ cents per share on the Corporation's Preferred Stock 3¾ per cent Series A. The dividend is payable January 1, 1947 to stockholders of record December 14, 1946. The Board also declared a dividend of twenty (20c) per share on Philco common stock payable December 12, 1946, to stockholders of record November 30, 1946.



Erle Smith is a college graduate in Journalism with a whole life devoted to news gathering and news dissemination.

He Looks the Part

Give Erle Smith a-listen! Your mind pictures a genial but *on his toes* managing news editor. And you just about hit the nail on the head at that!

To Erle Smith goes the credit of developing KMBC's famed news department. After flying for Uncle Sam in the first World War, Erle became managing editor of a metropolitan Kansas City A.P. paper. He joined KMBC in 1935 and has directed its news department from a *one-man-show* to a highly organized staff of qualified newsmen.

Look at the figures of his listener ratings, and you again have evidence that *the program is the thing*—and listener confidence ripens with the years.

KMBC

OF KANSAS CITY



Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI & KANSAS

Gov't Officials Pledge Radio-Week Support

(Continued from Page 1)
previously had sent a letter to RMA in support of Radio Week.

General Bradley's telegram said: "During celebration of National Radio Week, Nov. 24-30, I would like to express deep appreciation for invaluable co-operation of American broadcasters, stations and networks. Nationally-sponsored programs, advertising agencies and talent have all collaborated magnificently in the interest of informing veterans and their families of insurance and re-adjustment benefits provided by Congress and a grateful nation. Radio has played a great part in speeding the return of American soldiers, sailors, marines and coast guardsmen."

Dr. Studebaker wrote:

"I am glad to express my appreciation of the splendid contributions which have been made by radio broadcasting, both to the schools and to the families of our country, through the long period of development which is now being celebrated during the week of Nov. 24 to 30, as National Radio Week. I am reminded that Thanksgiving falls within the week so it is proper that we should be grateful for the service which broadcasting has rendered our schools and all our people in supplying information, education, and entertainment, thus enriching our lives and making us more sensitive to our obligations as citizens of this great country. Certainly, we in America can be truly thankful, as well, that our system of radio broadcasting is free.

Lauds NAB

"We can be thankful too for the inventive genius which has given us the finest system of radio broadcasting, technically, in the whole world. We can be thankful, too, for the mass production economies of industry which have made it possible to bring radio receiving sets into many thousands of schools and into millions of households in America.

"The celebration of this week provides a fitting occasion for me to express, in behalf of the school folk, deep appreciation of the fine co-operation which has been rendered this office by the National Association of Broadcasters through the work of the Federal Radio Education Committee. The studies which have been conducted in important techniques in educational broadcasting, the services provided by the transcription and script exchange and the help and advice which have been made readily available through this co-operative effort are additional reasons for us to be thankful at this time.

"These are all practical means of bringing the schools, the great foundations sponsoring research and the broadcasting industry together. We look forward to continued co-operation of these agencies in our American life, working together for the welfare not only of those of us engaged in the business of education but for the people in general."

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—J. J. Robbins and Son will publish Dominico Savino's "Cuban Concerto," which will have its world premiere next month at Havana, the symphonic orchestra to be conducted by the composer himself. . . . ● Bregman-Vocco & Conn are reviving the jingly ditty, "Winter Wonderland," written by Dick Smith and Felix Bernard, both of whom passed away in the prime of life. . . . ● Arthur Fisher has been named Gotham representative for the Roberto Hernandez Radio and Television Co. of Mexico City. . . . ● CBSongster Danny O'Neil has acquired the Farrow Music Co. . . . firm's number one plug is a fine ballad titled "If You Were There," by Dana Slawson, Andy Ackers and Johnny Farrow. . . . ● The Morrey Davidsons (he's an exec at Stan Zucker Agency) expect an April shower from Sir Stork. . . . ● Barton Music has a natural in "He's Just My Kind." . . . ● Robbins is getting quite a play on its Seth Babits-Noro Morales rhythmstrumental "Louis Sobolero." . . . ● We like Frank Saunders' early morning thrushing on the "Arthur Godfrey CBSHOW." . . . ● Bill Harrington's free and easy song style each morning at 11:30 via Mutual. . . . ● Arthur Henley's timely quips and gags on the "Honeymoon In New York" NBCupid series. . . . ● In a letter dated Nov. 8, the Governor (Thomas E. Dewey) wrote to the "Senator" (Ed Ford) quote:—I enjoy your program ("Can You Top This?") immensely whenever I get a chance to listen—unquote:— . . . ● Phil Clarke will play the lead when "Light of the World" returns to NBC Dec. 2, for General Foods . . . Basil Loghrane will direct. . . . ● Peter Maurice & Co. have a swell Yuletide number in ex-GI Lyle Moraine's "Christmas Island."

★ ★ ★

● ● ● Four years ago we heard and raved about a new instrumental group called The First Piano Quartet, heard Saturdays via NBC . . . since then this fine musical aggregation has broken record after record on their nation-wide concert tour . . . in the 1945 poll conducted by the Cleveland Plain Dealer, they were picked for eighth place among ALL programs, the ONLY sustainer in the top ten. . . . SO-o-o why don't NBChieftains take advantage of the fact that it has the First (rate) Piano Quartet under contract? . . . ● Next Tuesday Jack Kilty will introduce a new composition, "Dark Star," on the NBCoast-to-coaster "Serenade To America" . . . publishers should contact the composer Bill Paisley and then thank us for the tip. . . . ● Sylvan Levin's new series "Symphonic Notes" heard MBSundays at 7, a half-hour of easy listening. . . . ● Dick Uhl, producer of the "Dick Haymes Show," sez "it's easy to be a successful radio producer . . . just keep the public, the sponsor and the artists happy—that's all!" . . . ● The internationally famous French Gypsy guitarist, Django Reinhardt will make his American debut as featured soloist at Duke Ellington's fifth annual concert at Carnegie Hall this Saturday and Sunday . . . Ellington promises plenty of new original material. . . . ● Irving Berlin dropped in to wish them well, when G. Schirmer opened its three-story building last week in Brooklyn . . . WOV's "1280 Club" joined the party by broadcasting direct from the new music center.

★ ★ ★

● ● ● **ON, AND OFF THE RECORD:**—Hal Winters, whose first picture, Columbia's "Thrill To Music" hits Broadway next week, got the Hollywood chance due to his click Apollo Recording of "Serenade To Love." . . . ● James W. Murray, Victor vice-pres., announces the release early next month of non-breakable disks labeled "Heritage Series." . . . all re-issues of pressings that have been in its catalogues through the years. . . . ● There's a great deal of interest aroused by the new Apollo album of "Hobo songs" recorded by Bobby Gregory and His Ramblin' Hobos. . . . ● J. J. Robbins will form a new plattery, Eagle Records . . . deals being set now call for pre-waxing sales to national chain outlets. . . . ● Columbia's latest Harry James disk, "Oh But I Do" (vocal by Buddy DiVito) backed with "Life Can Be Beautiful" (vocal by Marian Morgan), made to order for jukes. . . . ● Charlie Spivak's Victor platter, "Let's Go Home" with "Stomping Room Only," a pair of bounce tempos designed for dancing.

Youth-Crime Confab Hears Pres. Truman

(Continued from Page 1)
films panel today. President Truman said the contributions which the conference can make toward alleviating the "blight" of juvenile delinquency is "far reaching."

The first of two radio broadcasts from the conference was held yesterday as WINX broadcast a youth forum participated in by a group of Washington high school students. The panel said young people feel they should be greater co-ordination of the factors of community life, home, school, radio and movies.

During today's session, Mutual's "I Was a Convict" will be broadcast from the stage.

In his message to the conference President Truman said:

"I have followed with intense interest the rapid strides of your conference, from its very inception in February of this year to a point where, on this day, the entire field of teen-age crime and crime prevention is being considered on a mutual and co-operative basis by representative of the Federal Government, state community and private organizations."

"The importance of your three-day session is highlighted by the most recent report of the Federal Bureau of Investigation. This document reveals that, in the past nine months, juvenile crime is again on the increase in this nation. I believe we are agreed that this fact presents a challenge to all of us. It also reveals in bold relief that the roots of the juvenile delinquency problem still lie in the homes, the schools, the neighborhoods and churches of our nation, and are tied to our everyday lives."

New Personnel At WNEW

Personnel additions at WNEW include Edward Langley, writer-producer, who has joined the production staff. Jean Enzinger, formerly of the Chicago Herald American's society page staff, has joined the continuity department under Jeff Selden. The job of WNEW traffic manager will be taken over shortly by Bill Griffin who will replace Alice Glashow.

Record Hobbyists On WNYC

Herman Neuman, music director for WNYC, will conduct the new series "Record Hobbyists Club," on Thursday, Nov. 28, 9-9:55 p.m. The program each week will feature choice selections from the collections of various music collectors, with commentary by Neuman.

Send Birthday Greetings To—

November 21

Joe Du Mond Ted Straeter
Edward K. Oates Paul Ruymer

AGENCIES

CLARKE R. BROWN, formerly radio director and account executive of Lake-Spiro-Shurman, Inc., has joined the Olian Advertising Company, St. Louis office, as an account and radio executive. He will head the agency's new radio service division, which will provide market-by-market studies for the Olian radio accounts.

ROSS, GARDNER & WHITE, Los Angeles advertising agency, has been engaged to direct the advertising for Cleways Radio Productions, Inc. The Cleways firm produces live and transcribed radio programs.

KERMIT KAHN has joined Lenene & Mitchell, Inc., as a member of the copy department, Ray Vir Den, executive vice-president, announced yesterday. Kahn formerly was with D. Tarcher and Co., also Foote, Cone & Belding.

KO Sets Radio Campaign for Movie In New England

(Continued from Page 1)

Turner plans to use 32 spots and a series of six 15-minute transcribed dramatizations in advance of the picture's opening in 125 New England theaters on December 5. The spot campaign and dramatizations were produced in New York by Don Thompson, formerly of KPO, San Francisco, and features narrations by Warden Hayes.

ABC Sets 2 Commercials For Coast Originations

(Continued from Page 1)

Bernard Schubert, over ABC coast to coast starting Jan. 4. Show will be heard in East at 10 p.m. with coast time still unsettled. Series will be written by Craig Rice, mystery writer with William Honig of San Francisco, the agency. Show will emanate from Hollywood and will be one-half hour long.

Fry To Conduct Course

Stephen Fry, who resigned yesterday as program operations manager for BBC in the North American office, announced that he planned to conduct a course on "International Radio and Communications" at the invitation of the American Theater Ring. Upon completion of this course Fry may join an American network as an executive in the international radio division. He is also reported considering a United Nations radio post.

WANTED

General Manager for Southern California radio station. Golden opportunity for man who qualifies. Good salary and opportunity to participate in ownership. Write or wire Box 260, RADIO DAILY 1501 Broadway New York 18, N. Y.

U. S. Correspondents Denied USSR Broadcasting Facilities

(Continued from Page 1)

Correspondents will no longer be permitted to broadcast from Moscow. The Soviet statement was looked upon as a final answer to the situation which arose on Oct. 8 when U. S. radio reporters were suddenly denied broadcasting facilities, with correspondents receiving only a vague explanation. Murrow's order to his Moscow representative was a follow-up to the CBS exec's cablegram to Premier Stalin last week that Hottel would be removed from Moscow unless the Russian government reconsidered its decision.

Murrow clarified his cable to Hottel with the following statement: "A Russian decision of Nov. 19 amounting to refusal of broadcast facilities for Richard C. Hottel to report Russian news to the United States audiences leaves no alternative but to withdraw our correspondent from that country."

Hottel notified CBS in New York yesterday that he had received a direct answer from the press department of the Russian Ministry of Foreign Affairs in response to Murrow's cable to Stalin last week. The Russian statement pointed out that previously, the war foreign correspondents did not broadcast from Moscow but sent their correspondence by tele-

graph. During the war, the report said, two or three correspondents were given the privilege, as a temporary measure, of transmitting news by radio since other forms of communication were made difficult by wartime conditions. And finally, the report stated, the recent halting of broadcasts means the abolition of this temporary measure in the light of the functioning of ordinary means of communication. The Foreign Office announced that radio correspondents may continue their work in Moscow "and send their correspondence as they did before the war."

Reason Officially Stated

Hottel asked Vassilenko, acting chief in the press department of the Foreign Office, if the order specifically excluded radio telephone facilities. Vassilenko emphasized the first point, which states that correspondents before the war sent their messages by telegraph, and further pointed out that the last words specified a return to pre-war procedure.

The official reason for denial of broadcasting facilities to correspondents, as stated in the communique, read: "Provision of time for these radio broadcasts is also made difficult because radio transmitters are overburdened."

Amer. Standards Assoc. Opens Two-Day Meeting

(Continued from Page 1)

speakers will include Dr. V. K. Wellington Koo, Ambassador of China; Lt. Gen. Ira C. Eaker, deputy commander of the Army Air Forces, and Charles E. Wilson, president of General Electric Company, will symbolize the much expanded role which has been entrusted to the over-all national standards organization by the 97 national trade, technical, government and consumer bodies represented in the ASA federation, said Howard Coonley, chairman of the executive committee. Wilson's talk will concern itself with "Standards and Free Enterprise."

Addressing the more than 1000 delegates expected to attend the meeting, will be Henry B. Bryans, executive vice-president of the Philadelphia Electric Co.; E. C. Crittenden, associate director of the National Bureau of Standards, Department of Commerce, and Mrs. Guy Moffett, of the American Association of University Women and the American Home Economics Association.

Ed Begley In "U" Short

Radio actor Ed Begley, who appears in the "Fat Man," "Grand Central Station" and other shows, is the star of a Universal comedy short now playing Loew's neighborhood theaters in New York. Picture was filmed in New York and also features two members of Fred Waring's Glee Club.

All-Negro Series Starts Over Mutual Monday

(Continued from Page 1)

through Friday, from the Savoy Ballroom in Harlem and will include the Melba Pope instrumental trio, guest appearances of nationally known musicians, vocalists and entertainers.

Under direction of Bryant, members of the audience will be interviewed and will participate in debates on humorous topics, capsule quizzes and other special features on the broadcasts. Gifts will be awarded to "club" members who take part in the proceedings.

Program is believed to be the first of its kind attempted by a network, that is, with an all-Negro audience, etc. Bryant was emcee on a Negro music show last summer on CBS.

Baptist Radio Committee

A national radio committee has just been created by the Northern Baptist Convention. Authorized by the executive committee of the General Council, Dr. Edwin T. Dahlberg, president of the national body, announced yesterday the following committee: Dr. Stanley I. Stuber, national public relations director of the denomination, New York City, chairman; Dr. Bernard C. Clausen, minister of the Euclid Avenue Baptist Church, Cleveland; Miss Pearl Rosser, director of radio education of the International Council of Religious Education, and Rev. Charles H. Schmitz, minister of the Calvary Baptist Church, Syracuse, N. Y.

PROMOTION

Co-op Selling

A smart bit of promotion is currently being handled by Howard S. Keefe, promotion manager, WSPR, Springfield, Mass., who is compiling a monthly review on ABC's Co-Op programs, for use by station execs and national sales representatives in sales contacts and pushing the co-operative shows. Keefe explained that monthly bulletins from ABC on the various co-op shows were too bulky for easy digestion by executives. So the promotion manager made a monthly compilation, showing increases or decreases in sponsorship, plus a breakdown as to the type of sponsors. Example: One column says, "Among Co-Op Sponsors — Chevrolet Dealers, Baukhage (4), Agronsky (1), etc.," with sales officials using the angle, "Other Chevrolet dealers like Baukhage, don't you think you might, too?" The work by Keefe won a letter of congrats from Lindahl Wilson, business review manager, co-operative department at ABC.

Educational Brochure

The Massachusetts Department of Education is distributing a four-page bulletin to the entire school system of the state devoted to Yankee Network programs of special interest to educational groups.

The booklet prepared by the Office of Radio, Massachusetts Dept. of Education, lists a variety of Yankee and Mutual programs for in-school, out-of-school, and adult listening. Reviews are given for the "Answer Man," "House of Mystery," "Exploring the Unknown," etc.

UN Contest

Winners of the WLW United Nations Essay Contest to be announced sometime in November, will be flown to New York, where Benjamin Cohen, Assistant Secretary General of the Dept. of Public Information, and Christopher Cross, U. S. Radio Liaison Officer will guide them to all major sessions of the United Nations Assembly. In a letter to WLW, Cohen and Cross congratulated the station on their contest to stimulate co-operation in furthering interest in the UN assembly.

THE VOICES OF MARLIN BLADES

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE.
EFFECTIVE JINGLE SERVICE.
YOUR Jingle Sung-or-
Written, Packaged, Produced
'Lanny & Ginger' GREY
545 5th AVE., N. Y. C. • AT. 9-4021.

ADAM HATS, ETC.

SATLER'S DEPT. STORE

BEEMAN'S GUM

Many Receiver Mfrs. Withdraw From Field

(Continued from Page 1)
table models by radio and sporting goods chain stores. Out of about 40 small sets stocked by the Davega stores, around 28 have been reduced in price from 25 to 30 per cent. At the same time some of the console models have gone up in price. The Vim stores in New York are reported to have cut prices 25 per cent on the unknown table sets.

Present production of home radio receivers is estimated to be 20 million sets per year and 15 1/2 million are expected to be turned out in 1946, a figure which will cut down considerably the 18 to 20 million backlog reported earlier this year. A big backlog of orders remains however, for radio-phonograph combinations in the console models.

Big Promotion Looked For

The competitive battle which is shaping up for radio manufacturers after the turn of the year, when the industry feels that backlogs will be filled, will no doubt bring forth extensive promotional campaigns. One of the recent surveys conducted by a monthly magazine showed that 53 per cent of the men and 42 per cent of the women, who planned to buy a radio, attached the greatest importance to the reputation of the manufacturer.

Vehicular Radio Phones Go Into Use On Tuesday

(Continued from Page 1)
company one frequency in the regular mobile radio band of 152-162 megacycles and other channels are expected to be granted later. A 250-watt transmitter is installed atop the Long Lines telephone building in lower Manhattan and another is located in Mount Vernon, N. Y.

Tentative rates for the service are \$25 for equipment installation, \$15 monthly rental, with maintenance, and about \$7 a month minimum for calls. The \$7 fee will cover about 15 to 20 three-minute calls. A single call will cost from 30 to 40 cents.

Calls from vehicles will be intercepted by seven receivers strategically located in Manhattan, lower Westchester County, Nassau County, Staten Island and nearby New Jersey. Except for delay due to busy circuits, the time required to connect a call is one minute or less.

Three classes of service are being offered: two-way linkage between vehicles and stationary telephones; two-way "dispatch" service between a subscriber's office and trucks only, and a one-way signalling service to mobile units to notify the driver to comply with instructions.

COAST-TO-COAST

—OHIO—

CANTON

— WHBC is again offering a high school student the opportunity to broadcast scholastic news as a feature of the "1489" club. . . Thanks to farm director, Dick Merrin, deserving families in the WHBC listening area will receive Thanksgiving Baskets. . . "What's Your Hobby?" programs carried over WHBC, are designed to create an interest in hobbies among children of school age. . . Melvin T. Hales, formerly with the Timken Roller Bearing Co., joins the WHBC sales staff. . . YOUNGSTOWN—WFMJ has received the FCC green light for construction of a 50,000-watt FM station in addition to the standard station now operating which will be increased from the present 250-watts to 5,000-watts. . . The Woodrow Wilson's Presidents and Ursuline High shared top honors in the Fourth Annual WKBN All-County Football Team.

—WISCONSIN—

MILWAUKEE

— When the annual Wisconsin State Teachers Convention gathered at Marquette University, WTMJ-FM arranged an educational demonstration in frequency modulation showing the advantage of FM broadcasting over AM. . . Biggest turnout at the election polls in the history of the city is attributed to the drive put on by WTMJ. . . Listener wrote WISN that she and her fiance fell in love by the theme song used by Jack Raymond on his "Worth Listening To" program and requested the name so that it could be played at her wedding. Title of song is "Good-bye Girls, I'm Thru."

—PENNSYLVANIA—

PITTSBURGH

—Sister Kenny made her first Pittsburgh radio appearance as guest on the "Women's Exchange" program over KQV. . . Joe Mann, KQV announcer and his wife are conducting a school for radio announcers. . . Publicity Director Herb Morrison of KQV is welcoming visitors in a new office in the Chamber of Commerce building. . . PHILADELPHIA—Suchard Chocolate is sponsoring the "Juke Box Jury" program over WPEN. . . Expanding its rate card to include time check sale periods, WPEN announces the sale of one-half of all available spots to Gruen Watch Company, thru McCann-Erickson. . . Sam Serota, director of education and special events for WIP, was awarded a commendation by the United States Army for his work in the regular Army recruiting program.

—MISSOURI—

ST. LOUIS

—Alex Buchan and Jack Garrison finished off the KMOX football schedule for Standard Oil Nov. 16th, when they brought listeners the Notre Dame-Northwestern gridiron tilt from South Bend, Indiana. . . Milton Vandeventer, former general office and production staff member for KMOX and more recently with the Navy, will join the KMOX sales staff this week. . . KANSAS CITY—KMBC expands its sales staff with the addition of Hal Hough. . . Richard D. Evans, sales representative for

KGMO, recently became the proud papa of a baby girl named Barbara Sue.

—LOUISIANA—

NEW ORLEANS

— Additions to the WJBW announcing staff include Reid Upson, Bill Thomas, Larry Bradford and Vernon Beaudine. . . Jeff Hug, WJBW announcer, has been named news editor of the station. . . Karl G. Seibold replaces Charles C. Carlson as chief engineer. Mr. Carlson, owner and operator of WJBW, takes on the title of consulting engineer. . . Pat Shannon, a member of the WJBW sales staff prior to his service in the Merchant Marine, returns to the station as assistant commercial manager. . . Cy Newman is the new general manager of WJBW. . . With Thanksgiving coming, Gordon Loudon, MWL farm service director, visited turkey farms, where he transcribed interviews with the state's turkey farmers.

—NEBRASKA—

OMAHA—KOAD

— Omaha's pioneer FM station, will carry play-by-play broadcasts of Omaha hockey games or stay-at-home listeners. . . When Phil Allen, veteran Iowa radio announcer, lost the election for Congress, he called KOAD, saying, "I am a Democrat in Iowa and you know what happened to Democrats in Iowa. When do I go to work for KOAD?" . . He started a few days later.

200 Will Participate In Georgia Meeting

(Continued from Page 1)

president of NAB, will be among the speakers. Reinsch will speak on "Radio In Public Service" and William will be heard on "Radio's Future." Other speakers include Dean John Drewry of the Henry Grady School of Journalism, University of Georgia; Horace Lohnes, Washington attorney and Sol Taishoff, publisher of Broadcasting.

Ga. Broadcasters To Meet

The afternoon session today will be devoted to a business meeting of the Georgia Association of Broadcasters, a "Get Acquainted" reception and a discussion of educational radio. Most of the speakers will be heard on Friday.

Panel discussions of Production Sales and Promotion are included in the agenda for Friday afternoon. Production will be covered by Douglas D. Connah, director of radio, Tucker Wayne and Co., Atlanta, and Irv Aveloff, general manager of WLE, Richmond. Frank Pellegrin, director of broadcast advertising of NAB, and Henry Ringgold, Edward Petry Co., will discuss sales. Tom Connally, promotion director of CBS, and E. J. Shurick, promotion manager KMBC, Kansas City, will cover the subject of promotion. Connolly arrived this morning.

Getting To Be A Habit!



We've done it again! Topped all other Pittsburgh stations, we mean! On November 6th, an independent research organization* asked 709 Pittsburghers which local station they thought gave best coverage of Election Results. Here are the results:

KQV 40.2% Station W 30.0% Station X 11.4%
Station Y 9.4% Station Z 9.0%

This startling KQV leadership was piled up against such stiff dial competition as Fibber McGee, Bob Hope and Red Skelton. It's one more clinching piece of evidence that Pittsburghers rely on KQV first!

*Sullivan-Rayhawk, Pittsburgh, Pa.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Natl. Reprs. WEED & CO.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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

Gov't Compliments Radio

Receiver Production Reaches New Heights

Production of radio receiving sets in October broke all previous month-records, the RMA has announced. The record-breaking production virtually makes certain that industry's output this year will surpass the largest pre-war year. RMA member-companies reported a total of 1,670,444 produced during October, compared with 1,323,291 in September. The entire industry's output in October, 1941, was 1,252,000 receivers. If the present production rate con-

Xmas Note
Hollywood — To compete with NBC which has exclusive rights to Hollywood "Santa Claus Lane Parades," ABC will stage special Christmas shows in Beverly Hills, Studio City and downtown Los Angeles, with first open air show in Studio City early in December. NBC representatives expect more than one million persons will attend initial parade of NBC stars Friday night.

FCC Regards Radio As 'Essential' Service

Washington Bureau, RADIO DAILY
Washington—Radio, as an "essential public service" is not expected to be curtailed as a result of the coal strike, FCC officials said yesterday. In addition, FCC spokesmen pointed out, many stations are equipped with auxiliary transformers which can be put in use if cuts in even essential services are made necessary by a prolonged strike. "Radio broadcasting," an FCC of-

AFRA-Webs Meet Today In Final Conference

Representatives of AFRA and the networks resume their negotiations today at 1:30 p.m. at CBS in what is considered to be a show-down session. The network execs held their own

Media Programming Div. Annual Report Of O WMR Shows Radio Donated \$36,000,000 Time, Talent

Complimenting the nation's broadcasters and the Advertising Council for the service rendered government agencies for the year ending October 29, the Media Programming Division of the Office of War Mobilization annual report issued yesterday disclosed that radio's support of three public service programs weekly had a time and talent valuation of \$3,000,000 a month or \$36,000,000 for the year. Declaring that "the speediest way to reaching millions of the people from coast to coast is by radio," the report reveals that radio gives 34,195,000 listener impressions a week or time on 300 well-established commercial radio shows.

"In addition to these 300 commercial programs, the Advertising Council schedules public interest subjects regularly on approximately 150 sustaining programs weekly which are made available by the four major networks," the report stated. "The Advertising Council messages are carried on one out of every six evening shows, or one out of every fifteen daily daytime shows. "By this means, the Government, is giving access to virtually every home in the land that contains a ra-

Mutual Adding 14; Web Now Totals 374

Mutual announced yesterday the addition of 14 new stations on the network, bringing the total to 374 outlets, according to Carl Haverlin, vice-president in charge of station relations. Stations added are: KGCR, Cedar Rapids, Iowa, 5,000 watts, to join Mar. 1, 1947; KWCO, Chicasha, Okla., 250 watts, joins as a full-time affiliate this month; WKRM, Columbia, Tenn., 250 watts, also joins this month;

Ga. Radio "Institute" Under Way In Athens

Athens, Ga.—Georgia broadcasters assembled on the University of Georgia campus for their first annual Radio Institute yesterday, voiced strong opposition to the proposed denational and independent frequency modulation networks now being planned. At a business meeting of the Georgia Association of Broad-

Sheaffer Pen Sponsoring New Series On CBS, Jan. 11

Sheaffer Pen Co., sponsors a new weekly series titled "The Adventurers' Club" which premieres over CBS Jan. 11. Program, originating in Chicago, will be heard from 11:30 a.m. to noon every Saturday. Russell Seeds Co., is the agency. Program will feature the exploits of members of the Adventurers' Club in Chicago with members making personal appearances. Sheaffer show replaces "Give and Take," sponsored by American Home Foods, Inc., which makes its final broadcast Dec. 28.

DeMille Urges Outlawing of Union Political Charges

West Coast Bureau, RADIO DAILY
Hollywood—Outlawing of compulsory political assessments by labor unions was urged by Cecil B. DeMille, who two years ago gave up a \$50-a-week radio job rather than

Kaltenborn Discusses Radio At Radio Executives Luncheon

H. V. Kaltenborn, dean of commentators, who declared that "just now the country's most popular sport, next to football, is to take a whack at radio," adroitly carried out such an assignment yesterday when he addressed the luncheon of the Radio Executives Club at the Hotel Roosevelt on "If I Were Running Radio." Kaltenborn, NBC's ace commentator, pulled no punches in presenting his views on today's radio and quoted from statements of William Paley,

Sing To Singer
The current issue of "The Barbers' Journal" carries a complete story on Perry Como, baritone on the "Supper Club" program. Perry was a barber before he made good in the field of music. Now, thousands of men throughout the nation, waiting their turn for a haircut, shave or sing, will have ample opportunity to read about one of the country's foremost singers.

Observing
Tyrone Power, star of "The Razor's Edge," took occasion to bid Ben Grauer on the television makeup he was wearing at the WNBT video coverage of the picture premiere at the Roxy theater in New York, Tuesday night. Power let his television audience know that interviewer Grauer had an advantage in facials for the television cameras.



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

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FINANCIAL

(Thurs., Nov. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/8	9 1/2	9 1/2
Am. Tel. & Tel.	161	159 3/4	160 1/4	+ 1/4
CBS A	29	28 1/4	29
CBS B	29	29	29
Crosley Corp.	26	26	26
Farnsworth T. & R.	8 1/4	8	8	- 1/8
Gen. Electric	35 1/8	34 1/2	34 3/8	- 3/4
Philco	20 3/8	20 1/2	20 1/2	- 5/8
RCA Common	9 1/2	9 1/8	9 3/8	- 1/8
Stewart-Warner	14 7/8	14	14	- 3/4
Westinghouse	22 1/4	21 5/8	21 5/8	- 5/8
Zenith Radio	20 1/8	20	20	- 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Du Mont Lab.	5	5 3/4
Finch Telecomm.	7 1/2	8 1/4
Stromberg-Carlson	13	14 1/2
U. S. Television	1 1/2	2
WCAO (Baltimore)	38
WJR (Detroit)	37

"Spotlight Bands" Set With Lombardo For Army

Guy Lombardo and his orchestra will be sponsored by the U. S. Army once again beginning Monday, November 25, 9:30 p.m., on MBS. For eight weeks during the summer, when the "Spotlight Bands" show was minus its sponsor, Coca-Cola, the Guy Lombardo, Xavier Cugat and Harry James orchestras appeared on the program as usual, but under the aegis of the Army. Now that the soft drink sponsor has cancelled the show because of the sugar shortage, Uncle Sam has stepped in again—but this time Guy Lombardo's will be the only orchestra on the show.

WANTED

General Manager for Southern California radio station. Golden opportunity for man who qualifies. Good salary and opportunity to participate in ownership. Write or wire

Box 260, RADIO DAILY
1501 Broadway New York 18, N. Y.

Coming and Going

TED OBERFELDER, assistant director of advertising and promotion for the American Broadcasting Co., leaves Sunday for Chicago and Minneapolis, where he will confer with agency executives. He's expected back next Wednesday.

LIEUT. COMMDR. TYRELL KRUM, USNR (ret.), "veterans' adviser" for NBC, has left Washington, D. C., for St. Louis, Mo., to attend the second annual convention of the American Veterans of World War II.

M. A. GANDASEQUI, director of the Panama Broadcasting System, Columbia network affiliate in the Central-American republic, has left New York for the Canal Zone after having visited briefly at the offices of the web.

DICK SMITH, FRANK BULL and WALTER MCCREERY, principals in the Los Angeles advertising agency, Smith, Bull & McCreery, are en route to New York on business.

JUDITH WALLER, manager of public service for NBC in Chicago, is spending a week in Los Angeles conferring with Jennings Pierce, director of station relations and public service for the western division of the network.

TOM STEKETEE, manager of WKNY, Kingston, N. Y., affiliate of the Mutual network, is spending a few days in town.

EDD HARRIS, manager of WCNC, Elizabeth City, N. C., paid a call yesterday at the offices of Mutual, with which the station is affiliated.

DON LERCH, newly-appointed agricultural director of CBS, has arrived from the midwest to take over his duties at the network.

FRANK SINATRA boarded the Broadway Limited yesterday for Chicago, where tomorrow night he will participate at Soldiers Field in the Harvest Moon Festival, conducted by the Chicago Times for the benefit of the city's underprivileged.

LEO DUROCHER—he of the air waves and the diamond—is expected in town this weekend from the Coast. He'll broadcast his Sunday afternoon ABC sports quiz from the web's New York studios.

RED BARBER, director of sports at CBS, and JIMMY DOLAN, his assistant, leave today, Barber for Columbus to broadcast tomorrow's game between Ohio State and Michigan, and Dolan for Evanston, to handle the tussle twixt Illinois and Northwestern, both games to be aired over the network simultaneously.

JAMES S. POWERS, public relations director for the Yankee Network, is back at the home offices after having been guest speaker at the radio technique course of WHYN in South Hadley, Mass.

HARVEY MARLOWE, executive producer in the television department of ABC, who is spending a week in Detroit, Pontiac and Flint, Mich., goes to Chicago Sunday night to broadcast the hockey matches.

JOHN HAMLIN is here from KERN, Bakersfield, Cal., for conferences at the headquarters of CBS with which the station is affiliated.

DON WALSH, of the Steve Hannagan office, left yesterday for Washington, D. C.; a little ahead of MORTON ("Coke Club") DOWNEY, who opens Monday in the Nation's Capital for two weeks at the Statler Hotel.

AFRA-Webs Meet Today In Final Conference

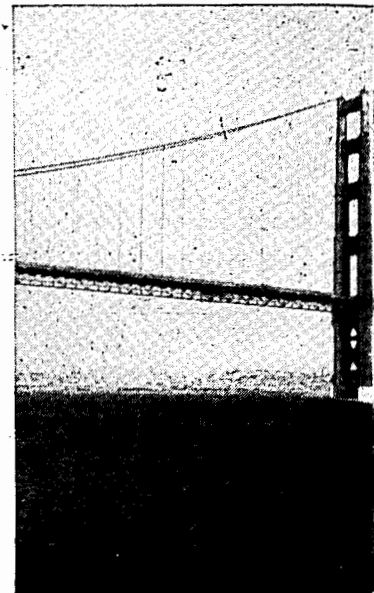
(Continued from Page 1)
private meetings yesterday, presumably to consider a final union proposal for a new contract or else to work out their own counter proposal. The AFRA chief said Wednesday night that if today's session showed signs of progress the union was willing to remain in continuous session all Friday night and on into Saturday if, by that means, it would produce agreement.

Dryer Talks Atomic Energy

Sherman H. Dryer, producer and director of "Exploring the Unknown," heard Sundays over WOR-Mutual, yesterday addressed the students of Greenwich High School, stressing the layman's viewpoint of the subject, "The Promise of Atomic Energy."

Dedicatory WHOM Show Will Be Broadcast Sunday

A dinner party attended by 300 guests and a special 90 minutes broadcast from the Biltmore Hotel in New York on Sunday, Nov. 24, will mark the transfer of ownership of WHOM to Generoso Pope, Italian newspaper publisher. Speeches during the broadcast, starting at 3:30 p.m., will present Vincent R. Impellitteri, president of the New York City Council; Supreme Court Justice Ferdinand Pecora, and Pope. Four Metropolitan Opera singers will contribute their services to the program, including Vivien Della Chiesa and Licia Albanese, sopranos; Giuseppe DeLuca, baritone, and Bruno Landi, tenor. Other singers to appear are Hilda Reggiani, Gino Fratesi, Era Tognoli, Virgilio Lazzari and Nino D'Aureli.



What holds a bridge up?

That's a snapshot of San Francisco's Golden Gate Bridge. An many a boy sailing for the Pacific must have asked that same question.

Frankly we don't know. But it must run a close parallel to what makes a radio sales campaign stand up.

First you get a good base... that would be the product. The you'd find the strongest support you could obtain to hold up the spans... that would be listeners. Down here in Baltimore we can give you the sales support of more listeners - per - dollar - spent than any other station in town. It's W-I-T-H, the successful independent in this 5-station town that stands up under the heavy load you can put on it. For sales that stand up... in Baltimore it's W-I-T-H.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

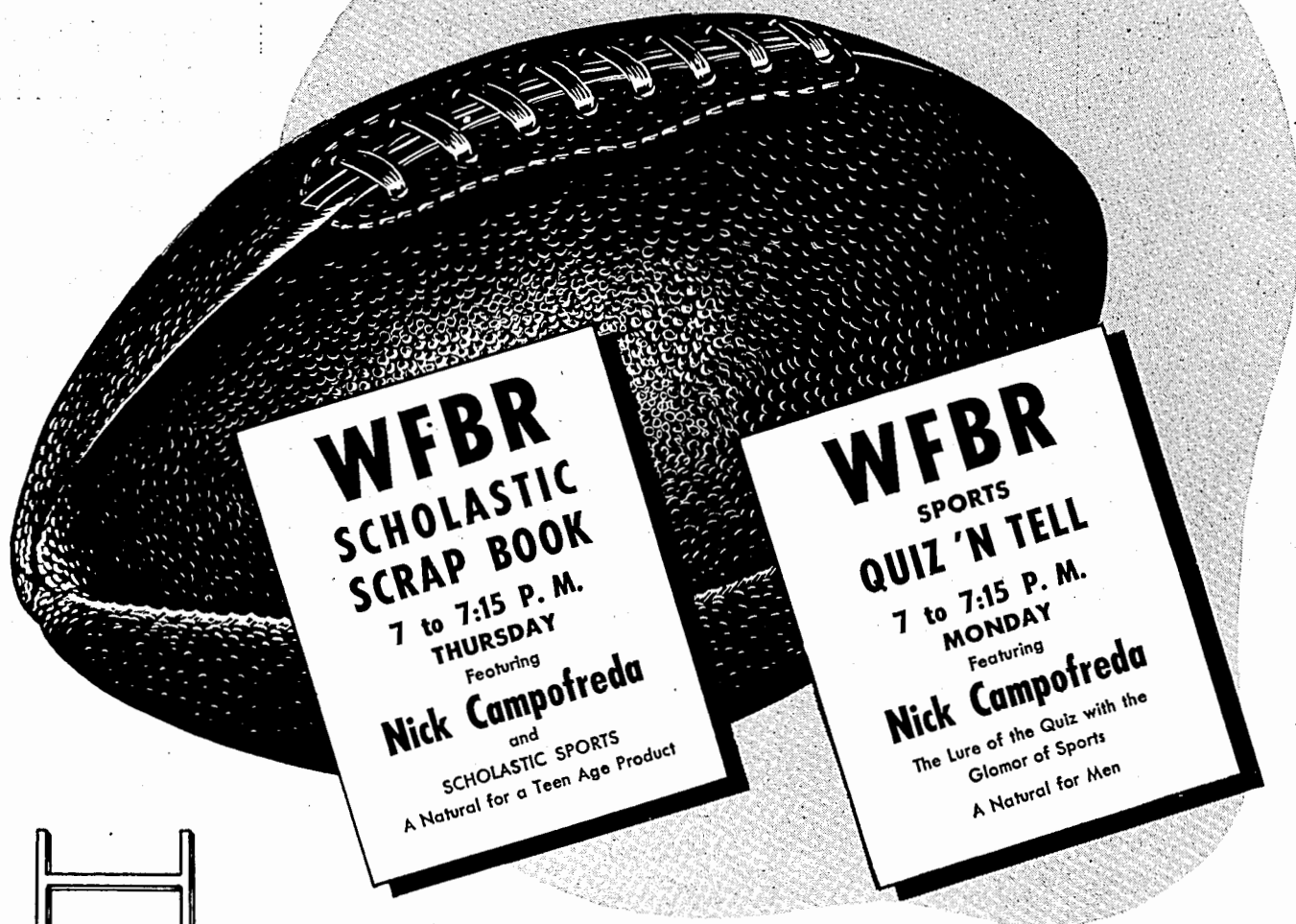
Represented Nationally By Headley-R

FOR RESULTS IN THE Philadelphia MARKET



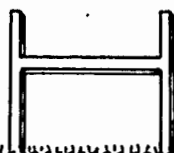
PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

TWO ON THE 50 YD. LINE



WFBR
**SCHOLASTIC
 SCRAP BOOK**
 7 to 7:15 P. M.
THURSDAY
 Featuring
Nick Campofreda
 and
SCHOLASTIC SPORTS
 A Natural for a Teen Age Product

WFBR
**SPORTS
 QUIZ 'N TELL**
 7 to 7:15 P. M.
MONDAY
 Featuring
Nick Campofreda
 The Lure of the Quiz with the
 Glamor of Sports
 A Natural for Men



RIGHT on the long list of things that has made WFBR Baltimore outstanding in Baltimore as the one complete radio station is its ability to produce radio programs that appeal to Baltimore listeners.

Started two years ago as a public service for

teen-agers the Scholastic Scrapbook has built a wide audience with scholastic listeners. This audience is yours for the buying. By the same token a host of Baltimore men is waiting for you on WFBR's Quiz 'N Tell.

Ask the Blair man about these openings.

MEMBER — AMERICAN BROADCASTING CO.

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.



LOS ANGELES

By RALPH WILK

NORMA JEAN NILSSON, eight-year-old child star of the Jack Carson show, signed a new three-year contract this week which will make her the highest paid child star in radio. She recently scored 162 in an IQ test, so she probably deserves it.

The Tullis Company has been appointed to handle the advertising for all professional basketball games to be played this year at the Olympic Auditorium in Los Angeles. A spot announcement schedule has been arranged, using seven Southern California radio stations. George Patton is the account executive.

Helen Mack, one of the few women producers in radio, is doubly busy now. In addition to her Tuesday NBC "A Date With Judy" show, Miss Mack is also producing the Arlene Francis-starring Wednesday ABC network thriller, "Affairs of Ann Scotland."

Bob Hope will guest star on the Eddie Bracken show of Sunday, Dec. 1, on CBS and it's one time the skinned comic will have to watch those ad libs. For any liberties taken with the script, Bob will have to answer to writers Eddie Bracken and George Hope—the latter, Bob's brother!

Dennis Day's new comedy show, "A Day in the Life of Dennis Day," has intrigued film producer Hal Roach with Dennis' possibilities as a screen comedian. Roach is reviewing all of the singer's earlier pictures with this thought in mind, and may put Dennis under contract for a series of films based on the same general theme as his radio show.

An old hotel owner in the ghost town of Johannesburg, Calif., has willed the tremendous mural back of his antique bar to radio actress Lurene Tuttle, who does the dramatic bits on Dick Haymes' Thursday night opus. Lurene occasionally drives back to Johannesburg (where she was born) to make sure he doesn't change his mind.

Walker Memorials Set

Memorial program for the late James J. Walker, former Mayor of New York will be held over WHN Sunday, on the Sam Taub "Hour of Champions" 12:30-1 p.m., EST.

Among those to appear are: Jack Dempsey, Harry Hershfield, Milton Berle, C. P. Mulrooney, Harry Brough, Dan McKettrick, Sam Taub and others.

WOR held a memorial program for Walker last night with well-known friends of his in attendance.

Ave Maria Hour

WMCA — Sunday — 6:30

IRVING MORROW AS BLESSED MARK OF MONTEGALLO. BROOKE BYRNE—SCRIPT
In its twelfth year as a Donald Peterson production



Manhattan Memoranda...!

● ● ● Philco will demand that Bing Crosby do his entire show before an audience, instead of recording his songs privately, as he has been doing. . . . According to insiders, if AFRA does go out on strike, it won't be supported by the AFM. . . . FCC will nix demand of some twenty leading stations for 750 kilowatt allowance on the theory that they'd then be able to blanket the entire country. . . . Biow has cancelled out the scheduled audition of a Damon Runyon show being considered for a Philip Morris replacement. . . . WLIB getting 24-hour operation permit in a few weeks. . . . Report that Walter F. Craig, of Benton & Bowles, had joined Procter & Gamble's radio dept., sent his phone on an all-day rampage. As it happens, Bill Craig (no relation) joined P&G. He was formerly with Dave Elman. . . . Al Jolson will be Eddie Cantor's guest on the 28th. . . . Dennis Day shifts to Wed. at 8 p.m., replacing "Mr. and Mrs. North" on Dec. 25th. . . . MGM Records and Columbia feuding over the services of F. Sinatra. . . . Ruth Gilbert, who's been creating somewhat of a sensation in "The Iceman Cometh," returns to radio as Gertie in the "Perry Mason" strip. . . . Hear that Henry Morgan has entirely dispensed with his scripters and is writing the show himself. . . . Add youthful radio producers: 25-year-old Jim Sheldon, who produces and directs "Crimes of Carelessness" on Mutual.

★ ★ ★

● ● ● SUDDEN THOUGHT: Somebody high up in radio, or a lot of somebodies, missed the boat this week by neglecting to service the town with a real tribute to the now gone, but never-to-be-replaced Jimmy Walker. Few people close to the entertainment world have ever had the list of friends that was Jimmy's. Surely the stations could have rounded up names like Jessel, Sophie Tucker, Jolson, Whiteman and then some to humbly say farewell to the beloved Jim. The listeners would have joined along in the memorial spirit. When you think that Gershwin, Kern and Will Rogers received radio eulogies—you wonder how the program planners ever neglected Walker. Fellas, the extra moisture in the air today hasn't been humidity. Lots of New Yorkers have been crying.

★ ★ ★

● ● ● SMALL TALK: Ken Lyons off to Boston to doctor up Joe Besser's role in "If The Shoe Fits." . . . Mickey Rooney, now limited to 4 radio spots a year at 5 G's each, will be heard on Bill Stern's airmen tonite. . . . Jules Alberti celebrating his 25th year in radio this week, with one of his clients, Charles Boyer, flying in from the coast to help wrap up the occasion. . . . In a list of some 20 top news commentators, analysts, news reporters, etc., heard in the N. Y. area, George Carson Putnam wound up second only to Walter Winchell on the Hoopereport. . . . Dick Marvin has wrapped up a low-cost package around the San Carlo Opera Co., idea being to stress the most "popular" opera and operetta music. . . . Carl Brown, vice-pres. of Sherman & Marquette, due in from H'wood next week. . . . Medicos have ordered Jerry (This is Your FBI) Devine to take it easy. . . . That schooner, Tondelayo, which sank off the Georgia coast Wed. ayem with four persons aboard, was not the ship of the same name owned by radio's Bill Von Zehle, whose phone has been ringing steadily with queries from his pals.

★ ★ ★

● ● ● OUR HAT'S OFF DEPT': Monica Lewis' slick song style via Mutual. . . . Shirley Eder's "inside stuff" on her WOR Sat. ayem stanza. . . . Edith Arnold's convincing performances on "Crime Dr." . . . Irene Beasley's singing on her "Grand Slam" quizzer. . . . Tom Glazer's album, "Olden Ballads," for Keynote. . . . Ken Banghart's punchy, informative style on the 6 and 11 p.m. news periods via WNBC. . . . Lee Sullivan and the smooth, smooth Smoothies on NBC's Vest Pocket Varieties. . . . J. Leonard Reinsch (WSB) for his intelligent approach in radio's fight against bigotry—especially his show, "The Harbor We Seek," aimed at teen-agers.

CHICAGO

MRS. BETTY JAFFEY author of the prize winning script "Psychic neurosis of a Sound Effect" who will be dramatized this week on a world security workshop over WENB ABC, was awarded \$250 for the play. Bill Morrow, writer and producer of the Bing Crosby air show, stopped off briefly in Chicago on his way back to Hollywood after a conference with the show's sponsor in New York.

A new series of medical drama sponsored by American Medical Association will make its debut Dec. 1 on NBC. Program, which will originate from WMAQ, will dramatize the life of American medical men who have contributed most to progress in last 100 years.

Johnny Olsen's "Ladies Be Seated" show, which is being broadcast from the local ABC studios this week, made a madhouse of the Merchand Mart, thousands of women jamming the Mart's corridors from early morning until show time.

Cynthia Cline, one of the original Quiz Kids, is at work on her first novel, while studying for her master's degree at Northwestern U.

Norman P. Kevers, chairman of Electronic Laboratories, Inc. of Indianapolis, Ind., conducted a demonstration Tuesday of a "Pulse Detector" that is said to eliminate noise and static and promises to play an important part in improving radio communications.

Starting Dec. 11, WCFL will broadcast the top games of the Chicago Bears, basketball team whose roster includes the names of nine All-American cage stars. This is the first time pro basketball has been broadcast in Chicago.

New GI Show On WHN

"Surplus Property Reports," new program aimed at ex-GIs, starts over WHN Nov. 24 and will be heard every Sunday from 7:45-8 p.m. Program will be conducted by Bruce Reynolds, special assistant to the regional director of the War Assets Administration. Each week Reynolds will give the latest report on surplus property being offered for sale by the WAA and will answer questions and air complaints of ex-GIs who don't feel they are getting square deal by the WAA.

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FCC Regards Radio As 'Essential' Service

(Continued from Page 1)

cial said, "is an essential public service, of equal importance with newspapers in keeping the public informed. As an essential service, broadcasting would be one of the last to feel any power restrictions."

It was recalled, however, that auxiliary transformers were put into use in some cases during the coal strike last spring and in at least one state, Virginia, several radio stations were threatened with a power shutdown until officials backed down.

CBS Official Announces UOPWA-CIO Pact Terms

Principal terms of the contract signed by the Columbia Broadcasting system and the Radio Guild UOPWA-CIO were announced yesterday by Frank K. White, CBS vice-president and treasurer.

The contract is for a two year period expiring December 1, 1948 and may be reopened after one year for reconsideration of wages with arbitration of any differences.

A compromise agreement was reached on union status under which the union relinquishes its original demand for a union shop, and the company guarantees maintenance of the present proportionate union membership.

The contract provides for a salary increase of 22½ per cent, less earlier cost of living raises of approximately 12 per cent given voluntarily by the network on September 1st. An additional 2½ per cent has been set aside for recognition of individual merit increases and other cases deserving special consideration within the company's basic classification plan.

The company's existing forty-hour week is to be continued. Vacation, sick leave, and similar policies will also remain in effect, except that an additional week's vacation has been agreed to for employees with the company more than five years. The company also continues to exercise its full authority in matters of hiring, promotions, discharge, and the like, having agreed with the union on general procedures to be applied in these fields.

"All salary, working conditions, and other contract provisions, except those relating to union membership, will apply equally to everyone in the unit, whether or not they are already members of the Radio Guild," Mr. White said. "Those who are not already members are not required by the contract to join, although they are, of course, free to do so."

"Both CBS and the union look forward to working under the agreement in a spirit of mutual co-operation and understanding."

"It is, of course, the intention of the company to issue fair comparative adjustments to those in similar positions who are included in the Guild unit or covered by other contracts."

RADIO DIRECTORS GUILD BALL

Dance and Show

HOTEL WALDORF ASTORIA

Grand Ballroom

MONDAY EVENING, NOVEMBER 25, 1946, AT NINE O'CLOCK

Program

11 P.M.

HENRY MORGAN

Master of Ceremonies

RAY BLOCH and his ORCHESTRA

MILTON BERLE

VICTOR BORGE

JEAN SABLON

DOROTHY SHAY

Dancing

ALVINO REY

his

TALKING GUITAR

and his

ORCHESTRA

Featuring

Jo Ann Ryan, *vocals* • Rocky Coluccio, *piano* • Luise King, *harp*

and

The Blue Reys *with* Jimmy Joyce

▼ ▼

Ray Bloch and his Orchestra



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FIRST TIER BOXES 10.00 PER SEAT
SECOND TIER BOXES 5.00 PER SEAT
GENERAL ADMISSION ... 3.50 PER TICKET

Ga. Radio "Institute" Under Way In Athens

(Continued from Page 1)

casters yesterday afternoon, a resolution was passed appointing a Georgia committee to organize a movement in opposition to such networks. This committee was to be appointed by the association president.

The more than 80 dignitaries of Georgia radio circles who assembled at the Henry W. Grady School of Journalism also undertook a discussion of the problems and details involved in the establishment of FM stations. Action was proposed on a standard commercial rate for small stations and the institution of a movement for anti-libel legislation as it relates to radio. Committees were instructed to draw up specific programs for accomplishing each of these purposes.

Governor Arnall Speaks

This milestone meeting in the history of Georgia journalism was officially opened at noon with a luncheon given in honor of the members of the Georgia Association of Broadcasters and the institute guests by the Athens station, WGAU. Short addresses by both Governor Ellis G. Arnall of Georgia, and Sen. Owen Brewster of Maine were featured. Both men were highly complimentary of Georgia hospitality and the excellent work being done by the university's school of journalism.

College Dean Voices Welcome

A reception was held in the journalism library of the Commerce-Journalism Building yesterday afternoon at 5 p.m.

At the Thursday night sessions, John E. Drewry, Grady dean, extended a word of welcome to the Athens campus visitors and paid tribute to the radio industry, saying:

"No phase of journalism has shown a more rapid or more significant development during the present century than broadcasting. It is because of this development and its promise for the future that we of the School of Journalism today, in conjunction with the Georgia Association of Broadcasters, launch this, Georgia's first Radio Institute.

"Old Serves the New"

"The university's interest in broadcasting represents a happy blending of the old and the new. Georgia, as we all know, is the oldest of the chartered state universities. Radio is the youngest of the media of communication. We like to think that through this institute we are making it possible for the old to serve the new. We hope that through this institute, and our other endeavors in the realm of broadcasting, we may be helpful in merging two types of education—the institutional and the commercial, the formal and the informal, because radio, for the masses, is as much education as is the college classroom, and the potentialities of broadcasting in this sense are tremendous and are a great public trust for those in con-

Gov't Compliments Radio On Time-Talent Donations

(Continued from Page 1)

radio—a free facility it could not buy even if it wished."

The service of most of the commercial radio stations in the country is effected through the close co-operation of NAB. The Media Programming division and the Advertising Council with NAB have developed a station assignment plan. Each week the Advertising Council prepares a digest of all campaigns to be carried by national advertisers on their network programs during the second week following. This is relayed to stations and webs through NAB.

Government requests for help during the past year have ranged from such domestic, local issues as forest fire prevention to such international problems as World Trade; Stabilization of our Economy—Housing for Veterans—Buying Bonds—Recruiting Nurses. Among the current campaigns are the Treasury Department's Bond Drive and the Famine Emergency program.

In paying tribute to advertising the

control of our university radio facilities."

The feature of the night session was the broadcast of "America's Town Meeting of the Air." With the general subject, "How Can We Avoid Another Depression?" a guest quartet of experts composed of Ellis G. Arnall, Governor of Georgia; Owen Brewster, Republican Senator from Maine; Joseph Borkin, former chief economics adviser and attorney in the anti-trust division of the Department of Justice, and James L. Wick, Washington editor and author, expounded their theories on the subject and then allowed the audience their chance to air views on the subject.

"Quiz" from WGST

At the same time, a sectional broadcast of the feature of WGST, Atlanta, "The Quiz of Two Cities," was aired from the Commerce-Journalism Bldg. A Georgia team composed of John E. Talmadge, assistant professor of journalism; Bill Bowick, journalism student, and two Georgia broadcasters chosen at the last moment, competed with a similar group at the University of Alabama.

After the "Town Meeting" broadcast, a general discussion was held on the topic, "Educational Radio."

The Friday sessions will be opened at 9:30 a.m. in the university chapel with three addresses. Sol Taishoff, editor of "Broadcasting," will speak on "Radio Past," A. D. Willard, Jr., executive vice-president, NAB, will discuss "Radio's Future," and Horace Lohnes, radio attorney, Washington, D. C., will treat "Legal Aspects of Broadcasting."

At the noon luncheon, Leonard Reinsch, radio adviser to President Truman, will express his views on "Radio in Public Service."

The afternoon session will be devoted to the discussion of technical aspects of radio production and broadcasting.

report declared:

"The power of advertising cannot be measured solely in terms of dollars and cents—it must also be assayed in terms of ideas and action. The use of aggressive information facilities by the Government has become more and more common—more and more successful in carrying out programs that need public understanding and support.

"Advertising can quickly and completely inform a public and obtain its support on non-controversial programs. As it is used by Government today advertising is not a 'propaganda machine' but simply a powerful instrument for explaining to the public the 'hows' and 'whys' of various government programs."

The report was issued by Charles W. Jackson, acting chief of the media programming division of OWMR. It is pointed out by Mr. Jackson that Drew Dudley was chief of the division during the entire period covered by the report.

DeMille Urges Outlawing Of Union Political Charges

(Continued from Page 1)

pay a \$1 union political assessment imposed by AFRA.

DeMille told the annual meeting of Western Growers Association: "If allowed to take hold in labor movement, these assessments would be one of strongest weapons in the arsenal of communist conspiracy." He declared unions did not resort to political assessments in this year's election because of fight waged by DeMille Foundation which he organized.

Dr. Eduardo Marquina

Dr. Eduardo Marquina, Spanish playwright and author, and president for life of the Sociedad General d'Autores de Espana, died yesterday of a heart attack. He was 67 years old. Dr. Marquina who arrived in the United States on October 4th, accompanied by his son, Luiz, who served as his secretary, was a delegate of the Spanish society to the International Confederation of Societies of Authors and Composers. The Special Congress of the Confederation convened at the invitation of the American Society of Composers, Authors and Publishers in Washington, D. C.

WLIB Football Broadcast

Atlantic Refining Co., has added an extra game to its football broadcasting schedule Nov. 23 and will sponsor two broadcasts over New York City stations. WLIB will carry its first football broadcast of the season with sportscaster Jim Britt reporting the Yale-Harvard contest at Cambridge, Mass., starting at 1:30 p.m. WOR, which has carried Atlantic sponsored games all season, will broadcast the Princeton-Dartmouth game at Princeton, N. J.

Mutual Adding 14; Web Now Totals 374

(Continued from Page 1)

WNAE, 1,000 watts, Warren, Pa., will join Mutual about Dec. 1; WTTP, Charleston, W. Va., 250 watts added this month; WGNI, Wilmington, N. C., 250 watts, joins the web on Thanksgiving Day.

KUOA, Siloam Springs, Ark., 5,000 watts, joins MBS on Dec. 1; WFHG, Bristol, Tenn., 1,000 watts, on Dec. 15; WRNO, Orangeburg, S. C., 250 watts, Dec. 15; WNOK, Columbia, S. C., 250 watts, Dec. 15 to replace WKIX; WKSX, Pulaski, Tenn., 250 watts, Dec. 15; WHAL, 250 watts, Shelbyville, Tenn., Dec. 15; WTBC, Tuscaloosa, Ala.; 250 watts, Dec. 15; WRQN, Vidalia, Tenn., 250 watts, joins Dec. 22; WKDK, Newberry, S. C., 250 watts, joins Mar. 15; WROV, Roanoke, Va., 250 watts, joins Dec. 8.

Will Discuss Coal Strike

Harold Ickes and representatives of coal mine owners and workers will debate the question, "How Should We Settle the Coal Strike?" over CBS Sunday, Nov. 24, from 1-1:30 p.m., EST. Program, part of the "People's Platform" series, will originate at WTOP, Washington.

Stork News

James M. Doyle, a WOR news editor, is the father of a son born November 5th to Mrs. Doyle, at Conrad, Montana. The baby weighed 7 lbs. 3 ounces, and is named Patrick James.

Henry Russell, NBC's Western Division Musical Director, became a father, November 15th, when Mrs. Russell gave birth to a 6 lb. 4 oz daughter. The baby was christened Jensina Maria. This is the second child for the Russells.

Gleam Buys Gordon On WNEW

Jeff Gordon, baritone, starts a new 15-minute singing program of his own via WNEW on Tuesday, Dec. 3, in the 7:45 p.m. slot. Heard every Tuesday, Thursday, and Saturday at the same time, Gordon will be sponsored by Gleam Shampoo.

Send Birthday Greetings To—

November 22

Hoagy Carmichael Arthur Miller
Frank Graham Glen Litten
Mildred Hallmark Dick Pack

Howard Petrie

November 23

Mary Millford

November 24

Harry Barris Art Fulton
Eileen Barton Don McLaughlin
Guy Bonham Alice Remsen
Joan Brooks Irene Wicker
Lois Zarley Artie Hershkovitz

Kaltenborn, At REC, Talks FCC—And Soap

(Continued from Page 1)

to a man from the confession of sin." At one point Kaltenborn took to evaluating soap operas. He said "Niles Trammell, the able president of the network that offers my views on the news to the 'eager' world, has offered the most interesting apology for soap operas that I have heard so far. He recently told the National Broadcasters Association about the old European proverb which declares that the culture of a nation is determined by its use of soap, and then added this clincher: 'The United States with 6 per cent of the world's population uses one third of the world's soap supply.' So, obviously, if culture and soap are synonymous, the soap operas have made a phenomenal contribution to American culture."

Gives Commentator's Viewpoint

Discussing radio news commentators, Kaltenborn commented: "Some radio stations are finding it easier to dispense with news commentators than to accept the headaches which are inevitably associated with frank expression of opinion on the air. Fear of criticism is the worst counsellor in the judgment of a radio program."

"I honestly believe that in peace as in war, news interpretation is more important than the news itself," he continued. "It is not true that the American radio listener wants to forget about world problems, that part of our audience which counts in shaping the public opinion—that directs our government—is vitally interested in the questions of the day. News and news comment will keep America vigilant, informed, determined to avert another World War."

Kaltenborn was presented by William Hedges, vice-president of NBC and at the conclusion of the luncheon it was announced by Robert Swezey, president of REC, that Brock Pemberton, theatrical producer, would continue the discussion on "If I Were Running Radio" at the club's next luncheon.

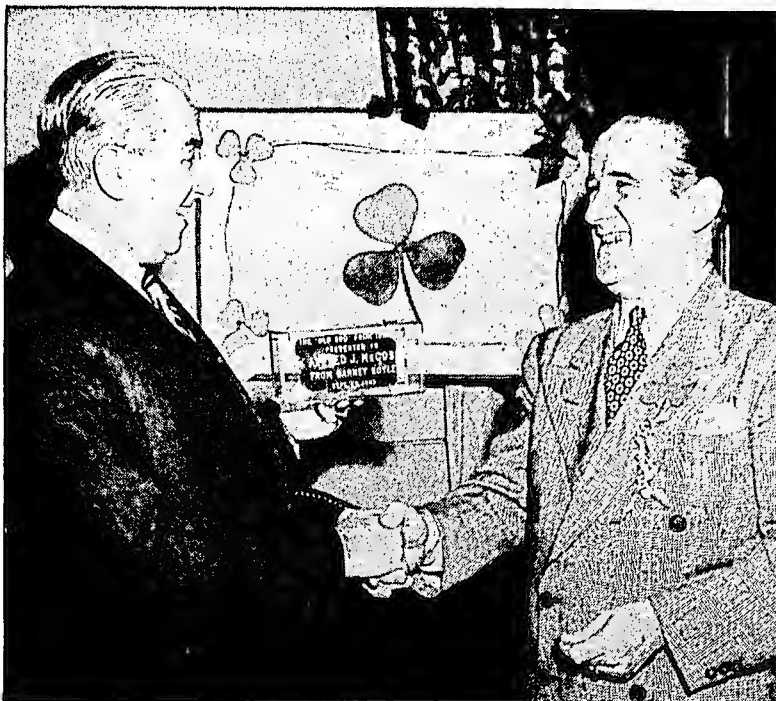
Seated on the dais, were Bob Swezey, president of the REC; William Brooks, William S. Hedges, Clarence L. Menser, NBC vice-presidents; "Johnny" Johnstone, NAM; Donouth Prince; Nathan Straus, WMCA; Cecil Brown and Arthur Gaeth, Mutual commentators; Davidson Taylor, CBS; Seymour Siegel, WNYC, and Ed. Kirby.

Anniversary Celebration

WEEI, Boston, is celebrating the 20th anniversary of Caroline Cabot's affiliation with the station. Caroline Cabot's Shopping Service is heard daily at 8:15 a.m. when she tells her listeners where to buy the best for their money.

Selling window display fixtures 20 years ago. Miss Cabot's persuasive voice was called to the attention of the store's manager, who suggested she audition for WEEI. Launched on her new career, she changed her name from Genevieve Sherlock to her present nom de plume.

PICTURES OF THE WEEK



ABOVE: Alfred J. McCosker, chairman of the board of WOR, smiles as he receives a sample of the "auld sod" brought back from Ireland by Barney Boyle, traffic manager of the station. BELOW: Among those attending the opening of the new WCOP studios, Boston, were (left to right) Watson Gordon, New England manager of McCann-Erickson; Charles Rice of Doremus & Company; Craig Lawrence, vice-president and general manager of WCOP and Guy De Brun, the station's sales chief.



Receiver Production Reaches New Heights

(Continued from Page 1)

tinues through November, RMA predicted, the industry's pre-war output of 13,042,334 sets in 1941 will be "equalled if not surpassed" by the end of National Radio Week this year. Radio production in November will be the first free of OPA controls.

RMA also reported that radio receivers with FM facilities jumped to a new high of 23,793 sets in October as compared with 17,541 in September. Output of television receivers, however, dropped to 827 sets in October as against 3,242 in September.

Production of radio-phonograph consoles, which has been held back by the scarcity of wood cabinets, continued to rise in October reaching nearly 125,000, or 20,000 more than were turned out in September. This production also exceeded the pre-war rate for this type of receiver.

Other models produced by RMA member-companies were: Table models 1,128,616, not including battery sets; portable 153,800; and auto radios 170,000.

ABC Television Schedule Adds Two Chi. Sponsors

Chicago—With the signing of two new sponsors this week by ABC, network is now producing five-and-one-half hours of live television sponsored shows per week here, it was announced yesterday by Paul Mowrey, web tele director. ABC shows here are aired over WBKB.

Henry C. Lytton & Sons, one of Chicago's leading men's stores, will sponsor ABC's telecasts of the Sunday hockey games of the Blackhaws. Company assumes sponsorship on Nov. 24 and will continue until March 16. Second sale, "Stump the Authors," audience participation sustaining program on ABC since Sept. 6, has been bought by Television Associates, a video packaging and servicing company under direction of Capt. William C. Eddy. Company begins sponsorship on Nov. 29 and will continue for an indefinite period. Show is aired Friday evenings from 9 to 9:30 CST.

New Lou Cowan Program Auditioned In Chicago

Chicago—"Hired or Fired," new Lou Cowan show auditioned Monday at WBBM, appears to have definite possibilities once it is ironed out. It has elements of "Truth or Consequences," "People are Funny" and other goofy air programs and initial show made an excellent impression. Idea of show is to quiz contestants who apply for a "job" and put them through a test of fitness. Applicant for milliner's job was required to fashion a hat out of vegetables. Man who wanted to be truck driver had to change a truck tire while being sprayed with a hose to simulate rain, and so on. If test is passed, contestant is "hired." If he misses he's "fired." Cash prizes are awarded winners.

PROMOTION

Christmas Series

NBC's Radio-Recording Division has prepared another "Christmas Calendar" series of 15-minute programs in script form. The series, consisting of 15 quarter-hour programs is designed for five-a-week broadcast during the three weeks preceding Christmas and is made up of facts and legends relating to 15 different aspects of the Xmas season, in addition to listing special holiday music. The series is similar to NBC programs of previous Christmas seasons, with the format slightly changed.

In addition to the special series, Radio-Recording's Thesaurus library includes "A Christmas Carol," a recorded hour dramatization of the Dickens story, and "Santa Claus Rides Again," a half-hour recorded musical show built around the New York Sun's famous editorial, "Is There A Santa Claus?"

Tele Tieup

Hundreds crowded before a department store window in Schenectady the other night to witness a demonstration of clothing styles by television, duplication of suits and dresses which were on display on wax models in the same window. Thus window shoppers could see the clothing, then cast their attention to the television receiver and see how it looked on live models as they paraded before General Electric's television cameras at WRGB. The program, "Signature Touches of American Fashion Designers," was arranged by Margaret Byrne in co-operation with the New York Dress Institute.

Publicly-Owned Television Will Be Studied By CBC

Montreal—The board of governors of CBC has decided that studies will be made of the possibilities of establishing publicly-owned television facilities in Montreal and Toronto. A. D. Dunton, chairman of the board, announced yesterday. "Included in the study will be the possibility of participation in the operations at such centers by others interested in the development of television in Canada," said Dunton. He made the statement following a two-day meeting of the board of governors.

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COAST-TO-COAST

—NEW YORK STATE—

ROCHESTER — McCurdy Little Symphony, comprised of 30 top Rochester musicians, got off to a brilliant start for its fourth season over WHAM. . . **SYRACUSE** — Robert McCabe, WFBL control room engineer, has resigned to become associated with the Carnation Milk Company. . . Rejoining the WFBL engineering staff as chief engineer, is James J. Kelley, more recently with the Army Signal Corps. . . The Middaugh's Restaurant is presenting a 25-minute participation show "Matinee at Middaugh's" over WFBL. . . Lou Frankel, who joined the WHCU staff last June, will be awarded an appropriate theater campaign ribbon for his service as a war correspondent during World War II.

—NEW JERSEY—

PATERSON—One of the most powerful documents, written in behalf of freedom and religion, "The Mayflower Compact" was broadcast by WPAT in a dramatic reading presented by the Society of Mayflower Descendants Nov. 21. . . Adele Hunt, woman's director of WPAT, served as auctioneer at the floral exhibit, proceeds going to the Hospitalized Servicemen's Committee. . . **ASBURY PARK**—Construction of a new FM station, WJLK, will start Nov. 26, the "Asbury Park Press" has announced. . . **BRIDGETON**—As a gag, Fred Wood, WSNJ, disc jockey, ran for Mayor of Carll's Corner—even had posters, stickers, speeches and spot announcements.

—ILLINOIS—

ROCK ISLAND—Leslie C. Johnson, vice-president and general manager of WHBF, has been named a member of the Aviation Committee of Illinois State Chamber of Commerce. . . "High Spot," WHBF program, features a radio writing contest. . . Jim Taylor joins the WHBF news staff. . . Francis J. Kennedy, news editor with

General Foods, Ralston Sponsor 2 MBS Shows

"Juvenile Jury," Mutual's children-panel program, has been bought by General Foods Corporation, and the Ralston Purina Company will sponsor a new quarter-hour strip Monday through Friday on Mutual, it was announced this week by Jess Barnes, vice-president of the network in charge of sales.

"Juvenile Jury," which has gained considerable stature during its five months on the air, will be sponsored by General Foods starting December 8, for a full year, with sponsor holding a five-year privilege. As a result of sale of the show, "Jury" will be switched from the Saturday (8:30-9 p.m.) spot to Sunday afternoons (1:30-2 p.m.) in order to reach a larger juvenile audience. Gaines Dog Food is the product and Benton and Bowles is the agency.

New Ralston show will replace "Checkerboard Jamboree," one-hour Saturday program sponsored by the same company, with 15 minutes of folk music. Addition of this new strip brings Ralston-sponsored programs on

WHBF, is the father of a son, John Patrick. . . "Let's Listen to Music" put on by pupils of Rock Island and Moline grade schools is planned to provide local musical entertainment by Civic Music Association and Tri-City Symphony Ork, and aims to bring a better understanding and appreciation of fine music.

—DISTRICT OF COLUMBIA—

WASHINGTON — The Rev. Dr. Charles Sheerin will be the regular Monday speaker on WOL's religious series, "Faith in Our Time." . . Arch McDonald and Ray Morgan will be the sportscasters for the Washington Senators' 1947 baseball games broadcast by WWDC. . . Bill Cox, WWDC announcer, has had a microphone with the station's call letters hand-painted on his tie. . . WMAL will broadcast a series of one-hour concerts on Mondays. . . Leon J. Paulin, producer of "As The Wheels Turn" salutes the National Press Club this week.

—INDIANA—

FORT WAYNE—This season, in addition to broadcasting all home games of the Zollner Pistons, world champion basketball team, WOWO will go directly to "Chicago 10" air the all-star college classic on Nov. 29. . . The October cover of the "Rocket," house-organ of the Zollner-Piston Company features Hilliard Gates, WOWO man-on-the-street, interviewing a couple of Zollner employees. . . The Chamber of Commerce has added WOWO to its list of "Places of interest in the City" providing conducted tours. . . **BLUFFTON** — Farnsworth Television and Radio Corp. has resumed operations in its Bluffton plant after extensive changes in the building to modernize the assembly line. . . **KOKOMO**—Chet Behrman, program director-production manager of WKMO has resigned to freelance in radio and television on the west coast.

"Family Hour" Cast Changes On Dec. 8

Cast of the Prudential "Family Hour" on CBS will change with the broadcast of December 8 when Rise Stevens, Jimmy Carroll and Ted Malone make their debuts on the program. Al Goodman, who has conducted the orchestra since 1941, remains as musical director.

Rise Stevens, famed opera star, replaces Patrice Munsel; Carroll takes over Jack Smith's spot, and Ted Malone becomes emcee.

Format of the show will remain the same, with guest stars joining the regular cast throughout the winter season.

New Tele Kit At Gimbels

A new television assembly kit selling for \$159 went on sale this week in Gimbels department store in New York. The knocked down set is made by Transvision, Inc., of New Rochelle, N. Y.

Mutual to two and a half hours each week. Gardner Advertising Agency of St. Louis handled the contract.

AGENCIES

THREE MAJOR PROMOTIONS involving western operations of Batten, Barton, Durstine & Osborn Inc., have been announced by John C. Cornelius, executive vice-president in charge of the agency's western offices. Henry H. Haupt, vice-president and manager of BBDO's Minneapolis office, becomes executive assistant to Cornelius. John M. Bridge also of the Minneapolis office, will be creative head for all western offices. Succeeding Haupt as manager of the Minneapolis office will be Edward A. Cashin. All three men are vice-presidents of the company.

BERNARD SHAW has joined the sales staff of WIND Chicago, as special program salesman and account executive. He formerly headed his own advertising agency in Paterson, N. J., and was also associated with WPAT, of that city, in a promotional capacity.

"TED" ENNS, national sales manager for Cowles Broadcasting Co with offices in New York, is now in his new quarters at 25 West 45th St.

HARRY W. WEEKS has joined Lennen & Mitchell, Inc., as a copy writer, Ray Vir Den, executive vice-president has revealed. Weeks formerly was with Humbert & Jones and Benton & Bowles.

BRISACHER, VAN NORDEN & STAFF, INC., New York, formerly at 250 Park Avenue, now occupies its own building at 140 East 39th Street.

WHYN, Holyoke, Mass., has appointed The Walker Company as its national sales representative, effective immediately. Station is the Mutual and Yankee Network affiliate for Holyoke-Springfield.

THE NEW YORK TRUST COMPANY has appointed the Charles W. Hoyt Company, Inc., New York, to handle its advertising effective Jan. 1, 1947.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer President
George H. Roeder General Manager



The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 39

NEW YORK, MONDAY, NOVEMBER 25, 1946

TEN CENTS

AFRA Answer Today

National Radio Week Gets Gov't Tributes

Secretary of War Robert P. Patterson and Fleet Admiral Chester W. Nimitz Friday wished the radio broadcasting industry happy birthday on its 26th anniversary as the nation's broadcasters and radio manufacturers, together with radio performers, dealers and others, began celebration of National Radio Week.

Secretary Patterson, in a telegram sent jointly to R. C. Cosgrove, president of the Radio Manufacturers As-

(Continued on Page 7)

Ten AM CP's Granted; Other FCC Activities

Washington Bureau, *RADIO DAILY*
 Washington—FCC on Friday granted CP's to 10 applicants for new standard stations—all of them in small cities. They include: Oscar C. Hirsch, Flat River, Mo., to operate on 1240 kc., 250 watts, unlimited; Norbert Bernard Donze and Elmer Lawrence Donze, doing business as the Donze Company, Ste. Genevieve, Mo., to operate on 1450 kc., 250 watts, unlimited; Kelly Pell, Nacogdoches, Tex., to operate on 1230 kc., 250 watts, unlimited.

Also Wilbur Courtland Fouts, Na-

(Continued on Page 2)

So. California's Indies Plan Move Against BMB

West Coast Bureau, *RADIO DAILY*
 Los Angeles—At a meeting of board of directors of Southern California Broadcasters Association definite criticism of BMB was voiced and it is likely that a meeting of the Association's independent station representative will be called in two or

(Continued on Page 2)

Reporting-1946 Style

Vehicular radio telephone service became vehicular radio reporting Friday when Val Adams, *RADIO DAILY* newsmen, surprised the editorial room by reporting a mid-day assignment by telephone from a car cruising on the West Side express highway near 28th Street in New York City. Adams' call, originating in a moving automobile, was shortwaved to a Long Island telephone exchange and then sent over trunk lines to the *RADIO DAILY* offices in Times Square. He was a guest of the New York Telephone Company during the demonstration.

Breakdown of Negotiations Averted As Union Considers Proposals Made By Four Networks

After more than 10 hours of continuous negotiations between network representatives and those of the American Federation of Radio Artists, a truce was called early Saturday morning pending consideration by the union of proposals made by the networks. Proposals which concern the new contract to be negotiated by the four major networks and AFRA were scheduled to be considered by AFRA officials yesterday and their answer given to the webs this morning at 10:30 a.m.

George Heller, executive secretary of AFRA, along with his two negotiators from Chicago and Los Angeles, called in members of the National Board following the break-up of the confab which ended at 12:08 a.m. Saturday. They had been in session since 1:30 p.m. Friday afternoon at CBS headquarters and at 5:30 p.m. the presidents of the four networks arrived at the scene. There followed intense efforts to reach an accord,

an accord blocked by the mandate from the AFRA members that all negotiations were to be preceded by the networks agreeing to the clause which would bar an affiliated station from being fed by the network in

(Continued on Page 6)

Reinsch Defines Radio Public Service Role

Athens, Ga.—Declaring that "radio's greatest public service opportunity is to help build international peace," J. Leonard Reinsch, radio advisor to President Truman, and general manager of the Cox stations, Friday addressed the first annual Ra-

(Continued on Page 6)

Jennings Named Director Of Chicago Radio Council

George W. Jennings, who directed the operations of the Chicago Radio Council for the Board of Education during the wartime absence of Harold W. Kent, has been named

(Continued on Page 2)

NAB And RMA Plan Closer Co-operation

Closer co-operation on major radio problems, including development of new FM, television, is the stated objective of a new joint committee just established by the NAB and RMA. The joint liaison body has been appointed, respectively, by President Justin Miller of NAB, and by President R. C. Cosgrove of RMA, each group consisting of leaders of the respective industries.

Many major problems, of concern to both radio groups, are within the

(Continued on Page 7)

IBS Birthday Program Set For Yankee Web

College radio celebrates its 10th anniversary next week with a special program to be broadcast over the full Yankee Network on Wednesday, Dec. 4, from 8-8:30 p.m., EST. Program marks the birthday of WBRU at Brown University, Providence, R. I., where students first conceived the idea of setting up their own radio

(Continued on Page 6)

Special Network Programs Will Salute Thanksgiving

Thanksgiving Day programs aired by the four networks next week, while ranging from solemn ceremony to light celebration picked up in various cities throughout the country, will in general reflect the current mood of a nation pledged to preserve peace.

NBC has scheduled an hour-long program built around four daytime serial dramas embodying a central theme on Thursday (3:00 p.m., EST). Serials to be woven into a special

holiday presentation are: "Life Can Be Beautiful," "Ma Perkins," "Pepper Young's Family," and "The Right to Happiness," all sponsored by Procter & Gamble.

Web's key station, WNBC, will devote all local shows to the holiday. U. S. Dept. of Agriculture official Stanley Flower will be heard in special shows presented by "Modern Farmer"; Jinx Falkenburg and Tex McCrary, Maggi McNellis and Mary

(Continued on Page 7)

"Jingle" Rhythm

A singing commercial about, of all things,—singing commercials,—will be introduced for the first time tonight on WJZ (11:15) when the Lou Kashuk Adv. Co. launches a series of one-minute spots. Agency is buying time for itself, to air a "message" about the value of jingles. Idea features a medley of tunes in various tempos,—waltz, rumba, foxtrot, and others.

"Essential"

Washington — Stringent orders curtailing use of electricity in 18 states east of the Mississippi and the District of Columbia issued on Friday by the CPA generally exclude radio stations. For the first time in a major coal strike, CPA officially recognized radio broadcasting as an essential service. On a local level, however radio stations may still feel restrictions.



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

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FINANCIAL (Nov. 22)

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gsn. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Jennings Named Director Of Chicago Radio Council

(Continued from Page 1) permanent director of Council by the Department of Education. Jennings succeeds Kent, who resigned the post to accept the presidency of the Kamahehaha Schools of Honolulu.

New Gag Show On WNEW

Gag and musical comedy writers Hal Block, Herb Polesie and Danny Shapiro now voice their own jokes in a new Sunday show started over WNEW Nov. 24 titled "Breakfast At Noon." The 12-12:15 p.m. program will be a round table gagfest drawn from current events.

Connect in Connecticut WDRG Hartford, Connecticut WDRG-FM

Coming and Going

EDWARD R. MURROW, Columbia network vice-president and director of public affairs, today is in Middletown, Conn., where he'll deliver an address at Holy Trinity Church on the subject, "How Far Are We from Peace?"

RICHARD C. HOTTELET, erstwhile Moscow correspondent for CBS, has arrived in Berlin on new assignment following the crackdown on foreign correspondents instigated by the Soviet authorities.

BOMAR LAWRENCE is in town from Charlotte, N. C., his first visit here since his recent affiliation with WSOC. Sat in for a while Friday with the national representatives of the station.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, is back at the station following New York conferences with his national reps.

DUDLEY TICHENOR, who joined KLZ, Denver, a short while ago and who last week made his first trip to New York for the station, has returned to Colorado.

W. B. MCGILL, advertising manager of Westinghouse Radio Stations, left Philadelphia late last week for Chicago, where he now is attending the committee meetings of the RMA for National Radio Week.

JOHN DALY, Columbia newsman who has been covering the coal-strike situation in Pittsburgh, has returned to New York. His place in the Smoky City has been taken by ROBERT LEWIS, the network's Washington man. BILL DOWNS has gone to Charlestown, West Va., to report developments in that area for the web.

EDWIN H. SCHWEITZER, commercial manager of WELI, New Haven, Conn., chatted for a while Friday at the New York headquarters of the station's national representatives.

TED COLLINS, who was in Boston yesterday, handled his end of the Kate Smith broadcast on CBS from Beantown, while Kate held forth in New York.

GLENN MARSHALL, commercial manager and sales promotion director of WMBR, Jacksonville, Fla., is back at the home offices following confabs with the station reps in New York.

DAVID DAVIS, field supervisor for the Columbia network, has returned from his Indian Summer vacation.

ARTHUR CHURCH, owner and general manager of KMBC, Kansas City, paid a call Friday at the offices of CBS, with which the station is affiliated.

ALICE LLOYD, formerly girl Friday to Norman Corwin, left Saturday for France aboard the airliner Air France.

RALPH BRUNTON, owner of KQW, San Francisco, wants to be back in California in time for Thanksgiving. He left Gotham Friday following a few final conferences at CBS.

Ten AM CP's Granted; Other FCC Activities

(Continued from Page 1) cogdoches, Tex., to operate on 860 kc., 500 watts, daytime; United Broadcasting Company, Inc., Silver Spring, Md., to operate on 1590 kc., one kw., daytime; Arlington-Fairfax Broadcasting Co., Inc., Arlington, Va., to operate on 1390 kc., one kw., daytime; New Mexico Broadcasting Co., Clovis, N. M., to operate on 1450 kc., 250 watts, unlimited; South Plains Broadcasting Co., Lubbock, Tex., to operate on 1450 kc., 250 watts, unlimited; Radio Virginia, Inc., Richmond, Va., to operate on 720 kc., one kw., daytime.

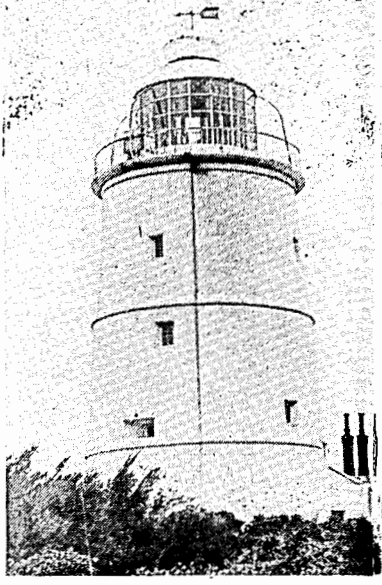
So. California's Indies Plan Move Against BMB

(Continued from Page 1) three weeks to take action regarding BMB. Action would not represent the entire SCBA, which also embraces 18 stations that are affiliated with networks. One objection voiced was that the BMB overall results do not conform with objectives that were named at the outset by BMB representatives.

Husing Testimonial

Testimonial Dinner for Ted Husing tendered by Benny Goodman for the entertainment world will be held at the Blessed Event Room, Stork Club and broadcast over WHN, tomorrow night from 9:00 through 9:30 p.m. Speakers will include Ted Husing, Benny Goodman, Guy Lombardo, Mimi Benzell, Jo Stafford, Bertram Lebar, Jr., Lou Little, and Harry Hershfield, toastmaster. ending Nov. 1, 1949; WKRC, Cincinnati, Ohio, for period ending May 1, 1949.

In addition the FCC renewed the licenses of the following: KGDE, Fergus Falls, Minn., for period ending Feb. 1, 1949; WHTB, Talladega, Ala., for period ending Feb. 1, 1949; WGRM, Greenwood, Miss., for period ending Aug. 1, 1949; WTAX, Springfield, Ill., same; WINN, Louisville, Ky., for the period Aug. 1, 1948; WHB, Kansas City, Mo., for period



260 Years of Safety

That's a shot of the lighthouse at St. Agnes Island, Isles of Scilly. It was built in 1680 and some time ago it was converted into a home.

That's a lot of years to guide ships away from reefs . . . and to keep them on the deep-water route.

And maybe we're a little fat-headed to compare our radio "safety" record with such an old-time beacon . . . we've only been at it for six years.

But smart radio time buyers know that to play safe in Baltimore . . . all they've got to do is put W-I-T-H on the list. It delivers.

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

And Baltimore, in case you didn't know, is a 5-station radio town - and the 6th largest city.

You'll get to port safely . . . with W-I-T-H. Try it and see.

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 AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Ro

LET'S GET IT STRAIGHT!

There is a great deal of confusion and misunderstanding concerning one particular issue in the dispute between the AMERICAN FEDERATION OF RADIO ARTISTS and the network broadcasters. It isn't necessary. If you will forget for a moment the labels attached to it, in many instances by people who haven't taken the time to understand it themselves, we'll try to answer your questions.

Q: What is the big stumbling-block?

A: We are apart on many issues, but one of the major disagreements centers about what we call the Unfair Stations Clause.

Q: What is "a station that is unfair to AFRA?"

A: It is a station where AFRA has established—by means of an NLRB election, if necessary—that it represents a majority of the artists, and where the station management has refused to bargain collectively in good faith. When the period of bargaining has been unduly prolonged and management *refuses to accept AFRA's offer to submit the dispute to arbitration*, it is not bargaining in good faith and is therefore "unfair."

Q: What is the Unfair Stations Clause?

A: It is a clause we are convinced must be included in the new Code. In essence it will permit AFRA members to refuse to take part in any performance that is broadcast over a station that is unfair to AFRA.

Q: Why is this provision so important to AFRA?

A: There are many reasons why it is extremely important, even vital. Most important of these are: (1) In instances where our members are unable to get anywhere in negotiations with the management of an unfair station and are forced to take action, we, by performing on network broadcasts carried by this station, would, in effect, be acting as strike-breakers. (2) Without the clause any unfair station which is a network affiliate has a tremendous advantage over an independent station. The independent, like any other business enterprise in the United States, must bargain collectively; the network affiliate can ride the network throughout the day and comfortably ignore our unprotected members.

Q: Is there any basis to the network statement that they "would be organizing for AFRA" if the clause should be included in the CODE?

A: No. We have already pointed out that the matter would come up only after we gave evidence that AFRA represents a majority of the artists. Obviously this means *after* the organizing has been done.

Q: Would the networks be required to violate contracts now in force with their affiliates?

A: During the negotiations AFRA asked the networks repeatedly to produce those affiliate contracts which they felt might be affected. This request was made so that provisions could be worked out to respect those contracts. The networks have thus far failed to produce any such contracts.

Q: If it is that simple, why the big battle?

A: It could be that the affiliates are putting an awful lot of pressure on the networks. And this would be a good time to point out an inconsistency on the part of the networks. While through the years the networks have sat down and in good faith negotiated agreements with us, here they are fighting to reserve the right to use our members to protect the unfair, anti-union owners of affiliate stations who refuse to do the same thing the networks have so often done in the past.

Q: Tell us, is the Unfair Stations Clause the sole issue on which AFRA and management are unable to arrive at an agreement?

A: We stated up above that there are other issues awaiting settlement. But we are sincerely hopeful that there are none that cannot be settled if the bargaining is conducted in an atmosphere conducive to agreement. A conciliatory attitude on the part of the networks insofar as the Unfair Stations Clause is concerned would clear the air of all fog and establish such an atmosphere.

**NATIONAL BOARD OF DIRECTORS
AMERICAN FEDERATION OF RADIO ARTISTS
AMERICAN FEDERATION OF LABOR**

CHICAGO

"DR. I.Q." begins a 7-week session in San Antonio, Nov. 27, which suits Lew Valentine, the doc, to a "T." Lew is a native of Texas and was formerly program director of WOAI, San Antonio and his seven-week stay will enable him to spend some time with his wife and their eight-year-old son, Gary Lew, who is in school in San Antonio.

Ell Henry, publicity director for ABC, arranged a cocktail party at the Electric Club for the press to meet Ted Malone, whose broadcast was made from Chicago, Friday. Beginning Nov. 29, WGN's "Charm School of the Air" becomes an audience show. Johnny Mercer of "Ladies Be Seated" and Don McNeill of the "Breakfast Club" guested on each other's program this week. The "Ladies Be Seated" show has made a tieup in 15 cities in connection with the showing of the picture "Magnificent Doll."

Karl Sutphin, ABC central division promotion manager, and E. R. Peterson, account executive, off for a business trip to Minneapolis.

"Musical Quiz," a new WGN program, makes its bow Saturday, with Julane Pelletier playing and singing song requests and Charlie Zeller, as emcee.

Engineering Conference Adjourned Until Nov. 26

Washington Bureau, RADIO DAILY Washington — The informal engineering conference to discuss recommendations for the North American Broadcasting Agreement, which opened Monday, Nov. 18, has been adjourned until 10 a.m., Nov. 26, FCC said Friday.

Industry representatives and FCC engineers attended the meetings with George Adair, chief engineer, FCC, leading the discussions. Some tentative agreements were reached on the technical section of the recommendations and further discussions will be held when the conference resumes its sessions.



California Commentary . . . !

• • • Milt Samuel, Young and Rubicam's Coast Boswell, who has just returned from a trip to northern California, where he conferred with broadcasters and newspapermen, will not soon forget his attendance at the San Francisco presentation of "The Front Page." Paul Spiegel, San Francisco Chronicle's radio columnist, is playing the role of "Hildy Johnson," who wants to join an adv. agency—and the night Milt was at the play. Paul used the name of Young & Rubicam. Incidentally, Milt, representing a group of Hollywood and Los Angeles public relations men and women, invited Spiegel to come to Hollywood in December to address the organization, which is headed by Bernie Milligan. . . . Bowling season is on in full swing insofar as employees of ABC are concerned. Frank Samuels, ABC's Western division manager, and Norman Ostby, assistant to Don Searle, vice-president in charge of the division, are among the keglers. The ABC league includes four men and four women's teams.

Los Angeles

• • • Managing editors of leading United States newspapers, who will hold a convention in Los Angeles, and members of the National Shoe Manufacturers Association, who will meet here, will be among the guests at Tom Breneman's "Breakfast In Hollywood" Tuesday. For the first time since the start of the war, Breneman will not toss a Thanksgiving Day party for servicemen, but has made no decision regarding a Christmas affair. Since the inception of the war, he has entertained the servicemen at Christmas, Easter, the Fourth of July and Thanksgiving. . . . Hugh Terry, head man at KLZ, Denver, is suffering from a badly infected finger, but plans to attend the Rose Bowl game. He will come to Hollywood Dec. 28 and will also attend the meeting of the board of directors of NAB in San Francisco before returning to Denver. . . . Ruth Peterson, San Francisco radio actress, who is appearing in "The Front Page" in the Bay city, is planning to visit Hollywood and will likely remain to become a member of the local radio colony.

• • • While lunching in a Vine Street cafe, Judy Canova heard a young man explaining to his dumb-bunny girl friend that a certain individual in a loud plaid coat and with an even louder voice was a "bookmaker." "But he can't be," the girl exclaimed. "He's not refined enough to be a writer." . . . With Larry Berns suffering a second heart attack and confined to the hospital for several weeks, Diana Bourbon, head of Ward Wheelock's Coast office, has taken over the direction of the Jack Carson show. . . . Nancy Holme, educational director of Columbia Pacific web, has returned from Salt Lake City, where she addressed an educational conference. While in Salt Lake City, she also conferred with Ivor Sharpe of KSL and members of his staff. Frances Minton, dramatic actress, daughter of Ann Holden, a leading member of San Francisco's radio colony, plans to come to Hollywood to do radio work. Lou Larkin has joined the ABC Western division press department as news photo editor, succeeding Don Logan, who is confined to a sanatorium.

• • • Herbert Carlborg, Eastern sales manager of Radio Sales, Inc., who is making his first visit to the Coast, will return to New York via San Francisco. He spent Thursday at San Diego, being accompanied by Edward Buckalew, Columbia Pacific's station relations manager. Arch Morton, CBS' West Coast sales manager, will make the trip to San Francisco with Carlborg. Lee Little, manager of KTUC, Tucson, and John Hogg, commercial manager of KOY, Phoenix, are eyeing the Rose Bowl game—and will make the trip to Pasadena if they can get tickets.

AGENCIES

PAUL S. ELLISON, director of public relations, Sylvania Electric Products, Inc., will speak today before the Advertising and Selling Course of the Advertising Club of New York. He will be assisted by Frank W. Mansfield, director of sales research; Henry C. L. Johnson, advertising manager, radio, electronics and international division, and John P. Waters, advertising manager of lighting products. The meeting will be held at the Engineering Societies Building, at 6:15 p.m.

EDWARD J. CORBETT, Jr., has been named copy chief of the Detroit office of Geyer, Cornell & Newell, H. W. Newell, executive vice-president has revealed. Corbett previously served as a copywriter with Maxon, Inc., N. W. Ayer & Son, Campbell-Ewald and E. J. Corbett Co., in Detroit. During the war he was a USNR lieutenant, serving as a recognition and first gunnery officer on a destroyer in the Pacific.

MITHOFF AND WHITE, El Paso, Tex., have been elected to membership in the American Association of Advertising Agencies.

ELISE WISHAR has joined the staff of the Green-Brodie agency as an assistant account executive. Miss Wishar, before joining the Green-Brodie organization, was employed in the advertising department of the Macmillan Company, publishers. In her new position, she will specialize in publishing accounts.

GEORGE E. KELLY is joining the Pittsburgh office of W. Earl Bothwell as copy chief and account executive. Author of several books and frequent magazine contributor, Kelly was formerly in agency work and in recent years frequently has acted as a copy consultant for advertising agencies. He has resigned, effective Jan. 1, from his present position as director of Allegheny County Parks to join Bothwell.



"Just keep tuned to the News over WFDF Flint, lady."

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager

★ THE WEEK IN RADIO ★

Russia Bans Foreign Broadcasters

By JIM OWENS

MOSCOW's decision withdrawing broadcasting facilities of foreign respondents resulted in CBS' reeling of Richard Hottelet. USSR maintained that present facilities are "overburdened." . . . Eastern meeting of the American Association of Advertising Agencies opened at the Waldorf-Astoria. Agency execs charged that radio industry lacks "new ideas." Survey of New York television stations shows a variance of rates for advertisers, pointing up the increasing competition tempo. . . . Network station execs participated in the three-day meeting of the National Conference on Prevention and Control of Juvenile Delinquency. . . . First national business contract was consummated on television between DuPont and Chevrolet Motors via the network's New York-Washington stations. . . . Miamians will get their first glimpse of video during the 50th Anniversary Exposition. . . . E. K. Riney, FCC commissioner, sees a "bright" market for FM.

Office of War Mobilization lauded broadcasting's aid to government agencies. Time and talent donations by the industry were put at \$3,000,000 monthly, —\$36,000,000 yearly. . . . Multiple web continued to expand, adding affiliations for a total of 374. . . . L. Lewis' UMW walkout won't hurt radio. FCC pledged aid in the crisis, considered broadcasting an "essential" industry, and one of the first to feel curtailment.

Executives Club (of N. Y.) what he thinks of radio. . . . Univ. of Georgia Radio Institute got under way with 200 industry representatives attending. Group strongly opposed proposed FM webs now being planned.

Newly-formed Frequency Modulation Association received full support from the FCC. Group is an outgrowth of a move at the recent NAB confab, in Chicago. . . . Elmer Davis will take over Raymond Gram Swing's Monday night spot on ABC. Latter will return to the air after a series of lectures and writing chores. . . . A. C. Nielsen, research executive, urged industry to sell itself, as well as the product. . . . Drew Pearson will make his television debut next month via an ABC series sponsored by Lee Hats, who also backs his radio program.

Decision on constitutionality of the Lea Bill was expected over the weekend,—as it applies to James C. Petrillo, AFM prexy. . . . Government and general industry officials pledged all-out support of National Radio Week, which starts today. . . . FM applications lead the list of new requests at FCC.

Robert E. Kintner is named executive vice-president, and Joseph A. McDonald a vice-president of ABC. . . . William S. Paley, CBS board chairman, will launch a new series over the network titled "Radio and the Public."

Dillon Succeeds Brechner In VA Radio Department

Washington Bureau, RADIO DAILY

Washington—Joseph L. Brechner, director of radio for the Veterans Administration on Friday resigned from the government to open his new radio station WGAY located in Silver Springs. It is scheduled to go on the air early in December.

Brechner will be succeeded in the top VA radio spot by his assistant during the past year, Charles E. Dillon, of Alexandria, Va.

Saw Service in Navy

Dillon, well known throughout the industry, was officer in charge of the Radio Program Section, Office of Public Information, Navy Department during the war. He was awarded a citation by Secretary Forrester for pioneer work at sea in combat recordings. The "Navy Hour," all star series on NBC, was produced under his supervision. Prior to his naval service, Dillon was radio director of the American National Red Cross, for which he organized a radio department.

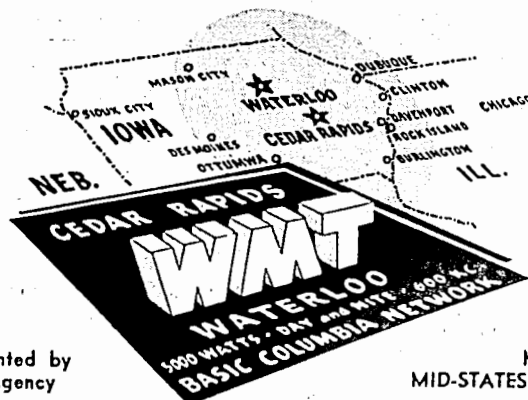
Stork News

Lester Braun, bass player in the WNEW house orchestra, is the father of a seven pound girl born to his wife, Sylvia, on Nov. 20 at Madison Park Hospital in Brooklyn. Baby is named Linda Ann.



WMTland is in the heart of Iowa's great industrial area—Iowa, whose industrial income equals that of her tremendous farm income—a great, accessible balanced market for you.

your "BEST BUY" to reach Eastern Iowa's buyers economically & completely



Represented by KATZ Agency

Member MID-STATES Group

AT 600 KC's—IOWA'S FINEST FREQUENCY

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K. F. N. F.

WE FRIENDLY FARMER STATION

SHENANDOAH, IOWA

Bill or Wire FRANK STUBBS

Webs-AFRA Meeting On Counter Proposals

(Continued from Page 1)
the event AFRA declared the station in question as "being unfair."

Proposals Definite

Negotiations for the new contract covering all AFRA members such as actors, announcers, sound effects men et al have been in progress all week, the old pact having run out on Oct. 31. Considerable strike-talk was rife during the week and both sides readied themselves for such an emergency. AFRA talk was to the effect the strike would be set for last night in the event negotiations failed and the networks alerted their staffs for the possible emergency. Earlier in the negotiations when a deadlock ensued, AFRA took another membership vote on the disputed preliminary clause. This reiterated their stand.

It is indicated that the proposals made by the networks was substantial in content, at least strong enough to avert a walkout that seemed imminent. Network presidents in attendance, in addition to their representatives and attorneys, were: Niles Trammel, NBC; Edgar Kobak, Mutual; Frank Stanton, CBS, and Mark Woods, ABC.

Network Position

While the networks organized themselves for the worst, it is now believed that the crisis is past and that a compromise will be worked out. From the standpoint of the webs, to cut off an affiliated station because of individual dispute with AFRA, would be violation of its pact with the station and also that the AFRA threat was in the nature of a secondary boycott. AFRA seeking to clarify its stand as to the new clause is making public today what it deems sufficient definition of its stand to the trade.

Music Firm Wins Right To Contest Song Hit Show

Albany—Advance Music Corporation was given the right to sue American Tobacco Co., N. Y., by unanimous decision of Court of Appeals Friday. An opinion was written by Chief Justice Loughran.

Advance Music Company in its complaint, alleges American Tobacco Company in its nationwide broadcast selects the ten most popular songs of the week as the "choice or result of caprice or of other considerations foreign to a selection based upon accurate survey of popularity of such songs." And that songs published by Advance Music, which are among the first nine or ten most popular ones, are either passed over by defendants or placed on radio program and weekly lists in improper order of popularity.

At a special term of Supreme Court, Supreme Court Justice Walter, denied a motion of defendants to dismiss complaint, made on ground the complaint did not state facts sufficient to constitute cause of action.

The Appellate Division, First Department, reversed the ruling of the lower court.

Reinsch Calls Aid To Peace Radio's Greatest Opportunity

(Continued from Page 1)

dio Institute at the University of Georgia.

"We in radio must be internationally minded," Reinsch declared. "Our radio managers, program directors, news editors — all must know international events, must learn to interpret international news, must take the lead in their communities in promoting peace not alone with fine network shows but with locally conceived and produced programs."



J. LEONARD REINSCH

"This is a difficult task. Destiny, however, has given American radio the challenge of the ages. May we have the wisdom, courage and foresight to use our facilities to accept the challenge and help build a lasting peace."

Willard a Speaker

In the Friday morning sessions of the Institute, a capacity audience filled the historic University chapel to hear the words of three of the United States leading authorities on radio—A. D. Willard, Jr., executive vice-president of the National Association of Broadcasters; Horace Lohnes, radio attorney, Washington, D. C., and Sol Taishoff, publisher of Broadcasting.

Willard discoursed on the subject "Radio's Future" and addressed the audience on the expansion and development which will take place within the next five or six years in the fields of frequency modulation, television, AM expansion, and facsimile reproduction. He deplored the present censorship practices of the FCC but expressed the sincere belief that through the introduction of FM and the subsequent increase in the number of broadcasting frequencies available, that "some day we may

have completely free broadcasting in the United States.

"I urge all to eternal vigilance and I believe that we can no longer expect to maintain freedom of expression unless we maintain freedom of every unit of communication. Broadcasters must and will fight for the freedom to broadcast and your freedom to listen," the NAB executive pointed out in conclusion.

The topic, "Legal Aspects of Broadcasting" was expounded by Lohnes. The radio lawyer who through long experience with the FCC has a thorough knowledge of the legal angles of the radio industry took the audience from the time the first act governing radio communication was passed on June 20, 1910 through the development of the complicated code of today. He emphasized the fact that FCC control grew out of the small number of broadcasting frequencies available in proportion to the large number of applicants and predicted that change in existing regulations would come only through the development of new wave lengths brought by FM broadcasting.

The Friday afternoon meeting was devoted to a discussion of "the Business of Broadcasting." "Production of Copy" was discussed by Richard S. Nickeson, assistant professor of radio journalism, Henry W. Grady School of Journalism; "Production on Air," by Irvin Abeloff, general manager, radio station WLEE, Richmond, Va.; "Sales," by Frank Pelgrin, NAB, Washington, D. C., and Henry Ringgold, Edward Petry and Company, New York, N. Y.; and "Promotion," by Thomas D. Connolly, director of program promotion, Columbia Broadcasting System, New York, N. Y., and E. P. J. Shurick, merchandise and promotion manager, radio station KMBC, Kansas City, Mo.

Georgia broadcasters voted to continue the institute as an annual affair, but changed the meeting date to the spring, at a date in March or April, to be set later. Therefore, the next assembly of the Georgia group will be in the spring of 1947.

Federal's New 20KW-FM Gets Commission Approval

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday waived the requirement for six months notice by manufacturers for transmitters of any power rating not listed by the Commission in its FM standards. The action was taken after the Federal Telephone and Radio Corp. of Newark, N. J., advised the Commission that it plans to manufacture an FM broadcast transmitter having a power rating of 20 kw. The Commission gave tentative approval to the 20 kw. transmitter "since it is desirable that FM broadcast transmitters on each of the power ranges become available at an early date."

Robbins Profiled

December issue of True magazine carries a detailed story of disc jockey Fred Robbins and his "1280 Club" broadcast nightly over WOV. Story also tells how Robbins gave up a year's law practice in Baltimore, after graduating from law school at the age of 21, to take an announcing job with WITH for \$17.50 a week.

Publish Book

The Red Skelton team of writers, John Murray and Ben Freedman, will have their own books published in February, by Lippincott and Conrad McCann, respectively. "Mrs. Mike," written by Freedman and his wife Nancy, deals with the Northwest Mounted Police, while Murray's book, as yet untitled, is a comedy about a hotel.

IBS Birthday Program Set For Yankee We

(Continued from Page 1)

stations to serve the college campus. Originating at Brown U., the program will be the first campus station production to be carried on a large regional network.

It was on November 30, 1936, that a physics student at Brown first connected a microphone to a wirele phonograph in his room, and broadcast programs to other students in a dormitory. System was soon extended to other sections of the campus and WBRU was subsequently established. Students of other colleges soon adopted the idea and by 19 there were 13 campus stations—forming the Intercollegiate Broadcasting System.

Wide Growth in 10 Years

In its first 10 years, campus radio has grown from a "one-mike" station to a nationwide group of 25 outlets. Its development is evident beyond the campus since many of today's important radio executives served their apprenticeship in college radio. Graduates can be found in all the major networks and in stations throughout the country—as chief announcers, station managers, directors, etc. Others can be found in related fields, such as station representation, advertising agencies, etc. Today, IBS stations annually graduate about 250 students who have had experience in all phases of broadcasting.

Having outgrown their original crude equipment, campus stations now use standard studio facilities at exchange programs among themselves on transcription, through scri exchange, and by leased lines. A major item on each fall schedule is the co-operative broadcasting Ivy League football games over distances as great as 400 miles. A regional network in the Philadelphia area has been in daily operation for over a year, and the 900-mile "Ivy Network" has been operated for individual programs, and expects start full-time operation early next year.

Originality Stressed

IBS stations concentrate on serving their particular audience of college students, rather than "imitating" programs of standard stations. Audience preferences are carefully studied in uniform surveys administered in all parts of the country by IBS. As result, schedules emphasize symphonic music and educational features.

Station coverage is limited to the campus, and most stations are operated and managed by students. These stations in turn own and operate the IBS, whose board of directors includes: Judith Waller, G. Della Cioppa, Robert B. Hudson, Morris Novik, Dr. Russell Potter, R. Lowdermilk and Roger Clipp. Stations are supported by student activity funds and revenue from local and national advertising. All income is channeled into better facilities and programs on a strict non-profit basis.

National Radio Week Gets Gov't Tributes

(Continued from Page 1)

association, and Justin Miller, president of the NAB said:

"Congratulations and best wishes to the broadcasters and radio manufacturers of the country on their 26th anniversary celebrated during National Radio Week. American radio programs helped to maintain the morale of our troops everywhere at some time during the war and are still listened to eagerly by our occupation forces. American-made radio and electronic equipment helped turn the tide of victory during the war and will continue to keep our ground and air services the best equipped in the world."

Adm. Nimitz Wires Cosgrove

Admiral Nimitz in another telegram, also sent to Cosgrove and to Miller, said:

"On the 26th anniversary of the radio broadcasting industry, I extend my sincerest congratulations. Radio proved to be one of the most effective means of uniting Americans in the concerted drive to victory. I am confident that the industry will make an equally significant contribution to permanent peace. The Navy shares America's appreciation of your 26 years of outstanding service."

Earlier communications of good wishes had been received from General Omar N. Bradley, administrator of Veterans affairs, and Commissioner John W. Studebaker, of the U. S. Office of Education.

Under the sponsorship of RMA and NAB, more than 1100 radio stations and almost 30,000 radio dealers are observing National Radio Week this week with special radio programs and displays of new radio sets. A number of stations over the country are celebrating their birthdays coincidentally, and others are opening new facilities during radio week.

Spanish Series On WWRL

New business at WWRL includes a contract placed direct by Teatros Ansell, chain of 10 Spanish language theaters in New York, which begins sponsorship of "Radio Cinema," a daily quarter-hour musical-movie news program at 7:15 p.m. Contract was placed for 52 weeks. On Saturday and Sunday nights WWRL will carry remotes from the stage of the Belmont Theater featuring Spanish talent.

"The Lutheran Hour," weekly half-hour transcribed religious program, will be broadcast in English over WWRL on Sundays at 8:30 p.m. Contract was placed through Thomas F. Clarke Co., for 52 weeks.

15 YEARS EXPERIENCE IN RADIO—AM OFFERING MY SERVICES TO AGENCIES IN NEW YORK CITY REQUIRING ONLY LIMITED RADIO PRODUCTION UNIT—COPY, SCRIPT, PRESENTATIONS AND PROGRAM PRODUCTION. BOX NO. 261, RADIO DAILY, 1501 BROADWAY, NEW YORK 18, N. Y.

Special Network Programs Will Salute Thanksgiving

(Continued from Page 1)

Margaret McBride also will air special Thanksgiving shows.

ABC has scheduled four regular and one special program for Thanksgiving celebration. A special dramatic show starring Walter Hampden, Victor Jory and Richard Waring, titled "A Newsreel For Thanksgiving" will be aired in co-operation with the National Conference of Christians and Jews on Sunday, (7:30-8 p.m.) Originating from the grand ballroom of the Waldorf-Astoria, program is written by Howard Teichman and produced by Earle McGill.

Hill to Be Heard Again

Edwin C. Hill will again broadcast a special "Thanksgiving Story" (3:45-4 p.m., EST),—a feature he has provided for the past 13 years; the "Professor Quiz" show, from Copake, N. Y., will devote its theme to the holiday spirit; Bing Crosby, with Judy Garland as guest on "Philco Radio Time," will offer a special skit titled "Turkey Hunting," (10:-10:30 p.m., EST); "Glamour Manor" will devote comedy sequences to Thanksgiving (12-12:30 p.m., EST) and Ted Malone will devote his Thursday broadcast to a human interest story about the tradition of Thanksgiving, (11:45-12:00 noon.)

University Sponsors Meet Of Women Radio Directors

Omaha—As one of the series set up for the women broadcasters this fall, Creighton University held a conference here Thursday, at which the following women broadcasters participated: Caroline Ellis, KMBC, Kansas City; Wynn Huber Speece, WNAX, Yankton; Anne Hays, KCMO, Kansas City; Margaret Stoddard, Iowa regional director of listener activity; Pearl Broxam, WMT, Cedar Rapids, Iowa.

Dorothy Lewis, co-ordinator of listener activity, NAB, New York, presided as chairman and spoke on "Women's Role in American Radio." Following the conference a tea was given by the faculty women's organization of Creighton University.

It was announced women broadcasters of Omaha will go all out on National Radio Week contest, sponsored by the Association of Women Directors. A committee has been chosen by the Radio Council to serve as judges for the letters submitted.

Several of the speakers remained over for the meeting of the radio council of Omaha on Friday, November 22. Mrs. Lewis' topic was "Five Freedoms for Amer. Listeners." Elected of the Omaha Radio Council are: E. M. Hosman, director of adult education, University of Omaha, is the new president; Rev. Paul M. Smith, S. J., first vice-president; Mrs. Laverne Smith, second vice-president; Mrs. Claire Magnuson, secretary, and Mrs. Geo. V. Shibley, treasurer.

Spot pick-ups from both sides of the Atlantic will be carried during a special program, titled "From Dunkirk to Dunkerque," to be broadcast by CBS from 3:30-4 p.m., EST. Program will feature the formal presentation of gifts from citizens of Dunkirk, N. Y., to the people of Dunkerque, France and marks the opening of a fund raising campaign by American Aid to France, Inc.

Daly Narrator

CBS newsman John Daly will narrate the pick-up from Dunkirk, N. Y., where Charles Boyer, emcee on the program, will make the keynote speech for French relief. Mayor Walter Murray of Dunkirk will make the formal presentation of gifts to French Ambassador Henri Bonnet. Don Pryor will report from Dunkerque, France, and introduce Mayor Robelet who will be followed by Dunkerque citizens singing "The Star Spangled Banner." Program will conclude with the Dunkirk, N. Y., high school choir singing "La Marseillaise."

Mutual's "The Coke Club," featuring Morton Downey, will devote its time and mood to the Thanksgiving spirit (12:15-12:30 p.m.) Show also features Donny & David Ross, with latter offering poetic selections apropos the day.

WOR-Mutual To Conduct Phone Poll On "Forum"

WOR-Mutual will provide an innovation in radio when a phone poll of listener's opinions on a current topic is inaugurated on "American Forum of the Air" starting with the broadcast of Tuesday, November 26, from 9:30-10:15 p.m.

In designated key cities, listeners will be invited to voice their opinions on the subject under debate on the forum by calling their local Mutual station during the broadcasts. Staff of expert operators and tabulators from the Sullivan-Rayhawk Independent Research Agency will handle the calls and just before the "Forum" goes off the air a rapid tabulation of the listeners' views will be announced.

Extra phone lines and operators

NAB And RMA Plan Closer Co-operation

(Continued from Page 1)

field of action by the joint industry body. United action on such major matters of mutual interest is contemplated and the relationship between manufacturers and broadcasters was authorized recently by the respective boards of directors of the two associations. An initial meeting of the new joint committee is planned soon.

Broadcasters representing NAB will be:

T. A. M. Craven, vice-president, Cowles Broadcasting Co.; William Fay, vice-president, Stromberg-Carlson Co.; Gordon Gray, president radio station WSJS; James D. Shouse, vice-president Crosley Broadcasting Corp.; Carleton D. Smith, general manager radio station, WRC, Washington, D. C.

Manufacturers who will represent RMA are as follows:

Dr. W. R. G. Baker, vice-president General Electric Co., Syracuse, N. Y.; Walter Evans, vice-president Westinghouse Electric Corp., Baltimore, Md.; Frank M. Folsom, executive vice-president RCA Victor division, Camden, N. J.; Paul V. Galvin, president Galvin Mfg. Corp., Chicago, Ill.; E. A. Nicholas, president Farnsworth Television and Radio Corp., Fort Wayne, Ind.

Accepts CBC Post

Montreal—Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corp., announced Friday that Dr. W. P. Percival, director of Protestant education for Quebec, has agreed to act as chairman of the National Advisory Council on School Broadcasting. Dr. Percival, who has been vice-chairman of Queens University, recently retired from that post.

will be added at stations in cities being polled. By means of the set-up, Mutual expects to present a cross-section of the nation's opinion on the particular topic. On the November 26 broadcast, the "Forum" will discuss "Should American Labor Have a Closed Shop?" James B. Carey, CIO executive, will be one of the principal speakers, with others to be announced.

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COAST-TO-COAST

—CONNECTICUT—

HARTFORD—A ten per cent cost-of-living increase for full-time employees at WDRG exclusive of executives and those in managerial positions has been granted. . . . "Music Off the Record" WDRG show is sponsoring a popularity contest to choose the band of the year. . . . Stork paid a visit to control man, Herman Goodstine of WDRG and his wife, leaving a baby girl. . . . **BRIDGEPORT**—Three WICC programs, "Superman," "Twenty Questions," and "It's Up to Youth" have been selected by the American Schools and Colleges Association as "required listening." . . . Changing the format of the musical series, "The Treasure Hour of Song" WICC will feature a new guest star policy and a listener's musical quiz. . . . **NEW HAVEN**—The Junior League of New Haven and the Board of Education sponsor a special transcribed series, "Books Bring Adventure" every Tuesday over WNHG. . . . Syd Byrnes is again handling the WNHG, "Battle of the Baritone."

—CANADA—

TORONTO—CFRB engineers, Bill Baker and John Bisson drove approximately 1,000 miles in the company's jeep station wagon to set up and engineer the "Ontario Panorama." . . . **HAMILTON** — As part of its pre-Christmas promotion, G. W. Robinson Department Store, sponsors of CKOC's "Come and Get It," brought a helicopter; complete Santa Claus and all to Hamilton. . . . "Philo Vance" is being sponsored by Wildroot via CKOC. . . . Winner of the CKOC "Man Hunt" contest, Georges Letourneux will receive a new 1946 Nash automobile. . . . CKOC is broadcasting the third period of all home games of the Hamilton "Pats." . . . Ronnie Cook, CKOC announcer is handing out cigars. . . . Control man, Don Meadows, has written a poem describing the trials and tribulations of the control man.

—MASSACHUSETTS—

LAWRENCE — Bob Moore, nationally known announcer is being featured in a record musical jamboree over WLAW. . . . A new series of educational broadcasts, "The School and Home" will take to the air Dec. 5 over WLAW. . . . Students of Endicott Junior College will be featured in the play "A Soldier Comes Home" on Nov. 26. . . . **WORCESTER**—WTAG will observe National Radio Week with special programs and announcements. . . . Station this week began a 13-week series of objective discussions on "You and Alcohol." . . . WTAG will present a special transcribed broadcast of the first general meeting of the Radio Club Nov. 26. . . . **HOLYOKE**—Patrick Montague, WHYN advertising manager

recently underwent an operation at the Cooley-Dickinson Hospital. . . . General manager, Charles DeRose spoke of "Progress in Radio" at a dinner meeting of the Hatfield Lions Club.

—NORTH CAROLINA—

ASHEVILLE—Opening the recent conference on "Facing Atomic Energy," Bill Melia, WWNC program director, interviewed Dr. L. W. Nordheim, Dr. Karl Z. Morgan, and Fr. Cuthbert Daniels. . . . Ralph Hollars, radio time salesman for WWNC has had some of his paintings on display by the Asheville Artist Guild. . . .

CHARLOTTE—Fred F. Fletcher is winner of a \$100 Savings Bond for his safety slogan, "An Accident is Somebody's Fault. . . . Don't Let It Be Yours." . . . WBT's well-known singing family, the Johnson Family Singers, are now being heard Sunday mornings. . . . Arthur Smith's "Guitar Boogie" has been recorded by Alvino Rey. . . . Lee Kirby, WBT sports announcer is wearing a new gold lapel pin reading "WBT 10 CBS," commemorating his tenth year as the station's top sportscaster.

—ALABAMA—

BIRMINGHAM — Something new on WTNB is a half-hour early ayem feature, "On The House," for business men and women who drop in for coffee and doughnuts. Two roving announcers interview guests on the air. . . . The Alabama Apparel Guild meeting and style revue was aired by WTNB along with the luncheon address of Hugh Comer. . . . Ben Chapman, Philadelphia Phillies manager was appointed WTNB sports director. . . . Sarah Phillips, WBRC book reviewer, is back on duty after an operation. . . . **MOBILE**—The Sacred Heart program made its debut here over WMOB as a regular Sunday ayem feature. . . . WKRG will publicize the launching of its sports program, "Sporting With Stanky," emceed by Ed Stanky, Brooklyn Dodgers second baseman in all advertising media. . . . **HUNTSVILLE**—A search for "golden wedding" couples has been started by WHBS with the idea of a program in which they will be interviewed.

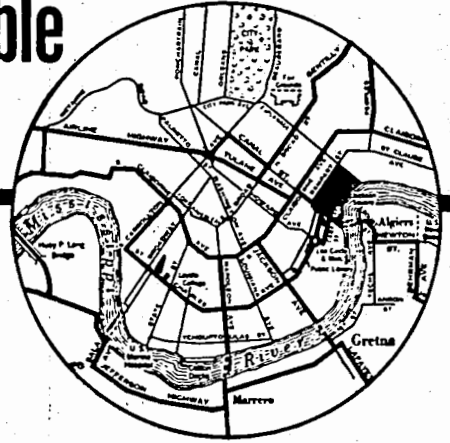
—TEXAS—

SAN ANTONIO — The Colgate-Palmolive-Peet Company will sponsor the last half of "Once Over Brightly," local morning variety show. . . . Margaret McCamey moved from the continuity department to replace Jean May as traffic manager. . . . Del Dunbar, the only cowboy singer of hymns, is heard over KABC. . . . C. B. Spences joins the sales staff of KABC.



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Reach the important New Orleans market through the Fulton Lewis, jr. program—Monday through Friday—over radio station WNOE. Talent cost makes this a great buy . . .

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Send Birthday Greetings To —

November 25

Miriam Jalle	Rex Maupin
George Cushing	Kate McComb
Will Osborne	Edwin Wallis



AFRA-Webs Nearer Pact

Agreement Seen Likely At Conference Scheduled For 10:30 a.m. Today; Both Sides Want Contract

Two Crosley Tele CPs OK'd By Commission

Washington Bureau, RADIO DAILY
Washington—CP's for new commercial television stations in Cincinnati and Columbus, Ohio, have been awarded to Crosley Broadcasting Corp., the FCC announced Friday. Commissioner Clifford Durr voted for a hearing in both cases. At the same time, the Commission awarded conditional FM grants to four applicants and gave CP's to several other applicants for FM stations. Conditional grants were given to

Statistical

United States listeners own a total of about 66,000,000 AM receiving sets, the FCC estimated yesterday. Figures compiled by the Commission's economics division also show a total of 500,000 FM receiving sets and 7,000 television sets. Of the FM figures, about 400,000 sets were on hand before the war. The FCC estimated that FM sets now are being produced at the rate of 17,000 a month.

Canada Cautious On Tele Planning

Montreal—In connection with the announcement by A. D. Dunton, chairman of CBC that the corporation will study the possibilities of introducing television in Canada, it is learned that there have been no recent applications from Canadian radio stations for television licenses. A number of applications had been filed with CBC in pre-war years

Negotiations between the networks and AFRA which resumed yesterday morning after a layoff since early Saturday morning are believed to have brought the two groups closer toward a definite agreement than they have been at any time before. Sessions will resume at 10:30 a.m., this morning at NBC, according to a joint statement issued at 6:50 p.m., last night by the networks and the artist union.

The union and the webs resumed
(Continued on Page 6)

Three Contracts Renewed For Full CBS Programs

Signing of three contract renewals, it shows sponsored by the Continental Baking Co., Curtiss Candy Co., and the Borden Company,—all full CBS network programs, was announced yesterday by William C. Gitter, web vice-president in charge of sales. All contracts are for 52 weeks. The Continental program is "Grand Slam," aired Mondays through Friday

Sponsors, Net Stars To Aid Seal Drive

The strong support and quick response by radio personalities, networks and sponsors to the 40th Annual Christmas Seal Sale conducted by the National Tuberculosis Association was praised yesterday by Dr. Kendall Emerson, managing director. Drive opened yesterday by the NTA and its 2,900 affiliated associations. "The response of sponsors of com-

GE Introduces New System For FM All-Freq. Tuning

Bridgeport—A new method of "variable inductance tuning," designed to overcome problems arising from the transfer of FM broadcasting to higher frequencies, has been perfected by engineers of the receiver

Webs Study Service Of Vehicle Phones

Special benefit for news departments of radio stations and networks is foreseen in the newly developed vehicular radio telephone service, now set to operate in New York, the 11th city in the country to obtain the service. American Broadcasting Co. news reporters in Chicago already are using a station wagon equipped with the new FM mobile phone units and

ANA Meeting At Waldorf To Discuss Sales Topics

Major aspects of point-of-sale advertising and merchandising will be discussed at a special half-day meeting of the Association of National Advertisers to be held in the Waldorf

Alaskan Station Donates Time Block To Service Men

Juneau, Alaska—Station KINY, Alaska's commercial outlet has allocated a time block for release of Armed Forces Radio Service programs. In co-operation with the commanding general of the Alaskan Department, KINY will be provided with ARS transcriptions which will be broadcast on a non-commercial basis. Under the terms of existing agree-

IRE Moves Convention To Grand Central Palace

Annual radio Engineering Show, part of the 1947 National Convention of the Institute of Radio Engineers, will be held in Grand Central Palace in New York, instead of the 34th Street, Armory as previously announced

Confer Degree By Radio To French Radio Leader

Montreal—In what is believed to be the first ceremony of its kind University of Montreal will confer an honorary degree Nov. 30 by radio

National Coal Crisis Aired By Networks, Indie Stations

With the nation's industry facing drastic power curtailment as a result of the soft coal strike, network and independent stations were once again called upon to play an important role in cities and communities they serve. Importance of up-to-minute national and local newscasts was clearly defined where stations were asked to provide information regarding transportation curtailment, school closings, etc. From the time it became evident

that there would be another major strike,—this one affecting virtually every public endeavor—WRC, Washington, news staff was alerted to cover strike developments in the Capital. NBC Washington commentator Robert McCormick was at the Justice Department where news was expected over the week-end, and had previously aired the announcement that Lewis would be held in contempt of the court order. Early last week,

Tele Tickets—

Simulated football tickets, 2 3/4 x 7 1/2 inches, bearing the message, Reserved Seats for You, NBC '50-yard-line, Army vs. Navy football classic" are being supplied by RCA to television set dealers in the New York and Philadelphia areas. Each ticket reserves a seat for a prospect in the dealer's viewing room on Saturday, November 30.

Radio Bowlers

Los Angeles—Pabst Blue Ribbon is the first bowling sponsor to sign a stage, screen and radio star to bowl in the forthcoming American Bowling Congress World's Championship at Los Angeles beginning March 20th. Eddie Cantor will captain his own Pabst team and will roll in the A B C on April 16th. Banjo-Eyes is supposed to be pretty good.



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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. 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., 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 Nat. Union Radio, Du Mont Lab., Finch Telecom, Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

IRE Moves Convention To Grand Central Palace

(Continued from Page 1) nounced. Dates of the show, March 3-6, however, will remain unchanged. Dr. James E. Shepherd, chairman of the Convention committee, explained that the needs of exhibitors could not be adequately met in the former location.

Move to Grand Central Palace does not change the character of the show, it was added. Displays are of an engineering nature, transmitter equipment, instruments, component parts and radio direction and location devices.



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

Coming and Going

CHARLES MASON and RALPH NOVIK, of the CBS engineering department, leave today for Dunkirk, N. Y., where they'll set the stage for the special Thanksgiving Day program, Dunkirk to Dunkerque, a salute over the network to the famous French town.

CARL BROWN, vice-president of Sherman & Marquette, advertising agency, in charge of the New York office, is expected back tomorrow from Hollywood, where he arranged to have Joe Rines produce the Judy Canova show and Sam Fuller to take over the Mel Blanc Tuesday night.

JAMES D. CONNOLLY, Columbia network director of program promotion, has returned from Athens, Ga., where he participated in the meeting of the Georgia Association of Broadcasters.

CHARLES CALEY, executive vice-president of WMBD, Peoria, Ill., is in town. Paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

JOHN HAMLIN has returned to KERN, Bakersfield, Cal., following a short business trip to New York. The station is an outlet of CBS.

KEVIN SWEENEY, general manager of Fletcher Wiley Productions, is in New York for conferences in connection with two transcontinental shows for Galen Drake, New York director of the HPL programs.

JOE MORAN, associate radio director of Young & Rubicam, with offices in Hollywood, left the West Coast Sunday on a business trip to New York. Just as he trained out aboard the Chief, INNESS HARRIS, head of the agency's commercial department, returned to the film capital from a trip to San Francisco.

E. K. HARTENBOWER, general manager of KCMO, Kansas City, Mo., is back at the station following a trip to New York during which he conferred with network officials and station reps.

JOHNNIE OLSEN and his "Ladies Be Seated" company have returned from Chicago, where they played and broadcast recently from the Palace Theater in connection with a promotional stunt for the motion picture "Magnificent Doll."

LEO DUROCHER, back in town from the Coast, lost no time in getting down to business; yesterday signed his new Dodger contract for 1947, had the scene wire-recorded by ABC, and played back last night on Joe Hasel's 11:15 sportscast over the web.

GEORGE "BULLETS" DURGON, manager of Andy Russell, the Pied Pipers, the New Page Cavanaugh Trio, etc., etc., leaves Los Angeles today via American Airlines for New York, where he'll cover the trio's opening at the Waldorf-Astoria with Frank Sinatra.

Three Contracts Renewed For Full CBS Programs

(Continued from Page 1) days; 11:30-11:45 a.m. Agency is Ted Bates, Inc.

Renewal of Curtiss' "Warren Sweeney" news program, broadcast Saturdays and Sundays at 11:00-11:05 a.m., EST, is effective December 28. Agency is C. L. Miller Co. The Company has held its present time period since January, 1941, with Sweeney on the program since October, 1942.

Borden's "County Fair," heard Saturdays at 1:30-2:00 p.m., rounds out a year on CBS on its renewal date, December 7. The program debuted December 8, 1945. It also sponsors "The Ginny Simms Show" over CBS Fridays at 9:00-9:30 p.m.

New Hawaii 'Ham' Bands

Washington—Additional frequency bands have been assigned for amateur use in Hawaii, the FCC announced Friday. The bands are 3625 to 4,000 kc., with type A 1 emission and 3850 to 4000 with type A 3 emission.

ANA Meeting At Waldorf To Discuss Sales Topics

(Continued from Page 1) dorf-Astoria Hotel on December 5, it was announced yesterday. Five speakers will cover such topics as creation of displays, merchandise, point-of-sale advertising to dealers, checking sales results, retailers' needs for point-of-sale helps and durable goods displays.

William H. Howard, executive vice-president of R. H. Macy & Co., will tell manufacturers what retailers expect from them in advertising and merchandising helps. Other manufacturing and retail executives will handle similar topics, including a talk by J. Gilbert Baird, sales promotion manager of the electric appliance division of Westinghouse Electric Corporation.

Producer-Oarsman Hasel Guest

John Wildberg, producer of "Anna Lucasta," will be Joe Hasel's guest tonight at 11:15 p.m., on ABC. Wildberg was a prominent oarsman and golfer while a student at Columbia University.

Advertisement for WIBW featuring the text 'There's NO QUESTION... about SELLING KANSAS when you hire: Ben Ludy, GEN'L. MGR. WIBW The Voice of Kansas TOPEKA'

Advertisement for WEVD featuring the text '5000 WATTS 1330 KC. 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—147 West 46th Street, New York, N. Y.'



Big scoop

That big baby is capable of biting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too. It's this: down here in Baltimore W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's delivering in quantity and quality the way time buyers like it.

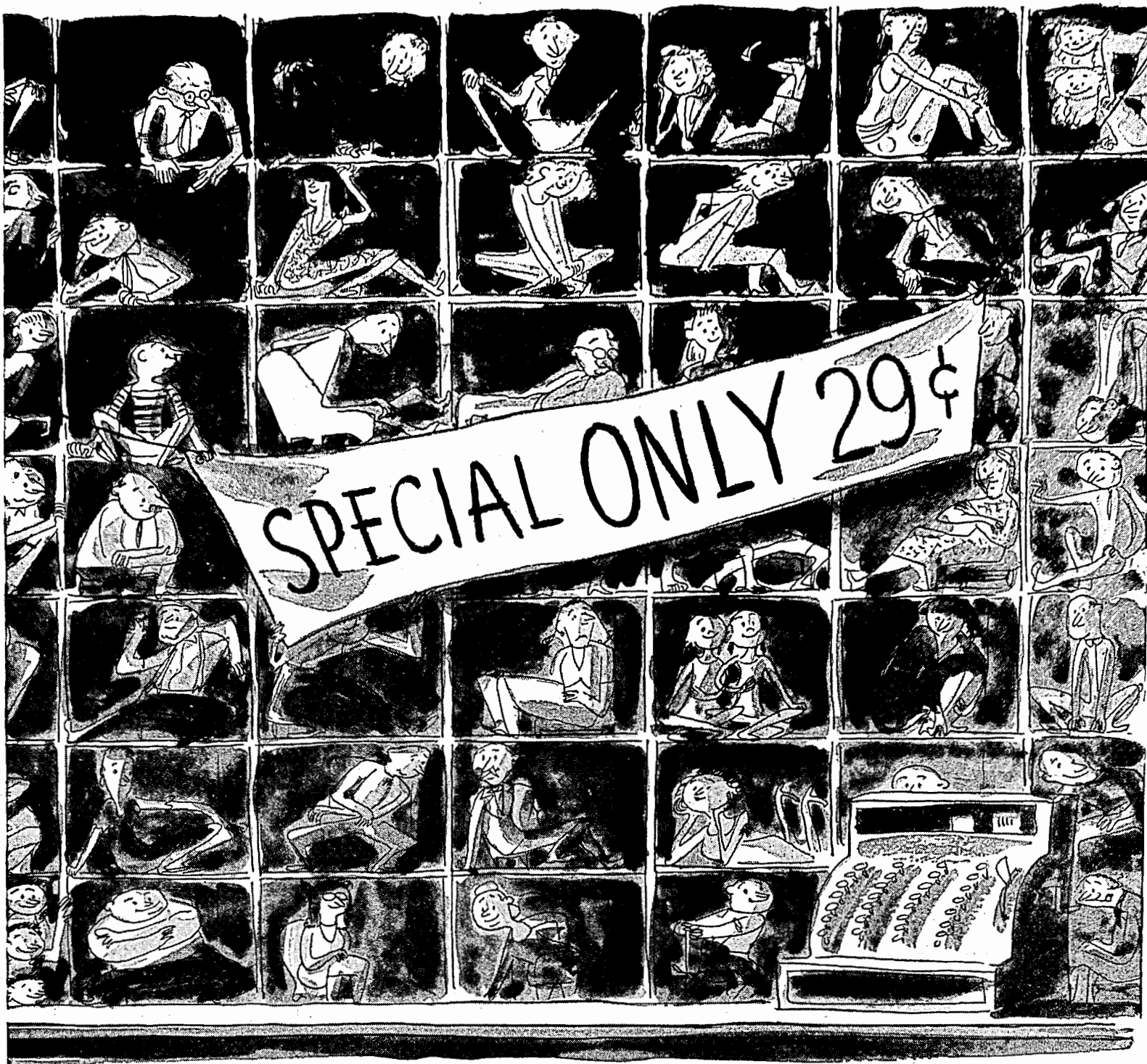
And remember . . . there are 5 stations in this 6th largest city.

W-I-T-H belongs on any smart list.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Roe



There's a daytime program Philadelphians really go for. They say so to the tune of 5000 to 6000 letters a week. They've overflowed the studios and even caused traffic jams in Philadelphia streets.

They have deluged astounded advertisers by streaming into their stores in unforeseen torrents.

Yet the program we speak of costs only 29c per minute announcement per 1000 radio families.

Anywhere, these figures tell a story. In the nation's third market they shout a golden opportunity to the radio-wise.

If you are interested in selling more to more Philadelphians at a sweet and low advertising cost, look into this now. We will gladly give you full facts about progressive WPEN's Mighty 950 Club.

950
WPEN | NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
 New York • Chicago • Detroit • Atlanta
 Philadelphia | San Francisco • Los Angeles
THE EVENING BULLETIN STATION

SAN FRANCISCO

GOVERNOR EARL WARREN will again start regular monthly appearances on KGO-ABC's "Report to the People" on Sunday, December 1st, at 9:15 p. m. Governor Warren's talks were discontinued in April for the duration of the political campaigns. This program was started in 1945 by Frank LaTourette, ABC Western Division News Chief as a weekly public service feature and each Sunday evening has brought prominent officials to the mike to discuss vital issues.

The broadcast of Robert H. Scott's speech on Atheism by KQW brought a storm of protest that started almost as soon as Scott went off the air. Letters and resolutions of condemnation and opposition have continued to pile up during the week. KQW gave Scott time after several years of refusals after the FCC ruled that the atheist should be allowed to air his views under the same privileges as religious and other groups are given.

Bert Silen who has been spending several weeks here collecting additional material and supplies for his station KZRH in Manila, has returned to the Philippines. Mrs. Silen and their three daughters will return as soon as ship transportation is available. It will be Mrs. Silen's first sight of the Islands since being freed from the Jap internment camp at Los Banos by American Rangers.

Betty MacDonald, author of The Egg And I, has been making local guest-star appearances on KGO-Ann Holden's Home Forum program, and a special KPO-NBC broadcast opening the fortieth annual TB Christmas Seal drive.

KGO salesman Russ Shaffer has taken over a new account with the arrival of Stephen Michael Shaffer, weight 7 pounds 15 ounces.

Pic Newscaster Bought On ABC West Coast Web

Hollywood—George Fisher, movie newscaster, will launch a new five-minute program over ABC coast web New Year's Day for 42 Hair Oil Shampoo. It will be heard from 2:25 to 2:30 p.m., five days a week.



Broadway Bulletin Board. . . !

• • • Martin Straus, they tell us, is none too happy with Henry Morgan's peculiar brand of commercials, and talk around is that the stanza won't be renewed by Eversharp. . . . Fred Allen back in the top rung again with a sensational 29 on the Hooper chart. . . . Lee Cooley, ex of Ruthrauff & Ryan, joins McCann-Erickson Dec. 1st as video director. . . . The drinks are on Joe Bigelow. He's now a veepee at J. Walter Thompson. . . . Hear that the Petroleum Institute of America is plunking down a million bux on public relations campaign to clear up misconceptions about the industry. . . . Peter Donald heads for Boston shortly for a medical checkup. . . . Lot of steam being built up to have Kate Smith make another film. With her tremendous daily listening audience, they figure she'd be a natural. . . . Peggy Mann doing the Sinatra show again Wed. Getting to be a habit. She may wind up as a regular on this aier. . . . Benny Goodman dropping his band and retaining his sextette. . . . Arlene Francis' insurance policy, taken out on her by the sponsors of "Affairs of Ann Scotland," insures her, among other things, against having twins. . . . "Cavalcade of America" making a specialty of using old-timers. Francis X. Bushman and Herbert Rawlinson, top matinee idols in their time, now appear on the show regularly, most times sans billing. . . . It's a baby girl, Tracy Ann, at the George Carson Putnams. Pop is the ace Mutual newscaster.



• • • Frankie Carle brings his great crew into the Capitol Thurs. . . . The current Anna Lucasta from the show of the same name is Isabel Cooley, soon to be the busiest sepia actress in radio. . . . Ned Brown in town. He's head of the story dept of A. & S. Lyons and is looking for radio properties that can be sold to the films. . . . Mack Davis busy putting together a quizzer, "Pick Your Partner," plus a transcribed series for Ray Green with Ray Bloch's ork and singers like Jerry Wayne, Larry Douglas and Bobby Doyle. . . . Taylor Grant's handling of "Headline Edition" on ABC is top drawer stuff. . . . Prof. Quiz, who lives at Copake, N. Y., will originate his Thanksgiving broadcast from there. He's hired a square dance outfit to play for his friends and neighbors after the show. . . . Special nod to Geo. Crandall and CBS press dept for passing out sandwiches, drinks, etc., to reporters covering the AFRA-Web front Friday nite. . . . Don Dunphy leaving for a Florida vacation—first in 6 years.



• • • Ed Gardner's "Duffy's Tavern" may originate from the east next year if the comic goes through with plans to appear on B'way in a musical comedy called "Meet Me at Duffy's," based on the air show. . . . Beatrice Kay to do an album of children's best liked recitations . . . Give-away of an airplane on last week's "Truth or Consequences," a new high in handouts. . . . Bobby (and nylon) soxers giving the Sinatra treatment to Jean Sablon, France's gift to DuBarry products. . . . Willie Howard, one of the column's pets, a solid click at the Latin Quarter in Chi. . . . Boston in for plenty of fast talk this week with both Danny Kaye and Henny Youngman opening up here. . . . June Christy, Stan Kenton's femme singer, getting her own recording contract with Capitol. . . . Gene Hamilton and his wife, Mildred, have organized a dramatic group of pros and amateurs in their Baldwin, L. L. community. . . . One of the most dynamic press agents in the field—21-year-old Syd Rubin. . . . Win Elliot has coined a new idea for Bill Gernann's "County Fair" which looks as good a space grabber as the calf-lifting stunt. Idea is aimed at prodding book borrowers into returning tardy tomes to their rightful owners. . . . A. L. S. Co. packaging a new air series by Paul Gallico. . . . H. B. Patton, son of Burt L. Standish, author of the famous "Frank Merriwell" thrillers, in town from Calif. congratulating everyone on the swell air job they're doing. Especially sripters Ruth and Gil Braun.

LOS ANGELES

By RALPH WILK

STARTING JAN. 1ST, 1947, B. Murphy, amusements editor the Minneapolis Star, will devote tv columns a week to radio. He now visiting Hollywood and gave th. cheering news to local radio publicists. The Seattle Times he said, installing a radio column, while th. Denver Post started a column th. month. The Santa Fe New Mexico is now running a column. "America Living," which is distributed in 1,0 grocery stores in Southern California and Arizona and which has a circulation of 170,000, is devoting mu. space to radio.

Will Orlean, the New York radio actor, has just waxed a platter for new show called "Two Strange Stories." The first portion of the show is a one-man dramatic presentation on a strange tale from fiction, th. other is a narration of a strange story sent in from a listener. Two for accounts are dickering for the show for radio presentation.

Bud Ernst, producer of "Hearts D sired," is seriously ill with pneumonia.

AD GLIBS

by DAVID O. ALBER

"What do you know?" is the standard greeting on Radio Row. Some guys know the answers. Maybe they get around more. Or maybe they're better students.

You're still going to school, bub, no matter what your present niche. You've got to do your daily round of studying. Your textbooks are trade papers like Radio Daily. And, if I don't get hit on the head, I'd like to mention other trade publications that should be in the curriculum.

Wednesday may be Bingsday to ABC, but to me its Variety and Billboard Day. Broadcasting, Hollywood Reporter, Daily Variety, Film Daily, Radio and Television News, Tide, Printers Ink and Advertising Age contain a lot of morsels that can round out your radio education. If you're interested in television, and you should be, you should subscribe to the Televiser and Television Magazine. There are other trade papers, too, which are important sources of info.

Radio has more ramification than you can shake a stick of type at. And few of us are ready for a post graduate course.

DAVID O. ALBER ASSOCIATES, INC.

National Radio Publicity

654 Madison Ave., N. Y. RHineland 4-1681

Hollywood: 1637 N. Vine St. Gladstone 9469

THE VOICES OF MARLIN BLADES

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE,
EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung -or-
Written, Packaged, Produced

'Lanny & Ginger' GREY
545 5th AVE., N. Y. C. - AT. 9-4021

ADAM HATS, ETC.

SATTLER'S DEPT STORE

BEHNSON'S GUN

Canada Cautious On Tele Planning

(Continued from Page 1)

when television was considered in its infancy. The applications were never acted upon and since have "died a natural death." A radio official said that one of the chief reasons why Canada had not attempted to keep up with the United States and Britain in the development of television was the high cost of equipment and experiments. It was felt, the official said, that Canada could wait the result of experiments by Britain and the United States before launching on costly work that would only duplicate what was being done by British and American technicians in the development field. The results of the British and American experiments were available to the CBC and a close watch has been kept on developments.

Mr. Dunton's announcement indicated that the policy to be followed in the introduction of television would be somewhat similar to that used in introducing frequency modulation broadcasting in Canada. In 1944, the CBC began a study of the possibility of introducing frequency modulation in Montreal and Toronto. Early this year FM stations went into operation in the two cities. Besides the two FM stations in Montreal, the CBC is to establish others in Winnipeg and Vancouver. Consideration is being given also to possibility of granting licenses for similar stations to some private radio concerns.

Alaskan Station Donates Time Block To Service Men

(Continued from Page 1)

ments the station has generously allocated the time as a public service to the Armed Forces and will use no commercial spots immediately before, during or immediately after AFRS programming. The primary benefit from KINY's service will be for the information and relaxation of service personnel in their coverage area.

Named Marconi Superintendent

Montreal—Canadian Marconi Company announces the appointment of Edward Garner as superintendent of telegraphs. Mr. Garner will be in charge of operations at Marconi's Central Telegraph Office, Montreal. A native of England, Mr. Garner migrated to Canada in 1913 and he joined the company shortly after. Louis F. Newell has been named to fill Mr. Garner's previous post as supervisor in the central telegraph office.

THERE'S ONLY ONE



Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st St.
Reservations Invited • Walter Jacoby

Crosley Granted 2 Tele CP's; Pearson-WBAL Hearing Set

(Continued from Page 1)

the following: Northwest Georgia Broadcasting Co., Cedartown, Ga.; Royal Oak Broadcasting Co., Royal Oak, Mich.; Mary Hardin-Baylor College, Belton, Tex., and Sunshine Broadcasting Co., San Antonio, Tex.

FM CP's were granted to: Airfan Radio Corp., Ltd., San Diego, Calif.; The Tribune Co., Tampa, Fla.; Columbia Broadcasting System, St. Louis, Mo.; Greensboro News Co., Greensboro, N. C.; Josh L. Horne, Rocky Mount, N. C.; Unity Broadcasting Corp., of Tennessee, Chattanooga, Tenn.; and the Reporter Broadcasting Co., Abilene, Tex.

New Lynchburg Station

The FCC announced adoption of an order making final its proposed decision granting the application of Old Dominion Broadcasting Corp., for a new station in Lynchburg, Va., to operate on an 390 kc., with power of 1 kw., unlimited, and granting the application of John M. Rivers for construction permit to increase power of station WCSC, Charleston, S. C., from 1 kw., day, 500 watts night, to 5 kw., using a directional antenna at night only, operating on frequency 1390 kc., unlimited time. Both grants are subject to CAA approval of transmitter site.

The application of Piedmont Broadcasting Corp., licensee of station WBTM, Danville, Va., for construction permit to change operation assignment of that station from 1400 to 1390 kc., and increase power from 250 watts to 1 kw., unlimited time was previously removed from this consolidated proceeding.

Baltimore Wave Length Battle

Battle over WBAL's choice channel, complete with 50 kw., power, was thrown into consolidated hearing Friday by the FCC, with Hearst radio lined up against newsmen Drew Pearson and Robert S. Allen. WBAL, under fire for its programming policies, will fight for its wave length against the Pearson-Allen combine on January 13, the Commission ordered.

The Baltimore station was cited by the FCC shortly before publication of the Blue Book. The station's application for renewal of license was designated for hearing and after sev-

eral postponements a hearing was ordered for December 2.

On September 17, Pearson and Allen, applying as Public Service Radio Corp., threw a bombshell into the proceedings by requesting a CP for WBAL's wave length and the 50 station.

Receipt of three applications for new standard stations was announced yesterday by the FCC. They include voice of Western Colorado, Inc., Grand Junction, Colo., to be operated on 1230 kc., 250 watts, unlimited; John C. Mullens, Phoenix, Ariz., to

GE Has New FM Set For All-Freq. Tuning

(Continued from Page 1)

division of General Electric Company, it was announced Friday by I. J. Kaar, manager. Method is described as being more efficient than gang condensers in the reception of FM at its new position from 88 to 108 MC; it is also said to be highly efficient in short-wave tuning.

This type of tuner, according to Kaar, has the advantage of being entirely tool made.

be operated on 920 kc., one kw., daytime; Coast Broadcasters, Inc., Tillamook, Oregon, to be operated on 1370 kc., one kw., unlimited.

TO THE ADVERTISER

who wants audience

AT LOW COST!

ASSOCIATED PRESS

UNITED PRESS

WAAT NEWS ROOM

OVER 3,000,000 FAMILIES PER WEEK

WAAT OFFERS

"THE NEWS"

Every hour on the hour—24 hours a day for less than **1¢** per family.

Another Reason Why...

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

Source: Pulse of North Jersey

*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, Dallas.



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

Dominant

VOICE OF SOUTHEASTERN CALIFORNIA

100 MILLION DOLLAR YEARLY MARKET

MUTUAL DON LIT

KXO

EL CENTRO CALIFORNIA

SEE RAYMER

AFRA And Networks Believed Nearer Pact

(Continued from Page 1)

their negotiations yesterday at 10:30 a.m., following a recess early Saturday morning. At that time George Heller, AFRA's national executive secretary, stated in the presence of network representatives, that the union's national board was calling a meeting on Sunday to consider a proposal made to them by the networks and that both sides would resume negotiations on Monday morning.

Four Web Execs Present

Yesterday both factions met again for about 10 minutes, following which AFRA members huddled among themselves until about 1:15 p.m. The session recessed for lunch until 2:30 p.m., and around 3 o'clock the regular negotiators for the networks—Bob Swezey, of Mutual; Joe McDonald, of ABC; Frank White, of CBS, and John MacDonald of NBC—went in to confer with AFRA. The two groups were in session for approximately one and one-half hours, at which point the network representatives left the AFRA group and entered the office occupied by the presidents of the four networks.

Later, at 6:50 p.m., trade press and newspaper reporters, who had been on the scene all day, were called in for a statement. White told the press that Heller, for AFRA, had a statement to make. Heller stated that negotiations would be resumed at 10:30 a.m., today at NBC.

Statement on Joint Basis

It was emphasized by both Heller and White, representing both sides, that the statement was a joint one and should be considered as coming from both sides. This was taken as an indication that progress had been made during the day and that both sides were going all out to produce agreement.

It is believed that today will bring a final agreement in the preliminary sessions between AFRA and the networks, with some kind of a contract set down in writing. There is indication that both sides have come to some sort of verbal agreement and that at 10:30 a.m., today they will begin putting down the provisions of their settlement in writing. Heller, it was said, will have a definite statement to make this morning.

Strike Rumor Denied

A UP bulletin issued at 10:41 a.m., yesterday reporting AFRA was prepared to strike at noon, Monday caused confusion among broadcasters, union officials, and AFRA membership throughout the country.

The bulletin, in part, read: "It has been learned that a strike of the American Federation of Radio Artists against the four major networks has been scheduled for noon today."

Shortly after the bulletin was issued UP followed up with a clarification and George Heller, spokesman for AFRA, issued a statement declaring that no time or date had been set for a strike.

National Coal Crisis Aired By Networks, Indie Stations

(Continued from Page 1)

when the UMW chief retired to his home in Virginia, station's director of news and special events, William R. McAndrew ordered lines installed nearby.

Installation of 3,000 feet of broadcast cable from a terminal pole to a driveway next door to Lewis' home started a rumor that the union exec would broadcast, but the actual purpose was a one-minute color broadcast to the web on the NBC News of the World by Bjorn Bjornson.

Denver Emergency

Affected early by the power curtailment, Denver schools closed at the week-end. Immediately, Gene O'Fallon, manager of KFEL, placed facilities of the station at the disposal of school and public officials. Arrangements completed over the week-end call for 45 minutes daily coverage of the emergency, from 1:45 to 2:30 p.m. Yesterday, Charles E. Green, superintendent of schools, availed himself of the KFEL microphone for a 15 minute talk to teachers and students.

Remainder of broadcasts by KFEL during the emergency will include transcribed educational features prepared by the station staff and the Rocky Mountain Radio Council, in addition to talks by school officials and teachers and round-table discussions by student groups.

Webs Cover Key Cities

The four networks, meanwhile, alerted correspondents in key cities, in addition to spotting reporters at points likely to produce strike developments.

CBS had its Washington news team on the spot yesterday morning when the union executive reported to answer his summons. Network correspondent Winston Burdette aired the decision handed down by Federal authorities on the 10:45 news program. Gunnar Back, touring the courthouse area in a mobile unit, described Lewis' arrival at 10 a.m.

Earlier yesterday, CBS reporter

Robert Lewis gave web listeners a word picture of the strike aspect in Pittsburgh. This report was aired on the 8 a.m. news period, in addition to a report by Bill Downs from Charleston, W. Va. Also heard on the 8 a.m. show was a pickup from London by Allan Jackson who provided news of the first European reaction of the coal strike in several countries.

Mutual aired a special pickup from Washington with Albert Warner reporting at 12 noon yesterday, and installed lines into Harlan, Ky., and Beckley, W. Va.,—the heart of the soft coal region. Pickups from these points were aired on regular news broadcasts throughout the day. Network also alerted its correspondents in key cities throughout the country to handle special broadcasts if the occasion arose.

In addition to the regular news roundups, NBC aired flash bulletins as they were received, according to their importance. Web is using 11 different cities as sources of strike news, many of them in the coal belt. Also, NBC treated the strike emergency from various angles: the outlook in Washington, from both the Capitol and Lewis' viewpoint; railroad execs in Chicago, manufacturers in Pittsburgh, miners in West Virginia.

Yesterday morning, ABC succeeded in getting lines into the U. S. Court House in Washington, preparatory to covering Lewis' arraignment, etc. Unfortunately, a court official ordered the web,—and other network correspondents,—out of the area. Jack Beall and John Edwards aired the news of Lewis trial-order at 11:30 a.m., news program. "Headline Edition" and "News of Tomorrow" nightly news programs on ABC, devoted time to the coal situation last night.

Indications were yesterday that the four networks would cover the trial of the UMW chief Wednesday in U. S. courthouse.

Confer Degree By Radio To French Radio Leader

(Continued from Page 1)

upon Jean Robert Mazet, rector of Caen International shortwave program. The broadcast has been arranged by the International service of the CBC in co-operation with RDF (Radio-Diffusion Francaise) and the program will include a reply by Mr. Mazet and addresses by other Caen University officials. The ceremony will be broadcast simultaneously over the French Language domestic network of the CBC and by shortwave from the International service of the CBC and the national network of France. Msgr. Oliver Maurault, rector of the University of Montreal will confer the degrees. Addresses also will be made by Edouard Montpetit, secretary-general of the University, and Jules Labarre, president of the graduates society.

Leonard Hole Appointed Ass't Dir. Of CBS Tele

Leonard Hole has been named assistant director of television for CBS, it was announced over the week-end by Worthington Miner, director. Now in his 11th year with the network, Hole will retain many of his current duties both for color and black and white, both for color and black and white, and with editorial supervision of program material and advertising copy. He will also assume many administrative responsibilities in the operation of WCBS-TV.

Violet L. Kimel

Lawrence, Mass.—Violet L. Kimel, wife of David M. Kimel, sales manager of WLAW died at Lawrence General Hospital Sunday night after being stricken with heart attack at a wedding reception in Lawrence.

Sponsors, Net Stars To Aid Seal Drive

(Continued from Page 1)

mercial programs and of individual artists to the Christmas Seal appeal has been deeply gratifying," said Dr. Emerson. "The majority of network shows, including top-ranking programs, have arranged to mention the Seal Sale during the campaign."

"Through their kind generosity," Dr. Emerson added, "millions of people will be reached with the story of the tuberculosis control work supported by the sale of Christmas Seal throughout the nation. They are making an invaluable contribution to the campaign against tuberculosis and we are genuinely grateful."

The Association has produced three transcriptions for the use of its affiliated associations and approximately 1,500 of them will be placed with local stations.

Jean Hersholt, screen and radio actor, is starred in one of the program's dramatizations of the life of Jacob A. Riis. A musical ET features Ale Templeton and Daniel Saldenberg and his orchestra.

Other personalities who will aid in the spot announcement appeal are Bob Burns, Gracie Allen, Edgar Bergen, Jimmy Durante, Joan Davis, Frank Sinatra, Dinah Shore, Fibbe McGee and Mollie, Gene Kelly, Kay Kyser, Jack Haley, Bill Bivens, Bob Dixon, Frank Gallop and Be Grauer.

U. N. Forum On WAAT

"How can the United Nations keep the peace?" will be the Rutgers forum topic on WAAT. Newark, today, November 26 at 8:05 a.m. Participants include William Agar, special assistant in the United Nations, department of public information, Dr. Houston Peterson, professor of philosophy at Rutgers, and Samuel L. M. Barlow, chairman and moderator of the Forum for Democracy. Marshall Rothe, Rutgers director of broadcasting will be moderator.

Stork News

E. P. H. "Jimmy" James, manager of the sales operation department at Mutual, and his wife Laura, became the parents of a 7 lb-5oz. boy yesterday at Park East Hospital.

Joan Alexander, of "The Secor Mrs. Burton," heard on CBS, is the mother of an eight-and-a-half-pound girl born Sunday. The mother is the wife of Dr. Robert Crowley.

Send Birthday Greetings To—

November 26

Igor Gorin Frank Simon
Henry Levine David Stone
Charles Radcliffe Mildred Russell
Charles Otto Ward

AGENCIES

CECIL & PRESBRY, Inc., has named John M. Wyatt, Jr. director of radio for the agency. Wyatt was production manager for WNEW and later director of radio and television at Buchanan & Co.

SAVORY EQUIPMENT, INC., Newark, N. J., toaster manufacturer, has retained the New York office of Hixson-O'Donnell as its advertising agency. The Savory account will be supervised by Albert W. Humm, vice-president in charge of the agency's public utility and home appliance division.

NEW PUBLIC RELATIONS FIRM to be known as Peter McDonnell, Inc., has been formed with McDonnell as president and Etta Loughran as vice-president. The new organization has established headquarters in the Empire State Building, New York. Both McDonnell and Miss Loughran have been associated with the Abbott Kimball Co. The public relations division of the Abbott Kimball Co. will retain the new firm for special work.

Webs Study Service Of Vehicle Phones

(Continued from Page 1)

ABC's New York headquarters has filed application with the local telephone company for equipment here. Web execs feel the apparatus will be an invaluable aid to ABC reporters covering special events for the network's two nightly news programs, "Headline Edition" and "News of Tomorrow."

In a recent test E. C. Horstman, engineering manager of ABC's central division, telephoned New York while cruising the streets of Chicago and talked with George Milne, director of technical operations for the network. The conversation was clearly heard at both ends. Use of the new equipment means that networks and stations can give listeners a prompt on-the-scene description of special news events within minutes after they occur.

The first city to operate vehicular radio telephone service early last summer was St. Louis. Other cities which now have the service in operation include Chicago, Indianapolis,

COAST-TO-COAST

—OKLAHOMA—

TULSA—Wm. (Bill) Johnston resigns as KVOO promotion chief to become personal appearance advance man for Bob Hope. . . . Bud Jackson replaces him. . . . Bob Vandeventer joins the KVOO announcing staff. . . . Margaret Younkin replaces Alberta Martin as KVOO script and continuity writer. . . . Bill Bryan newly appointed Public Relations Director for KOMA. . . . Former Navy Lt., J. J. Bornard is now Sales Manager of KOMA. . . . Bob Eastman broadcast an appeal for the whereabouts of a pet coon, Elmer, and strangely enough an Elmer found the coon. He was Elmer Schmidt who found the friendly coon in his garage.

—MONTANA—

MISSOULA—KGVO's sport department will broadcast a telegraphic recreation of the Montana 'Grizzlies' final game of the season against the Washington Huskies at Seattle. . . . KGVO received commendation for their initial concert of the season by the University Concert Orchestra. . . . Latest addition to the KGVO news staff is Elaine Hausted. . . . **BILLINGS**—KGHL is presenting "A Woman Views the News" featuring June Leff. . . . KGHL scooped the local newspapers by releasing the first public statements by candidates after the election. . . . Larry Smith, NBC news commentator, originated his daily broadcasts from the KGHL studios on his recent visit to Billings.

—MICHIGAN—

DETROIT—"Tunes 'N Topics" show for teen-age listeners presented by WXYZ takes to the air December second. . . . Program director for WJR, Worth Kramer, flies to Daytona Beach, Florida, every other Sunday to assist his good friend Minister Don Tullis with services of the "Tourist Church," an interdenominational church. . . . G. A. Richards, president of WJR, is in Detroit conferring with executives and corporation Board

Cincinnati, Newark, Detroit, Philadelphia, Washington, Cleveland and Green Bay.

Train-Phone Service

Detroit — American Association of Railroads delegates, meeting in convention here at the Hotel Statler, heard a report from the Western Electric Co. describing latest developments in railroad radio telephone equipment. The phase modulated system, designed specifically for railroad application, operates in the 152-162 mc. frequency band, providing two-way communication for many types of railroad service such as end-to-end of train, train-to-train and fixed-point-to-train.

Last March, Western Electric and Bell Laboratories began collaboration with railroads of the Northern Pacific, Southern Pacific and Pennsylvania in extensive trials of preliminary railroad equipment. Successful tests were conducted over mountainous terrain, on the open right of way and in the yards.

of Directors on the anticipated increase of power for WGAR, Cleveland. . . . Mark Haas, public relations and education director of WJR has been selected to represent the area at the National Conference for the Prevention and Control of Juvenile Delinquency.

—LOUISIANA—

NEW ORLEANS—J. D. Bloom, WWL's chief engineer, usually uses only his initials when signing his first two names, but couldn't resist spelling out his full moniker when he sent a message to G. Sherman. Reason? J. D. stands for Jefferson Davis. . . . WWL's new FM station, WWLH, is offering an hour and a half musical show titled, "Record Collector" conducted by Bill Dean. . . . WWL is presenting "Club Nocturne" musical show aimed for late-evening listeners, sponsored by La Boheme Wines, Mondays, Wednesdays and Fridays.

—IDAHO—

NAMPA—KFXD's new FM station begins regular operation December fifteenth. . . . Edward Hurt, co-owner of KFXD is confined to a hospital bed, recovering from serious injuries incurred while operating a small tractor during construction of their FM station. . . . Dale Fisher, recently discharged from the Armed Forces, joins the KFXD staff as an operator.

PROMOTION

From The Agency

BBD&O is supplying stations carrying its program with "promotion pegs" designed to make use of local tie-ins regarding record albums and Hollywood stars appearing on its shows.

For "Let's Pretend," Columbia Recording Corp., has pressed three albums of show with original casts, now available at local stores. Give away on the show is an album. For "Hollywood Players," agency suggests tie-in with local movie houses showing current pictures of a star, also display material provided by the sponsor, Cresta Blanca. Mailing inserts of the promotion is a theater ticket gimmick.

Scandinavian Charity Angle

A new way to raise funds for the organization "Save the Child" is shown by the Scandinavian Broadcasting Stations. The listeners are invited to mail lists of their favorite tunes to the broadcasting stations and enclose their own contributions at the same time. So far, the Swedish listeners have sent about 5 Mill. Crowns (1.35 Mill. Dollars) which will be used to provide free meals for 100,000 children in Poland, France, Hungary and Austria.

RESEARCH FOR BETTER LIVING
With Bruce Davis, Fran Maloy, Glen Elroy, Jim Lantz, Harry Grove, Jimmy Bunn
Producer-Director: Ken Heady
15 Mins., Tuesday, 8:30 p.m.
Sustaining
KCMO, Kansas City

Purpose of this new public service stanza on KCMO, Kansas City's ABC flagship, is to show what's being done for industry and agriculture in the midwest. Presented in cooperation with Midwest Research Institute, a nonprofit KC organization that's staffed by scientists engaged in doing research work on a number of products, it's built by a remark once made by Louis Pasteur—"Science and peace will triumph over ignorance and war"—and it pitches that message in an illuminating and always engaging fashion.

Show heard might well serve as a model on how to take an apparently dry-as-dust subject and whip it into shape for popular consumption. It concerned a weed that grows mostly in China and India known as "China grass," or "ramie," and showed how though "the continuous, unending quest for the best of science for better ways of

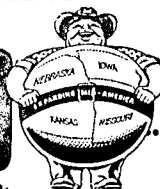
SOMETHING DIFFERENT

Noteworthy programs, built by the talented KCMO staff, grow in number and listener appeal as they keep pace with KCMO growth toward 50,000 Watts.

And the best is yet to come, as KCMO programming gets under way with bigger and better shows for a receptive Mid-America.

National Representative:
John E. Pearson Co.

KCMO
Basic ABC • Kansas City, Mo.



AGENCIES ATTENTION PLEASE!

YOUNG EXECUTIVE WANTS CONNECTION WITH MEDIUM SIZE AGENCY THAT NEEDS A HARD HITTING RADIO DIRECTOR. EXPERIENCED IN ALL PHASES OF PRODUCTION, TIME BUYING, INDEPENDENT AND NETWORK RADIO. CAN PRESENT RADIO TO CLIENTS ON AN INTELLIGENT PRODUCTIVE BASIS. THIS IS A CHANCE TO INCREASE YOUR RADIO BILLING. WRITE OR WIRE

BOX NO. 262, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.



IT TAKES A LOT OF PEOPLE* TO PUT ON

THE AMOS 'N' ANDY SHOW



*EVERY PERSON ON THIS PAGE CONTRIBUTES SOMETHING TO THE AMOS 'N' ANDY SHOW
PINSO - NBC NETWORK - 173 STATIONS TUESDAY NIGHT

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 41

NEW YORK, WEDNESDAY, NOVEMBER 27, 1946

TEN CENTS

NET-Rule Argument Opens

Inventory Control Ends For Radios, All Types

Washington Bureau, *RADIO DAILY*
Washington—Thirty-one consumer products and classes of products, including all types of radios, were freed from retailers' and wholesalers compulsory inventory control yesterday by the Civilian Production Administration. Action was taken by amendment of Order L-219 and directional of L-219, the order which limits receipts of certain consumer goods by merchants who have speci-

(Continued on Page 12)

Movie Spot Campaigns Placed By Companies

Movie spot campaign on David O. Selznick's "Duel in the Sun," is being placed in key center cities through the Foote, Cone & Belding agency. They include chain breaks and one minute announcements.

Another spot campaign sponsored by Radio Pictures for the production, "San Quentin," is now being conducted as a test campaign with the Yankee Network in Boston. Terry Hunter of the Radio Pictures company is handling the campaign.

Damm Defends Policy Of WTMJ On Union Matter

Washington Bureau, *RADIO DAILY*
Washington—Answering union charges that WTMJ refused to sell or give time to workers for discussing the 7-months-old Allis Chalmers strike, Walter J. Damm, vice president of the Milwaukee Journal Company, yesterday told the FCC that the station is "ready and willing to keep the public informed" if the broad-

(Continued on Page 11)

Eavesdropping

Mutual will air a special pre-Christmas broadcast next week via WIP from the toy department of Gimbel Bros., department store in Philadelphia, in which Santa Claus will interview children regarding their wants on Xmas Eve. Titled "Eavesdropping With Santa," idea will be novel in that the kiddies will not be timid. Mike will be under Santa's beard.

AFRA-Net Confab Going Into 5th Day

Negotiations between network representatives and those of the American Federation of Radio Artists, which opened last Friday, will enter their fifth day at 10:30 a. m. this morning. At time of adjournment last night, no official statement was issued by either side, but it was reported that progress has been made to the point where today's session will be devoted to the actual wording of the contract. Network presidents, who attended the previous day's proceedings, were not present yesterday. The webs were represented by Frank White, for CBS; John MacDonald, for NBC; Bob Swezey, for Mutual, and Joe McDonald, for ABC.

Yanks Seek \$80,000 For 1947 Tele Rights

The impact of television sports coverage on the few hundred thousand persons who were fortunate enough to see such major events as the Louis-Conn fight, the Army-Notre Dame grid classic, Dodger-St. Louis baseball playoff games, and others, has made a profound impression on sports magnates, as evidenced in the report that the New York Yankee Baseball Club is asking \$80,000 for video rights to its home games next summer.

The Yankee office declined com-

(Continued on Page 12)

Broadcaster Defends Radio In Springfield Emergency

Springfield, Mass.—Charging that a New York newspaper had misrepresented the service role radio is playing in the Springfield area during the three-month-old newspaper strike, Robert Donahue, manager of WMAS, took up the cudgels of the broadcasters yesterday.

"Springfield stations are carrying a heavy load of commercial business as a result of the strike, to offset the added expense of news coverage" Donahue declared, "Merchants who

NAB Counsel Makes 5-Point Suggestion For New FCC Identification Edict As Okayed By Broadcasters

'Radio Arizona' Network Planned

Chicago—John D. Morgan, promotion director of WIND, is leaving Chicago December 1 to become executive assistant to 'Gene Burke Brophy, owner-operator of three recently granted Arizona stations and the proposed "Radio Arizona" network. Morgan also will head promotion and publicity for the stations and state network. He came to the Chicago in-

(Continued on Page 10)

WOKO Revocation Appeal Opens In Supreme Court

Washington Bureau, *RADIO DAILY*
Washington—Eight members of the U. S. Supreme Court have heard Attorney William J. Dempsey argue that while a one-year jail sentence for Harold E. Smith, head of WOKO, Al-

(Continued on Page 11)

Pitts. Radio-Tele Club Discuss BMB's Measure

Pittsburgh — Broadcast Measurement Bureau's first uniform measurement of station and network audiences was the subject of the Pittsburgh Radio and Television Club's

(Continued on Page 12)

Washington Bureau, *RADIO DAILY*
Washington—FCC revision of its recording identification rule should include five key points, Don Petty, NAB general counsel, told the Commission during oral argument on the controversial subject.

NAB recommendations have been approved by the association's board of directors.

The five suggestions, incorporated in a brief, filed with the FCC, are:

1. The exact form of identifying

(Continued on Page 8)

Army-Navy Highlight Of NBC Holiday Video

The holiday week-end will be considerably enlivened by a variety of NBC television fare originating in New York and Philadelphia, highlighted by a four-city network coverage of the annual football classic between Army and Navy at the Municipal Stadium Saturday.

Leading off the parade of events is Macy's annual Thanksgiving Day Parade through the streets of New York,

(Continued on Page 10)

Feldman Joins State Dept., As Radio Consultant To IBD

Arthur Feldman, former war correspondent for ABC in both the European and China-Burma-India theaters, has been appointed consultant to

(Continued on Page 2)

Honors Of State

Oklahoma City, Okla.—Dick Rodgers and Oscar Hammerstein, 11, were here for the premiere of their show, "Oklahoma," which opened Monday, though it has been running for four years on Broadway. The two Ascap-ers are guests of Governor Kerr. A barbecue in their honor will be held later this week. Governors from four states have been invited.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., Nov. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	161 3/4	163	+ 1 1/4
CBS A	29 1/2	28 3/4	28 3/4	- 1/4
CBS B	28 1/2	27 1/2	28 1/2	0
Farnsworth T. & R.	8 1/8	7 7/8	8	+ 1/8
Gen. Electric	34 3/8	34 1/4	34 5/8	+ 1/8
Philco	21 1/2	20 1/2	21	+ 1/2
RCA Common	9 3/8	9 1/8	9 1/4	+ 1/8
RCA First Pfd.	81 3/8	81 3/8	81 3/8	+ 1/4
Stewart-Warner	15	14 5/8	15	+ 3/4
Westinghouse	21 7/8	21 1/4	21 7/8	+ 1/4
Zenith Radio	20 5/8	20	20 5/8	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 7/8	14 7/8	14 7/8	+ 3/4
Nat. Union Radio	3 3/4	3 3/8	3 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/8	5 7/8
Finch Telecomm.	7 1/2	8 1/4
U. S. Television	1 1/2	2
WCAO (Baltimore)	38
WJR (Detroit)	37	40

WIBG Public Service Offer

Philadelphia—If the coal shortage necessitates the closing of the Philadelphia public schools, WIBG will place at the disposal of the Board of Education two hours daily for the use of teachers in order to continue instructions, Edward D. Clery, general manager of the station, announced.

No Paper Tomorrow

Tomorrow is Thanksgiving Day, a legal holiday throughout the Union. RADIO DAILY will not be published.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

Coming and Going

CAL ABRAHAM and ELI "BUCK" CANEL, of NBC's international division, are back from New Orleans, where they participated in the celebration marking the opening of New Orleans as a free port, also the opening of International House.

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., and E. P. J. SHURICK, advertising and promotion director of the station, were visitors yesterday at the headquarters of the Columbia network, with which the station is affiliated.

FRANK CONRAD, manager of the station relations for the West Coast division of the American network, spent the early part of this week in San Francisco, and now is en route to Portland, where he will participate in the opening of the new KEX studios. On his way back to Hollywood, he'll stop at Boise and Sale Lake City.

JULES ALBERTI, representative of Famous Artists Corp., is back in town following a two-week vacation in Havana.

ERIC SEVAREID, Washington newsman for CBS, has returned to the Nation's Capital after covering the CIO convention in Atlantic City.

FRANCES SCOTT, CHARLES BASCH, IRVING WEILL and other members of their entertainment troupe have returned from the U. S. Army proving grounds at Aberdeen, Md., where on Sunday they put on a show for the 1,400 soldiers on the post.

HUBBELL ROBINSON, Jr., vice-president of Foote, Cone & Bolding in charge of radio, has returned from Hollywood, where he had a look-see at West Coast operations of the agency.

RUTH ASHTON, news writer for CBS, and JOHN DALY, network correspondent, are in Dunkirk, N. Y., to handle the web's Thanksgiving Day program, "Dunkirk to Dunkerque."

MONICA BOYER, songstress from the Dominican Republic, has completed her engagement in Boston and is back in New York to cut some transcriptions for the South American trade.

JACK GERBER, formerly a news editor at CBS and now stationed with the U. S. Army at Fort Belvoir, Ga., paid a call yesterday at the old network stand.

DOROTHY BROWN, continuity acceptance editor for the western division of ABC, is back at her Hollywood offices following a short business trip to San Francisco.

J. C. JEFFREY, general manager of KCMO, Kokomo, Ind., sat is for a while on Monday with officials of CBS.

LYNNE SHERMAN, radio and stage actress, has returned from a short trip to the West Coast.

DOROTHY LEWIS, co-ordinator of listener activities for NAB, is expected back today following a tour which kept her on the road for 42 days.

Feldman Joins State Dept., As Radio Consultant To IBD

(Continued from Page 1)

the International Broadcasting Division of the Department of State, Kenneth D. Fry, chief of the division, announced Friday. In his new post Feldman will be concerned with programming and related matters and will also serve in an advisory capacity to Mr. Fry and John Sheehan, associate chief of IBD.

Wisner Gets Award

For the fourth successive year, Harry Wisner, director of the sports division of ABC has been selected as the outstanding sports broadcaster in the East by The Sporting News, bible of the baseball and sports world.

Luckman Is Speaker

Speaking before the Quarter Century club in Boston, Monday night, Charles Luckman, president of Lever Brothers company, outlined "Ten Commandments for Our Business."

CBS Executives Receive Special Radio Volumes

William S. Paley, CBS Board Chairman, and Frank Stanton, CBS president, yesterday received bound volumes of "The First Quarter Century of American Broadcasting" at CBS headquarters from Arthur Church, general manager of KMBC, and E. P. J. Shurick, author of the book and director of advertising and promotion of KMBC, in Kansas City, Mo.

Church and Shurick left last night for Washington where today at 11 a. m. (Wednesday) they will present a copy of the book to President Truman. This presentation will be made at the White House, and will signalize the President's recognition of National Radio Week.

Benny Guest of Harris

Jack Benny will make a guest appearance with Phil Harris and Alice Faye on the Fitch Bandwagon, Sunday, December 1, from 7:30 to 8 p. m. on NBC.



He speaks French

That picture was taken in 1938. It's the first beaver born in captivity at Terrebonne, Quebec. He answers to commands spoken in French.

Aside from that, he lives up to pretty much of all the old traditions . . . he can bite through a two-inch poplar in ninety seconds!

We're going to compare ourselves with that beaver. We're unusual in a lot of ways, too.

Our station is the successful independent in a big 5-station town. We have no glamour-affiliations . . . but we seem to speak the language of Baltimoreans. We deliver more listeners-per-dollar-spent than any other station in town.

And ours is a working-like-a-beaver station, too. Smart time buyers know that when you give the job to W-I-T-H . . . it is done well, quickly and without any fuss.

Is W-I-T-H on your next radio list?



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Raed

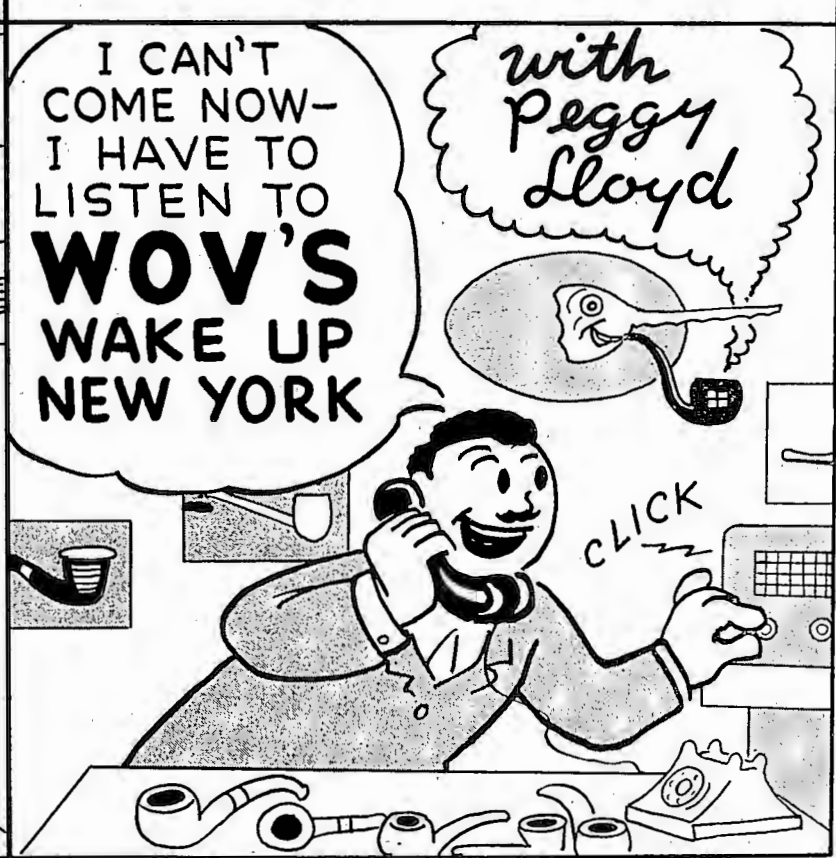
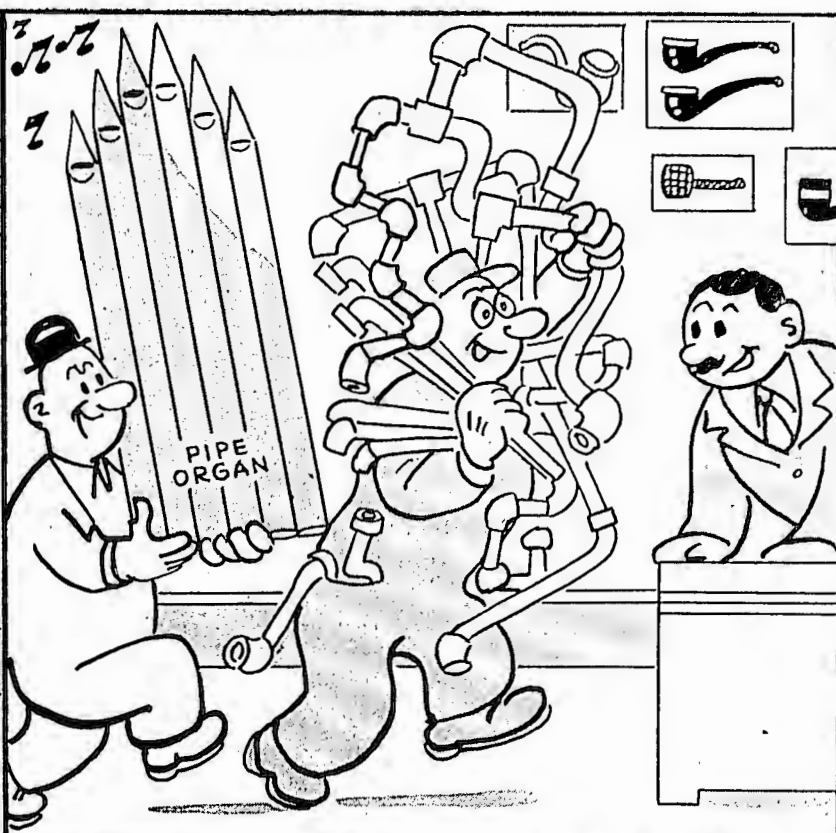
Within Your Reach



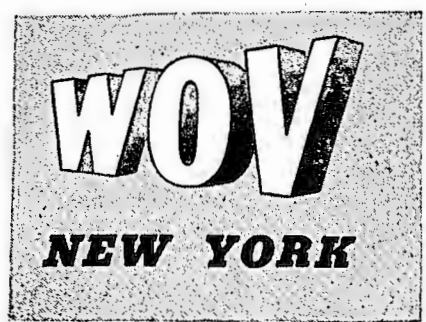
Philadelphia's

WDAS

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



"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.



Ralph N. Weil, General-Manager * John E. Pearson Co., Nat'l Rep.

SAN FRANCISCO

RALPH HOWARD, KPO-NBC analyst, has been notified by Maj-Gen. F. L. Parks that he has been awarded four battle theater ribbons, accompanied by a certificate of appreciation for his services as a news correspondent with the armed forces while serving as NBC correspondent in North Africa, Sicily, Italy and France. Howard's full name is Ralph Howard Peterson. He dropped the "Peterson" when he joined the NBC staff recently in order not to be confused with Elmer Peterson, news commentator.

Nov. 17th marked the 1000th broadcast of the University Explorer (KQW-CBS, Sundays, 10:15 a.m.). Hale Sparks head of radio activities for the University of California, has acted as the Voice of the Explorer for these broadcasts, except for the interval he served as radio officer on the staff of Admiral Nimitz.

KQW announcer Clarence Cassell is the proud pappy of a new 6 pounds, 13 ounces daughter, Christine.

Organize New Service For Medium-Size Stations

A new service for medium-sized stations throughout the country, designed to handle sales promotion, personal contact with agency executives etc., has been organized by Robert Keller, veteran radio sales and production executive. In addition, service will be provided on promotion literature, publicity and weekly reports on spot and network developments.

According to Keller, service will make available to agencies "a more detailed picture" of the local market than the representative or network can afford to provide, and "bring the public relations function within reach of the average station's budget."

Occasional refresher visits made at the stations' discretion will keep Keller up to date on the local aspect and his office will constitute the New York office for station management. Payment for the service is handled on a flat fee basis without regard to size of market or billing. Service is currently functioning for stations in the South, Middle West and New England.

Keller is a former NBC program exec, and was recently New York manager of Burn-Smith Company, Inc.

22nd Anniversary

"Grand Ole Opry," sponsored by R. J. Reynolds Tobacco Co., for Prince Albert Tobacco, begins its 22nd year on the air Saturday, Nov. 30 (10:30 p.m., EST). The "Opry" first went on the air Nov. 28, 1925, when George D. Hay, as the solemn old judge, and a 77-year-old fiddler named Uncle Jimmy Thompson presented a folk-lore program as "filler" on WSM, Nashville, Tenn., following an NBC broadcast of grand opera from New York.



Manhattan Memoranda . . . !

● ● ● Henry Morgan got his lumps Monday night. Milton Berle was his opponent and, as Henny Youngman could tell you, it was no contest. Morgan, the perpetual ribber for profit, proved the old B'way adage that a ribber can dish it out but can't receive. It was at a shindig given by the Radio Directors' Guild at the Waldorf. Henry was master of ceremonies. Berle came on, did his stuff and bowed off. When he had left the stage, Morgan went to work on him. He stunned the audience by disparaging Berle's material, saying it was too bad "that such an amusing fellow couldn't clean up his material for the air" and winding up by dismissing the lad as being merely a saloon entertainer. This, mind you, about a man whom the great Damon Runyon accolated in a col'm last week as the greatest comedian of this era. This was a radio-conscious audience and it was fresh in the minds of all that Morgan's vitriolics were doubly in bad taste—first, because a performer never excoriates another behind his back and especially not in public; secondly, Morgan was now starring on a radio program being bankrolled by the same sponsor who employed Berle not so long ago. Berle, standing in the wings, allowed Morgan to finish and then raced back to the microphone. As I mentioned earlier in this piece, it was no contest from then on. Top ad libber on our street, or any street, Milton wrapped up Morgan like a kid wraps up an old piece of gum. Henry floundered around feebly, but Berle, the old laugh-master, hit the novice with one well-turned phrase after another and the surrender came with pitiable rapidity. Yes, Mr. Henry Morgan got his lumps—but he's young and he may recover. Let's say that it wasn't a beating he got. Rather, let us say that young Henry Morgan got his come-uppance Monday night.

☆☆☆

● ● ● THUMBNOSE DESCRIPTIONS: Judy Canova: The Gayseed; Beatrice Kay: The gay nine-tease. . . Lum 'n Abner: The hicksters. . . Andy Russell: Crooning glory. . . Larry Douglas: Baritoneful. . . Evelyn Knight: Southern Comfort. . . Jimmy Durante: Nose-talgic.

☆☆☆

● ● ● SMALL TALK: Resolution passed by the Sports Broadcasters' Ass'n recommends that no member include in his broadcast the quoted gamblers' odds on college football games. . . Ruth Eting, it is rumored, is negotiating for a comeback with a major record company. . . Sporting News tagged Mel Allen and Harry Caray (he aired the St. Louis Cardinals games) as top baseball broadcasters of '46. . . Rumor of the week: That Gabe Heatter's "Brighter Tomorrow" will fade Jan. 1st. . . Loved Gracie Allen's crack about the first thing she notices about a man is whether George is around. . . Harry Wismer drew a 40 rating on his ABC airing of the Army-Notre Dame game. . . Juliet Lowell, whose humorous witerature, "Dear Sir Or Madam" is now on the bookstalls, due in town Dec. 9th for radio appearances. . . Have some irony: Luis Van Rooten, who's only been a top radio actor for ten years or more, plays a deaf mute in Paramount's "Saigon". . . Kermit Schaefer handling radio and television appearances for the British mannequins who arrived here last week on the Queen Elizabeth. . . Charles Ruggles reported interested in Roger White's package, "Jolly's Hotel for Dogs," based on the Beth Brown novel. . . A new Sherman Dryer production, starring Basil Rathbone, is reported set to replace the Phil-Harris-Alice Faye stanza on the Fitch Bandwagon.

☆☆☆

● ● ● OUR HAT'S OFF DEPT': Lew Laurie's fast-moving novel of a radio actress' rise to fame, "Let The Chips Fall"—an inside glimpse of our fascinating industry. . . Larry Finley's "Flight With Music," with Nat Brusiloff's ork and Marion Hutton. . . Ellis Farber's warbling at the Zodiac Room. . . Elgin's "Two Hours of Stars" lineup for Thanksgiving, with Don Ameche, Jack Benny, Moore & Durante, Red Skelton, Peter Lind Hayes and others via CBS.

LOS ANGELES

By RALPH WILK

'COUNT OF MONTE CRISTO,' which has been on a sustaining basis on Don Don Lee since October, will go T.C. over Mutual as a sustaining show starting the first of December or first of January. Due to lack of wine supply, Peralta Wines, which has been sponsoring the show was forced to change the program in October. Walter Lurie, Mutual, of the program staff, has been here conferring with Don Lee representatives.

Sydney Gaynor, general sales manager of Don Lee Broadcasting System, is confined to his home by flu.

Bing Crosby on Sunday cut his ninth record for Philco, with Jerry Colonna as guest star and Peggy Lee as vocalist. Crosby plays "Old Saint Nick" in a skit.

Walter Tetley is auditioning teenage bands and singers for "Hollywood Junior," program he will produce with Mal Boyd. Jane Withers will m. c. the show.

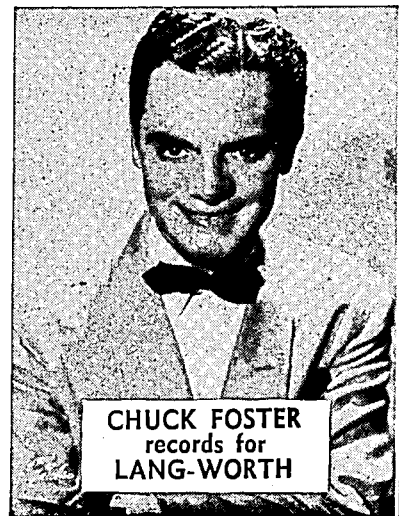
Gordon T. Hughes, CBS producer, is preparing a 1946 edition of famed "Joe Miller's Joke Book," compiling both original and other gags collected during his years in radio while specializing in comedy production.

Tom Greenway, New York stage and radio actor, will record a series of talks on table tennis for Decca. Greenway is currently narrating exhibitions being given by Coleman Clark, national champ, in Ken Murray's "Blackouts."

Frank Kennedy, chief engineer of Don Lee Broadcasting System, who underwent a major operation two weeks ago, is expected to return to his duties in a week.

Sam Zelman joined ABC's newsroom, after serving four years in the armed forces. Previously he was connected with newspapers in Los Angeles and San Francisco.

Ed "Archie" Gardner takes his merry crew of the "Duffy's Tavern" show to New York right after the first of the year to do five broadcasts from there.



CHUCK FOSTER records for LANG-WORTH

SOUTHWEST

CRAIG BARTON, developer and coach of radio talent, is back with WFAA, Dallas, after two years in India with the AAF. Barton plans to present on WFAA a series of musical showcase programs. He will leave shortly on a tour over the state, visiting colleges, music schools and accredited music teachers to hold auditions. Those selected will be coached by Barton and appear on the series. Barton numbers among his alumni Dale Evans, Nancy Gates and the Tarrant County Kids, all of Hollywood; the Plainsman Quartet, Louise Mackay and Katie Prince Williams.

A weekly radio program to be sponsored by the San Antonio Chamber of Commerce was endorsed by the group's publicity committee. Program would educate the public on progress here, in civic and other trends.

Jimmie Jefferies, for many years master of ceremonies of the WFAA, Dallas "Early Birds" program and who resigned recently, has joined the staff of KGKO, Fort Worth, and is heard in the "570 Matinee" a hour and a half program each afternoon, Monday through Friday.

Lew Valentine, radio Dr. IQ, who is currently in San Antonio will spend the first Christmas in eight years with his wife and child while here. Valentine is scheduled to appear on the WOAI "Once Over Brightly" program on Monday and Wednesday. On Wednesday listeners will be invited to come to the studio and turn the tables on Dr. IQ. They will ask him the questions and award him silver pennies for his correct answers.

FCC has given its approval of transfer of control of KCMC, Texarkana from Texarkana Newspapers Inc., to KCMC, Inc. Station operates with 250 watts on 1230 kilocycles.

Karl O. Wyler, manager of KTSM, El Paso, back at his desk following a trip to New York where he attended the quarterly meeting of the NBC Stations Planning and Advisory Committee.

The Texas Gulf Sulphur Co., sponsoring the Houston Symphony Orchestra each week over stations of the Texas Quality Network have extended their coverage to KRGV, Westaco, and KGNC, Amarillo.

Helen Fryer has joined the community staff of KROD, El Paso.

Resigns WCFL Post

Chicago—The resignation of Roy Franklyn as program director of WCFL has resulted in a shuffle of the labor station's program department. The station is revising its program and personnel layout to prepare for 50 p.m. operation. Jack Odell, formerly production manager, is the new program director, and Frank McGovern has been appointed production manager. The sustaining talent budget has been substantially increased in an attempt to bolster the program schedule.



clues — mostly obvious

IF, DURING THE YEARS, you've watched WOR's sponsors with any degree of interest, you've probably noticed names long associated with it. Names like Dugan Brothers, Breyer's, N. Y. Telephone Co., Beech-Nut, Pepsi-Cola. Names like Kellogg Co., General Foods, Bristol-Myers. Names of America's smartest and most finicky local and national timebuyers. Such recognition is no mere coincidence. They like many things about WOR. Among them—the speed with which this power-full station accelerates the fingers which open pocketbooks in the majority of 4,704,675 homes with radios in a great, 7-state area containing 16 cities with more than 100,000 people each.

So, if *you* have a message to a people who respond to any good offer faster than a cat succumbs to catnip, you could do worse than follow the example of all those WOR sponsors who are among this

country's shrewdest users of one of America's great stations. In fact, makers of good things who have not advertised them over WOR, have no idea how subtly and surely this station spreads a mood of welcome for them. But regular WOR advertisers have a very clear idea of this hard-to-describe advantage. The cost? Why, gentlemen, it's fundamentally a Scotch treasurer's idea of what ALL advertising should cost!

WOR

—that power-full station
at 1440 Broadway, in New York

MUTUAL

WMAQ



serves Manor House

Telling the story of a premium-quality product to a premium-quality audience—that's WMAQ's *Manor House Party*, presented by the W. F. McLaughlin Coffee Company.

Each weekday evening at 6:30, Skip Farrell's mellow songs blend with rich harmonies by the Art Van Damme Quartet in a quarter-hour appropriate to gracious hospitality.

For the last 7 of its 94 years, McLaughlin has been using WMAQ's power and prestige to reach buyers of Number 1 goods in America's Number 2 market. Through times of stringently limited supply, the fine qualities of Manor House Coffee were kept tantalizingly alive in those buyers' thoughts. Now, more Manor House Coffee is sold than ever before.

It's sound business to gain the selective attention of WMAQ's vast audience.

FIRST IN CHICAGO



50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

NAB Counsel Heard On Recording Rules

(Continued from Page 1)

announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any such program consists of live talent.

2. Each such program of longer duration than 30 minutes shall be identified by appropriate announcement at the beginning, at 30 minute intervals, and at the end of the program. However, the identifying announcement at each 30 minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert, or operatic production of longer than 30 minutes.

3. Each such program of a longer duration than one minute and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning or end of the program.

4. Each such program of one minute duration or less need not be identified.

5. In case a mechanical reproduction is used for background music, sound effect, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

Without conceding the authority of the Commission to regulate announcements of recordings and transcriptions, Petty suggested that if the FCC should incorporate the five points in a revision of the rule, its action would meet the general approval of the industry and at the same time meet the needs of the Commission in administering the Communications Act.

Fred Mertens Retiring

Fred C. Mertens, for almost a decade president of Mertens & Price, Inc., and for the last five years head of his own producing company, Fred C. Mertens & Associates, has retired because of illness. Ordered by his doctors to give up active business, he will spend the next few years at least on his ranch at Hemet, Calif.

Tokyo Pickup For Barber Show

Red Barber, on his sports program over CBS at 6:30 p.m., tonight, has planned a pickup from Tokyo during which Bill Costello will give a word picture of the sports scene as it exists today in Japan.

GORDON M. DAY

ADVERTISING SERVICE

Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, HAN-9343

Broadcaster Defends Radio In Springfield Emergency

(Continued from Page 1)

time the last newspaper went to press on September 26, radio stations have been on the job doing a public service to the community. He explained that WMAS set up a special news staff which includes the former city editor of the Springfield-Union and several others with newspaper experience. Spot local news is put on each of the 12 daily news periods and round-ups of the local picture are carried four times a day.

Adding to the regular news coverage, Donahue explained, are such features as birth and marriage reports, death notices, movie timetables, schedules of garbage collections and other news of civic importance.

Minimum Of Commercials Set For Washington Outlet

Washington Bureau, RADIO DAILY

Washington — WQQW, owned by 125 stockholders, none of whom has more than one per cent interest, will go into operation on or before next Dec. 15, according to Edward M. Brecher, station manager. Brecher was a one time special assistant to former FCC Chairman James Fly and helped write the recent FCC "blue book."

In addition to "plenty of good music" programming, says Brecher, the station will schedule women's features, minus soap operas, and discussion programs and news. There are also plans for a children's program to instruct and entertain "without scaring them to death."

Station policy will allow a sponsor no more than four commercials per hour with each announcement limited to one minute. Any 15-minute segment must consist of at least 14 minutes of programming with no interruption for commercials. No beer, wine or liquor advertising and no patent medicine spots will be accepted without approval of a physician's advisory committee.

Pierson Underwood, composer and musicologist, will serve as the station's director of music and Mrs. Slocum Kingsbury, director of Washington's Remedial Education Center, will be in charge of children's programs. Officers include Morris Rodman,

As an added service WMAS prepares a daily mimeographed handout containing the principal news of the day. These are distributed to downtown restaurants each noon as a convenience to business men on their luncheon periods. Copies are also posted in the public library in lieu of daily newspapers.

WSPR, ABC outlet in Springfield, likewise is doing a creditable public service job during the period of the newspaper strike. Likewise WBZ and WBZA, Boston and Springfield, as the New England regional network, have contributed a lot of special programming with emphasis on the news and vital statistics.

WNEW Schedules Special Thanksgiving Day Show

Thanksgiving Day at WNEW will be both "gay and spiritual" as all programs are attuned to the holiday spirit, it was announced yesterday by station's special events department.

Highlight of the day, which will offer Thanksgiving music spots, will be a special broadcast to WNEW from London (10:00 p. m.). Program will feature the 35 voice choir of St. Paul's Cathedral in the British Capital, under the direction of Dr. Dykes Bower. A brief talk by Rev. George Sage, dean of the Cathedral, on the topic "Give Us This Day Our Daily Bread," will also be a part of the 15-minute program.

Roundup of programs will start with the early morning wake-up show "Anything Goes" with Jack and Gene, from 7 to 9 a. m. Other shows throughout the day include "Manhattan Mountaineers," with Vince Curran; "Take It Easy," "Fun at Four," and "Adventures of the Spirit."

drugstore owner, president; Dr. Joseph L. Johnson, dean of the Howard University School of Medicine, vice-president; Robert C. Davenport, manager of a Washington development company, treasurer, and Clark Foreman, president of the Southern Conference for Human Welfare, secretary.

4 markets it pays
you to cover

WORK

YORK, PA.

WGAL

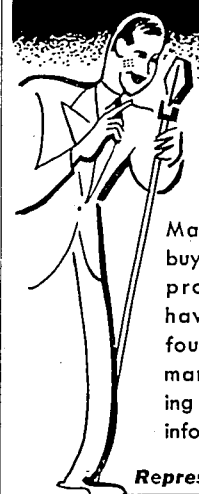
LANCASTER, PA.

WRWA

READING, PA.

WKBO

HARRISBURG, PA.



NBC

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

Represented by

RADIO ADVERTISING COMPANY

Master these Dialects

with the

DIALECTON AUDIO-VISUAL METHOD

The DIALECTON Album contains eight recorded dialects plus the INSTRUCTION HANDBOOK — a complete course for classroom or individual study. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education. Actors, students, directors, teachers find this method the simplest way of studying foreign-American dialects.

Price \$15 prepaid (plus 10% Fed. Tax)

DIALECTON, Inc. 244 West 49th St., New York 19, N. Y.

- FRENCH-AMERICAN
- GERMAN-AMERICAN
- SWEDISH-AMERICAN
- GREEK-AMERICAN
- ITALIAN-AMERICAN
- RUSSIAN-AMERICAN
- SPANISH-AMERICAN
- YIDDISH-AMERICAN

★ AGENCY NEWSCAST ★

THE SAN JUAN, P. R., office of McCann-Erickson has been named by the Puerto Rico Industrial Development Company to handle its public relations beginning Nov. 15.

CONSTANCE BOLAND, formerly Lennen & Mitchell, has joined Morse International, Inc., as group copy chief, cosmetic division.

DONALD COOKE, INC., New York radio station representatives, have opened offices in Hollywood and San Francisco. The Hollywood office is located in the Taft Building, 1680 North Vine Street. The San Francisco office is at 681 Market Street. Both offices are under the direction of Gene Grant, formerly with KFI, Los Angeles, and KGO, San Francisco. Donald Cooke, Inc. further announces its appointment as exclusive United States representatives for LOB, Winnipeg, Manitoba, Canada.

EMIL MOGUL CO., INC., New York, is handling a country-wide campaign for French Kettle Onion Soup. Women's programs are being utilized in the East, Middle West and on the West Coast. Spot radio also will be employed. National distribution is under the direction of House of Delicacies, New York.

RYDER & INGRAM, LTD., Oakland, Calif., has been elected to membership in the American Association of Advertising Agencies.

WESLEY C. CAMERON, former Pacific Coast manager of the William G. Rambeau Company, has joined the staff of Western Radio News as sales representative. Cameron was previously affiliated with Gene Grant & Company, radio station representatives, in their Los Angeles office, and with Simpson-Reilly, publishers representatives.

Form WAA Committee On Electronics Disposal

Washington Bureau, RADIO DAILY Washington—Formation of an inter-departmental advisory committee on surplus electronics disposal was announced on Friday by War Assets Administration. The group will assist in formulation of plans and policies for disposal of surplus electronics material and also act as liaison between WAA, Army, Navy and the AEC.

Members of the committee are chairman James A. Garfield, assistant deputy administrator, office of aircraft disposal, WAA; George H. Moriarty, director, Electronics division, Office of Aircraft Disposal, WAA; Capt. A. R. Taylor, Navy; Hugh W. Hammond, Army Air Forces; G. P. Adair, Federal Communications Commission; and Secretary Charles D. Ellison, WAA.

Keynote Opens Coast Offices

Eric Bernay, president of Keynote Recordings, Inc., has opened new business and executive offices of the firm at 1469 Vine Street in Hollywood. A new mixing and rolling plant was also put in operation at nearby Compton. Bernay plans to shuttle between Los Angeles and New York office in the next few months.

B & B Opens Adv. Course Via "On-Job" Training

An advertising chapter of "on-the-job" training has been established at Benton & Bowles, Inc., where war veterans and other carefree-hopefuls are participating in a 76-week course that offers a combined "groundfloor and inner office" view of modern advertising. Course is approved by the New York State division of Veterans' Affairs, and qualified vets receive Government compensation while in training.

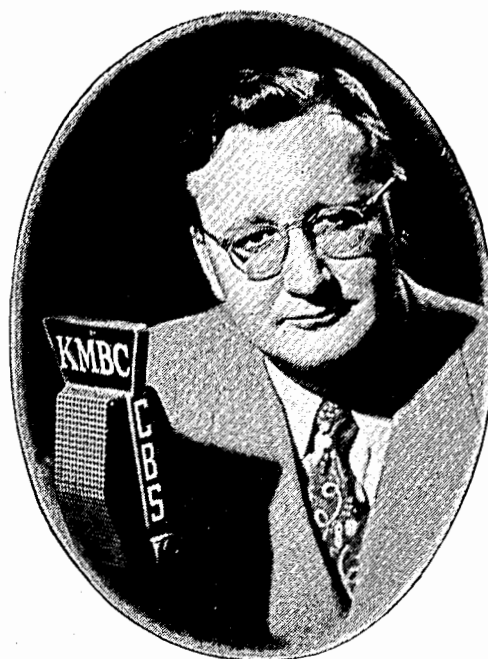
While 56 of the 70 enrolled are ex-GI's, course was created not merely to "give the veterans a break" but to provide others in specialized jobs an overall perspective of their field.

Agency execs. feel this plan offers a new approach to the current problem of training younger personnel. While retaining the normal work phase of training young men by assigning them to various jobs under the supervision of key executives, the course also introduces a new training phase—college level instruction in the basic advertising subjects of radio media, research, production, copy, art, public relations, publicity.

Idea is not new to Benton & Bowles, it is pointed out. From its foundation, "promising" young men have been brought in and trained on the job and in after-hour classes.

All current activity in the course is during working hours. For the first 42 weeks, students put in a minimum of three hours of classroom sessions each week. Later, classroom time is reduced and individual work is increased. A prominent feature of the course is a series of lectures by execs. of B&B clients.

Agency's course is believed to be one of the few of its kind in the country which is approved by a veterans' group, and the first such undertaking in New York. Idea has been successfully applied in a few cities on the West Coast and by J. Walter Thompson in Chicago.



Sam Molen, graduate of Illinois College, full time sports director of KMBC in the Heart of America.

He Knows Of What He Speaks...

Just about everyone imagines himself a sports authority. But few are they who can put to practice what they preach.

In this department KMBC's director of sports, Sam Molen, rattles the fences when he comes to bat. He's a 200-pound, 200-proof encyclopedia of everything going on in the sports world. A 12-letter man in high school and college, Sam has devoted a life to the pigskin, the hoop and the cinder track—for just a starter!

To have voice-personality is one thing, but to have v-p plus know-how is the whole thing. Small wonder Sam Molen is called in the Heart of America, *The Voice of Authority in Sports*. Another important member of KMBC's thoroughbred program family!

KMBC OF KANSAS CITY



Free & Peters, Inc.



SINCE 1928—BASIC CBS STATION FOR MISSOURI & KANSAS

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Army-Navy Highlight Of NBC Holiday Video

(Continued from Page 1)

an occasion which always has strong appeal and is considered excellent video fare. NBC's tele cameras will begin pickup of the parade at 10:45 a.m. Huge balloon creatures and 16 special floats are features of the parade.

Tomorrow afternoon, NBC will air the traditional Penn-Cornell game, starting at 1:15 p.m. Pickup will be made by WPTZ, Philadelphia, and fed to the video web for broadcast over WNBT. Bob Stanton will handle the play-by-play. Station's regular Thursday night program will be on air, with special emphasis on Thanksgiving, also the Esso "Television Reporter" sponsored by the Standard Oil Company of N. J.; "Hour Glass," weekly studio variety program, sponsored by Standard Brands, Inc., and Philadelphia's "Visi-Quiz," sponsored by Sears-Roebuck.

Another great football tradition will be continued when the two service teams, Army-Navy meet Saturday in the Municipal Stadium. Telecast will be sponsored by Gillette Safety Razor Co., through Maxon, Inc.

With WNBT using four of its new image orthicon cameras for the pickup, the network will bring viewers in four cities clear pictures of President Truman, Gen. of the Army Eisenhower and scores of other high-ranking service personnel watching the game. Annual contest, televised for the second consecutive year by WNBT, will be seen over the NBC outlet in New York, WPTZ in Philadelphia, WRGB in Schenectady and special groups of viewers at the NBC's outlet, WRC, in Washington, D. C.

Bob Stanton will also handle the play-by-play of this game, with assistance from Ben Grauer.

Named WTOP Program Head

Washington—Richard Linkroum, WTOP producer-director of "Janice Grey," has been named program manager of the Columbia-owned station in the Nation's Capital. Linkroum returned to WTOP early in 1946 after three years of active duty in the Navy, where he served as commander of a sub chaser in the Pacific and as a radio public relations officer on the staff of the Commander in Chief, Pacific Fleet.

AGENCIES ATTENTION PLEASE!

YOUNG EXECUTIVE WANTS CONNECTION WITH MEDIUM SIZE AGENCY THAT NEEDS A HARD HITTING RADIO DIRECTOR. EXPERIENCED IN ALL PHASES OF PRODUCTION, TIME BUYING, INDEPENDENT AND NETWORK RADIO. CAN PRESENT RADIO TO CLIENTS ON AN INTELLIGENT PRODUCTIVE BASIS. THIS IS A CHANCE TO INCREASE YOUR RADIO BILLING. WRITE OR WIRE

BOX NO. 262, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● TIN PAN ALLEY-OOPS:—Add observations: trying to eliminate chiseling from the music business is like attempting to halt the tides of the sea . . . for every honest endeavor to prohibit unfair tactics, such as expensive Christmas and other gifts to Orchestra Leaders, singers, etc., some music exec will find a method to circumvent such corrective measure and is immediately emulated by others . . . one ingenious method is to invite an orchestra leader to a game of golf or gin rummy . . . strangely enough the music man NEVER wins . . . most top orchestra leaders are above participating in "deals" but too many others do accept bribes or "payment for arrangements" despite honest efforts of executives of the Music Contact Employees Union to ban such machinations . . . there is but one way to clean house . . . when laws and regulations have been adopted to safeguard the interests of ALL in the Music Industry, including publishers, writers, arrangers, contactmen, Orchestra Leaders, singers and other artists, those laws should be respected and adhered to by ALL.

☆☆☆

● ● ● The musical "Toplitzky of Notre Dame," received some unfavorable notices at its recent Boston tryout. However, the score contains a possible hit, "Love Is A Random Thing," written by George Marion, Jr., and Sammy Fain . . . published by Harms. . . ● Lloyd Shaffer, NBC Chesterfield Ciggie Maestro, wants to include an old world dance, the "Doina" in his forthcoming musical, "Atom & Eve." . . . Probably will write a song titled "Doina Doina" a la "Begin the Beguine." . . . ● Frank Martin sez "A mother-in-law is merely another mouth to heed." (but please darling, we didn't say that . . . Frank said it.) . . . ● The tenth annual McCosker-Hershfield Cardiac Foundation dinner to be held Dec. 7th at the Waldorf-Astoria, will be headed by Judge Ferdinand Pecora. . . Radio stars will be on hand, including Harry Hershfield, "Senator" Ed Ford, Joe Laurie, Jr., Irving Caesar, Peter Donald, Jimmy Durante, Rudy Vallee, Fulton Oursler and others . . . see you there . . . a great show for a great cause.

☆☆☆

● ● ● Remick's "A Gal In Calico," written by Leo Robin and Arthur Schwartz for the Warner Flicker, "The Time, The Place and the Girl," can make the grade. . . ● After three years with Vincent Lopez' Orchestra Vocalist Bruce Hayes won't renew but will accept one of the four other offers made for his Baritone . . . too long with a band that isn't going anywhere. . . ● Aside to Phil Kornhelser: NOW is the time for you to work on "I Want An Old-Fashioned Christmas" . . . this Florence Tarr-Fay Foster ballad is as bright as a trimmed and gift-weighted Christmas Tree. . . ● "I Tipped My Hat and Slowly Rode Away" is the new plug at Robbins . . . written by Larry Markes and Dick Charles. . . ● The first shipment of Miniature musical instruments since the outbreak of the war, has arrived at Schirmor's from Czechoslovakia. . . ● In the past month Richard Stark has added to his announcing chores, "Joyce Jordan," "Pepper Young's Family" and "The Jean Sablon Show."

☆☆☆

● ● ● ON AND OFF THE RECORD:—Keep your ears tuned for a new lad named Clyde Bernhardt . . . his latest Sonora platter of "Triflin' Woman Blues" will give you an idea of this trombonist-vocalist's talents. . . ● National has a sure-fire brisk-disk in Billy Eckstine's "Jelly-Jelly" backed with "My Deep Blue Dream." . . . ● A top Exec at a major recording company will get his wings clipped if his tactics don't change. . . ● Walter Rivers will be Studio Manager for Capitol's eastern headquarters at the newly-renovated RKO-Pathé Film Studios on 106th St. . . . ● Yodelin Slim Clark's initial waxing for Continental is big-timey. . . "I Was Dreamin' Someone Else's Dream" backed with "Rye Whiskey." . . . ● Bing Crosby's "Among My Souvenirs" on Decca, the groaner at his best . . . flip-over, "Does Your Heart Beat For Me?"

'Radio Arizona' Network Planne

(Continued from Page 1)

dependent station a year ago after his release from the navy with rank of lieutenant colonel. Before the war he was radio director and copy chief of the Phil Gordon Advertising Agency.

Start Set For Jan. 1

KRUX, Phoenix-Glendale (1340 250 watts), first of the three Radio Arizona stations to begin operation, is expected to start about January 1. The other two stations recently granted for Yuma (1400 kc., 250 watts) and Flagstaff (1240 kc., 250 watts) are scheduled to go on the air early in 1947. Mrs. Brophy also has application pending before the FCC for station at Nogales, Arizona.

The new Radio Arizona network plans also tentatively include affiliate stations in Tucson, Mesa and Douglas. Key station of the network KRUX, located five miles from Phoenix in Glendale, with studios and offices in downtown Phoenix.

Coast Advertising Club Holds Radio Day Program

San Francisco—Radio took the spotlight at last week's meeting of the San Francisco Advertising Club with a "Quiz the Experts" Radio Day program was given. Bob Laws, KG ABC promotion manager was chairman of the day and introduced Jan Abbe, ABC commentator, who spoke on "Freedom of the Air"; Henry Jackson, radio account executive J. Walter Thompson Co., whose subject was ". . . Of Box Tops and Rings, Coverage and Things"; P. Speegle, radio editor of the Chronicle, who discussed "Can Newspaper and Radio Live Together and Prosper?"; William B. Pabst, manager KFRG-Mutual, speaking on "What Makes a Radio Program Tick"; Tom Foster, radio editor of Shopper News, who proposed "Let's Criticize The Critics!" Lee Giroux, Associated Sports-caster, acted as moderator of the program.

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

WOKO, Albany, Case Opens In High Court

(Continued from Page 1)

any, N. Y., might have been in order, revocation of the WOKO license unwarranted. Justice Hugo Black disqualified himself from the case because he is the brother-in-law of Commissioner Clifford J. Durr.

Attorney Harry Plotkin, assistant to the FCC general counsel, presented the Government case for the set-aside of the District Court of Appeals decision of last spring directing the FCC to renew the WOKO license.

The Commission had refused to renew the WOKO license on the grounds that for 10 years the licensee had willfully concealed the fact that one-quarter of the WOKO stock was held by Sam Pickard, former Federal Radio Commissioner and CBS vice-president. Pickard, it was charged, had picked up "pieces" of a number of stations in return for arranging CBS affiliation contracts.

The District Court of Appeals last spring granted the WOKO appeal, holding that the FCC had exceeded its authority in refusing to renew the WOKO license.

Dempsey currently used much the same argument which had been presented to the Court of Appeals. He held that the misrepresentation was not material, that other stockholders did not know of it, that Pickard had been found a qualified stockholder in license corporations before, and that the penal action might have been permissible against Smith and Pickard. Revocation was unfair to other stockholders. His main point, however, was that the FCC failed to give due weight to the fact that for 12 years the WOKO service has been in public interest.

Plotkin's argument was on the letter of the statute, where a strict interpretation appears to affirm the FCC action. In addition, he pointed to other cases wherein the precedent for the WOKO revocation was established, according to the FCC.

Dempsey hinted, however, that the FCC action was dictated by a desire to "get" Pickard and Smith. In previous cases, he said, the FCC has usually granted renewals where the station service has been in the public interest, even when there have been misrepresentations.

NETWORK SONG FAVORITES

Top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

Survey Week of November 15-21, 1946

TITLE	PUBLISHER
A Gal In Calico.....	Romick
The Best Man.....	Vanguard
The Colloo Song.....	Vallant
Either It's Lovo Or It Isn't.....	Mood
Five Minutes More.....	Molrno
For Sentimental Reasons.....	Duchoss
For You For Me For Evermore.....	Chappell
The Girl That I Marry.....	Berlin
I Got The Sun In The Morning.....	Berlin
If You Were The Only Girl.....	Mutual
I'll Close My Eyes.....	Peter Maurice
It's A Pity To Say Goodnight.....	Loods
It's All Over Now.....	Broadcast Music
My Sugar Is So Refined.....	Capitol
The Old Lamp-Lighter.....	Shapfro-Bornstein
Ole Buttermilk Sky.....	Burke and Van Housen
On The Boardwalk.....	Bregman-Vocco-Conn
Pretending.....	Criterion
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Somewhere In The Night.....	Triangle
Sooner Or Later.....	Santly-Joy
South America Take It Away.....	Witmark
That Little Dream Got Nowhere.....	Famous
The Things We Did Last Summer.....	E. H. Morris
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
White Christmas.....	Berlin
The Whole World Is Singing My Song.....	Robbins
Why Does It Get So Late So Early.....	Harms
You Keep Coming Back Like A Song.....	Berlin
Zip-A-De-Do-Dah.....	Santly-Joy

Canadian Firm Negotiates To Manufacture Car Radios

Montreal—Negotiations are now proceeding between Brand and Millen, Limited, and a United States company whereby the former will arrange a contract under which it will manufacture car radios in Canada for which there is an assured market, it is intimated officially. In addition, because of the rapid expansion of the company's business, Brand and Millen, Limited, is arranging to increase its plant capacity by 50 per cent.

From present indications profits from November, December and January operations will be sufficient to cover the entire fiscal year's dividend requirements, with November production and sales expected to exceed those for October. Substantial orders have been received from all parts of Canada for the new Astralite, which is a new portable fluorescent flood-light.

The company is manufacturing radios, automatic record players, in which the Farnsworth automatic changer is used, and other equipment.

New Audience-Program Debuts On WOR-Mutual

"Scramby Amby," a game based on anagrams, will premiere over Mutual-WOR tonight. (Wednesday) from 9:30-10 p. m. Debut is believed to be the first time the word-game show will be heard in this area, program previously being heard in the West and Mid-West.

Contestants from the studio audience are asked to un-scramble a jumbled word, aided by a musical cue. Prizes are available, both to participants and listeners who provided questions, etc. Emcee is Ray Shannon, originator of the game and veteran of radio and stage.

Knox Continues On ABC

Knox Company has extended to 52 weeks the contract with ABC under which it sponsors "Danger, Dr. Danfield," over ABC, Sundays from 3 to 3:30 p.m., EST. Knox Company's original order with ABC was effective September 8 and covered a 26-week period. The agency is Robert B. Raisbeck.

Damm Defends Policy Of WTMJ With Union

(Continued from Page 1)

casts are a real service to the public. He cautioned, however, that the strike is reaching a climax and broadcasts from either side of the controversy may do more harm than good.

"Either party sponsoring its own program," he wrote, "is bound to make partisan statements which can only add to the heat of the controversy and increase bitterness of feeling. Furthermore, individual programs, broadcast at varying hours, would result in some listeners hearing only one side and other listeners hearing only the other."

Damm told the FCC that when the substance of contemplated broadcasts seemed likely to add to the strike trouble, the station had refused time to both the union and management.

Similar union protests were also lodged with the FCC concerning WISN (Hearst Radio).

Third Radio-Tele Course Scheduled By A. T. W.

Registration opened this week for the third term of the American Theater Wing's "university" for veterans of the entertainment industry which starts Dec. 2, offering new and advanced courses in radio, television, theater, opera, etc.—all approved by the Veterans Administration.

Veterans who are professionals in all phases of the industry will be provided a new radio seminar under the direction of Stephen Frye of the British Broadcasting Corporation, devoted to problems of service programs, news broadcasts, public and community co-operative efforts. Course will fit vet students for jobs in local stations.

NBC is co-operating on the practical "workshop" course in television production under the direction of Edward Sobol. Three programs will be given, prepared, produced and played by veterans of the Wing school.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

147 West 46th Street, New York, N. Y.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager

Yanks Seek \$80,000 For 1947 Tele Rights

(Continued from Page 1)
ment, except to say that "negotiations are under way" and that an announcement in this regard would be forthcoming,—but no date was set. All three broadcasters, NBC, CBS and Du Mont are said to be bidding for the rights. CBS recently signed a long-term contract with the Brooklyn Dodgers for exclusive rights to the games at Ebbets Field, at an undisclosed figure, but trade execs are of the belief that the amount was not far below the current asking price of the Yankees.

NBC televised the Yankee games last summer, on an irregular "experimental" basis—without cost to the network—and operated on a "can-we-have-this game?" basis.

While the amount was considered by some video execs as "outlandish," etc., others felt it "was not surprising when you break it down." They hold that such a contract would cover some 76 games at the Stadium, would offer over two hours of "excellent television entertainment" at a cost considerably lower than any other type of program for an equal period. The \$1,000 figure per game, as it would probably be if the reported amount is maintained, would compare "very favorably" to the \$3,000-\$4,000 figure required for a quality program now,—and for a shorter period.

Du Mont Sports Deal

Du Mont signed a contract recently with the Jamaica (L. I.) Arena for coverage of fights and wrestling matches at an amount reported to be \$1,000 per week. When this is considered, according to several execs, the Yankees' price is "not too far out of line."

Also to be considered regarding the high-price of telecasting sports events, at least from the viewpoint of the sports moguls, is the admission recently by Mike Jacobs, prexy of the 20th Century Sporting Club, that his contract with NBC nets him \$100,000 for fight rights for one year. Jacobs lately reiterated a prediction made some years ago that he "would see the day when a heavyweight championship bout would rake in receipts of \$5,000,000 or more"—and television would be the reason. Significant also is Jacobs' statement that he won't sign a contract for video rights for more than one year at a time.

One of the more financially astute of the sports officials, Jacobs told sportswriters that he's in favor of video coverage of fights now, at the price he's getting, "so the public can see how good a fight looks by television." But when video is operated

COAST-TO-COAST

—FLORIDA—

JACKSONVILLE—WPDQ played host to twenty of ABC's Southeastern stations when they convened to discuss network and station problems. . . . Robert R. Feagin, president of the Florida-ABC Network presided over discussions dealing with plans for increasing programs for Florida ABC affiliates in the fields of Public Service, Agriculture, and News. . . . **MIAMI**—WIOD personnel launched the Dade County Community Chest Drive with a special dramatic narrative, "Your Community Chest." . . . WFVL has been authorized to change its call letters to WWON. . . . Stork delivered a baby girl to the Tony Chastains. He's program director for WWON. . . . **FORT MYERS**—WINK was recently presented with a citation by the United States Marine Corps in appreciation of the successful completion of the Marine Corps' postwar Recruiting Program.

—IOWA—

DES MOINES—KRNT is presenting "Iowa News Extra on the Air—From the Air," sponsored by Cessna Airways, Inc. Sponsor supplies plane and pilot for Van Dyke and an engineer with wire recorder to fly any places in Iowa to cover special events. . . . ABC network affiliates in Iowa are cooperating in a search for the Corn Belt's happiest married couple, a contest planned to climax the Iowa's Centennial. . . . KRNT broadcast the all-important news of the Daisy Mae Scraggs catching L'il Abner just as the first edition of the Des Moines Tribune, which prints the Al Capp comic strip, hit the streets. . . . An important local timebuyer telephoned Phil Hoffman, manager of KRNT, in an effort to get a particular 15-minute period cleared for a national advertiser to whom that time had been denied. Timebuyer demanded the name of the sponsor. Hoffman replied, "You are!"

by cable, according to the boxing promoter, "fans will have to go to a theater,—and will pay for it." He feels that at that time there will be no "business of sitting at home and seeing it free."

—PENNSYLVANIA—

PHILADELPHIA—KYW celebrates its twenty-fifth anniversary this month with a birthday party and special broadcasts. . . . KYW will originate a half-hour broadcast from the Great Crystal Tea Room where the Army Cadets will be entertained with a dinner and dance by the John Wanamaker Store after the Army-Navy game, November 30th. . . . WPEN will move its variety show, "Holiday Inn" to the Valley Forge Military Hospital on November 28th for a special Thanksgiving Day broadcast. . . . WPEN has donated a transcribed series to the Community Chest of Philadelphia to be used for fund raising. . . . **PITTSBURGH**—The WCAE Amateur Hour, sponsored by Wilkens Jewelry Store, has returned to the air. . . . KDKA on four successive Saturdays beginning November 23 is presenting station's top entertainment in an appeal for the Old Newsboys' fund for the Children's Hospital.

—MISSOURI—

KANSAS CITY—Cooperating with the Kansas City Advertising and Sales Executives Club in their Courtesy Campaign, KCMO presented Katherine Worth, co-chairman of the campaign, on the "Home Town Gossip" program. . . . Anne Hayes, director of women's activities for KCMO, will participate in a discussion of "The College Woman in Radio" at Creighton University.

Inventory Control Ends For Radios, All Types

(Continued from Page 1)
fied sales and inventories provided. Products withdrawn from compulsory control by CPA still may be included in a merchant's controlled inventory, at his option, if he wants to increase the current inventory and sales volume figures on which future allowable inventories are computed, CPA said.

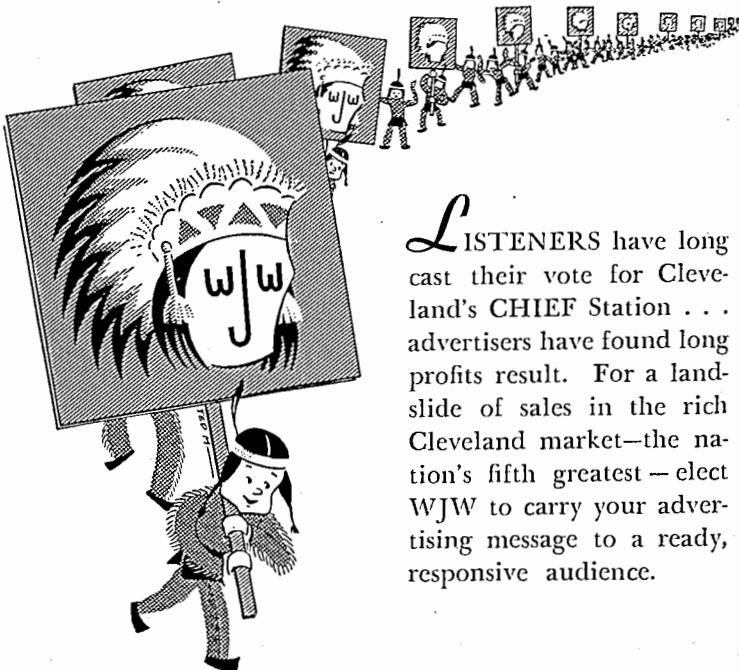
Pitts. Radio-Tele Club Discuss BMB's Measurements

(Continued from Page 1)
luncheon meeting at the University Club here yesterday, attended 150 members and guests. Hugh Feltis, BMB president showed a kodachrome sound motion picture which explained briefly the chaotic conditions of radio audience measurements which prompted formation of BMB by associations representing advertisers, agencies and broadcasters.

'Hollywood Players' To N. Y.

"Hollywood Players," which sponsored by the Cresta Blanca White Company is moving East for broadcast on Dec. 3. The program heard Tuesday 9:30-10 p.m. Agency on the account is BBD&O.

CLEVELAND'S Chief STATION HAS GREAT FOLLOWING!



LISTENERS have long cast their vote for Cleveland's CHIEF Station . . . advertisers have found long profits result. For a landslide of sales in the rich Cleveland market—the nation's fifth greatest—elect WJW to carry your advertising message to a ready, responsive audience.

BASIC
ABC Network
CLEVELAND, O.
850 KC
WJW
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Send Birthday Greetings To—

November 27

Francis Conrad	Mary Livingstone
Billing Demling	Mary Lynch
George Hogan	William Miller
Ted Husing	Gladys Rice
Jack Smart	Clara Frin

November 28

Frank Black	Reed Lawton
Joan A. Hewitt	Elliott Lewis
Helen Jepsen	William Lundell
Lowell Patton	George G. Herz

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 42

NEW YORK, FRIDAY, NOVEMBER 29, 1946

TEN CENTS

Set-Production At Record

Web-AFRA Confab Continues Amicably

Negotiations between the American Federation of Radio Artists and the networks, which resume this morning, 10:30 a. m. at CBS, are definitely progressing toward a final official agreement, although it cannot be anticipated at what point the final contract will be signed. However, there can be little doubt that negotiations are in a co-operative state at this point, since officials of both sides have strong indications of such when

(Continued on Page 8)

Radio Writers Guild Meets With N. Y. Stations

Joint meeting held by WJZ (ABC), WOR and the New York News Writers of the Radio Writers Guild, which ran Tuesday until late in the afternoon at the WJZ offices, as opening negotiations for a contract covering the newsmen in both stations, has resulted in two basic propositions being on tap. Meanwhile, the station men will meet by themselves on Wednesday and again meet with the Guild representatives on Wednesday. Peter Lyon of the Guild plus his at-

(Continued on Page 5)

Shades Of Orson Welles; WBZ Show Too Realistic

Boston—The greater Springfield area was in an uproar Wednesday over the recreation of a 1922 WBZ news bulletin reporting the destruction by fire of the Rockefeller dormitory of Mt. Holyoke College in South Hadley, Mass.

It was all a part of the 25th anniversary (Continued on Page 3)

Radio Rocket

Montreal—A radio-controlled rocket equipped with television apparatus which would automatically send pictures of territory over which it was flying to the control man who could direct the rocket's atom bomb cargo toward a choice target, was described by Dr. John Stanley, professor of zoology at McGill University, to the Montreal Astronomical Society.

All Vet Staff

Manned by an all-veteran staff, WCTC, first commercial FM station in New Brunswick, N. J., will take to the air during the first week in December, James L. Howe, president of the Chanticleer Broadcasting Company, announced this week. Howe, former manager of WBTM, Danville, Va., served as an officer with First Army Communications overseas.

U. N. Xmas Programs Suggested In Letter

An appeal to networks, broadcasters and advertising agencies to lend support to United Nations in their radio programming during the Christmas and New Year's season, was sent out the past week-end by Christopher Cross, U. S. radio liaison officer, at U. N. headquarters in New York.

"With Christmas approaching, the most dominant thought in the hearts

(Continued on Page 2)

Dan Halpin Named Mgr. Of RCA-Victor Tele Div.

Camden, N. J.—Dan D. Halpin has been appointed RCA Victor television receiver sales manager, it was announced yesterday by H. G. Baker, general sales manager of the home instrument department.

Halpin, a pioneer in the promotion

(Continued on Page 3)

New Du Mont Video System Transmits Over Light Beam

Washington Bureau, RADIO DAILY

Washington—New development whereby pictures and sound can be transmitted from one point to another over a light beam instead of radio waves, was demonstrated here Wednesday before the American Institute of Electrical Engineers by Dr. T. T. Goldsmith, director of research of the Allen B. Du Mont Laboratories, Inc. New invention has been named "photovision" by its inventor, Dr. Allen

All-Time High Of 1,800,000 Receivers Made During October, Says CPA; Small Warns On Coal Crisis

Facsimile In 12 Cities Expected Early In '47

Facsimile broadcasting on FM channels will begin early in 1947 from 12 or more cities, according to a statement by Capt. W. G. H. Finch, president of Finch Telecommunications, Inc., manufacturer of facsimile and other electronic equipment. Finch also is owner-operator of WGHF, New York FM station

(Continued on Page 6)

Sound Radio 'Finished,' Says British Newsmen

Chicago—Marsland Gander, radio critic of the London Daily Telegraph, astonished local radio men Tuesday by declaring that sound radio is "finished" and is destined to be largely superseded by television. "But it

(Continued on Page 2)

Trial Of John L. Lewis Gets Heavy Coverage

Webbs continued heavy coverage of the trial of John L. Lewis in the U. S. Court House in Washington, with correspondents airing late reports on legal developments as well

(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—The CPA reported on Wednesday that radio-set production in October reached an all-time high of 1,800,000 units. The production record represented a jump of 300,000 sets over September figures. CPA said this compares with a pre-war monthly average of 1,100,000 radios.

Although noting general gains throughout industry, CPA Administrator John D. Small warned that a

(Continued on Page 3)

Sees Tele As '2nd Pic' In Britain's Theaters

Television programs in England eventually will take the place of the second feature in theaters, in the opinion of Isidor Ostrer, pioneer in British television activities and former chairman of the board of Gaumont British.

Ostrer, who arrived from England Wednesday on the S. S. Queen Elizabeth, said that theater television on a large scale would get under way

(Continued on Page 6)

Seven New Programs Set For Premiere Over WOR

Seven new programs were set for debut over WOR. It was announced yesterday. The first "Scramby Amby," made its appearance Wednesday, (Nov. 27).

Other new programs are: "Movie (Continued on Page 3)

Precautionary

Acting on the possibility of a "flu" epidemic this winter, Ruthrauff & Ryan, Inc., offered its employees immunization inoculations as part of their health program. To date, 216 members of the R&R organization have received shots. Minority groups here and there are taking more time to stack up courage for the series of serum injections.



Vol. 37, No. 42 Fri., Nov. 29, 1946 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 (1), Ill.—Nat Green, 1417 Ashland Bldg., 155 No. Clark St., Phone State 2332. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dablonega Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Clagett, 2122 Decatur St. N.W., Phone, Hobart 7627. 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. 27)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Includes entries for Admiral Corp., Am. Tel. & Tel., CBS A, 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. Includes entries for Nat. Union Radio, Du Mont Lab., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Coming and Going

TED OBERFELDER, assistant director of advertising and promotion for the American network, who has just returned from a trip to Chicago and Minneapolis, is shoving off again this week-end for Cleveland, Buffalo and Syracuse. He'll be back next Thursday

LEE STRAHORN, Foote, Cone & Belding producer who handles the "Hit Parade" program heard Saturdays on CBS, has left for Hollywood, from which point forthcoming stanzas of the show will emanate.

GEORGE E. HELMER, newly-appointed news editor of the McClatchy Broadcasting Co., is in San Francisco conferring with Frank LaTourette, ABC's western division news and special events manager, on the organization of radio news bureaus.

E. G. NAECKEL, of the L. W. Ramsey Advertising Agency, Hollywood, was in Gotham Wednesday renewing a number of old acquaintances.

FRED HEIDER, staff writer at NBC, who does the scripting on Chesterfield's "Supper Club," "So You Want to Lead a Band" and other shows, is taking a leave of absence to go to the West Coast, where he'll write the Jo Stafford shows.

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., is in town this week on a short business trip.

BILL DOWNS, Columbia network newsman, has returned from West Virginia, where he reported the coal-strike situation.

CARL HAVERLIN, vice-president of the Mutual network in charge of station relations, is expected back today from Salt Lake City.

GEORGE CROTHERS, director of "Opinion Please" heard on CBS, will broadcast today's program from Cleveland.

TOM LEWIS, vice-president of Young & Rubicam in charge of all radio, will spend this week-end in New York.

JAMES ABBE, whose ABC commentaries emanate from San Francisco, is originating this week's program at the new studios of KEX, Portland, Ore.

BILL ROBINSON, sales manager of WINS, and BILL BARLOW, promotion and publicity director of the station, are in Cincinnati for conferences with officials of WLW.

VIRGINIA McGYLNN, of "Cinderella, Inc." on CBS, has returned from a trip on behalf of the program. She visited Alabama, Wisconsin and New Jersey.

HENRY La COSSITT, Mutual network commentator, is back at the New York headquarters following a broadcast from Detroit.

DAVE STANLEY, radio publicist, has left for Cleveland to set book-store tieups in connection with his recently-published "Treasury of Sports Humor."

DWIGHT COOKE, of the "People's Platform" program on CBS, will go down to Washington, Sunday, to act as moderator on a program devoted to the strike situation in America. He will be accompanied by ROBERT ALLISON, of the network's education department.

RED BARBER, director of sports at CBS, and JIMMY DOLAN, his assistant, leaving for South Bend, Ind., to handle tomorrow's broadcast of the game between Southern California and Notre Dame.

CY FISHER, of Frank Cooper Associates, has returned to New York from the West Coast, where, while Cooper was in New York, he supervised the Alan Young show, heard Fridays on NBC.

Tele Arts And Science Group Formed On Coast

West Coast Bureau, RADIO DAILY Hollywood—The Academy of Television Arts and Sciences was formed at a meeting Tuesday. Charles Brown, program director of KFI, S. R. Rabinoff, president of American Television Labs, Russell Furse, associate producer of telefilms and Sydney Cassyd, newspaperman, comprise a committee of four that will formulate plans for membership requirements and set up a program. Sam Nathanson and Richard Mayer, members of organization who flew to New York Tuesday night, will confer with officers of American Television Society. No permanent officers will be elected until group is representative of those interested in television.

Sound Radio 'Finished,' Says British Newsmen

(Continued from Page 1) will be a long time dying," Gander added. Stopping off here on his way from Hollywood to New York on a tour on which he is studying American broadcasting, Gander was enthusiastic over the future of television. American technicians are ahead of those of Great Britain, he said, but a much more varied television fare is offered in England, London having more than 20,000 television sets and may have 50,000 by the end of the year. Gander favors competitive radio, but says the people of Britain would not stand for such advertising as that broadcast by American radio.



A Rarity

Still looking a little bit bewildered at the world, triplets, a rarity in cow production, pose with their mother on a farm near Los Angeles. Ma is a 6-year-old Holstein and the rarities are two boys and a girl.

In a lot of ways we're a rarity in the radio world. We're an independent station in a 5-station town. Four of the stations are network... and Baltimore is the 6th largest city in the country.

But it's W-I-T-H, the successful independent, that delivers more listeners per-dollar-spent than any other station in town.

It's pretty unusual... but the smart time buyers who aren't blinded by the glisten of glamorous call letters... think it's terrific!

That's why you'll find W-I-T-H in the wiser budgets. How about your list?

U. N. Xmas Programs Suggested In Letter

(Continued from Page 1) and minds of people in your community is that mankind should never be subjected to another war," the letter reads. "This year people can look to the United Nations which is working from day-to-day to make real their hope for peace on earth and good will to men."

The letter adds: "We are asking all U. S. broadcasters to link their Christmas and New Year's programs to the United Nations."

AMB. 2142 For Air Checks—Line Checks

Universal Recording Corp. logo and address: 42nd FLR., OPERA BLDG., CHICAGO

Advertisement for WDAS Philadelphia with logo and text: FOR RESULTS IN THE Philadelphia MARKET, PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

Advertisement for W-I-T-H AM and FM IN BALTIMORE with logo and text: TOM TINSLEY, President, Represented Nationally By Headley-Ro

Receiver Production Hits All-Time High

(Continued from Page 1)
 prolonged shutdown in the mines will hit industry faster and harder than it did during a similar situation last spring."
 Only the prompt resumption of coal mining will permit a continuation of the high level of production so important to ward off inflationary prices, Small said.

Shades Of Orson Welles; WBZ Show Too Realistic

(Continued from Page 1)
 anniversary observance by WBZ in turning back the pages of its history in a one hour long program.
 Announcer Arch MacDonald recreated the news items as follows: "Here is a late news bulletin. A fire at South Hadley has destroyed the Rockefeller dormitory of Mt. Holyoke College. All students were removed to safety. No one was injured."
 Upon hearing this over the radio, residents of the area began deluging the College, the South Hadley fire department and WBZ in Springfield with queries.

Five New AM Applications Filed With Commission

Washington Bureau, RADIO DAILY
 Washington—Receipt of five applications for new standard stations was announced this week by the FCC. The new applicants include the Litchfield County Radio Corp., Torrington, Conn.; to be operated on 1170 kc., 5 kw., daytime; Penn Lincoln Broadcasting Co., Carlisle, Pa., to be operated on 1340 kc., 250 watts unlimited; Boyle Barton Long, Front Royal, Va., to be operated on 670 kc., 5 kw., daytime; Duncan Broadcasting Co., a partnership composed of R. H. Newbery, J. R. Montgomery, Ted R. Markentin, Robert P. Scott, Dr. G. G. Downing and John C. Halliburton, Duncan, Okla., to be operated on 1350 kc., 250 watts, unlimited; Bob McManey, West Point, Miss., to be operated on 1450 kc., 250 watts, unlimited.

★ AGENCY NEWSCAST ★

LEE COOLEY will join McCann-Erickson, Inc., December 1 as director of television. He formerly was with Ruthrauff & Ryan.

HAROLD B. THOMAS, chairman of McCann-Erickson's 1946 Jury of the Annual Advertising Awards, has announced that the closing date for all research, radio and television entries is December 1.

LEW KASHUK, ADVERTISING COMPANY, New York, has signed on WJZ for one-minute announcements 11:15 p. m. Sunday. The spots will promote the services of the agency. The order is for 13 weeks, effective Nov. 25th.

SEIDEL ADVERTISING AGENCY, INC., has been engaged to handle the advertising of five new accounts: Braxton Art Co., picture frames; Brands Radio & Electrical Appliances, Inc.; H. Wasserman, jewelers; Schoen Novelty Co. and Havana Mail Order Cigar Co. Jeanne McEwen is the account executive.

ALLEN AND REYNOLDS, INC., Omaha, has been named by the Regional War Assets Administration office of that city to handle WAA advertising in the area.

ERNEST RICH, president of Rich Laboratories, Inc., Lebanon, Pa., has engaged Raymond E. Nelson, Inc., to direct the company's advertising and promotion, effective December 1st. Rich's current products are Richar Capsules for stomach distress, and Rich Vaginal Capsules.

Radio, newspapers, direct mail and special promotion will be used. Harrisburg, Pennsylvania, has been selected as a test market.

NORMAN NOYES has been named Los Angeles manager for Avery-Knodel, Inc., national station representatives. Appointment was made by Bill Knodel before he left the West Coast for his Chicago office last week. Noyes, recently resigned from NBC as network account executive, replaces Frank Webb, who will manage a Honolulu station.

ARTHUR H. CROGHAN, president of KOWL, now being erected in Santa Monica, Calif., has engaged Bassluckoff of Hollywood to handle all advertising.

CHARLES H. MYERS, formerly with Benton & Bowles, is now with Grey Advertising Agency as assistant account executive.

Seven New Programs Set For Premiere Over WOR

(Continued from Page 1)
 "Matinee" Saturday 2-3 p.m., starting Nov. 30; an audience participation show with Bill Slater as emcee. Kathleen Norris and Wilbur Stark will write the show; "Monaghan, The Record Man" Saturday, 3-4 p.m., starts Nov. 30, a solid hour of music.
 "Barry Gray's Record Carnival," Saturday 4-5 p.m., starts Nov. 30, will present station's all-night disc jockey in a day-time program of hit tunes, chatter and guests from the entertainment world; "For Your Approval," Saturday, 5-5:30 p.m., starts Nov. 30, is a showcase of new programs. Jock MacGregor will produce and direct, and Sylvan Levin will conduct the orchestra; "Mysterious Traveler," Sunday 7-7:30 p.m., starts Dec. 1, will star Maurice Tarplin. Bob Arthur and Dave Kogan will produce, write and direct the series; "Crime Club" Monday, 8-8:30 p.m., starts Dec. 2, will dramatize each week a best-selling mystery book. Roger Bower is producer-director of the program.

Friendship Dinner ETs Heard

Bill Leonard, on his "This is New York" broadcast over CBS yesterday from 9:15-10 a.m., featured interviews which he had recorded the night before during the World Festival Friendship Dinner at the Waldorf-Astoria Hotel, New York. Among those heard was Field Marshal Jan Christian Smuts of South Africa, Congresswoman Helen Gahagan Douglas and Melvyn Douglas.

Dan Halpin Named Mgr. Of RCA-Victor Tele Div.

(Continued from Page 1)
 tion of commercial video, has been with RCA Victor since 1940. Prior to the war, he was television sales manager for New York and coordinator of the first large-screen theater video activity there.
 A graduate of Notre Dame University, where he managed the late Knute Rockne's football team of 1930, Halpin is a past president and director of the American Television Society, a member of the Sales Executives Club of New York and the Western Universities Club.

Prize Winning Script

Irve Tunick, professional radio writer of Kew Gardens, L. I., is the author of the third prize winning script on "World Security Workshop," ABC dramatic series. Tunick's script titled, "Mrs. Campbell's One World," will be broadcast on Thursday, at 10 p.m., EST., at which time he will receive a prize award of \$250.

Pulliam In New Musicraft Post

Thomas W. Pulliam has been named assistant sales manager for Musicraft Records, Inc. He will spend a considerable time in the field working with Musicraft distributors on sales, sales promotion and training of distributor sales staffs.
 Pulliam, before being brought into Musicraft's national office, was connected with Musicraft Distributors, Inc., which distributes Musicraft records in New York City and Southern New York State.

A Sure-Shot-Show For Sale

The most outstanding 5-minute strip in its field . . . 156 recorded spots, 3 for each week in the year . . . SPECIAL SEQUENCES FOR CHRISTMAS AND EASTER . . . FOR SALE, because of the illness of its producer for less than mechanical cost of production.

MIRACLES OF FAITH, a proven year-round-seller which promised to duplicate the success of other Fred C. Mertens transcriptions, sold on one audition to 14 of the first 15 big league West Coast sponsors who heard it.

The full price . . . only \$4,200.00

Mothers, Masters, Stammers, Available Platters, EVERYTHING!

THAT IS NOT QUITE \$27.00 PER EPISODE FOR A SHOW WHICH IN ITS FIRST BRIEF TRIAL FLIGHT CROSSED BETTER THAN \$100.00 PER EPISODE ON A LIMITED NUMBER OF WESTERN STATIONS.

Except in the immediate Hollywood sales area, MIRACLES OF FAITH offers a virgin opportunity throughout the United States and Canada. The show has universal appeal; it is popular with all ages, classes, creeds, colors.

78 5-minute spots re-create the world's most-loved religious Miracles.

78 5-minute spots re-create patriotic miracles to which the world owes most of its progress.

Suitable for any sponsor, any spot. WIRE TODAY FOR SAMPLES AND COMPLETE DETAILS.

GEORGE LOGAN PRICE

for Fred C. Mertens & Associates
 946 South Normandie Avenue
 Los Angeles 6, Calif. Phone: Federal 7372

In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8

W T A G
 WORCESTER



Letters from radio people mean a great deal to us . . . particularly if they are like the one Danny Schmidt (who covers Dixie like the proverbial dew) received the other day. It's from Helen Patterson, commercial manager of WAPO, Chattanooga.

* * *

"You certainly did me a favor" says Miss Patterson, "when you had New York ship me the audition disc of THE THREE SUNS AND A STARLET. Everybody in town listens to and talks about this swell program. It's so popular with us guys and gals at the station we darn near wear the shows out before they are broadcast just for our own entertainment. In fact, we have people to come up and ask us to play one of the programs for them."

* * *

The popularity of THE THREE SUNS in Chattanooga is a typical reaction, because this group is making entertainment headlines in towns from coast to coast. Their unique, listenable blend of melody and song have made them one of America's greatest trios.

* * *

To the natural appeal of THE THREE SUNS, NBC Radio-Recording has added the sparkling voices of America's top songstresses . . . Dorothy Claire, Nan Wynn, Irene Daye, Kay Armen . . . plus the same announcer who is heard on some of the nation's top network shows, Glenn Riggs.

* * *

The result is an NBC Syndicated show that is being sponsored by, so many, so fast that we can hardly keep track of its progress. THE THREE SUNS AND A STARLET is truly sweeping the country.

* * *

Many stations have asked us about extending the present series of 78 quarter-hour programs. In fact, WAPO's Helen Patterson winds up her letter with . . . "We bought the whole series, and if they make any more, I have an idea that I will continue buying. My opinion—THEY'RE SWELL!"

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



Windy City Wordage. . . !

• • • Earl Hoffman, NBC staff musician, won the \$1,000 prize offered by the State Street Council for the best musical composition submitted in its holiday contest. Hoffman's composition, "State Street Symphony," will

Chicago

have its premiere February 3, when it will be played by the Chicago Business Men's Orchestra. . . . Paula Stone, member of Mutual's "Leave It to the Girls" panel, in Chicago with the "Sweethearts" stage show, suggested to Ade Hult, Mutual's mid-west vice-president, that it might be a good idea to do a guest spot of the Mutual show here. Hult liked the idea and a broadcast from the WGN studios may be arranged soon. . . . Ted Oberfelder, ABC's assistant promotion and advertising manager, in Chicago recently with central division officials. . . . WLS will launch its eleventh annual Christmas Neighbors Club drive next Saturday. Funds collected are used to purchase gifts to hospitals and child-care institutions and organizations. Last year the drive raised \$33,625.99. . . . "The Great Gildersleeve" will be broadcast from Medinah Temple here January 15.

★ ★ ★

• • • Heretofore members of the Adventurers' Club have shied away from suggestions that the adventures of its members be dramatized on the air. But they finally were sold on the idea through a tieup whereby the Foundation for Underprivileged Children will benefit substantially from the broadcast. The club has a wealth of material for dramatic true life adventures and it has thrown its records open to the sponsor of "The Adventurers." One of the earlier programs will dramatize the adventures of the late Teddy Roosevelt. Admiral Byrd, Henry Hedges, and scores of other notables will be used in subsequent broadcasts. The half-hour show will originate at WBBM and will be heard over 155 CBS stations.

★ ★ ★

• • • Bob Elson, sports announcer, was guest speaker at the weekly meeting of the Showmen's League of America and gave an entertaining account of sports personalities he has known. . . . WGNB, FM sister station of WGN, is raising the effective radiated power of the station to 7500 watts on the 98.9 megacycle channel. G. William Lang, assistant director of engineering, says this second unit will eventually be used as driver for the 10,000-watt amplifier now on order, delivery of which is expected early in 1947. New increase enables listeners 95 miles away to get satisfactory reception. WGNB also is broadcasting on its old channel of 45.9 mc. with a power of 3,000 watts and will continue to do so until the Federal Communications Commission decides to abandon the old band in favor of the new of 88 to 108 mc. . . . Singin' Sam (Harry Frankel), who has not been heard on a local station for some time, returned to WGN this week with his transcribed "Reminisce With Singin' Sam," Monday through Friday.

★ ★ ★

• • • Bob Hope will be honored next April by the Chicago press photographers. They will award him a plaque as the most cooperative star in Hollywood. There is talk of Hope bringing his radio show to Chicago at that time. . . . Lytton's, State Street store, began sponsorship of the hockey games on WBKB, tele station, via ABC, this week. First telecast, Monday night, was exceptionally good, the images of the players being clear, and Joe Wilson's description of the game very good. . . . Frances Langford guested on Rosemary Wayne's show on WJJD Monday afternoon. . . . A paper tape recording machine that is said to have unusually high musical fidelity is to be tried out here next week. The machine uses a new substance known as "hyflux," which gives the tape a coating of iron powder. . . . Local radio stations will be used in an advertising campaign to be launched shortly by the women's division of the Reliance Manufacturing Co., makers of dresses, sportswear, etc.

LOS ANGELES

By RALPH WILK

OCTOBER BUSINESS boomed skyward for Teleways Radio Productions of Hollywood on the transcription sales of "The Sons of the Pioneers" production. Business closed during October by Teleways for "The Sons" platters include KPHO, Phoenix, Arizona, for Nicholas Klim Furniture Co.; WGBL Miami, Florida, for Local Drug Chain; WBRE, Wilkes-Barre, Pa., Woodlaw Farm Dairy Co.; KGGF, Coffeyville, Kansas; KOB, Albuquerque, New Mexico; KLZ, Denver, Colorado—for Bruce B. Brewer Co.; KFJB, Marshalltown, Iowa, G-S Drug Co.; WDSC, Dillon, S. C., Larinburg Milling Co.; WMOB, Mobile, Alabama; Albright & Wood Stores; KDTH, Dubuque, Iowa, A. J. Kellum Co.; KSR, Ontario, Oregon, Ontario Grain Co.; WAYS, Charlotte, N. C.; WISE, Asheville, N. C.; WFBC, Greenville, S. C.; WBKY, Hickory, N. C.; all for Stateville Flour Mills; KGBX, Springfield, Missouri, Wise Realty Co., and KAL Alexandria, Louisiana, Ross Milling Company.

MCA has signed Walter Telle "Leroy" on "The Great Gildersleeve" show, to a managerial contract as it considers him potential starring material.

Gordon T. Hughes, who produced "Your Hope Chest" for CBS, is forming a Worcester Alumni Association with membership restricted to former residents of the Massachusetts city. Members so far include Jeffrey Lynn, Rita Johnson and Knox Manning.

Dinah Shore, singing star on her own Columbia network show, will record exclusively for Columbia Recording, has just been elected "Jubilee Queen" of the nation, by a poll of America's "disc-jockeys."

"What's Doin' Ladies," ABC's comedy-audience participation show, participated in the opening of the new radio studios of Station KEX, Portland, on November 25 and 26. Included in the troupe were Jay Stewart, emcee of the show; Marjorie Hunt, Young & Rubicam producer and Harfield Weedon, ABC producer of the program.

Arlene Francis, star of her new detective series, "Affairs of Scotland," is compiling into book form the most interesting of the sands of letters received from servicemen she interviewed on her popular "Blind Date" show during the war.

Judy Canova originated her hit billie act and went on the air with in Jacksonville, Fla., when she was only 13 years old.

Ave Maria Hour WMCA — Sunday — 6:30

The Story of Ruth FLORA CAMPBELL as RUTH UTA HAGEN as NAOMI In its twelfth year as a Donald Peterson production

SOUTHWEST

MMARTIN B. CAMPBELL, managing director of WFAA, Dallas, spoke on "Radio, Here and Abroad" at a meeting of the Dallas Browning Club, recently.

Thomas F. Conroy, head of the advertising agency bearing his name in an Antonio, has been elected president of the Southwestern Association of Advertising Agencies.

The Dallas Railway and Terminal Co. is sponsoring a new series of programs each Friday over WRR, Dallas. Series is titled "Spotlight on America," and presents a review of the week's news in story form.

Staff and studios of WACO, Waco, are now on the second floor of the Unicable Life Insurance Building. Still under construction is a new auditorium studio which is to be the best in the Southwest. Although the building is not air-conditioned a special unit has been installed for the station studios and offices.

New series of studio programs titled "The Old Spanish Trail" is being heard over WOAI, San Antonio each Monday, Wednesday and Friday. Programs feature Paul and India Arrambide as vocalists, "Rosita," Spanish songs and music by Elvin Winters and his studio orchestra.

The National Association for the Advancement of the Colored People, will present a weekly half-hour round table discussion each Sunday over WOR, San Antonio, according to Marvin Broyles, KCOR program director.

KHTB will be the call letters of the Texas Broadcasters station at Huston which will take to the air on 1590 kilocycles with a power of 1000 watts full time.

Russ Lamb, program and production head of KFJZ, Fort Worth; John I. Crouse, engineer, and Frank M. Sinner, local business man have been granted a construction permit for a new standard broadcast station at Fort Worth to operate with 1000 watts. Lamb will be manager of the new station.

New Du Mont Video System Transmits Over Light Beam

(Continued from Page 1)

transmit color pictures as well as black-and-white images.

Boon To Tolo Wobs

In the opinion of Dr. Goldsmith, new invention will be "a boon" to network video broadcasting. "The development of television networks," he said, "depends almost entirely on coaxial cable to tie stations together in the same manner as telephone lines connect radio stations of a network. Coaxial cable is tremendously expensive to install and the charge for the use of the line is very heavy. What the charges will be for such lines over long distances has not yet been determined," he continued, "but that they will be heavy and burdensome to broadcasters there is no doubt—so much so that television stations in small communities will find this an obstacle to receiving the benefit of television network broadcasting."

In the demonstration, pictures were transmitted on light waves across the lecture hall in the Potomac Power and Light Building, a distance of 35 feet, but Dr. Goldsmith explained to engineers and FCC members present that the transmission over the short distance had no significance. He explained that Du Mont in the near future will make a demonstration in which sound and pic-

tures will be transmitted by light beams over a distance of more than five miles. System is the outgrowth of an invention made by Dr. Du Mont in 1931 for which a patent was issued in December of 1934.

"In addition to the tremendous money saving to television broadcasters resulting from the transmission of programs on light waves instead of coaxial cable," said Dr. Goldsmith, "photovision has another marked advantage. A television image loses about 40 per cent of its definition or sharpness when it is transmitted by coaxial cable; this loss will be very greatly reduced by the new system."

Sees Cost a Big Factor

Dr. Goldsmith maintained also, that the difference in relative costs of the two systems is significant. "The coaxial cable from New York to Washington cost millions to install," he said. "A series of relay stations between the two cities for the transmission of pictures and sound over light beams would not exceed \$30,000," he said. Another possibility inherent in the new system, Goldsmith added, is a method of transmitting tele programs from a central transmitter to motion picture theaters for showing on theater video screens.

Radio Writers Guild Meets With N. Y. Stations

(Continued from Page 1)

torney and other representatives and attorneys and representatives of the stations took part in the opening talks.

Specific items of debate were the "security clause" sought by the Guild and a retroactive date for the contract when it is effective. Position of the stations is that since no previous contract existed, it should not be retroactive, as might be the case with NBC which is still in process of signaturng its pact which ran out last summer, or CBS which has another month in which to run on its old pact.

"Security Clause" Important

"Security" clause if adopted would mean that news writers now earning approximately \$70 per week would be earning a minimum of \$108 within two years and that no man could be fired whether or not the station deemed him incompetent. Since there is no indication of how long the complete negotiations will take place, the retroactive clause to a date in early November or before that, is not acceptable to either WJZ or WOR. It is expected that eventually, some compromise will be worked out to mutual advantage.

An additional item concerns commercial fees for staff announcers on news shows. This would add on \$32 to an announcer's salary for each commercial program, above his weekly salary.

PROMOTION

Texas Toasters

A series of teaser ads are being run in the Dallas News by KIXL, Dallas which was granted a license by the FCC to operate with 1,000 watts daytime on 1040 kilocycles. Titled "Out Of The Air" article appears each Monday and gives readers an insight in the trials and tribulations in getting a new station started. Ad is using a neat slogan in closing the articles: "For programs that are swell —get ready to tune in KIXL." Station will be operated by Lee Segall, well known advertising agency man.

Tele Sports Service

CBS Promotion Department is mailing to television set owners in the Metropolitan area, numbering about 7,000, a schedule of 1946-47 sports events to be carried exclusively by WCBS-TV, CBS television station in New York. The promotion piece lists all sports events that are sponsored by the Ford Motor Company, and points out that WCBS-TV will bring exclusive telecasts of many more major sports events and spectacles not yet scheduled. Among Ford-sponsored events to be televised from Madison Square Garden are hockey, basketball, poultry show, indoor track, dog show, and boxing.

"Who Am I" Contest

In a promotion contest over KTBC, Austin, 13 cash prizes totaling \$590 were offered listeners to best entries in a "Who Am I" contest. Grand prize was \$250. Entry blanks, mailed on request, bore pictures of 20 radio personalities. In addition to identifying the pictures, contestants were required to write a sentence on why they listen to KTBC.

Stork News

John Rayel, NBC announcer, is the father of a daughter born to Mrs. Rayel Wednesday at the Doctors Hospital, New York.

KIFI, Idaho Falls, Idaho, Joins ABC Web Jan. 1

On January 1, Station KIFI of Idaho Falls, Idaho, will affiliate with ABC as a mountain supplementary station and a member of the network's Idaho Group, bringing the total number of ABC affiliates to 236. Owned by the Eastern Idaho Broadcasting & Television Company, the new ABC affiliate will operate full time with 250 watts on 1400 kc. J. M. Brady will manage KIFI.

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 800 kc · MUTUAL SYSTEM

Facsimile In 12 Cities Expected Early In '47

(Continued from Page 1)
which has been broadcasting "Air Press" daily.

Cities in which fax service to homes in their service areas is scheduled include: New York, Chicago, Detroit, Los Angeles, San Francisco, Cleveland, and San Bernardino, Calif. Using Finch broadcast equipment, these stations will provide an uninterrupted flow of blackboard program material.

From an educational standpoint, this printed facsimile program is now viewed as a kind of "magazine of the air," including such features as book reviews, comics, cross-word puzzles and other features especially designed for the home audience.

For permanent printed and pictorial record of facsimile broadcasts, three types of home receivers were announced by Finch—console, desk, and chairside models. In addition to the facsimile record, these sets will receive all FM and AM standard broadcasts.

Styled by Walter Dorwin Teague to blend with many styles of home furnishings, all three models are executed in fine woods by expert craftsmen, said Finch. From a technical standpoint, the receivers incorporate all advances in design resulting from Finch's years of experience in facsimile transmission.

The new Finch Broadcast studio equipment includes a transmitter-monitor system—a monitor-control desk, two Finch high-quality precision broadcast facsimile scanners, each with associated monitor.

With production of both studio transmitting and home receivers now being planned, it is anticipated that facsimile broadcasts over FM facilities will soon take its place in millions of homes alongside radio broadcasting as a medium of public entertainment and education. Facsimile programs are now being broadcast over WGNF for a radius of about 60 miles.

Prior to the war, Finch had licensed 15 major broadcasting stations to transmit facsimile over AM facilities. Transmission is now by FM, with improved fidelity of reproduction and freedom from atmospheric disturbances. Finch engineers have doubled the width of the paper roll to 8½ inches, and reception speed has been increased from 8 to 28 square inches per minute. Greater speeds have been achieved in experimental work, and the Finch receiver can be adapted to any speed by a simple change of gears, it was explained.

Turnaway Studio Crowds

Four thousand requests for tickets to "Ladies Be Seated" were turned down during the show's originations over ABC from the Merchandise Mart in Chicago last week. A capacity audience of 500 attended each broadcast throughout the week. Johnny Olsen is emcee of the audience participation show.

PICTURE OF THE WEEK



First commercial FM program account in Maryland was signed at the offices of WITH, Baltimore, this week. Left to right in the picture are: Tom Tinsley, president of WITH; Sefton Abbott, advertising manager of O'Neil's, with R. C. Embry, assistant to Tinsley, looking on.

CBS, ABC Programs Win Education Awards

Atlantic City, N. J.—CBS's "Columbia Workshop," for its June 2 broadcast of "Richard III," starring Laurence Olivier and the Old Vic Company, and ABC's "Town Meeting of the Air," are to be awarded the 1946 Radio awards of the National Council of Teachers of English, it was announced yesterday. Presentation will be made at the Hotel Traymore luncheon here Saturday and which will bring to a close the three-day 36th annual meeting of the Council.

Last year the Council made a single award, to Norman Corwin's "On a Note of Triumph" aired over CBS. This year the Council decided to bring its awards into closer connection with the teachers' own activities in the classroom, and therefore decided to make a dual award, on the program most helpfully correlated with their work in teaching, reading and writing, another to the program most helpfully correlated to speaking and listening.

"Richard III" was adapted for radio by Elizabeth and James Hart, latter an associate script editor at CBS, and was directed by Richard

Public Leaders Prefer Brands, Survey Shows

Public opinion leaders prefer to buy products that carry a manufacturer's brand name it is revealed by the Brand Names Foundation in reporting results of the latest survey done for them by Fact Finders Associates.

Six hundred group leaders were interviewed in 25 cities in an effort to determine the extent of their preference for branded merchandise when purchasing 11 different kinds of products. Groups covered in the survey included domestic science teachers, high school officials, ministers, priests and rabbis, women's editors, women's organization officers, and social workers.

Sanville, also of the network, and John Burrell, of the Old Vic Company. "Town Meeting" was cited as the "program which during the past year has done most to awaken greater admiration of effective and exemplary speech and to promote powers of intelligent listening and critical thinking."

Accepting the "Workshop" award for CBS will be Edward R. Murrow.

Sees Tele As '2nd Pic' In Britain's Theaters

(Continued from Page 1)
in Britain next year and that it would have a vast effect on the motion picture industry. He expressed the opinion that ultimately television receivers would be a standard part of the theater equipment and that the cost would be less than the early sound projectors.

Ostrer's television interests, which included the Baird system, have been merged with J. Arthur Rank's television interests into a company known as Cinema Television, Ltd. He said that the Baird home receiving sets would be on the market in England in three to six months and that they would cost less than \$250. BBC, he said, was installing a station in Birmingham and in six other British cities.

In addition to his television interests, Ostrer is chairman of the board of Premiere Films.

Trial Of John L. Lewis Gets Heavy Coverage

(Continued from Page 1)
as coverage of the coal crisis throughout the country.

Importance of the Lewis trial, and its effect on the national economy, was discussed Wednesday night on ABC by F. H. La Guardia, former mayor of New York. La Guardia, co-author of the Norris-La Guardia Act which is directly concerned with the coal walkout, and limits union injunctions in labor controversies. Network also carried news program at 11:30 a.m., and 1 p.m., Wednesday from the U. S. Court House where the mining official is on trial. Jack Beall and John Edwards handled the descriptions. "Headline Edition," and "News of Tomorrow," at ABC web shows, devoted portions of time to the coal crisis.

Mutual continued its heavy coverage of the coal situation, with reports being aired regularly from Washington, Harlan, Ky., and Beckley, W. Va. heart of the soft coal region. Albin Warner and Bill Hillman aired descriptions of the Lewis trial Wednesday morning from a spot near the Court House. Entire MBS Washington staff of Ray Henle, Marcus Reid, Jim Dale Morgan, Tom Brott, Russell Turner and Loren Page stood by for web coverage. Steve Fisher, WGNR, covered for Mutual at Beckley and John Carlisle handled reports from Harlan, Ky., via WHL.

CBS and NBC aired bulletins of the Lewis trial on regular news programs throughout Wednesday, with staff correspondents alerted in Washington and other key cities to provide up-to-the-minute coverage of the outcome.

New Swing Series

Raymond Swing, commentator, author and lecturer, will inaugurate a new series of radio commentaries over ABC beginning in February, 1947. As a 15-minute program, the new series will be aired once a week



ON THE WAY



IMPORTANT



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Confab Announces Electronic Aids Code

Montreal—A substantial step toward world-wide standardization of electronic aids to air navigation was taken by the Radio Technical Division of the Provisional International Civil Aviation Organization which held its final meeting here on November 23.

The division, which began its meetings on October 30, reviewed the full range of navigation equipment now available to aviation, much of which was brought to its present state of development during the war, and has now been made available to civil aviation services. The division made recommendations on each category of air navigation aids; instrument approach and landing systems, short and long range navigation systems and aerodrome zone aids.

U. K. and U. S. Compromise

The controversy which developed between the United Kingdom delegation, which largely supported radar aids, and the United States delegation, which supported radio, apparently was compromised to include the best of each. The main bone of contention was over short-range navigation aids. Here "Ge" which had the support of the British was temporarily shelved to give way to omnidirectional range, a radio device.

Dr. Edward Warner, president of the PICAQ Council, declared that "the agreement that has been reached by experts from 28 nations represents one of the greatest advances made by PICAQ in bringing about uniformity in the facilities and services used by international air transport. The agreement is a practical example of international cooperation, which is hopeful augury for the future relationship of nations in the air. The world's travellers by air will be the direct beneficiaries."

"When the division's recommendations are carried out, civil aircraft will be able to use a uniform navigational system as they fly along the main international air routes of the world. This will result in a simplification of aircrew training and a much lower financial burden to airline operators and governments than if the present measures for uniformity were not being taken. The program will contribute to safe, regular and efficient flight."

COAST-TO-COAST

—NEBRASKA—

OMAHA—Arlone Twyman will be back on KOAD with a new series of crime plays, titled, "Spinetinglers" . . . Floyd Olds gave the inside information on the reorganization of the Western Baseball League, the night before the loop was completed at Omaha, on his KOAD "Six O'Clock Sports Club." . . . Both Floyd Olds and Howard Wolff have been picking football winners on KOAD's "Six O'Clock Sports Club," and so far both have winning averages. . . . E. M. Hosman, Director of the School of Adult Education at Omaha U., has been named president of the Radio Council of Omaha.

—COLORADO—

DENVER—Sears, Roebuck & Company has just signed a contract with KFEL for six half-hours a week participation in the Ray Perkins' show. . . . Cecil Seavey and Joe Rohrer have resigned from the KOA staff. . . . KOA will carry the Army-Navy game November 30th. . . . The Spray Coffee and Spice Company has renewed for six months its schedule of two one-minute live announcements weekly over KOA. . . . Skinner Raison Bran renews its contract for 52 weeks of two one-minute transcribed announcements weekly via KOA. . . . It took the KLZ staff, covering an afternoon football game, exactly three hours to get back to the studio recently, when game was called off due to blizzards. Staff battled the elements of icy streets for that long a time.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—WWDC plans to give a "Good Neighbor Christmas Party" for the aged and infirm at Blue Plains. . . . Many people in Washington are receiving frying pans and other cooking utensils being sent by WWDC as publicity for the new "What's Cooking" show. . . . Willis Conover, record specialist and announcer at WWDC, served as announcer for the Duke Ellington concert given at Carnegie Hall. . . . WRC commentator, David Brinkley, recently played recordings featuring sounds made by fish. Seems fish talk to each other by making drumming, hooting, and even whistling sounds.

—ILLINOIS—

DECATUR—WSOY—FM went on the air November 25 on a full 18:05 daily schedule of broadcasting, duplicating approximately half of the WSOY programs and originating the other half itself. . . . WSOY—FM is using the 250-watt RCA transmitter that was on the floor at the NAB convention in Chicago. . . . PEORIA—During National Radio Week, WMBD conducted special demonstrations of FM radio as it compares to AM broadcasting in eight department and radio stores. . . . WMBD has an application for FM pending with the FCC. . . . JACKSONVILLE—Edgar Parsons, former manager of WLDS, joins the Fred A. Palmer Co., to specialize in sales organization and training.

—NEW HAMPSHIRE—

MANCHESTER—Winners of the WFEA "Award of Merit" for November are Albert E. Lavoie and Ovilla J. Gagne. Firemen Lavoie and Gagne displayed much courage, skill and

stamina during the recent Manchester fire when they accomplished an almost impossible rescue. . . . Mel Green, WFEA manager, is back at the station after attending the CBS meeting held in Boston. . . . William J. Leahy has been appointed publicity director for WFEA. . . . Plans are being made by WFEA to salute Mrs. William Blais, Eastern Representative of Cinderella, Inc. . . . CONCORD—Summer Fellman, Director of Promotion and Publicity at WKXL was recently married to Miss Shirley Cohen of New York City.

—OHIO—

CANTON—Dick Merrin, Farm Editor of WHBC, will attend the annual convention of the National Association of Radio Farm Directors, November 30 thru December 3. . . . Wedding bells ring today for James Roberts, WHBC announcer, and Bettie Majors. . . . CINCINNATI—Marshall Pope joins the WCKY announcing staff. . . . New advertising media offered by WCKY is time on the WCKY News-O-Graph electric sign. . . . FREMONT—WFRO will be the call letters of the first FM station in northwestern Ohio. Staff is made up entirely of World War II veterans. . . . COLUMBUS—Heart of Ohio, Inc., has been chartered and has asked the FCC for authority to operate a standard station broadcasting on 660 kilocycles, the same frequency which is being sought by Capitol Broadcasting Co., of which Sen.-elect John W. Bricker is president. . . . AKRON—New announcers at WADC are Bill Plant, recently discharged from the Army, and Dick Donovan, formerly with a Charleston station.

—MASSACHUSETTS—

PITTSFIELD—A contract for purchase of WBRK has been signed between Monroe B. England and Leon Podolsky with the latter due to assume ownership and control January first. . . . WORCESTER—John A. Savage joins the WAAB announcing staff. . . . WTAG announcer, Penn Brown, is the proud father of his first child, a daughter. . . . BOSTON—WBMS became the eighth Boston radio station on November 24th. WBMS will operate at 1090 kilocycles with 1000 watts of power. . . . Commissioners of education in the New England States included inspection of the new WCOP studios in the agenda of their November 13th meeting. . . . "Bump" Hadley, WBZ and WBZA sportscaster returns Dec. 2.

Aid Xmas Planning

About 16 manufacturers of children's toys and clothing have contributed merchandise for WOR's annual Christmas party in the children's ward of Bellevue Hospital in New York. Eight dozen toys and 421 pieces of clothing have been donated for under-privileged children who will receive the gifts at a party on Dec. 23 in the auditorium of the hospital. A committee of WOR employees, headed by Edythe J. Meserand, assistant director of news and special features division, is assembling the gifts and wrapping them in Christmas paper.

Web-AFRA Meeting Continues Amicably

(Continued from Page 1)

Wednesday's session broke up at 7: p. m. after a meeting which began at 10:30 a. m. in the morning.

Although there was no joint statement issued by either group when they recessed Wednesday night for the Thanksgiving holiday, George Heller, AFRA's national executive secretary, did tell the inquiring press "We are making progress."

From a network source it was learned that, at present, things are moving as well as could be expected.

There is no basis at this time for any suggestion as to what the AFRA network contract will look like in its final form, although certainly there will be some compromises in the 37 issues. No one will be surprised if the actual writing of the code is a tedious, long-drawn-out process, since as each clause is written it has to be interpreted and understood by both sides before a final okay is placed upon it.

The four network presidents returned to the negotiations on Wednesday after being absent from the scene on Tuesday. They appeared on NBC some time before 10:30 a. m. when the meeting was scheduled further indication that both sides are striving to prevent any further serious stalemate.

"The Satisfiers" Renewed

The Satisfiers, vocal group headed with Perry Como and Jo Stafford of the Chesterfield "Supper Club" (NBC, 7 p.m.) were signed for another year to record for Victor Records, it was announced this week. New contracts are effective in January. In addition the group has just been renewed for 26 weeks on the Chesterfield program.

New Craig Rice Show

Hollywood—Bernard Shubert has closed a deal with the Wine Grower Guild where he will produce a Craig Rice show based on her character John J. Malone. This will start on ABC network beginning January 4th. Mr. Shubert states that it is a half-hour mystery show written by Mel Rice and directed by Bill Rosseau.

Send Birthday Greetings To—

- November 29
 - Alan Courtney Margery Knapp
 - Claudine French Florence Lake
 - Lou Irwin Fred Brady
- November 30
 - Jack Brinkley Lillian Stone
 - Noel Corbett
- December 1
 - B. S. Bercovici Jack Alicoate
 - Michael A. Fiore Patricia Ryan
 - Ted Hammerstein Ray Henderson
 - Dave Zimmerman Mary Martin
 - Arthur Hershowitz

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