

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 23

NEW YORK, FRIDAY, AUGUST 1, 1947

TEN CENTS

## Expose Free Time Scheme

### AFM-Petrillo Activity In House Labor Study

Washington Bureau, *RADIO DAILY*  
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include the activities of James C.  
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connection with television and FM.  
Conducting the hearings will be  
Rep. Carroll D. Kearns, (R. Penn.),  
freshman member of Congress and  
also a member of the AFM.

(Continued on Page 2)

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The last date for the resumption  
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### Book Review Promoters Using Stations For Gratis Plug Reviews In Selling Publishers

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being sold periods at a minimum contract of \$10 per week per  
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The Radio Book Review promoters operate from desk space  
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In a letter to advertisers and agen-  
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### Time Saver

To facilitate handling of requests  
from listeners and friends for  
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studios outside of Canton, Ohio,  
Station WHBC in that city has is-  
sued a Guest Courtesy Card.  
Through pre-arrangement with the  
various networks, the card is  
honored upon presentation. This  
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ence.

# COAST-TO-COAST

## —COLORADO—

**DENVER**—For the fourteenth year, the KFEL news department will observe its anniversary with a special half-hour show on August 3, from 9:00 to 9:30 p.m. Events which have made news during the past year will be reviewed by members of the news department, including Jack Fitzpatrick, Milton Hoffman, Lyle Liggett, Bob Bugdanowitz and Bill Foulis. . . . For the second time in three years, KOA-NBC, has been awarded the coveted General Electric silver plaque "for maintaining during 1946 the most nearly perfect operating record of 10 stations now or formerly operated by NBC."

## —MISSOURI—

**KANSAS CITY**—Myra Taylor, singing star of the platter-hit "The Spider and The Fly," recently guested on Walt Lochman's disk jockey show, "Walt's Wax Works," heard over KCMO. Accompanying Miss Taylor was Louis Blasco, who now heads his own publishing company. . . . **ST. LOUIS**—Newest addition to the KKOK staff is Doris Kennedy. Recently of Central College, Miss Kennedy takes over duties in the traffic department.

## —PENNSYLVANIA—

**PHILADELPHIA** — Peter Roberts, KYW staff announcer, has resigned to accept a staff announcing position with NBC in New York. Roberts has been with KYW since 1942. . . . The Friday and Saturday night open-air concerts from Philadelphia's Labor Plaza will be broadcast by WPEN, in co-operation with the American Federation of Musicians, Local 77 and the board of directors of the Plaza. Friday night performances will feature a 30-piece concert orchestra and soloists, while a 40-piece brass band will be heard during the Saturday broadcasts. . . . James T. Quirk, advertising and promotion manager of WFIL, has been named to the post of director of public relations and promotion at the station.

## Westinghouse Sets Plans For Heavy AM, Tele Prod.

Westinghouse will begin delivery of its first table model television receivers early this fall, featuring a 10-inch picture to sell for approximately \$400, it was announced this week at a meeting of distributors in the Waldorf-Astoria. Company previewed its new line of home radios, comprising 12 individual models in 19 cabinet variations. Included are five consoles, five table models, a consolette, and a portable, at prices ranging from a low of \$37 to a high of \$600.

### Plans Heavy Production

Westinghouse plans to turn out between 600,000 and 800,000 sets during the next year, which is expected to set a new production high, according to Edgar G. Herrmann, general sales manager of the home radio division. FM is included in all the console models and one table model, and its incorporation in the new line

## —FLORIDA—

**DAYTONA BEACH** — After several months of independent operation, WNDB, the News-Journal's FM station, is readying plans for its AM affiliate. The FCC recently gave the green light to the News-Journal Corporation, station operators, for a CP on 1150 kilocycles, 1 kilowatt, daytime. The FM program schedule will be used on both outlets but the class type of program which has characterized FM in its initial period will be carried over to AM. . . . Dina Carlson, former Wac captain and ATC radio officer, is now program director of WNDB. Miss Carlson was writer and producer of many Army shows as well as free-lance writer on several network broadcasts.

## —OHIO—

**NEWARK**—W. M. Union has been named advertising manager of FM station WCLT. Union was previously with the advertising department of the Newark Daily Advocate. . . . **CINCINNATI**—WLW staff musician Tom Richley, is the proud papa of a seven-pound son, Donald Seymour, born July 28. Mother of the child is the former Jean Macy, at one time called the "female Bing Crosby." . . . **PORTSMOUTH** — New additions to WPAY's staff include Elaine Cobourn in the continuity department, Joseph Holbrook, announcer, and Frank Balmert in the news department.

## —INDIANA—

**EVANSVILLE-WIKY**, 250-watt daytimer will make its debut in this city on August 4. Covering the "Tri-State Area," Evansville's trading section, the new independent occupies the 820 spot on the dial. . . . **FORT WAYNE**—Interviews with national student winners of essay contests conducted by Michigan Centennial Commission for high school students throughout the United States, will be broadcast by WOWO. Interviews were transcribed at LaGuardia field, New York, as the students took off on the first leg of their prize-winning tour of The Netherlands.

## U. S. Rubber To Sponsor WABD Davis Cup Tennis

U. S. Rubber Co. will sponsor television pickups of the Davis Cup elimination tennis matches at the South Orange, (N. J.) Tennis Club over WABD on Saturday and Sunday, August 9-10, it was announced yesterday.

Telecasts, which are scheduled to start at 2:30 each, will be described by Vinnie Richards, veteran American tennis star and former Davis Cup singles champion, and may be carried by WTTG, Du Mont outlet in Washington.

emphasizes the importance of frequency modulation

"Industry is following a pattern of steady or rising employment and production during 1947" Herrmann said. "This pattern also forecasts a time of steady and rising prices, the latter representing the industrial repercussions of the recent wage settlement with the coal miners and the compensating rises in steel prices."

## ONE OF THE COUNTRY'S LEADING SYNDICATED TRANSCRIBED PROGRAM PRODUCERS HAS A FEW EXCLUSIVE FRANCHISES

OPEN!...

Be your own boss. Make some real money. Handle exclusively, in protected territory, a line of open-end disc shows that SELL! If you can qualify for exclusive representation rights to our programs, we will supply audition samples, promotional material, rates, current leads, and refer all other leads produced by our advertising.

If you have the ability to sell radio time or programs, and are prepared to make personal contacts and auditions, your earnings will be limited only by the extent to which you limit your initiative. Car is essential.

17 different complete series of programs in our catalog, all of them thoroughly tested and saleable. Several brand new series now in production—other new program series being planned.

Write, giving complete details including radio experience, territory in which you are interested, age, education, etcetera.

KASPER-GORDON, Incorporated

140 Boylston Street

Boston 16, Mass.



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In the first approach to publishers, Radio Book Review is played up as a "pioneering" step and consequently a "test week" can be had for the

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Vol. 40, No. 23 Fri., Aug. 1, 1947 Price 10 Cts.

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

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlgren Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(Thurs., July 31)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Westinghouse Pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltime Corp., Nat. Union Radio. Includes Net Chg. column.

OVER THE COUNTER

Table with columns: Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

New Cugat Show Set

The new CBS "Xavier Cugat Show," which will debut Sunday, August 3, 10-10:30 p.m., EDT, and will be heard for six weeks thereafter, will feature music with a Latin accent, in the distinctive style of the master of South American rhythms. Bob Graham, baritone formerly on the "Baby Snooks Show," will be the program's soloist. Cugat will conduct a 25-piece orchestra and act as MC, with Art Ballinger as announcer. Axel Gruenberg is the show's producer with Eversharp as the sponsor.

COMING AND GOING

WILLIAM S. PALEY, chairman of the board of CBS, and MRS. PALEY, who were married Monday in Manhasset, L. I., leave today aboard the S.S. Queen Elizabeth for a wedding trip in England and Europe.

JACK RYAN, manager of the press department in the central division of NBC, has left for Tanglewood, Mass., where he'll attend the Berkshire Music Festival, and then continue on to New York for conferences at the headquarters of the web.

CARMEN MIRANDA is flying this week-end from Hollywood to Saratoga, N. Y., where she is booked for a two-week engagement at the Arrowhead Inn starting Monday. There are also some radio appearances scheduled for New York.

MORRIS NOVIK, radio consultant, left town yesterday for Madison, Wisc., where he will speak at the Public Service Radio Institute being conducted this week by the University of Wisconsin.

JOHNNY ANDREWS, singer heard during the past six months on WNEW, is making appearances at RKO theaters in the Metropolitan area, in addition to his radio stint.

ROBERT HUDSON, director of education for CBS, has returned from Philadelphia, where he participated in the Radio Workshop of the Philadelphia schools.

ROBERT SAUDEK, director of public affairs for the American network, is going to Madison, Wisc., where on Monday he will participate in the University of Wisconsin's Public Service Radio Institute.

CHARLES COLLINGWOOD, Columbia network newsman, and MRS. COLLINGWOOD, who is Louise Allbritton, the film star, are spending three weeks at Bar Harbor, Me.

JESSE ZOUSMER, assistant to Robert Trout, CBS newsman, leaves today for a two-week vacation in Columbus, Ohio.

WELLS CHURCH, news director at CBS, has returned from Washington, where he supervised the web's program, "Review of the 80th Congress."

STANLEY WORTH, maestro, has returned from Lake Tarlton, N. H., and is preparing for his forthcoming engagement at New York's Hotel Pierre.

ED FISCHER, promotion manager of KMOX, Columbia outlet in St. Louis, has returned to Missouri following a few days in New York on business.

FRED WEIBLE, manager of Lloyd Shaffer, the "Supper Club" maestro, has left for Boston to cover Shaffer's opening at the RKO Theater in Beantown. He'll also slip in a little vacationing on the side.

AFM-Petrillo Activity In House Labor Study

(Continued from Page 1) counsel Irving G. McCann, will be on hand for the estimated three weeks of hearings, Hartley said. Hartley himself does not plan to remain longer than a week.

Hartley did not specify to what he referred, but he implied that the committee has evidence of interference by the musicians union in the production of television sets. This is in addition to agreements with all the important Hollywood producers forbidding the use of their film or sound track for telecasting.

RCA Shows Sharp Gain In Income Past 6 Mo.

(Continued from Page 1) 159,613. After payment of preferred dividends, net earnings applicable to the common stock for the first six months of '47 were 52.2 cents per share, compared with 29.5 cents per share last year.

WNYC Signs Jean Tennyson

Jean Tennyson, former network singer, will emcee a Monday night series over WNYC titled "Jean Tennyson's Studio Party," starting Aug. 11 from 8:30-8:55 p.m. Show will originate from and feature an informal gathering of persons in Miss Tennyson's studios in the Steinway Building. Guests for the premiere broadcast include Joan Roberts, Jack Eigen and a five-year-old boogie woogie pianist.

Tobacco Network Elects Officers For Coming Year

(Continued from Page 1) er, manager of WRAL, Raleigh, secretary and treasurer. General offices of the web are in Raleigh.

The Tobacco Network will sponsor, in co-operation with WRAL, the origination of 11 daytime football games on a co-op basis to other North Carolina stations this fall. Games will involve principally Wake Forest, North Carolina State and University of North Carolina home and road games.

Mull Successor To Park

Members of the board also gave consideration to a replacement for Dan Park, former Tobacco Network commercial manager, who has resigned to take a job as manager of WIRE, Indianapolis.

Report Fight From Blimp

Philadelphia—Alan Scott, of KYW's "Man On the Street," will give the listeners a bird's-eye impression of Monday night's boxing bout between Ike William and Bob Montgomery. Scott will be aboard a Douglas Leigh blimp hovering above the arena. The broadcast will be heard from 10:30-10:45 p.m., EDT.

RADIO STATION FOR SALE

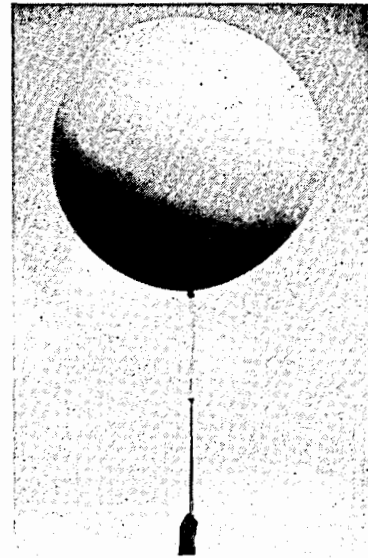
Powerful station in large Eastern market, affiliate of major national network. Now doing \$250,000 annually—showing fine profit. Present owner disposing of some of his interests to devote more time to his avocation. Full information available. \$200,000 cash required. All inquiries assured confidential consideration.

F. A. WELLMAN, Sales Counselor
1532 Bankers Securities Building
Philadelphia 7, Pennsylvania
Pennypacker 5-6760

JOKE FILE FOR SALE

Top quality, timely, just compiled. Classified, indexed, bound. 100's subjects. All socko. \$50.00.

Write P. O. Box 99, Murray Hill Station, New York 16, N. Y.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big five-station town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Ross

IN CLEVELAND IT'S WHK





# Transcribed Programs That **SELL!**

• As the **OLDEST** syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other highly successful radio ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from Coast to Coast. For suggestions and program ideas for your next radio campaign—whether it is for ½-hour, ¼-hour, 5-minute, 1-minute, 100 word, or 30 word spots—write or wire us. And be sure to investigate the possibilities of these successful transcribed syndicated shows!

## SYNDICATED SHOWS NOW AVAILABLE

<b>"ADVENTURES OF BUDDY BEAR"</b> . . . . .	78	¼-hour
<i>The most lovable, adventurous playmate a child ever had! Created by Betty Barrie</i> (more in preparation)		
<b>"THE FAMILY ALBUM"</b> . . . . .	78	¼-hour
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
<b>"GLORIA CARROLL ENTERTAINS"</b> . . . . .	78	¼-hour
<i>Starring Gloria Carroll, Frank Bell and The Belltones</i>		
<b>"EAT-ITORIALLY SPEAKING"</b> . . . . .	78	¼-hour
<i>Starring Dick Stone in the most unusual food program in the country</i>		
<b>"SONGS OF CHEER &amp; COMFORT"</b> . . . . .	52	¼-hour
<i>Starring Richard Maxwell, famous Gospel singer</i>		
<b>"THE VAGABOND ADVENTURER"</b> . . . . .	39	¼-hour
<i>Starring Tom Terriss, Internationally known adventurer</i>		
<b>"UNSOLVED MYSTERIES"</b> . . . . .	39	¼-hour
<i>Dramatizations of true mysteries as yet unsolved</i>		
<b>"ONE I'LL NEVER FORGET"</b> . . . . .	156	5-minute
<i>Unusual sports stories, starring Jack Stevens</i>		
<b>"TWILIGHT TALES"</b> . . . . .	94	¼-hour
<i>Fairy tales for children, unusually told by Elinor Gene</i>		
<b>"DAN DUNN, SECRET OPERATIVE No. 48"</b> . . . . .	78	¼-hour
<i>Juvenile series based on famous newspaper cartoon strip</i>		
<b>"FUN WITH MUSIC"</b> . . . . .	26	¼-hour
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
<b>"UNCLE JIMMY"</b> . . . . .	156	¼-hour
<i>Daytime family serial, starring William Farnum, Hollywood cast</i>		
<b>"FAMOUS MOTHERS"</b> . . . . .	75	5-minute
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
<b>"HISTORY IN THE MAKING"</b> . . . . .	52	½-hour
<i>Dramatizations of outstanding historical events</i>		
<b>"FURS ON PARADE"</b> . . . . .	39	¼-hour
<i>Sponsored successfully by hundreds of fur retailers</i>		
<b>"A CHRISTMAS CAROL"</b> . . . . .	1	½-hour
<i>Original half-hour adaptation starring Tom Terriss</i>		
<b>"ADVENTURES IN CHRISTMASTREE GROVE"</b> . . . . .	15	¼-hour
<i>Sponsored annually by more than 200 department stores</i>		
<b>"SANTA'S MAGIC CHRISTMAS TREE"</b> . . . . .	15	¼-hour
<i>Another outstanding Christmas holiday promotion</i>		

*Exclusive to One Sponsor in a City—Write or wire for Audition Samples and Data*

**KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.**

*The Oldest—and One of The Country's Largest Producers of Successful Programs  
Manufacturers of Transcription Playback Machines and Transcription Carriers*

## LOS ANGELES

By RALPH WILK

**JACK CARSON**, who comes to NBC in the fall as start of "Sealtest Village Store," was added to the list of top stars who will appear on the NBC-AAF broadcast celebrating Army Air Forces Day, today. Other screen and radio personalities set to appear on the special program include Dinah Shore, George Montgomery, Tyrone Power, Wayne Morris and Ronald Reagan.

Larry Finley is opening offices for Finley Transcription Co. in Atlanta, Chicago, Dallas and Seattle. Lou Swerdlung, who is in charge of eastern operations, will take charge of the Atlanta office, while Larry Kolpack will set up the other branches.

On an exploitation deal for Universal-International pictures, disc jockey Al Jarvis has started a contest to find a name for the "Commentator" in their new picture, "Slave Girl." Contest runs for one week on his "Make Believe Ballroom," with \$100 going to the winner.

Jack Rourke Productions is pitching the new Mel Blanc Show. Revised format allows more leeway for Mel's amazing ability and will include the Bugs Bunny character now released for radio by Warner Brothers Cartoon.

Bernie Joslin and Alan Ladd cut the first "Alan Ladd Show—Box 13" for Mayfair Transcription Company at NBC recently. An adventure story starring Ladd, "Box 13" is produced by Vern Carstensen, directed by Leonard Reeg, written by Ted Hedinger, with music by Rudy Schrage and sound effects by Wayne Kenworthy and Bud Tellefson. Sylvia Picker will portray running femme role.

KMPC sales manager, Herbert H. Wixson, together with Mrs. Wixson, are spending their vacation at June Lake for the next two weeks, while Bob Kelley, sports director, and his wife are at Lake Tahoe for two weeks.

John Masterson, general manager of ABC's "Breakfast in Hollywood" program, returned this week from an extended stay in New York City, where he discussed and planned a heavy Fall promotional campaign with the program's sponsors, Procter and Gamble and the Kellogg Company.

### Permoflux Corp. Bulletin

A four-page bulletin, covering complete data on 52 types of permanent magnet speakers, 54 types of Electro Magnet Speakers, together with 20 types of transformers, used by radio manufacturers and replacements by service men, has been issued by the Permoflux Corp., Glendale, Calif.

## WPDQ's

**TIME-BUYERS JACK POT**  
THIS WEEK'S WINNER  
**GEORGE DE PUE**

**GAHAGAN, TURNBULL & CO.**  
Next Week ? ? ? ?



### Mainly About Manhattan. . . !

• • • You can expect a big rhubarb to come up (maybe in the spring) about the old wheeze: To televise or not to televise sports—particularly baseball and boxing. Oldtimers among the owners and managers are coming up again with the ancient cry that "it's hurting box-office." (Oh, yeah?) It's simply a case of history repeating itself. Remember the battles they had some 15 years ago when they said the same thing about broadcasting the events? . . . Musiczar Petrillo has booked passage for an early sailing to England, and, coincident with this announcement, the British musicians union voted confidence in Petrillo and his policies the other day. . . . Joe Bigelow and John Reber in a huddle at Toots Shor's regarding the forthcoming Jolson show. . . . Ford, after having bought that hour dramatic show through Kenyon and Eckhardt, have decided now that they'd like to hear an audition—so a record is being cut. . . . Horace Heidt and Jack Rourke flew in from the coast this week on a quick deal that's practically all wrapped up. . . . Ben Sonnenberg lost the lush Philip Morris account. . . . Garry Moore called in to do another audition for "Take It Or Leave It" last nite—the only performer asked to do a repeat. Choice role will go to either Moore or Groucho Marx—also high up in the running. . . . Milo Boulton, we hear, is opening a chain of hamburger stands.



• • • With the fall season coming on there seems to be a heavy schedule of changes in the wind among exec personnel in both agencies and webs alike. Now comes word that Nick Keesely, Program Sales manager, is pulling up stakes at Mutual. Nick is a tough man for any organization to lose—let alone Mutual which is still in the building stage. He's had some 15 years of all-round experience behind him at N. W. Ayer, plus his CBS and Mutual background, has a top rep in this radio checkerboard and as many contacts as any guy you can point out. "Can You Top This," the Fred Waring Chesterfield Time (which established a new trend) and "Give and Take" are but a few of the shows he inspired into commercial successes. Nick hasn't announced his future plans as yet, but is mulling some of the many agency offers he's had tossed his way.



• • • **AROUND TOWN:** Boris Karloff checking out of "Lights Out." The chiller specialist agrees with the critics that the ailer is horror-heavy and he no like. (It boris us, too, chum). . . . The new Jackie Miles tot has been named Mitchell Irwin. . . . Director Cyril Armbrister has sold his house here and is moving to the coast in a month. He'll revive two oldies out there—"Chandu the Magician" and "Tugboat Annie". . . . Ray Heather-ton, always a swell singer and an active bandleader (at the Biltmore) will amaze you when he turns dramatic actor as the lead on "Silver Theater" Sunday nite. . . . Aside to Nick Kenny: We're still blushing from your lavish comments about us on Jackie Eigen's bofi Copa show the other midnite. . . . Radio Row gabbing about the bang-up job Don Martin is doing since taking over the programming chores at WLIB. The former ABC producer-director is reconstructing every phase of production down there and has smoothed things out beyond belief. . . . Ruth Eiting proving a heavy mail-puller at WHN. And we're glad to note the improvement in the introduction of the show. . . . See by the papers that Mutual's Jim O'Bryon has switched to Calvert. And Margaret O'Brien, one supposes, is switching to Sheffield's.



• • • **LOVE 'N' KISSES:** ABC's Sat. ayem musicalulu—Piano Playhouse. If there's a more delightful light musical show on the airwaves than this, we've yet to stumble across it . . . Crooner Jack Lawrence's Rainbow recordings. Platterrific . . . Ted Lloyd's new psychological package, "Quiet, Please," via Mutual Sunday eves. . . . Carol Ames' soothing caroling of "Embraceable You." . . . Johnny Andrews' smooth singing and patter via WNEW.

## HAWAII

By JOHN WILLIAMS

**K**HBC, Hilo outlet of the Hawaii Broadcasting System (CBS), has completed plans for new transmitting and studio under FCC okay to change its frequency from 1,230 to 970 kilocycles and to increase power from 250 to 1,000 watts. Manager C. J. Thrumston says the new structure will be on a 3-acre site at Pihoon, a mile from downtown Hilo. The story tile structure will house offices, studios and auditorium. C. W. Dicky & Associates of Honolulu are architects.

Jackie Black, who's taking a sfl from public speaking and dramas at U. of California, Berkeley, is still a good traffic manager at KULI, Honolulu, that her boss looks for other way when she slips along the street to competitor station KGUM help produce "Three Way Matine" a weekly program from the Army-Navy which features local talent in visiting VIPs.

Month ago Howard Hansen, staff announcer with WHBY, Appleton, Wis., started something when he flew to join KGMB, Honolulu. Succumbing to Hawaii's tropic lure and working conditions of KGMB's air-conditioned, modernistic setup, he radio-phonied Earl Hall back at WHBY to "come out here." Earl dropped everything, popped the question to Barbara Brooks, an Appleton girl, and they caught a Mainliner for a 4,000-mile aerial honeymoon, most of it on the moonlit, star-trail between the West coast and here.

The rest was up to KGMB which hired Earl, who has continued honeymooning with Barbara on the beach at Waikiki where Cupid works overtime.

Don Savage, KGMB staff writer and m.c. of "Down Beat," a sm-tv weekly show that features foremost popular bands and biographies of their leaders, leaves August 6 on a 10-months' tour of mainland. He is with the Marine Corps special service radio, Cherry Point, N. C., and WVTZ/NAF, Honolulu, during the war. Latter folded Jan. 7 when he joined KGMB.

## FARGO BISMARCK

NOW SERVED  
CBS PROGRAMS BY

**KSJB** Jamestown  
North Dakota

5000 WATTS  
600 on the dial

Represented by

Adam J. Young, Jr., Inc.

**CBS - MBS**

# Commercial Basis Set For Du Mont's WABD

(Continued from Page 1)  
 eral manager of the Du Mont station, explains that a "turning point in the history of television" has been reached. "Today WABD officially turns its back on the purely 'experimental' era and steps boldly into a new 'commercial' era where television advertising is expected to bring results commensurate with expenditures." McNeil expresses confidence that "the time has arrived when television will pay its own way. We have had daily examples of sales-producing results over the past several months with far fewer sets in use than we will have during the coming months."

## Sees New Rate As Reasonable

The Du Mont exec said yesterday that he was "almost afraid at first, to propose this rate increase" but felt convinced that the \$800 rate was reasonable. The old rate, \$300—was a "giveaway" rate he said. He added that there was only one-tenth the justification of the \$300 rate, considering the size of the audience and tele's pulling power, as there is for the \$800 rate now.

New rates are based on the "proven" ability of tele to sell, McNeil said, referring to specific shows which realized a heavy mail response, and latest figures showing sets on the market as totaled by the Radio Manufacturers Association. Total now is use in the New York area, according to these figures, is 44,062, while the national total is 58,751. About 3,000 bar sets are included in N. Y. figure. WABD figures the total New York audience, therefore is approximately 500,000 for a top event on tele, and is broken down as: 6.2 viewers per home receiver, or about 240,000; and 100 viewers per set in clubs, taverns, etc., or approximately 300,000.

## Gives Break-down Of Rates

Regarding program rates, etc., McNeil said the cost of "a good half-hour studio show would be about \$2,000," referring specifically to the Belanger-McNaughton "Carnival," which is a package program. Price of the New York Yankee home grid schedule of eight games, he said, would be about \$20,000, or \$2,500 per game. This includes video rights, time and facilities. For network rates, or a pickup of a WABD show by WTTG in Washington, price would be \$200 higher per hour, which is the current rate charged by the Capital outlet.

Actual breakdown of new WABD rates is as follows: From 7 to 11 p.m.; \$300 for 60 minutes; \$480 for 30 minutes, \$360 for 20 minutes; \$320 for 15 minutes; \$240 for 10 minutes; and \$160 for 5 minutes. From 6-7 p.m., \$650

# Promote Book Publishers With Book Review Plan

(Continued from Page 1)

token fee of \$50. For this fee the operators claim to furnish scripts to 34 of the most important women broadcasters in as many different cities who "will be devoting a total of almost three hours to telling their loyal listeners about a book, and why they ought to buy and read it." Publishers are given a list of stations and women broadcasters. They are located in 25 states from coast to coast.

Seven leading publishers in New York, which RBR claimed to have signed for the initial test campaign, confirmed to RADIO DAILY that they had done so. They have not yet been informed of the results nor do they have any proof that the reviews were broadcast. One publisher said he took the deal at the insistence of an author who had heard of the plan and who also demanded more exploitation on his latest book.

## Text of Sales Letter

The following is a full quote of one of the letters mailed to publishers. Original is completely type written, including the heading containing the firm's name.

"MR. PUBLISHER . . . 60 leading women broadcasters are asking us for your next book . . .

"These women broadcasters are members of Radio Book Review. They reach a mass audience in the 300 book buying cities where most books are sold. Each one has agreed to air a 5-minute discussion and review of a different book each week furnished by us . . . It could be your book.

"Imagine the increased sales if these leading women broadcasters who enjoy the confidence of their loyal audience in their communities—told them that your book is interesting enough to own. It would sell enough extra copies necessary to lift sales into the marginal and profitable group . . . it would solve your remainder problem.

"Radio Book Review is a merchandising-publicity campaign. It reaches the same book-buying audience that book clubs do. Its bid for sales is through mass appeal—just as book clubs.

"No other publicity program can offer you:

1. SEVERAL FIVE MINUTE RADIO SCRIPTS ABOUT YOUR BOOKS, PROVIDING OUR BROADCASTERS WITH A CHOICE OF COPY.
  2. PROMOTIONAL MATERIAL TO BOOKSELLERS IN STATION COMMUNITIES ENABLING THEM TO TIE-IN WITH RADIO EXPLOITATION, AND TO STOCK UP ON TITLES.
  3. FOLLOW-UP TO SAME, CHECKING EFFECTIVENESS OF BROADCASTS, SALES, ETC.
  4. ARRANGEMENTS FOR INTERVIEWS FOR YOUR ITINERANT AUTHORS ON MEMBER RADIO STATIONS.
- "Cost of Radio Book Review's service is \$10 per week per station for each book.

for 60 minutes; \$390 for 30 minutes; \$292 for 20 minutes; \$260 for 15 minutes; \$195 for 10 minutes; and \$130 for 5 minutes. From 12 noon to 6 p.m., rates are: \$500 for 60 minutes; \$300 for 30 minutes; \$225 for 20 minutes; \$200 for 15 minutes; \$150 for 10 minutes and \$100 for 5 minutes. Film programs are 20 per cent cheaper if used for 5 minutes or less.

In addition, there is a charge of \$75 for one-hour rehearsal time for a studio show.

Were this important time purchased outright at station rate card, it would total three or four times our fee; and it would not include copy preparation, nor the 'extras' offered by our service. A minimum of 20 stations is requested.

"Mr. Publisher, We repeat: This is a service with GUARANTEED placement before a mass book-buying audience. . . . Why not your books?"

## Offer List of Stations

A list of broadcasters whom they allege are "co-operating with the Radio Book Review" have been mailed to the New York Publishers. The list follows:

Martha Crane, WLS, Chicago, Ill.; Marion Resch, WFMJ, Youngstown, Ohio; Mildred Bailey, WGOP, Boston, Mass.; Mrs. Clair Wood, WJAR, Providence, R. I.; Betty Lennox, WGY, Schenectady, N. Y.; Betty Burns, KUSA, San Antonio, Texas; Gertrude Grover, WHCU, Ithaca, N. Y.; Ann Sterling, KJH, Seattle, Wash.; Belle West, KOLL, Omaha, Nebraska; Esther Mullen, WGAI, Cleveland, Ohio; Evadna Hammersley, KOA, Denver, Colorado; Marjorie Price, WILM, Wilmington, Delaware; Kaye Witmer, WKBO, Harrisburg, Pa.; Alice P. Barry, KTSM, El Paso, Texas; E. W. Ziebarth, WCCO, Minneapolis, Minn.; Bettie McCall, WCAO, Baltimore, Md.; Margaret McPherson, WHKK, Akron, Ohio; Irene Cook, KGER, Long Beach, Cal.; Mrs. Chas. A. Meyers, WRR, Dallas, Texas; Kay Stanley, WMBR, Jacksonville, Fla.; Dorothy Wadman, WGAN, Portland, Me.; Lynn Lewis, WSCR, Scranton, Pa.; Rose Lee Farrell, WFBM, Indianapolis, Ind.; Polly Earfron, WRNL, Richmond, Va.; Mary Jane Jesse, WAVE, Louisville, Ky.; Nancy Os-good, WRC, Washington, D. C.; Enid Day, WSB, Atlanta, Ga.; Nancy Gray, WTMJ, Milwaukee, Wis.; Evelyn Gardiner, KIKK, Pittsburgh, Pa.; Madge Roemer, WGL, Fort Wayne, Ind.; Betty Wells, KRNT, Des Moines, Iowa; Eleanor Robinson, KFBI, Wichita, Kansas; Norma Young, KKL, Los Angeles, Calif.; Lenore Little, WOOD, Grand Rapids, Mich.

## Commentators Reactions

Some of the women broadcasters whose stations were listed by Radio Book Reviews were reached by RADIO DAILY for comment yesterday.

Evadna Hammersley, KOA, Denver, wired: "Am under no obligation to any publisher or book review group and am wondering what prompted your inquiry."

"No fee or commercial rates received from Radio Book Review group," Kaye Witmer of WKBO, Harrisburg, Pa., reported. "Records are not available now on books reviewed. The reviews offered as public service."

# Private Firm Reports On Workers' Listening

(Continued from Page 1)

radios, four per cent tune in five to six hours, two per cent six to seven hours and one per cent listen in seven or more hours a day.

New Yorkers among the firms' employes do less listening than others, an average of 1.8 hours a day, while GAF workers at Grasselli, N. J., have the highest listening average of two to three hours daily.

# Duncan Named Tele Head Of Crosby Operations

Cincinnati—Roscoe Duncan, chief television engineer for WLW, has been appointed acting director of television operations for Crosley Broadcasting Corp. He will be in charge of co-ordinating departmental relations pertaining to video while Philip Konkle continues to supervise construction of WLWT, Cincinnati, WLWC, Columbus, and WLWD, Dayton.

## Early Closing

In observance of the hot weather, CBS yesterday called a halt for its office employes at 3 p.m. Memo was sent out by Joseph Ream, executive vicepee, allowing white collar workers to go home in mid-afternoon.

**TALK to the SOUTH'S EAR ZONE through WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

**NEW ORLEANS WDSU ABC Affiliate**  
5000 Watts  
1280 kc

See the interesting

# TELEVISION EXHIBIT

AT THE  
**WALDORF-ASTORIA**  
 (WEDGEWOOD ROOM)  
 PARK AVE., at 49th ST., NEW YORK

**TODAY, LAST DAY**  
 10 A.M. to 10 P.M.

Free Door Prize: A Transvision Television Set  
**ADMISSION FREE TO ALL!**

AUSPICES:  
 TRANSVISION, Inc., New Rochelle, N. Y.

IN CLEVELAND IT'S

# WHK

## CHICAGO

By NAT GREEN

"TERRY and The Pirates," which has been broadcast from New York, moves into the ABC studios in the Merchandise Mart here August 12 as its permanent home. The Quaker Oats Company resumes sponsorship of the program on August 26. ABC now has a concentration of kid shows in Chicago with "Sky King" and "Jack Armstrong" being broadcast from the Mart. These two shows will be presented as half-hour shows starting August 25 and each program will be presented as a complete drama. Changes will be introduced on a sustaining basis August 25 through September 26 and then will go on a commercial basis, General Mills sponsoring "Jack Armstrong" and Derby Foods "Sky King."

A new large size television screen two feet by one and a half feet was demonstrated Wednesday at the Continental Hotel. Screen is made by Telecon Corporation and receiver is intended primarily for restaurants, taverns and other public places. Provides a picture of about 400 square inches.

Foot, Cone & Belding has bought Jack Starr's "Star Stories" quarter hour disc show for Trim Hair Tonic a Lever Bros. account to start over WSBT, South Bend, Ind., August 18.

## WISH Application Denied; Other Activities At FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced adoption of a proposed decision and order, denying the application of Capitol Broadcasting Corp., to change frequency of WISH, Indianapolis, Ind., from 1310 kc., to 940 kc., and increase power from 5 kw., day, 1 kw., night, to 5 kw., unlimited. It was also ordered that the motion for stay of proceedings and petition by WISH for comparative consideration in the matter of the application of Independent Broadcasting Co., Des Moines, Iowa, be dismissed.

The FCC also adopted an order granting application of Independent Broadcasting Co., for a new station at Des Moines, to operate on 940 kc., 5 kw., night, 10 kw., day.

Also announced was an order granting applications of (1) Lee-Smith Broadcasting Co., for new station at Faribault, Minn., to operate on 920 kc., 1 kw., unlimited, (2) Associated Broadcasters, Inc., for some facilities at Wadena, Minn., and (3) KFNF, Inc., for CP to change antenna site and increase daytime power to 5 kw., of KFNF, Shenandoah, Iowa, now operating on 920 kc., with 1 kw., day and 500 watts night.

The Commission yesterday denied the petition of the Northern Corporation to set aside a Commission decision and grant the company's application for a new FM station in Boston, Mass.

The Commission, however, modified its decision by leaving the door open for a new application specifying one of the two Class B FM channels.

## \* PROMOTION \*

### WHBC Spot Campaign

Dealer Co-operation Department of WHBC, Canton, Ohio, has made a promotional post card mailing to 360 retail grocers in that area on Colgate-Palmolive-Peet Co., spot campaign on Ajax and Vel. Picturing the two products and WHBC's Good Neighbor Mike character behind a counter, the card reads: "Counterwise clerks know... Good Neighbor Mike Tells and Sells. Radio Advertised Products Move!"

### Educational

Public libraries throughout Massachusetts are setting up special shelf displays of books and pamphlets for reference reading in conjunction with the five weekly series in adult education being presented on regular Boston radio stations by the Lowell Institute in co-operation with Boston College, Boston University, Harvard, Massachusetts Institute of Technology, Northeastern and Tufts.

### Moving Billboards

WIZE, Springfield, Ohio has replaced standard billboards, which in this medium-sized city couldn't be placed to very good advantage, with 20 shiny black cabs, with the call letters and trademark of the station in gleaming white. Results have been overwhelming, with people all over the city noticing the new moving billboards. Many of the city's people have no recollection of the

former advertising methods employed by WIZE, but are keenly aware of the new advertising gimmick utilizing the cabs.

### New NBC Booklet

A new NBC booklet entitled "Two Young Men With A Mission," will shortly be in the mail to 3000 advertisers and agencies and should be exceedingly well received, for it is handsomely gotten up and executed, with fine colors, good designing and pleasant copy. The booklet is 10 1/4" x 12", containing 8 pages, devoted to two NBC Saturday morning programs for youth; "The Adventures of Frank Merriwell" and "The Adventures of Archie Andrews," spanning a 50-year gap. The first 4 pages deal with the Merriwell program, with center spread reminding readers that they have "just flipped past 50 years" and going on to tell of the Adventures of Archie show. Inside back cover contains a card pasted to the page on which is printed the name of Frank Merriwell, with inside of card containing the words "At Liberty" and next to it another card with the name of Archie Andrews and words "now sponsored by Swift & Co." Folder was produced under the direction of Charles P. Hammond, NBC's director of advertising and promotion; and designed by Allen Hurlburt, art director. Copy was written by Jack Snow of the NBC staff with art by Joseph Low.

## Quiz Shows Lead Ratings On 1st 15 Evening Shows

(Continued from Page 1)

"Break the Bank," is fourth with 8.3. Fifth is "Can You Top This." "Break the Bank," "Crime Photographer" and "Adventures of Sam Spade," are among the first fifteen for the first time.

Each among the first several shows heads the list on its particular night. "Take It Or Leave It," Sunday nights; "Bob Hawk Show," Monday night; "District Attorney," Wednesday nights; "Break the Bank," Friday night; "Can You Top This," Saturday, etc.

Summer replacements are led by "Adventures of Philip Marlowe," in the Bob Hope spot, with a 7.0; "Call the Police," Amos 'n' Andy spot, 6.2, and Alec Templeton show for Charlie McCarthy's spot, has 5.8; Fred Waring for Fibber McGee has 5.4

Night baseball on independent stations reveals some phenomenal gains, the share of the baseball audience on July 18 being 24.9 at 8:30-9 p.m. EDT; 25.5 at 9-9:30 p.m.; 30.7 at 9:30-10 p.m., and 30.5 at 10-10:30 p.m. These are 3 to 13.1 points higher than the night baseball audience of July 4, which, of course, was a holiday and long week-end. Comparisons and checking was done in 36 cities.

### Patton On La Guardia Program

James G. Patton, president of the Farmers Educational Union of America, will substitute for F. H. LaGuardia over MBS and WINS Aug. 2.

## FCC Starts Hearing On WOKO Facilities

(Continued from Page 1)

of the Joseph Henry Broadcasting Co. This company is composed of persons already connected with WOKO. Presentation of previous reorganization plans as reasons for a commission reversal have been denied.

Other applicants for WOKO's facilities are the Van Curler Broadcasting Corp., the Governor Don Gan Broadcasting Corp.

Richardson told the FCC that under the reorganization proposed by the Joseph Henry Co., the station would offer "substantially the same program service rendered in the past." He said employees were expected to take added interest in the station's affairs because they would own stock in the company.

### Stock Distribution Described

In answer to questions, Richardson said that distribution of stock in the new company was decided by himself. Samuel Jacobs, a recently elected officer of WOKO; Richard O'Hare, attorney for the company, and several "key" employees. Richardson now holds the position of WOKO vice-president. Stock has been limited to 50 shares per employee.

Richardson also told the commission that he would vote to lease the facilities of WOKO to whatever applicant is successful in the present hearing if terms are satisfactory. All applicants plan to increase WOKO's power to 5 kw.

## EQUIPMENT

### New Westinghouse Line

Atlanta, Ga.—New engineering developments and a wide variety of features designed to provide high quality radio reception in the new line of Westinghouse receivers were presented for the first time at a dealer meeting here last week. In a first of 12 meetings to be held throughout the U. S., Westinghouse distributors representing 13 southern cities in seven states met at the B-more here for a demonstration of the new models and an outline of the company's production, promotion, and merchandising plans for the remainder of the year.

New line includes five console, five table models, a console and a new portable. Prices range from \$37 to \$600. Although no television receivers were shown at the demonstration, company execs said research and development of the first series completed and will be marketed shortly.

### ITC Guests Of RCA

Technical personnel representing nations participating in the International Telecommunications Conference, now in session at Atlantic City, N. J., are guests of RCA in a series of week-end field trips during which the visitors inspect plants and facilities of RCA Communications, Inc., at 66 Broad St., N. Y., Riverhead and Rocky Point, L. I., and witness demonstrations of electronic developments at RCA Laboratories, Princeton, N. J. Groups of 25 to 50 are making the trips, accompanied by guides and linguists.

## NAB Research Group Discuss New Study Plans

At a meeting of the subcommittee of the NAB's research committee, plans were discussed for the second study of the public's opinion of radio to be conducted by the National Opinion Research Center of the University of Denver. Meeting was held in New York.

Field work for the study will be conducted in November; similar work for the previous study was done in November, 1945. In addition, the subcommittee requested Dr. Paul Lazarsfeld, of Columbia University, to receive the results of the study to provide an analysis and interpretation of the findings. Dr. Lazarsfeld, collaborating with the late Dr. H. Y. Field, analyzed the findings of the first study.

Results of the forthcoming study will not be available until early in 1948 and no publication date has been set as to the findings.

In course of the meeting various items were taken up which might improve the study. In attendance were: Hugh Beville, NBC, chairman; Carl Burkland, WTOP; Paul Lazarsfeld, Columbia University; Paul Sheatsley, NORC; Elmo C. Williams, CBS; Earl Winger, WDOD; William Zurflied, NBC, and Kenneth Bahr, NAB.



# AGENCIES

**RICHARD H. ROFFMAN**, public relations counselor, has engaged Mrs. Patricia M. Deuse to take charge of radio, television and film promotion for the organization.

**OLIAN ADVERTISING COMPANY**, St. Louis, has conferred the title of vice-president upon their New York radio director, Harold Kaye. Kaye will continue to be located at the New York Olian office.

**ST. GEORGE & KEYES, Inc.**, has reopened its Baltimore office. Arthur Booth, formerly vice-president of Booth, Vickery & Schwinn, Inc., is in charge.

**BOND AND STARR, Inc.**, has been engaged as advertising agency for the Eberhardt & Ober Brewery, branch of the Pittsburgh Brewing Co. The firm sponsors the program, "Pittsburgh Favorites," each Thursday at 6:30 p.m. on KDKA.

**BERNICE BRILMAYER** has joined Franklin Bruck Advertising Corp. as member of the copy staff. Mrs. Brilmayer formerly was associated with Kenyon & Eckhardt, Inc., and Ralph H. Jones Co.

## Plans Set To Organize Catholic B'casters Assn.

(Continued from Page 1)

William A. Coleman, chairman of the radio division of Fordham University, president of Fordham University, is expected to have radio executives and Catholic air personalities on hand to aid in discussions attendant on the formation of CBA. Coleman predicted an improvement in Catholic Broadcasting through the pooling of experience and an increased effectiveness through organizational planning.

Need for such an organization has been felt for some time, it was said, and several Catholic groups active in radio have already indicated that they will send representatives. Proposed CBA will set up a central library of scripts, arrange for a regular exchange of information on radio and television, aid other Catholic groups in the use of radio, and in general, coordinate the efforts of Catholic broadcasters throughout this country and Canada.

Conference will open with registration on Friday evening, Aug. 15, and will continue through business meetings and group discussions on Saturday, and will close with a Communion breakfast on Sunday, Aug. 17.

### WANTED

Commercial Manager wanted immediately for long established, full-time network affiliate near New York. FM outlet under construction. Must have good record in local sales and agency business. Include all details in first letter. Write Box 385, Radio Daily, 1501 Broadway, New York 18, N. Y.

# PICTURE OF THE WEEK



George Cushing, WJR news head, turned to the clowns of the Ringling Brothers-Barnum & Bailey circus for opinions on current problems during the final broadcast of his series titled, "In Our Opinion." The broadcast originated in the clowns' dressing room on the circus lot in Detroit.

## Ohio Police Announce Censorship Plan

Columbus—Police in Ohio cities will crack down on movies and radio programs which "glorify crime and degrade police officers" as part of a program designed to combat juvenile delinquency. The drive was announced by Capt. William Murphy, of the Columbus Police Dept., State secretary of the Fraternal Order of Police.

Captain Murphy said members of the FOP will follow resolutions adopted at its recent convention in Dayton. The group condemned motion pictures and radio programs which degrade police officers, he said. Copies of the resolution will be sent to J. Edgar Hoover, chief of the Federal Bureau of Investigation; the Ohio Board of Censors and top executives of the national networks. Another resolution called for a crackdown on obscene literature as another means of fighting the current wave of juvenile crime.

## "Charlie Chan" Picked As Third Pharmaco Show

Pharmaco Co. for Feen-A-Mint and other products, through Ruthrauff & Ryan agency, has made a definite choice of its third show in the three half-hours recently purchased over Mutual to start early in the fall. Final selection is "Adventures of Charlie Chan," which will start sustaining Monday night, August 11, at 8:30-9 p.m. It goes under the Pharmaco banner Sept. 29, in the same time schedule. Other two shows set in the recently signed \$1,225,000 deal is the "Jim Backus Show" and "Song of the Stranger," already announced.

"Chan" is a Chick Vincent package and it is believed that the lead will go either to Leon Janney or Ed Begley. Both appeared on the program when it was a summer show a few years ago.

## Reed On WOR Program

Bob Reed, producer-director of the Major Bowes Amateur Hour for several years, debuts as emcee of "Your Time," a new daily show over WOR next Monday, August 4. Program will be heard Monday through Friday at 1:45 p.m.

## Von Zell, Goodwin For Fidler

Hollywood — Bill Goodwin and Harry Von Zell, announcers, will sub for Jimmy Fidler on ABC while the latter vacations during August.

# BEHIND THE MIKE

By SID WEISS

**JOHN PARIS**, singing star who was born in England but made good in Argentina, back in town with a new Victor contract in his pocket plus plans for his own NBC show.

St. Moritz Hotel's Sky Gardens conducting a series of Thursday "1-in-8" nites, with one dollar out of every eight taken in going to the Damon Runyon Cancer Research Fund.

Les Tremayne replaces Jim Meighan in the featured lead in Mutual's "Adventures of the Falcon."

Another big commercial deal brewing for Bret Morrison, who was just signed for the fall Pharmaco airer, "Song of the Stranger."

Joyce Hayward signed for femme lead in NBC's new whodunit, "Mystery Without Murder."

Eugene Francis has joined the cast of "Light of the World."

John W. Hoffman, swimming coach of Richmond Hill High School, slated to be sports guest of honor on Jocko Maxwell's WWRL Sportscope program.

Billy Kenny's Inkspots sailing for England Aug 20th, skedded to open at the Casino Theater in London in Sept.

Rhumba King Noro Morales claims that if more nations saw eye-to-eye, this wouldn't be such a cockeyed world.

With all the bars installing television, piano wizard Jan August notices that drunks are beginning to complain about the face on the bar-room wall.

Tim Marks notes that the glamour gals formerly toasted by playboys, are now being grilled by Senators.

Crooner Jack Lawrence defines a nightmare on B'way as a dream in which your best friend makes good. "Doin' the Griswold," new tune by Jack Ross, catching on.

Gov. Alfred E. Driscoll, of New Jersey, joins the panel of regulars on the Ronson show, "20 Questions," this Sat. over Mutual. Incidentally, the show's moderator, Bill Slater, will be toasted as the celebrity of the week at Leon & Eddie's Sunday nite.

Low Stumer, of Television-Radio Enterprises, readying a package with a tie-in with hit shows as format.

## Send Birthday Greetings To —

- |                    |                      |
|--------------------|----------------------|
| August 1           |                      |
| Alice Frost        | Ernie Saunders       |
| Margaret Maloney   |                      |
| August 2           |                      |
| Bob Burns          | Jim Berry            |
| Johnny Coons       | Mary Eaton           |
| John Kieran        | Clark Ross           |
| August 3           |                      |
| Ray Block          | Rosemary Lyons Jones |
| Gaylord Carter     | Paul Carson          |
| Schaffer Goodrich  | John S. Young        |
| Johannes Steel     |                      |
| Robert Emmet Dolan |                      |

IN CLEVELAND IT'S

# WHK

# COAST-TO-COAST

## —CONNECTICUT—

**HARTFORD**—The "Teen Queen" contest, sponsored by Brown-Thomson's, leading department store in this city, and judged by Harry Conover, head of the Conover Modeling Agency, was broadcast recently over WDRG. . . . **NEW HAVEN**—Congressman Horace Seely-Brown has temporarily gone off the air with his Reports from Washington to WNLC listeners. It is expected that he will resume broadcasts, in another weekly series, when Congress reconvenes.

## —IOWA—

**BURLINGTON**—KBUR-FM, the first frequency modulation station to take the air in this state, is now operating on a full broadcast schedule from 12:00 noon until 11:00 p.m., daily. The 8,000-watt station is heard on Channel 225 and operates on 92.9 megacycles. . . . **MARSHALLTOWN**—Wanda Montz, formerly assistant Sunday editor of the Portland Oregonian, has joined the staff of KFJB as director of continuity. A native of Iowa, she has also served on the staffs of WSUI, Iowa City and WMT, Cedar Rapids.

## —MASSACHUSETTS—

**BOSTON**—Westinghouse frequency modulation station WBZ-FM, which had its inception in this area seven years ago, will increase its broadcasting day to seven hours, effective August 3. . . . Phil MacDonald is master of ceremonies on WEEF's new half-hour broadcast, "Rhyme Does Pay," heard Monday through Saturday. Cash prizes are awarded to the persons sending in the name of their favorite musical selections with the reason for their preference written in rhyme. . . . **WORCESTER**—Frederick Methot, native of this city and radio writer of national network shows, was recently interviewed on WAAB's "Carol Carter" show. At present, Methot is writing the script for the "Melody Theater" series, an experiment in better listening for children, combining dramatizations with musical inserts of famous operas and concert pieces.

## Seventh Anniversary

CBS' "Crime Doctor" will chalk up some sort of a record this coming Sunday, August 3, when program airs over the net, 8:30-8:55 p.m., EDT. The Sunday broadcast will mark seven years on the same network, same sponsor and handled by the same agency. Air debut on CBS was on August 4, 1940. Philip Morris & Co., Ltd., Inc., was the sponsor and the Biow Co., Inc., the advertising agency, and the same network-sponsor-agency combination continues uninterrupted.

## —TENNESSEE—

**MEMPHIS**—Smilin' Eddie Hill, Grand Ole Opry favorite and Apollo recording star, has organized a new junk band and will be master of ceremonies with it on his new show, "Mid-Day Merry-Go-Round," commencing on WMPS. Hill is also the author of the song, "Love in the First Degree." . . . **KNOXVILLE**—WBIR recently won first prize in the Westinghouse-Ted Malone promotion contest for Class B stations. The prize, a Westinghouse Laundromat, was presented to Charles DeVois, promotion manager of the station.

## —NEW HAMPSHIRE—

**CLAREMONT**—New additions to WLOB's staff are Fred Alexander, who will act as sales manager; Harold Kehoe, formerly with WHDH, Boston; WESK, Salem, and WNEW, New York City, who has become station program director, and Sidney E. Winslow of Lakeport, N. H., who has accepted the position of engineer, replacing Donald L. Michaud, who has been promoted to chief announcer of this station. . . . **MANCHESTER**—A Jill of all trades is Anna Anagostos, who produces the Hellenic Hour on WFFA every Sunday morning, writing in Greek the commercial she herself reads, while acting as sales secretary the rest of the time.

## —WEST VIRGINIA—

**CHARLESTON**—Harry Brawley, director of public affairs for WCHS, has been elected president of the Kanawha Welfare Council. The council includes representatives of all social and welfare agencies in Kanawha County and of the civic clubs in this city. . . . **HUNTINGTON**—New series of radio dramas to be presented in behalf of the Community Chest, over WPLH, is "The Red Feather Man." Taking part in these transcribed programs featuring the dramatization of human problems, problems of juvenile delinquency, their cause and prevention, and the part homes can play in their solution, will be many well-known stage, screen and radio stars. Series is produced through Community Chest and Councils, Inc.

## Passes Thousand Tele Mark

Hamilton Hoge, president of United States Television Mfg. Corp., announced production of its 1000th projection set on July 24. Sets are big-screen projection tele models and are steadily increasing in production. Screens are 475 square inches and are in great demand by taverns, hotels and restaurants. UST is also planning to bring out a new big-screen tele receiver for public places sometime in August, which will be in keeping with the surroundings of distinguished clubs and public gathering places.

## ANNOUNCER WANTED IMMEDIATELY

Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

# ONE OF THE COUNTRY'S LEADING SYNDICATED TRANSCRIBED PROGRAM PRODUCERS HAS A FEW EXCLUSIVE FRANCHISES

## OPEN!...

Be your own boss. Make some real money. Handle exclusively, in protected territory, a line of open-end disc shows that SELL! If you can qualify for exclusive representation rights to our programs, we will supply audition samples, promotional material, rates, current leads, and refer all other leads produced by our advertising.

If you have the ability to sell radio time or programs, and are prepared to make personal contacts and auditions, your earnings will be limited only by the extent to which you limit your initiative. Car is essential.

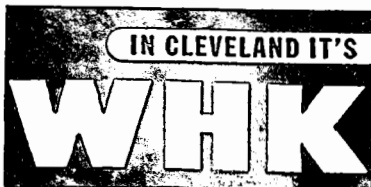
17 different complete series of programs in our catalog, all of them thoroughly tested and saleable. Several brand new series now in production—other new program series being planned.

Write, giving complete details including radio experience, territory in which you are interested, age, education, etcetera.

**KASPER-GORDON, Incorporated**

140 Boylston Street

Boston 16, Mass.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 40, NO. 24

NEW YORK, MONDAY, AUGUST 4, 1947

TEN CENTS

## BMI EXPANSION—ACQUIRES AMP CATALOG

### Ken Dyke Upped at NBC; Menser Resigns Post

#### Other NBC Changes Announced By Web Board

Resignation of Clarence L. Menser, vice-president in charge of programs of National Broadcasting Company, highlighted "a realignment of the executive organization" following the regular monthly meeting of the board of directors in New York on Friday. Menser's duties will be taken

(Continued on Page 6)

#### Late Dep't To Direct 'Critical Area' Radio

Washington Bureau, RADIO DAILY  
Washington — The State Department has taken over all broadcasting to the "critical areas" of eastern Europe and the Far East, with CBS and NBC beaming no programs at all to Greece, Bulgaria, Rumania, Hungary, Austria, Poland, Yugoslavia, Czechoslovakia, Russia, China or Korea, the international broadcast director, Kenneth Frye, said Friday. Frye pointed out that the agreement

(Continued on Page 6)

#### Idle Show Adds Mutual Starting Sunday Sept. 7

Effective Sunday, Sept. 7, Jimmy Cagney and a Hollywood chatter show will add the Mutual network of approximately 200 stations, and heard 30-8:45 p.m., EDT. Sponsor is Car-

(Continued on Page 2)

#### No Relation

Officials of the Intercollegiate Broadcasting System did a double take last week upon the arrival of application of the University of Denver as its 74th affiliate. Application went out to the University over signature of Russell Porter, president of IBS, and was returned completed and signed a short time later by the college proxy.—Dr. Russell Porter.

#### MILLER URGES BMB SUPPORT

Washington—NAB President Justin Miller on Friday called on broadcasters to give "permanent support" to the principle of standardized uniform measurements. In a statement commenting on BMB's recently-announced plan, Judge Miller said:

"The executive committee of Broadcast Measurement Bureau has adopted a plan to establish BMB on a permanent basis. It is important that broadcasters realize the full implications of this decision. The plan was devised by a committee of our board working with the BMB. It has been approved by both our board and the BMB board. Advertisers and agencies endorse it.

"Broadcasters now have the opportunity to give permanent support to the principle of standardized uniform measurements. If properly supported and directed, BMB can supply for broadcasting basic measurements and factual background which will inspire confidence upon the part of those who use it."

#### Webs And Petrillo Near Accord On FM

James C. Petrillo, president of the AFM, meeting with network representatives in Chicago on Thursday virtually agreed to lift the AFM ban forbidding the duplication of AM musical programs on FM stations and it was announced that a formal statement from Petrillo will be forthcoming. This action confirms the exclu-

(Continued on Page 5)

#### Transvision Tele Exhibit Drew 20,000 At Waldorf

Over 20,000 persons, including laymen, industry representatives and retail radio dealers attended the three-day television exhibit presented by Transvision, Inc., at the Wal-

(Continued on Page 2)

#### FCC Is Investigating 'Private' Broadcasting

Bedford, Ind.—"Private" broadcasts of Sunday services by several Southern Indiana churches were expected to be discontinued, at least temporarily, after the Federal Communications Commission at Washington announced it was investigating illegal radio activity in Indiana. The investigation was centered about "carrier current radio stations," which recently caused an FCC investigator to say

(Continued on Page 3)

#### WLS To Cover State Fairs With Fifty Programs

Plans to originate 50 programs, totalling 18 hours and 30 minutes, at midwest state fairs this fall have been completed by WLS, Chicago;

(Continued on Page 2)

### AWB V.-P. Disavows Sanction To Guaranteed 'Book Reviews'

Dorothy Lewis, vice-president of the Association of Women Broadcasters, said Friday that AWB has never given sanction to Radio Book Review, a new firm uncovered by RADIO DAILY which claims to guarantee publishers to get their books reviewed by 34 women broadcasters for \$10 per week per station. The fee is collected by the operators, not the broadcasters.

Following the revelation of the

"free time" promotion scheme in RADIO DAILY last Friday, Mrs. Lewis in a telephone conversation from her home at Kinderhook, N. Y., said, "The AWB does not endorse this plan either officially or unofficially. Individual AWB members, however, always have the right to subscribe to any services which are compatible with their local station policy."

Evidence also mounted that the 34

(Continued on Page 3)

#### Tompkins Elected AMP President In Radio Coup

One of the world's important repertoires of standard and classical music was acquired Friday by Broadcast Music, Inc., when it purchased all of the capital stock of Associated Music Publishers, Inc., from Associated-Muzak Corp. Purchase involves the rights to many thousands of composi-

(Continued on Page 7)

#### Broadcast-Operator Regulations Revised

Washington Bureau, RADIO DAILY  
Washington—First move to place commercial radio operator examinations and licenses "in step with the advancements made in the industry," was announced over the week-end by the FCC. The plan provides, in part, for three classes of broadcast operator licenses authorizing operation of AM, international, FM, facsimile, television, developmental and auxiliary broadcast stations. At the pres-

(Continued on Page 5)

#### "Lum And Abner" Will Move From ABC To CBS

"Lum and Abner," currently heard from Hollywood, on ABC five times weekly in a 15-minute program for Miles Laboratories, moves to CBS on September 29 and will be heard in

(Continued on Page 2)

#### Firstest

G. Richard Shafte, general manager of WIS, Columbia, S. C., was the first broadcaster subscribing to BMB under its new plan. Shafte made out a check for one year advance payment on July 26, two days after BMB's executive committee okayed the plan, mailed it to New York and asked for a contract. BMB last Friday mailed contracts to all commercial stations.



Vol. 40, No. 24 Mon., Aug. 4, 1947 Price 10 Cts.

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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
5417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL (Aug. 1)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

282,228 Radios in Hungary
As of December 31, 1946, the number of radio licenses in effect in Hungary was 282,228. During 1946, the monthly average for the entire year was 257,288, compared with 115,885 during the period July-December 1945. The monthly average in 1938, the last full year before the outbreak of World War II, was 398,185. Licensing of radios, which was interrupted during the war, was resumed in July 1945, when 23,588 licenses were issued.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

ELEANOR STEBER, radio and operatic soprano, leaves by plane today for England, where she will appear with the Glyndebourne Opera Co., as Countess Almaviva in Mozart's "Le Nozze di Figaro," a part she has played frequently at the Metropolitan Opera.
JOHN H. NORTON, JR., vice-president of the American network in charge of stations, is expected back today from Detroit, where he spent a few days on business.
SIGURD S. LARMON, president of Young & Rubicam, Inc., has returned from Switzerland, where he attended the meeting of the International Chamber of Commerce.
MARIAN ANNENBERG, promotion director at WINS, has left town for a week at Salisbury, Conn.
FRANNY MURRAY, turf broadcaster for WCAU, Philadelphia, is back at the station after having spent the major portion of last week in New York.
ELAYNE HILDAGARDE FOX, of Carl Fischer Recording Studios, is at Saratoga, where she is following "The Sport of Kings."
FLORENCE PRICHETT—the Barbara Welles of WOR—has returned from a flying week-end trip to Bermuda, where she was guest at numerous receptions and visited with the Governor General.
JOCKO MAXWELL, sports director of WWRL, is motoring in upstate New York.

FRANK BURKE, editor of RADIO DAILY, is resting this week in the sylvan setting of his home in Pleasantville.
ARTHUR HULL HAYES, general manager of WCBS, has returned from Detroit.
THEODORE C. STREIBERT, president of WOR, is back from his vacation.
LARRY LESUEUR, Columbia network newsman, who had been on a three-week vacation, is back at web headquarters.
CHARLES C. BARRY, vice-president of ABC in charge of programs and television, is back in town following a short business trip to Chicago.
R. C. MADDUX, vice-president of WOR, is sojourning at East Hampton, L. I.
LOU RICKLIN, account executive at WOAI, San Antonio, is back at his post following a visit to Memphis, where he attended a regional convention of B'nai B'rith.
ROBERT A. SIMON, chairman of WOR's new program committee, is resting up for a while in Maine.
OTTO BRANDT, of the station relations department at ABC, has returned from a business trip to Detroit.
RED BARBER, sports director at CBS, who had been motoring through New Hampshire, is back at the network.

WLS To Cover State Fairs With Fifty Programs

(Continued from Page 1)
the station in conjunction with its farm paper, Prairie Farmer, will produce programs of special interest to farmers and others living in the rural areas. In addition to bringing radio entertainment to the fairs, the WLS artist bureau has booked a total of 218 acts to play outdoor engagements.

Fidler Show Adds Mutual Starting Sunday Sept. 7

(Continued from Page 1)
ter Products Co. for Arrid, personal deodorant, and agency is Sullivan, Stauffer, Colwell and Bayles. Fidler's show is heard currently on ABC at 9:45-10 p.m., also on Sundays, where it will continue in addition to MBS.

"Lum And Abner" Will Move From ABC To CBS

(Continued from Page 1)
the 5:45 to 6 p.m., EDT, spot on the full network, it was announced Friday. "Lum and Abner" has been a network feature for six years. Wade Advertising agency, Chicago, handles the account.

Goldsmith To Speak

Warren R. Goldsmith of New York will address the convention of the Society of Television Engineers in Los Angeles on the evening of Wednesday, August 20. Goldsmith's subject will be "Hollywood and East Coast Television." Harry Lubcke, director of television of the Don Lee Broadcasting system and president of the society, will introduce the speaker.

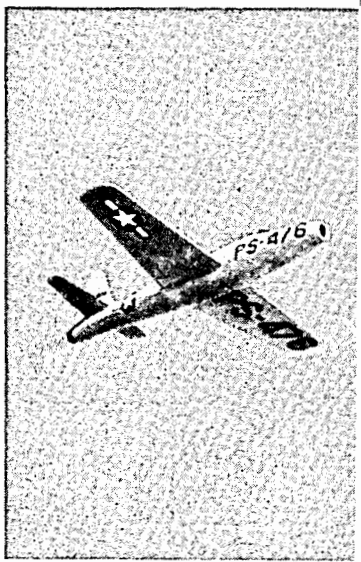
Transvision Tele Exhibit Drew 20,000 At Waldorf

(Continued from Page 1)
dorf-Astoria last week, and approximately 1,000 video receivers in "kit" form were purchased or ordered it was reported Friday.
Transvision, New Rochelle manufacturer of television kits, had sold over 10,000 receivers of this type up to last week's showing, which took place from Wednesday through Friday. Company officials reported that public reaction to the showing was "highly favorable," and that one customer, a dealer, bought 50 kits outright. Transvision had six individual receivers on display, in various sets of dis-assembly to the completely constructed receiver. Sets ranged in screen size from seven-inches to 12-inches, and in price from \$159.50 to \$359.50.

Transferred to N. Y.

San Francisco—Carl G. Dietsch, transmitter engineer at the NBC shortwave station in Dixon, California, has been transferred to the position of assistant to plant design superintendent, RCA Communications, New York City.
John W. Elwood, general manager of KPO-NBC states that Edgar L. Parkhurst, a KPO Master Control Supervisor, takes over as station engineer at Dixon, while Don Hall, KPO studio-field engineer, moves up to Parkhurst's former position.

WANTED AT ONCE
Sales manager for Tobacco Network. Fixed salary with good commission override. Want resident sales manager desiring to stay in South. Applicant must be interviewed personally in Raleigh at own expense. Send written application to Billy Hodges, Pres., Tobacco Network, WGTC, Greenville, No. Carolina.



Supersonic

Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places, too, with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-Jet snapped at 1-1000th of a second as it flashed across the three kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound . . . the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more listeners-per-dollar spent . . . than with any other station in town.

W-I-T-H, the successful independent, is the fast-moving station in this big five-station town.

W-I-T-H belongs on any smart list . . . yours included!



W-I-T-H AM and FM IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Ree



# "Book Review" Idea Disavowed By AWB

(Continued from Page 1)

Women broadcasters, which Radio Book Review claimed were co-operating in the promotion scheme, are not actually committed to any such plan. Several AWB committee chairmen expressed complete surprise when learning the story and offered strong doubt that members would be taken in by a practice with such an obvious "commercial tinge."

Dorothy Kemble, of Mutual, chairman of AWB's broadcast advertising committee, revealed that a survey now being made to determine the contents of the 60 to 70 releases received by women broadcasters every week from various commercial firms and organizations. At the last AWB convention, Miss Kemble delivered a speech in which she told members, "do not let yourself or your program be airwaves that are loaned to you by the American people be used for nefarious purposes." She urged women broadcasters to "investigate before you read on your programs any of the hundreds of publicity releases that come across your desk each month. Some are out and out propaganda; some are from advertisers who are merely striving for a few free plugs for their products or services."

### By-Laws Silent

Although there is nothing in AWB by-laws to prevent women broadcasters working with such schemes as Radio Book Review, the record shows that members were warned of such practices in the early history of the organization. In a speech before the NAB in 1944, Ruth Chilton, AWB's first president who was then with WCAU, Philadelphia, said "it is recommended that women broadcasters should check all commercial releases regularly with their station managers. In a prepared statement on J. Harold Ryan," she added, "all AWB members were urged to exercise caution in giving credit lines, and it was suggested that the broadcaster check material for potential contents."

Ryan at that time was president of the NAB. Within the last year NAB sent out a letter, which was brought to the attention of AWB members, warning of just such operations as Radio Book Review.

### New Spot Drive For Rayve

R. A. Porter, through the New York office of Roche, Williams & Cunningham, has announced a new spot radio campaign for Rayve Cream shampoo, starting Aug. 14. Eighteen stations in 15 states will be used.

**W M F F**  
 PLATTSBURG, N. Y.  
**AMERICAN BROADCASTING CO.**  
 CONSISTENTLY SELLING THE NORTH  
 COUNTRY'S RICHEST MARKET  
 JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

## ★ AGENCY NEWSCAST ★

**COSMETIC SURVEY** conducted by the research department of McCann-Erickson, Inc., indicates that retailers' inventories reached a normal level this Spring, and manufacturers' sales to the trade during 1947 and 1948 are now regaining their normal level. The agency made the survey to discover the reason for a decline in purchases from manufacturers by the retail trade during the first four months of 1947. The findings established the fact that the primary causes were abnormally high inventories coupled with a tendency to reduce them to their normal level.

From figures based on the toilet goods and drug index for department stores, as developed by the Federal Reserve Board, cosmetic market sales for the average of the first four months in 1947 ran only four per cent below 1946. But January 1947 inventories were 32 per cent above those in January 1945. The very rapid decline in inventories during the first four months in 1947 explains the discrepancy between retail sales and manufacturers' shipments. However, since inventories reached a normal level around April 1947, manufacturer sales to the trade are now moving towards normalcy.

**GEORGE M. FINLEY** has been named co-ordinator of media planning at William Esty & Co., Inc. He formerly was with Young & Rubicam, Inc.

### FCC Grants AM Renewal To Twenty-Three Stations

Washington Bureau, **RADIO DAILY**  
 Washington—The FCC on Friday granted license renewals for the period ending Aug. 1, 1950, to 23 AM stations. They include the following stations:

- WHGB, Harrisburg, Pa.; WHYN, Holyoke, Mass.; KFPW, Fort Smith, Ark.; WFTL, Ft. Lauderdale, Fla.; WDWS, Champaign, Ill.; WLLH, Lowell, Mass.; KNAK, Salt Lake City; WINC, Winchester, Va.; KCOL, Ft. Collins, Colo.; KRLC, Lewiston, Idaho; KTMC, McAlester, Okla.; KVGB, Great Bend, Kans.; WFOR, Hattiesburg, Miss.; WHAL, Shelbyville, Tenn.; WHUN, Huntingdon, Pa.; WLCS, Baton Rouge, La.; KCLA, Pine Bluff, Ark.; WELL, Battle Creek, Mich.; WMBC, Macon, Miss.; KIUN, Pecos, Tex.; WIRA, Fort Pierce, Fla.; KMHL, Marshall, Minn., and WWJ-Aux Detroit, Mich.

### Signed For Tele Series

Hollywood — Signing of veteran character actor Lou Lubin this week completed the cast for Jerry Fairbanks' Productions initial television film series. Lubin joins a cast that includes John Howard, Anne Gwynne, Mary Beth Hughes, Donald MacBride and Dewey Robinson. The first television series, a mystery drama, will include 17 15-minute programs. Series is being photographed especially for video's small screen and gray shading.

**PHILIP GELB** is the new radio director of the National Society for Medical Research. Gelb has been a member of the radio departments of the Columbia Broadcasting System and the Batten, Barton, Durstine and Osborn advertising agency in addition to having written for such programs as "Keep 'Em Rolling," "Joe Palooka," "Mobilization for Peace" and "Cavalcade of America." His scripting of the "March of Minnesota" series won a first-award at the Columbus Radio Conference in 1945 and his "This Is Our Laand" merited a Rockefeller Foundation Fellowship. He served as radio director of the Chicago Office of Civilian Defense during much of the war.

**THE JAMES HANLEY COMPANY**, Providence, R. I., has placed its advertising account with the New York office of Hixson-O'Donnell Advertising, it has been revealed by Gerald T. Hanley, Jr., vice-president, sales and advertising manager. Newspapers, spot radio, posters and painted bulletins are being used in New England for Hanley's Extra Pale Lager Beer and Ale.

**WKBB** and **WDBQ**, (FM), American Broadcasting affiliates in Dubuque, Iowa, have appointed Radio Advertising Company as exclusive national representatives, according to an announcement by James D. Carpenter, vice-president and general manager of the stations.

### Army Air Force To Use Facsimile Equipment

U. S. Army Air Forces are planning to use facsimile equipment, a form of visual message similar to television, according to Brig General F. L. Ankenbrandt, chief air communications officer of the AAF. General Ankenbrandt said that aircraft so equipped can receive in flight weather maps, pictures, enemy troop locations and other data, while in full flight.

AAF objective along this line stated the general, is the development of a lightweight, rugged facsimile equipment which will provide high speed operation. Other forms now under development include various forms of visual automatic message transmission such as teletype and symbol and light displays. All this equipment will eventually be made so as to operate equally well whether the plane is traveling at slow or high speed and at any altitude and weather conditions. This will include automatic operation so that aircraft wishing a certain station or information center has on board a selector with a push button which immediately gets the station desired.

### ANNOUNCER WANTED IMMEDIATELY

Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

## FCC Investigating 'Private' Broadcasting

(Continued from Page 1)

Southern Indiana was a "hotbed" of illicit radio activity.

The investigator told operators of "Radio Station LQW" in Columbus, Ind., that their station was not operating in accordance with federal regulations, and they have ceased transmitting. "LQW" was a carrier current station which transmitted signals over ordinary power lines. However, the maximum signal strength was exceeded and "LQW" signals caused interference with standard broadcasting stations.

Two churches in Bedford, Ind., the Church of God and the First Christian Church, have been making plans with Genc Foster, radio engineer, for the installation of carrier equipment to broadcast Sunday programs to their parishioners. They did not know how the FCC probe would affect their plans.

### Telicon Shows In Chi.

Chicago—First showing here of the large-screen television receiver manufactured by Telicon took place last week at the Hotel Continental.

*RADIO'S THRILLING HALF-HOUR  
 TRANSCRIBED DETECTIVE SHOW*

# "BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!



## IN CINCINNATI

C. E. Hooper, January 1947 . . . March 1947

Consistently Beats All Competition  
 on Stations From Coast-to-Coast!

WRITE

**ZIV COMPANY**  
 Radio Productions  
 1529 MADISON ROAD • CINCINNATI 6, OHIO  
 Hollywood  
 New York • Chicago

## COAST-TO-COAST

## — LOUISIANA —

**NEW ORLEANS**—For the benefit of trappers and fishermen on the bayous and the swamps of Southern Louisiana, the Southern Fur Trappers Union is sponsoring a five-minute broadcast over WDSU, each Saturday. The broadcasts, half in English and half in Cajun French, are aiding the trappers in increasing their catch by giving latest weather reports and other last-minute information. The trappers are so cut off by the swamps that radio is the only medium by which they can be reached. . . .

**SHREVEPORT** — New additions to KWKH's staff are Frank Holloway in the announcing department, and Paul Manasseh, who will act as news editor.

## — DELAWARE —

**WILMINGTON**—WILM recently established a "first" in Delaware radio by broadcasting "Patience," Gilbert and Sullivan operetta, as it was given by Brandywiners, Ltd., from the Longwood open-air theater on the estate of Pierre S. DuPont, near Kennett Square, Pa. It was the first time any live broadcast originated from the famous gardens. . . . An entire week was recently spent by WILM in plugging U. S. savings bonds. It was around-the-clock program for seven days with commercials, announcers, disk jockies and commentators, all urging the public to buy a bond every month through banks.

## — FLORIDA —

**DAYTONA BEACH** — This state's first independent FM station, WNDB, is now the first station of its kind in Florida to operate with full authorized power. This week the station added the last bays to its antenna structure, upping the power to 8.5 kilowatts. . . .

**JACKSONVILLE** — Bernie Adams, emcee of the "600 Club," is currently running a "Junior Radio Producer" contest. Listeners are asked to send in their ideas for a good program, including a music list and an explanation of why they think this particular format would please the public.

## — INDIANA —

**FORT WAYNE** — The large crowds who've been attending the series of summer concerts presented by the Indianapolis Centennial Commission, recently got a rare treat when the two best-known Indiana aggregations got together in a two-hour concert at Butler Bowl, Indianapolis. Fabien Sevitzy, nationally known conductor, directed the Indianapolis summer symphony orchestra and at the same time participated in the "famous WOWO Hoosier Hop," western-folk type "round-up" show of the barn dance variety. . . .

**MUNCIE**—Construction has been completed on the antenna for WLBC-FM, 8500-watt FM station to be operated by Donald S. Burton, owner-manager of WLBC.



## California Commentary. . . !

• • • Daily film "rushes" for Jerry Fairbanks Prods.' new television series are being shown at the Mutual-Don Lee station in Hollywood. Thanks to the co-operation of Harry R. Lubcke, director of television for W6XAO,

## Los Angeles

Fairbanks is able to make minor corrections in lighting and technique daily as he films his series. Because of extensive tests of Fairbanks' new lighting techniques for the video films, no retakes have been necessary since production started. The mystery drama series has a cast that includes John Howard, Anne Gwynne, Donald MacBride and Dewey Robinson, all well known screen players. . . . By the way, Bill Goodwin, Lurene Tuttle and Gerald Mohr, of radio, play important roles in "Heaven Only Knows," a screen offering that has just been previewed. . . . Judy Canova should be pleasantly surprised to find on her return from South America that her three-year-old daughter Tweeny has learned to swim. Judy's brother Zeke got ex-Olympic champ Mickey Riley to teach Tweeny how to handle herself in the water while mama was away. . . . KMPC's sport personality, Hal Berger, addressed members of the Wilshire Optimists Club July 30. Berger is heard each week-day on KMPC, recreating a major league baseball game from 2:30 to 3:30 p.m.



• • • Producer-Director Charles A. Herbert, of the David Rose-Georgia Gibbs Blue Ribbon Music Time Show, was an actor and singer for eight years. He is a direct descendant of Victor Herbert and studied music at the Dana Conservatory of Music and Duke University. He joined CBS in 1940 as a staff director and was elevated to producer-director in 1943. He agrees with Eddie Cantor that the fate of radio talent ten years hence lies in the colleges and universities of America. He's a disciple of the George Gershwin and David Rose school of music and firmly believes that Rose's original compositions typify the great modern American scene. . . . En route to Hollywood from his South American vacation, Bob Hope stopped off in Chicago to confer with Pepsodent executives about his radio show and meet with Jerry Colonna, whose contract with Hope has expired. Colonna may star on his own program this fall, with Hope's blessings. If the Colonna show isn't sold, there's a possibility of his returning to Hope. They've been together nine years.



• • • Bob Hall, ABC's Hollywood publicity chief, is enjoying a two weeks' vacation with his family up and down the Pacific coastline. . . . ABC's "Milkman's Melchior," Zeke Manners, will cut eight sides for Victor records in Hollywood during October. . . . Fanny Brice's talented artist son Billy, who will have his painting exhibited in a one-man show this November, directed the "Artaffair" exhibit at the Beverly Wilshire Hotel July 31 for the benefit of United Jewish Relief. Fanny lent her own collection to the event which was emceed by Vincent Price. . . . Claire Niesen, who plays the title role in "The Second Mrs. Burton" serial, is enjoying a short Hollywood vacation from her New York chores.



• • • Tom Wright, Young & Rubicam Hollywood publicist, returned to his work after a vacation in which announced plans went a-gley. Originally intending to play a different golf course daily all the way up the coast, Tom started patronizing courses within an hour's drive of his home as a sampler, liked the idea of home cooking and comfort so well he spent three weeks sampling L. A. County courses only with Bernie Smith, Hollywood representative of "We The People." . . . Parley Baer, member of the regular cast of ABC's "California Caravan," has a hobby most people could do without—he tames lions and tigers.

## MEXICO

By HOMERO RIOS D.

Staff Correspondent, RADIO DAILY

**SEÑOR AGUSTIN GARCIA LOPEZ**, lawyer and present Secretary of the Department of Communications and Public Works, was the guest of honor of the Mexico City Rotary Club at its regular weekly luncheon last week. . . . the Mexican Rotarians with their president Senor Guillermo Guajardo Davis officiating, praised Garcia Lopez for his labor in behalf of the country's economy. . . . Senor Garcia Lopez addressed the group and reported an important program of construction now under way, which is expected to be concluded within this year. . . . He also made mention of radio, not only as a medium of communication, but also as the means of obtaining the best results in educational campaigns, such as the Mexican Government has in progress. Senor Clemente Serna Martinez, a prominent rotarian and broadcaster, acted as toastmaster for the special occasion.

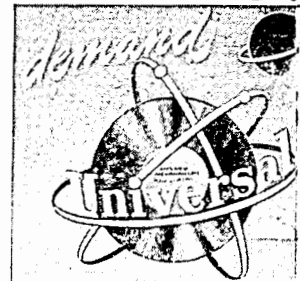
Colgate-Palmolive-Peet of Mexico has just started two new radio series on XEW. . . . They're called "Romance and Glory" featuring the heroic life of Mme. Curie, the original script being prepared by Carmen Madrazo. . . . and "Snow Ridges" a story authored by Catalina D'Erzell, which brings to the radio audience the story of a small village at the foot of Mexican volcanoes close to metropolitan Mexico City.

Clemente Serna Martinez, R. T. Programas de Mexico executive, is on a business trip in northern Mexico. . . . He may take a rest at his ranch near Monterrey.

Emilio Azarraga, XEW and J. T. president, just back from Atlanta City. Now appearing at Mexico City. . . . Russell Swann, the magician. Coming to the same club is Jean Arlon, to be followed by Carl Brice, Lucienne Boyer and, following her, Rudy Valle.

Xavier Cugat and his orchestra scheduled to open the new Hotel Prado, Mexico's largest. . . . A sign on the door says: "Opening in Spring."

## Recording?



on top of the OPERA BUILDING

in Chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

# Webs And Petrillo Near Accord On FM

(Continued from Page 1)

ve prediction in RADIO DAILY of July 23 that the lifting of the Petrillo ban would soon be confirmed.

Following the meeting at Chicago's ambassador hotel, Petrillo and the webs issued a joint statement on the progress of the day's conference. The statement read:

"Representatives of the four broadcasting networks today requested of Mr. Petrillo a release from the existing Federation ban forbidding the duplication of AM (standard band) musical programs on FM (frequency modulation) transmitters when operating jointly with AM transmitters. Mr. Petrillo agreed to take the matter under consideration and announce decision shortly.

"A favorable decision on the part of the music federation president would permit joint AM and FM transmission of the musical programs of the four networks."

Network representatives attending the Chicago conference were Frank White, vice-president of CBS; Mark Woods, president of ABC; Edgar Kookak, president of Mutual and Frank Mullen, executive vice-president of NBC. Frank P. Schreiber, treasurer of WGN, Inc., also attended the meeting.

Rep. Carroll Kearns, chairman of the House Committee investigating the AFM, was not present at the conference. It had been previously announced that Kearns would take an active part in the meeting.

## America's Town Meeting Originating In Frisco

San Francisco—"Is the two-party system failing?" will be discussed on the "America's Town Meeting" program when it is broadcast from the San Francisco War Memorial Opera House on Thursday, August 7.

Speaking on the negative side of the question will be James Roosevelt, son of the late President and chairman of the Democratic State committee. With him will be teamed Lt. Governor Goodwin J. Knight.

Taking the affirmative will be Bartley Crum, well known attorney, and George E. Outland, former Congressman.

George C. Denny, Jr., will be moderator, and he will be introduced by Carl J. Eastman, president of the San Francisco Chamber of Commerce.

The program will be broadcast on KGO over the coast-to-coast ABC network.

# ★ THE WEEK IN RADIO ★

## BMB Offers 15-Point Plan Of Operation

By JIM OWENS

**B**ROADCAST Measurement Bureau presented a 15-point plan of operation to subscribers, stations and agencies. Plan is designed to bolster the organization's present structure and has approval of NAB, plus support of AAAA and ANA . . . RADIO DAILY's Eighth annual "Shows of Tomorrow" came off the press, registering a new high in number of programs available. Music shows lead the list, followed by disc jockeys, and news formats.

Lever Bros. set plans for a \$2,000,000 research study of all media it has been using for seven of its leading products. Most comprehensive undertaking of its kind, study will be handled by four ad agencies individually. . . . Heavy lineup of sports sponsors this fall will gross up to \$500,000 for WHN. Station has lined up 200 sports broadcasts on commercial basis . . . American Tobacco Company will sponsor 17 football telecasts on WNBT (NBC-New York) and WBKB (Chicago) . . . Advertising survey indicates the commercial laundries and dry cleaners, etc., will be among radio's heavy spot time buyers next season.

State, county and local fairs, currently hitting the high spot of the season, are reaching out for top radio shows in lieu of name bands. Approximately a half-dozen web audience-participation shows have scheduled long "fair" itineraries . . . KWFT, Wichita Falls, Tex.) will be sold for \$700,000 if the FCC nods approval . . . Commission authorized WBT, Charlotte, (N. C.), to operate a 1,000 watt "satellite" station during night time hours.

Network chiefs and AFM's Petrillo met in Chicago to iron out remaining snags in the elimination of FM ban. Rep. Carroll Kearns, of the House Labor Committee, expressed optimism regarding amicable settlement . . . Mutual reports a 90 per cent increase in stations of 1,000 to 5,000 watts. Web's total of stations in this power range increased from 74 to 142. . . . ABC, U. S. Steel and Theater Guild charged in New York Federal Court with infringement on "A Church Mouse" by William A. Brady.

New method of promoting free radio time on stations in which book publishers are "guaranteed" plugs on their books for a minimum fee was revealed by RADIO DAILY. Several top publishing houses have already signed contracts which call for 20 stations for \$200 . . . RCA's six-month gross was \$53,023,787 better than last year, with a net of over \$8,000,000.

FCC opened new hearings on change-over of management of WOKO (Albany) off the air by the Commission before August 31.

Radio went all out in tribute to Air Force Day Friday. Networks and independent stations in New York area alone originated 40 programs to herald the 40th anniversary . . . Survey of web and indie stations in San Francisco indicated good business prospects in the fall . . . Facsimile reproduction in color was demonstrated for the first time by WGHF and Finch Telecommunications. Method, when perfected, will reproduce newspaper comics, ads, full-color ads, etc., in the home . . . Transvision, Inc., manufacturer of video sets in kit form, showed a 12-inch screen model at an exhibit at the Waldorf-Astoria . . . A. D. Willard, exec. veepee of NAB, warned that a free press would not exist without a free radio. NAB official spoke over a state-wide network in the State of Virginia.

WABD announced rate increases from \$300 up to \$800 an hour for choice time, marking a long stride from "experimental" to "commercial" tele. . . . Survey of its employees by General Aniline & Film Corp., shows a listener average of 2.2 hours per day . . . Value of the State Dept's "Voice of America" will be scrutinized in Congress following failure of the Senate to take final action on the Mundt bill . . . Meanwhile, William Benton, Assistant Sec'y of State, indicated he'd stay on "as long as my presence can be helpful."

Approximately 100 affiliated stations of the four major networks are also operating FM outlets, and as such will benefit immediately if and when the Petrillo-AFM ban is lifted.

Official closing of the 80th Congress was heavily covered by the major webs . . . J. Arthur Rank, British film exec., received a license for experimental theater tele . . . When WFIL-TV takes to the video airwaves this month in Philly, clients will get both tele- and facsimile as a "combination."

### FOR SALE!

5,000 WATTS CBS  
NEW ENGLAND  
GROSS \$180,000 PER YEAR  
PRICE \$185,000  
INCLUDING \$16,000  
CASH & ACCTS. RECEIVABLE

Write: RADIO DAILY  
BOX 386  
1501 Broadway, N. Y. C.

ACT QUICK!

# Broadcast-Operator Regulations Revised

(Continued from Page 1)

ent time only the first class radio-telephone operator's license authorizes operation of these stations.

Under the new plan, the three new classes of broadcast operators licenses would be valid for operator duties as follows:

Broadcast engineer-operator. Chief engineer or staff operator of any standard, international, FM, facsimile, television, developmental and auxiliary stations.

Broadcast technician-operator. Chief engineer of a standard broadcast station of not more than one kilowatt power employing a non-directional antenna system or an FM broadcast station.

Staff operator of a standard broadcast station not exceeding one kilowatt power employing a non-directional antenna system, or the staff operator of an FM broadcast station of not more than one kilowatt effective radiated power.

All broadcast stations would be required to employ at least one engineer-operator with the exception of (1) FM broadcast stations (2) standard broadcast stations of one kilowatt or less with non-directional antenna. The excepted stations could employ at least one technician-operator in lieu of the engineer-operator.

The Commission's current proposal provides only for the issuance of the broadcast radio-operator license to persons who will serve under the technical supervision of a person holding a higher class of operator's license.

### Union Objections Withdrawn

National Labor Relations Board has notified WOR that the Radio Guild of the UOPWA, CIO, and the AFL's Office Employees International Union, Local 153, have withdrawn objections to the collective bargaining elections held at WOR last May 20. The objections, filed with the NLRB, had claimed WOR management attempted to interfere with the outcome of the elections.



"It was easy—WFDF Flint advertised some lawn mowers."

IN CLEVELAND IT'S  
**WHK**

"Shopping by Radio"  
A new formula for capturing the morning audience. Write for details.  
WDRC, Hartford 4, Conn.

# State Dep't To Direct 'Critical Area' Radio

(Continued from Page 1)

that the department handle all these programs in no way implies any dissatisfaction with the job done by CBS and NBC for those areas.

Because whether it does the job itself or has it done by one of the nets on a contract basis the State Department pays the bill, it has been determined that, except in the case of France and the English-speaking areas, only one of the three agencies—the State Department itself, CBS or NBC—will prepare programs for each language group. France is an exception to this policy—and in Germany the State Department prepares a special half-hour daily for relay on the domestic broadcast system. This is in response to specific request by the military government.

# Farnsworth Reports Loss For Year Ending Last April

Fort Wayne, Ind. — Farnsworth Television & Radio Corporation this week reported a net loss of \$435,742 for the year ended April 30, 1947, compared with net profits of \$401,189 for the previous year, according to E. A. Nicholas, president.

Farnsworth prexy told shareholders that there is "a continuing demand for quality phonograph-radio instruments and that factors are now favorable for the company to produce them." He added that Farnsworth television receivers are now in production and "being accumulated for release to the trade at an early date."

Company's working capital totaled \$5,477,687 on April 30, compared with \$6,813,222 at the end of the previous year. Of the net working capital decrease, \$822,538 was due to capital expenditures, including erection of a new engineering and administrative building. Year-end inventory adjustments and write-offs totaling approximately \$500,000 were made and reflected in the operating loss for the year.

# Station Relations Dir. Resigns

Arthur B. Rouse, Jr., today announced his resignation as director of station relations of the John H. Perry Radio Stations. Rouse, an attorney and former FBI agent, had been in charge of co-ordinating the Perry AM and FM stations. Rouse stated his only immediate plans call for a brief vacation, the first in seven years.

# Who's Who

Executives of NBC figuring in the re-organized administrative setup, in addition to Ken Dyke and John MacDonald, pictured above, are, reading from left to right together with their new titles: HARRY C. KOPF, administrative vice-president; GEORGE H. FREY, director of network sales; JAMES M. GAINES, director of owned-and-operated stations; I. E. SHOWERMAN, vice-president in charge of the central division, and HENRY LADNER, acting general counsel.

# Announce Executive Changes At NBC Following Meeting Of Network Board

(Continued from Page 1)

over by Ken R. Dyke who has been promoted to the position of administrative vice-president and will head up the Program, Continuity Acceptance and Public Service departments of the company. He will also continue in charge of Broadcast Standards and Practices.

### Distinguished Military Career

Brig. Gen. Dyke, who returned to NBC in the fall of 1946 after distinguishing himself while serving as chief of Civil Information and Education under General MacArthur in Japan, has had a varied and successful career in advertising and radio.

After serving as an enlisted man in the Ordnance Corps during the 1st World War, 1917-19, he returned to New York in 1919 and became associated with the U. S. Rubber Company. He first received training for foreign service in Sumatra but because of his desire to write moved into the advertising department of the rubber company. Dyke was sent to Pittsburgh as sales promotion manager and in 1923 returned to New York as assistant advertising manager of U. S. Rubber.

In 1928 he became sales promotion director of Johns-Manville and bought their first radio program. He was made vice-president in 1932 and the next year joined Colgate-Palmolive-Peet company as advertising director. Resigning in 1936, Dyke took a trip around the world.

Joining NBC in May, 1937, Gen. Dyke was made Eastern division sales manager and two years later became Director of Sales Promotion and Research. He left NBC in 1941 to serve the Office of Facts and Figures and later became chief of the OWI Bureau of Campaigns. In 1942 he was commissioned a major in the U. S. Army and went to the South Pacific,



DYKE

being promoted successively through the various ranks until he was commissioned a brigadier general in 1945.

Upon his return to NBC in the fall of 1946, Gen. Dyke became vice-president and director of Broadcast Standards and Practices.

### Menser Started In 1929

Clarence Menser first joined NBC in November, 1929, as a dramatic director. Prior to then he had served as professor of speech at Knox College, Galesburg, Ill., and during the summer months had acted and directed in stock.

In 1931, Menser was sent to Chicago to organize the NBC production department. He remained there as production manager and later program manager until March, 1939.

At that time he became manager of the Chicago office of the Gardner agency. On December 15, 1940, he rejoined NBC as National Production Director and in December, 1941 became National Program Manager.

Other important executive realignments announced by President Niles Trammell of NBC included:

Harry C. Kopf, former vice-president in charge of sales was appointed administrative vice-president in charge of Network Sales, National Spot Sales, Owned and Operated Stations and Station Relations.

George H. Frey was named director of Network Sales.

James M. Gaines was named director of Owned and Operated Stations and will continue as manager of WNBC, New York.

John H. MacDonald, formerly vice-president in charge of finance, was appointed administrative vice-president.

I. E. Showerman, formerly

manager of the Central Division was elected vice-president in charge of the Central Division.

Henry Ladner was designated as acting general counsel of NBC, succeeding Judge A. L. Ashby, who retires as vice-president and general counsel but will continue to act as an advisor to the company on legal matters.

### Trammell Comments

Commenting on the realignment of the company's executive staff, President Trammell stated, "Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency. The many pressing problems in this post-war era, together with our expansion into the field of television, have placed additional responsibilities upon our executives. We expect that the administrative vice-presidents will assume responsibility for the company's day-to-day operation, thereby enabling the executive vice-president, Mr. Frank E. Mullen, to devote more of our time to over-all management affairs at the problems of expansion, particularly in the new field of television broadcasting.

"I want to express our thanks and appreciation to Judge Ashby for his long years of service and to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company."

### Capitol Signs MacRae

Gordon MacRae, network baritone, has been signed to an exclusive recording contract by Capitol Records, it was learned over the week-end. No details of the contract were available, but it's understood MacRae will begin initial pressings early this fall.



MENSER



MacDONALD

# Officials Involved In The Executive 'Re-Alignment' At NBC





# BEHIND THE MIKE

By SID WEISS

SALE AGENCY, INC., has packed trombonist Bill Harris to a booking contract. This marks the firm's second move into the white dance and field, having already taken Jimmy Reynolds's under their wing. Joe E. Lewis at Lido Beach Club: don't have to do this for a living. It gets so messy parking cars on rainy night."

Harold Stein, the demon photographer, writes to say that he notes a lack in a col'm about everyone being called in on the Howard Hughes case except Philip Morris. Harold adds that it looks like they're putting Johnny (Meyers) on the spot. Singer-comedienne Marilyn Towne earned the disc jockey's seat on a new station. If she accepts, it won't interfere with her WMCA and WINSessions.

Barbizon model Ruth Dawson writes radio whodunits between modeling chores. She's already sold two. Nat Sobel, of Cineffects, Inc., readying an article on television which will read before the Society of Motion Picture Engineers. Article is titled "A New Visual Idiom."

Margie Hart, now playing the summer circuit in "Rain," and her husband, Seaman Jacobs, the comedy writer, have been offered a radio spot on a H'wood Mr. and Mrs. team.

Johnny Thompson, who's been out on the coast doing his shows with Paul Whiteman, being screen-tested. A group of Missourians are paying a year-old singing star Vic Damone \$500 to record a new song, "Missouri Is My Home" as a gift for President Truman.

Phil Hanna is studying Russian preparatory to singing on the "Voice of America" programs.

Kay Penton, the former Benny Goodman vocalist, who retired last year in favor of wedded bliss, has resumed at the Club Nocturne, 52nd Street's newest boite.

Don Pallini says he's gonna start a program in Mexico called "It Pesos Be Ignorant."

WHOM's Symphony Sid, pin-up boy of the disc jocks, will grace the cover of a new Savoy record album, at platter spinner so honored.

Charlie Basch, Pres. of Television Screen Productions, Inc., will shoot his first "minute movie" this week at his studios. The commercial, in color, will be shown to agencies to show how much selling and impact can be crammed into a one-minute spot. Frances Scott and Renee Perry are featured in the production.

# BMI Buys AMP Repertoire; No Extra Radio License Fee

(Continued from Page 1)

tions ranging from standard editions of the great masters to the works of such composers as Richard Strauss, Sibelius, Stravinsky, Schoenberg, Hindemith, Weinberger and others.

Announcement of the purchase was made in a joint statement by Carl Haverlin, BMI president and Harry Houghton, president of Associated-Muzak. While details were completed on Friday, the deal has been in the making for some months.

Merritt E. Thompkins, vice-president of BMI will assume the presidency of AMP under BMI's ownership. Thompkins, one of the founders of AMP, had resigned his post as president of that organization to go with BMI when it was established in 1939.



HAVERLIN

### Vast Catalogue

Purchase includes the publishing and performing rights in the complete AMP catalogue as well as in the catalogue of 15 foreign music publishing firms of outstanding reputation. The publishers represented by AMP include: Breitkopf & Hartel, Leipzig; M. P. Belaieff, Leipzig; Ed Bote & G. Book, Berlin; Edition Max Eschig, Paris; Julius Hainauer, Ltd., London; Kahnt's Schering Ed., Leipzig; F. E. C. Leuckart, Leipzig; Nagel Musical Archives, Hannover; B. Schott's Sohne, Mainz; Schott & Co., Ltd., London; N. Simrock, Leipzig; Universal Editions, Vienna. Also the serious music only of Doblinger Verlag, Vienna, and Wilhelm Hansen, Copenhagen.

In addition to many original publications of the great masters found in the catalogues of these internationally famous publishing houses, the AMP repertory contains the outstanding compositions of such great modern composers as Isaac M. Albeniz, Alfredo Casella, Henry Cowell, David Diamond, Ernst Dohnanyi, Manuel de Falla, Camargo Guarnieri, Paul Hindemith, John Klein, Ernest

Krenek, Erich Korngold, Edward MacDowell, Bohuslav Martinu, Joseph Marx, Darius Milhaud, Maurice Ravel, Gardner Read, Max Reger, Vit-

### No Extra Fees

In addition to publishing and acting as agent for standard musical works, scores and educational materials, AMP will take over the sale of editions of standard music published by BMI.

Performing rights in the AMP repertory, previously released under special license, will be made available, without additional charge, for performance to all licensees of BMI whose stock is owned by the broadcasting industry and which is primarily engaged in licensing the right to perform music to broadcasters and other users of music.

torio Rieti, Arnold Schoenberg, Alexander Scriabine, Jan Sibelius, Elie Siegmeister, Richard Strauss, Igor Stravinsky, Karol Szymanowski, Joaquin Turina, Heitor Villa-Lobos, Kurt Weill, Jaromir Weinberger, and more than 50 others.

### Old Established Firms

In the catalog of Breitkopf and Hartel, which was founded in 1719 and is the oldest music publishing house in the world, are the original editions of compositions by Bach, Beethoven, Berlioz, Handel, Haydn, Mendelssohn, Mozart, Schubert, Schumann and Weber. And in the great Schott Mainz catalog are most of the famous operas of the great master, Richard Wagner.

AMP, which was organized in 1927 will continue in operation under its own name as a wholly owned subsidiary of BMI and its present activities will be carried on and extended. The offices of AMP in New York City, will be maintained.

The announcement from Haverlin and Houghton called attention to the fact that Associated-Muzak Corp. had disposed of its stock in AMP so that Associated-Muzak personnel could concentrate their efforts on the development of the Muzak wired music service, the Associated transcription library, and the recording branches of Associated-Muzak's business. Arrangements have been made under which AMP music will continue to be fully available for Muzak and Associated subscribers.



TOMPKINS

# PROMOTION

### Sliding Yardstick

WCAU has sent out a sliding yardstick to all time buyers and agency contacts in Philadelphia, New York, Boston, Los Angeles and Chicago. This was done in connection with its campaign on "What Yardstick Do You Use in Selecting a Radio Station?" The yardstick carries the copy "Any Way You Measure It WCAU Is Philadelphia's Number 1 Station."

### RCA Folder For Hams

The RCA Tube Department has just issued a new technical reference folder, designed especially for the nearly 100,000 radio hams in this country and containing a roundup of tube information, some of it never before published. Titled "Headliners for Hams," the new folder is a combination technical bulletin, price list, catalogue, and sales brochure. New folder is available free from RCA tube distributors or the Commercial Engineering Section of the RCA Tube Dept., Harrison, N. J.

### Promotes Woodbury Product

As a tie-in promotion with the San Antonio movie showing of the musical comedy "Fiesta," Woodbury Fiesta Make Up is running a concurrent sales promotion campaign for the cosmetics which are heard on KABC's San Antonio, Louella Parson's Sunday ABC network show. To merchandise the campaign, KABC's promotion and merchandising department has designed a dealer bulletin containing pictures of Esther Williams, star of the movie; Louella Parsons, and pictures of the advertising aids available for dealers. Eight hundred dealer bulletins will be distributed as inserts in the San Antonio circulation of the station's publication, "The KABC Merchandiser"; several hundred more will be distributed by hand to key retailers in the San Antonio area. A heavy schedule of promotional plugs will be aired by the station. Sticklers calling attention to the movie and to Louella Parson's KABC program will be attached to the attractive counter cards being distributed by the Woodbury representative.

IN CLEVELAND IT'S  
**WHK**

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn, 2 b. r. apt for unfurn 2 or 3 b. r. hsc or apt on Chicago North Shore or suburb. Best ref required & given. Fast action necessary. Bill Larimer, 6121 Sunset Blvd., Hollywood, Calif. Phone HO. 1212 or ARIZ. 3-1064.

Send Birthday Greetings To —  
August 4  
Gray Gordon Jane King  
Walter Vaughn Betty Price

In Worcester  
WTAG delivers 147%\* more audience than Station B, 209%\* more than Station C, 298%\* more than Station D and 368%\* more than Station E.  
\* Hooper index January-February '47  
**WTAG**

**LET'S GO  
AMERICA**



**RAILROADS  
CHAMPION OF AMERICAN  
LIBERTY AND FREEDOM**

**MICHIGAN'S GREATEST  
ADVERTISING MEDIUM**

**WJR**

**50,000 WATTS**



**THE GOODWILL STATION, INC., FISHER BLDG., DETROIT**

**C. B. S.**  
**O. A. RICHARDS**  
Pres.

**HARRY WISMER**  
Asst. to the Pres.

Represented by  
**PETRY**  
**OWEN F. URIDGE**  
V. P. and Gen. Mgr.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 25

NEW YORK, TUESDAY, AUGUST 5, 1947

TEN CENTS

## Spot Campaigns Readied

### 5 Conflicting Requests Resolved By The FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC on Friday announced adoption of a proposed decision granting the application of Lester R. Taylor, trading as Mid-Utah Broadcasting Co. for a new station at Provo, Utah, to operate on 1450 kc., 250 watts, unlimited. Denied was the mutually exclusive application of Dan B. Shields, trading as Utah Valley Broadcasting Co., seeking the same facilities.

At the same time the Commission adopted an order denying the motion filed by Utah Valley Broadcast-

(Continued on Page 3)

### Lucas Resigns His Post With Y&R Chicago Office

Rupert Lucas, has resigned as radio director of the Chicago office of Young & Rubicam, Inc. Lucas for the past four years has acted as producer, production supervisor and program head of some of the leading Y&R and other programs on the air. From his headquarters at the Ambassador Hotel, Lucas stated that before resuming radio activities, he would vacation in Canada.

### Senatorial Poll Results For MBS Commentators

A confidential poll of United States Senators has been made for the Mutual network by one of its Washington representatives, Paul Sulds, who has garnered facts and figures on 25 vital issues confronting the country at this time, all of which have been collated and indexed and will

(Continued on Page 2)

### In Reverse

Hartford, Ct. — Manager Walter Haase of WDRC rushed to Manchester where it was reported a new factory was going up and soon to be in production of glass coffee-makers. Sales staff had its ears cocked to learn the size of the time-contract, but it seems Haase only went there to order the as yet non-existent product for giveaways on "Shopping By Radio."

### Shades Of Rip V.W.

Another phase in the development of television was written into the books last weekend by Jack Poppele, Dr. Allen B. Du Mont and Dr. Will Goldsmith on — of all things—a motor trip. Trio stopped at the legendary site of Rip Van Winkle's celebrated snooze in the Catskills, raised a video antenna, and picked up the Yankee doubleheader on a small Du Mont set they brought with them.

### British Tele Advance In Full Scale Showing

London—New technical advances made by the British during and following the war in all phases of communications, particularly domestic radio and television, will be shown in full at the 15th National Radio Exhibition to be held in Olympia, London, from Oct. 1 thru Oct. 11, it was announced yesterday. Many of the developments and innovations

(Continued on Page 7)

### WORD To New Ownership; James Byrnes An Official

Ownership and management of WORD, Spartanburg, S. C., ABC affiliate, passed to The Spartan Broadcasting Co., yesterday, a new corporation headed by Walter J. Brown, formerly vice-president and general manager of WSPA of Spartanburg. Associated with Brown in the new

(Continued on Page 2)

### Radio-Movie Liaison Group Set Up By Hollywood Ad Club

West Coast Bureau, RADIO DAILY  
Los Angeles—At a meeting held late last week of the Hollywood Advertising Club, a permanent liaison committee between radio and motion pictures was set up. The 6-man motion picture advertising committee of Hollywood Ad Club was named by Mal Boyd, chairman. In addition to Boyd, head of Motion Picture Relations office, members are Bob Coleston, assistant to president of NAB;

### Business Signed The Past Week Show Definite Pickup, Heralding Usual Strong Seasonal Position

### Hat Foundation Drive Set To Start Sept. 27

Campaign by the Hat Research Foundation aimed at hatless men, previously announced, will tee off on Sept. 27 with one-minute ETs scheduled for about 50 stations in the 25 largest cities. Markets and air time are still being purchased by Grey Advertising Agency for the first radio campaign ever conducted by the Hat Research Foundation, which comprises 111 hat makers and suppliers.

The foundation's \$350,000 annual

(Continued on Page 3)

### Westinghouse Orders Up; Exceed Pre-war Years

Pittsburgh—Orders placed with the Westinghouse Electric Corp., during the first six months of 1947 totaled \$418,156,772, higher than the total for any pre-war year, it is announced by

(Continued on Page 3)

### Two Sun. Eversharp Shows Opposite Each Other

Switchover of "Take It Or Leave It" from CBS to NBC last Sunday (10-10:30 p.m., EDT.) left Eversharp in a situation unusual in network

(Continued on Page 3)

That spot radio activity of top national and regional advertisers will be considerably increased during this month, and will gain momentum during the early Fall weeks, is definitely indicated by campaigns set during the past week.

Raymond Laboratories, for Rayve Creme Shampoo, has set

(Continued on Page 7)

### NAB Convention Plans Labor-Law Discussion

Broadcasters at the NAB convention in Atlantic City Sept. 15-18 will get a clarification of all major labor relations problems facing the radio industry, including discussions of the Taft-Hartley and Lea acts and the AFM situation, during an Employee-Employer Relations Clinic announced by the NAB. Preliminary details of a clinic on broadcast advertising are also announced.

Richard P. Doherty, director of the

(Continued on Page 7)

### Stromberg-Carlson Net \$540,000 For 6 Months

Six months' profit of \$540,000 was netted by Stromberg-Carlson Co., Dr. Ray H. Manson, president, and Edwin C. Roworth, corporate secretary, re-

(Continued on Page 3)

### Honors

For raising \$34,120 for cancer research during a six-minute interview on his "Truth or Consequences" program, over NBC, Ralph Edwards was presented with the American Cancer Society's Distinguished Service Award. "Consequence" concerned in the raising of the fund took place on May 17, with a St. Louis school girl, a cancer sufferer.

# RADIO DAILY

Vol. 40, No. 25 Tues., Aug. 5, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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### WEST COAST OFFICES

Ralph Wiik, Manager  
8425 Hollywood Blvd. Phone: Granite 6607

### WASHINGTON BUREAU

Andrew H. Older, Chief Planning Clagett  
6417 Dahomea Rd., 2122 Decatur Pl. NW  
Phone: Wisconsin 3271 Phone: Hobart 7627

### CHICAGO BUREAU

Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332

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., Aug. 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 3/4	7 3/4	7 3/4	— 1/8
Am. Tel & Tel.	157 1/8	156 3/4	156 3/4	— 1/4
CBS A	29 1/2	28 1/2	28 1/2	—
CBS B	28 7/8	28 7/8	28 7/8	+ 3/8
Farnsworth T. & R.	7 1/4	7 1/4	7 1/4	—
General Electric	37 3/8	36 3/4	36 3/4	— 1
Philco	27 1/4	27	27	— 1
RCA Common	9	8 3/4	8 3/4	— 1/4
Stewart-Warner	15 3/4	15 3/4	16 3/4	+ 3/8
Westinghouse	29	28 7/8	28 7/8	— 1/8
Westinghouse Pfd.	101 3/4	101 3/4	101 3/4	—
Zenith Radio	21 3/4	21	21 1/4	— 1/4

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/4	8
Finch Tele Comm.	6	7
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	2 1/8	2 3/8
WCAO (Baltimore)	39	42
WJR (Detroit)	13 3/4	14 1/2

### Scott Buckley To WNBC

Scott Buckley, formerly writer-producer at WBYN, has joined WNBC's production staff as a producer, effective today, it was announced by D. L. Provost, program manager.

Buckley formerly was radio director for the Winchester Repeating Arms Co., of New Haven, Conn., and the Bell Aircraft Corp., of Buffalo, N.Y. He also was a director at WBRV, New Haven, Conn., and WGNY, Newburgh, N. Y. In addition, Buckley was program director of Teleflash in Philadelphia, Pa., and was business manager of the program "America's Town Meeting of the Air."

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn., 2 b. r. apt for unfurn 2 or 3 b. r. hse or apt on Chicago North Shore, or suburb. Best ref required & given. Fast action necessary. Bill Larimer, 6121 Sunset Blvd., Hollywood, Calif. Phone HO. 1212 or ARIZ. 3-1064.

## ★ COMING AND GOING ★

LLOYD FREE, special assistant to the director of the OIC in the Department of State, left Friday by plane for Paris, where he will represent the United States on a committee of experts to examine proposals for a world-wide radio network.

GORDON GRAHAM, assistant program director for WCBS, left Friday for his annual holiday. He expects to be away about four weeks.

GEORGE HICKS, American network correspondent heard on "Voice of U. S. Steel," left yesterday for visits to the steel company's plants in Boston and Cleveland. His 8:50 a.m. broadcasts over WJZ-ABC will be heard from Boston tomorrow and from Cleveland on Thursday and Friday.

RALPH HATCHER, sales manager of WBBM, Columbia's co-op program division, has returned from a trip to Chicago.

JULIAN ANTHONY returned to ABC's New York newsroom yesterday following his flight from Tokyo with a group of B-29's. The big planes established a new record.

JIM O'BRYON, Mutual network's director of publicity, is vacationing.

GEORGE KLAYER, account executive at WBBM, Columbia's owned-and-operated station in Chicago, paid a call yesterday at the New York offices of CBS Radio Sales.

DOROTHY DAY has returned from the Coast to resume her broadcasts on WINS.

A. A. SCHECHTER, vice-president of the Mutual network in charge of news, special events and publicity, is back from a vacation spent at Lake George.

THOMAS VELOTTA, American network director of news and special events, left yesterday for Philadelphia, where he'll supervise the ABC broadcast of the Williams-Montgomery lightweight fight.

HAL DAVIS, radio publicity director at Kenyon & Eckhardt, Inc., is vacationing with his family in the Poconos.

SERGE KOUSSEVITZKY, conductor of the Boston Symphony, is in Tanglewood, Mass., where tonight he and the orchestra will be heard on ABC in a performance of the Choral (Ninth) Symphony of Beethoven.

C. P. PERSONS, sales manager of WAPI, Columbia network outlet in Birmingham, Ala., is in New York on station and network business.

HOWELL C. COBB, station manager of WBRC, affiliate of NBC in Birmingham, Ala., is back at the station following a trip to Mobile, where he attended a meeting of the Alabama Broadcasters Assn.

CEDRIC FOSTER, Mutual network commentator has arrived in town to originate his programs of today and tomorrow from Gotham.

GUY CUNNINGHAM, promotion manager of WEEL, Boston, is here for conferences with officials of CBS.

### WORD To New Ownership; James Byrnes-An Official

(Continued from Page 1)

Spartanburg radio company are former Secretary of State James F. Byrnes, Phil Buchheit, publisher of the Spartanburg "Herald and Journal," representing the General Newspapers Co., and D. S. Burnside, formerly secretary and treasurer of WSPA.

The station was acquired from Smith Davis of New York, and Joseph Bryan, first vice-president of the Jefferson Standard Life Insurance Co. The consideration was \$85,000, plus approximately \$25,000 for frequency modulation equipment. The construction permit for the new frequency modulation station in Spartanburg, WORD-FM, also has been transferred by the FCC to The Spartan Broadcasting Co.

Upon assuming control of WORD, Brown announced the appointment of John W. Kirkpatrick, formerly assistant manager of WSPA, as station manager for WORD; Sterling Wright, formerly program director of WSPA, as director of programs and promotion of WORD; John Carlington, formerly manager of WORD, as commercial manager; and Clyde J. Burdette as acting chief engineer. Brown stated that plans for development and expansion of WORD will be announced later.

### "Quiz" Commuter

WOR's Dan McCullough, a licensed pilot, will roar into the wide blue yonder today in his Piper Cub to do a show from New London, Conn., shortly after he finishes one in the New York studio. The emcee finishes "Tello-Test" quiz at 11:30 a.m., then hurries to the Teterboro, N. J., airport and on to the Griswold Resort Hotel in New London where "Daily Dilemmas" originates at 2:30 p.m.

### Senatorial Poll Results For MBS Commentators

(Continued from Page 1)

be made available to all Mutual commentators, beginning Monday, August 11.

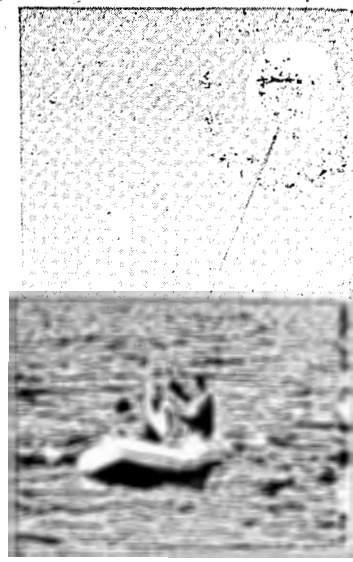
This compilation of data, undertaken by Mutual took a total of seven weeks to gather, all of it completed via personal contacts.

Senators were queried on such topics as Truman's policy towards Russia, questions on labor, finance, imports, exports, etc.

Commencing Tuesday, August 12, results of the poll will be aired on such Mutual programs as Arthur Hale, Gabriel Heatter, Cedric Foster, "The Editor's Diary," all news programs, etc. Questions relating to the motion picture industry will be discussed by Erskine Johnson, with Paul Solds airing special reports during his regular presentations over the Mutual network.

### Bing 'Profiled' In Britain

A British view of Bing Crosby, who returns in the Fall with his ABC broadcasts of "Philco Radio Time," is contained in a recent issue of "The Listener," a magazine of BBC.



## Gibson Girl

We seem to have gone a little daffy over balloon pictures lately . . . but this one is too good to drop. Filled out, it has a hour-glass figure . . . and the name, Gibson Girl.

The balloon hoists an aerial lifeboat crew to send an SG wireless message out over some 15,000 square miles of ocean.

Radio produces some amazing developments . . . and facts.

One of the most interesting facts in radio in Baltimore is that an independent is the big boy for advertisers. That's the truth!

For it's a fact that in this five-station town it is W-I-T-H that produces more listeners-per-dollar-spent than any other station in this 6th largest city.

W-I-T-H is the successful independent that is on so many smart lists. Is it on yours? Why not?



## W-I-T-H

AM and FM  
IN BALTIMORE

TOM TINSLEY, President  
Represented Nationally By Headley-R

**WHHT**  
Most Powerful  
**FULL TIME**  
station in  
**DURHAM**  
N.C. \* MBS  
1 Kw Day — 1 Kw Night



# Conflicting Requests Resolved By The FCC

(Continued from Page 1)

Co. for leave to amend its application so as to add additional parts of applicant.

The Commission also announced its proposed decision, looking toward a part of the application of United Broadcasting Co. for a new station at Ogden, Utah, to operate on 1490 kc., 500 watts, unlimited, and denial of a mutually exclusive application of Ogden Broadcasting Co., Inc.

Also announced was a final decision granting the application of WJPS, Inc., for a new station at Evansville, Ind., to operate on 1330 kc., five kw., day, one kw. night, and a denial of the application of Tri-State Broadcasting Corp., for new station at Evansville, seeking the same frequency.

In another action, the FCC announced its final decision granting application of Radio Fort Wayne, Inc., for a new station at Fort Wayne, Ind., to operate on 1450 kc., 250 watts, limited. At the same time the Commission denied applications of Homer Deheaver & Community Broadcast Corp. seeking the same facilities.

# Fromberg-Carlson Net \$540,000 For 6 Months

(Continued from Page 1)

mentioned in a letter to stockholders. Company billings through June 30, 1947 amounted to \$15,668,966. Reduction of inventories has enabled the company to reduce its bank debt by approximately \$500,000 since the first of the year and to conserve sufficient financial resources to finance increased production and the completion of new broadcasting facilities for stations WIAM and WHFM, the letter reports.

# Hambletonian' On CBS

The running of the Hambletonian stakes, trotting classic held each year at Good Time Track, Goshen, N. Y., will be broadcast over CBS from 10:15 p.m., tomorrow by Roy Schudt, announcer of WTRY, Columbia network outlet in Troy, N. Y. Red Barons will supply background color. There will be a preliminary broadcast from 4-4:25 p.m., prior to the running of the race.

# ★ AGENCY NEWSCAST ★

**WILLIAM CHALMERS** has joined Kenyon & Eckhardt, Inc., as assistant to Dwight Mills, executive vice-president of the agency. Chalmers formerly was associated with the Blow Company and with Richard Hudnut Sales Company.

**LEWIS EDWIN RYAN, INC.**, Washington, D. C., has been elected a member of the American Association of Advertising Agencies, bringing AAAA membership to a total of 200 agencies.

**SOUTHERN CALIFORNIA CITRUS FOODS**, a subsidiary of Mutual Orange Distributors, Redlands, Calif., through J. Walter Thompson Co., Los Angeles, will use 6-days-a-week participation on Sunrise Salute and Housewives' Protective League over KNX, Los Angeles, beginning August 11. Schedule calls for 13 weeks.

**RHODES AND JAMIESON, LTD.** (earth-moving equipment), Oakland, have appointed Ad Fried Advertising Agency, Oakland. Schedule, starting in August, includes radio, newspapers and dash boards on streetcars and busses. The initial test campaign will be conducted in Northern California.

**JULIAN A. KRUPNICK CO.**, Columbus, O., advertising agency, has moved from 131 E. State St. to new and larger offices at 88 E. Spring St., that city.

**LARRY LOWENSTEIN** has joined the Jane Barton publicity office. He was formerly in the publicity departments at WQXR and WOR.

**CHRISTOPHER ELLIS**, after many years as writer, actor and newscaster, has joined the radio department of Cockfield, Brown and Company, Limited, Montreal.

# Westinghouse Orders Up; Exceed Pre-war Years

(Continued from Page 1)

Gwilym A. Price. Westinghouse billings for the last six months of 1946 were \$384,828,548.

Net income for the first half of 1947 amounted to \$21,735,442, equal to \$1.59 a share of common stock. This is a return of approximately seven per cent on net sales billed during the period, lower than any prewar year of high volume operation. Profit on sales in 1929 was 12.5 per cent, 9.7 per cent in 1937 and 7.9 per cent in 1940.

Price reported at a board of directors meeting that "Westinghouse is able to earn profit at all only because of the record capacity of volume. In these times the break-even point—the volume of production at which profit begins—is more than double the corresponding figure in 1941."

Unfilled orders as of June 30, 1947 totaled \$673,496,915, compared with \$449,633,226 a year ago.

**W. EARL BOTHWELL, INC.**, Pittsburgh, New York and Hollywood agency, has announced that A. L. Reinitz joined its executive staff on August 1st. Reinitz formerly was an account executive with the Charles M. Storm Agency in New York. For the past three years he has been with Popular Publications. He will be assigned to the agency's New York staff.

**RAY T. MURPHY** and **LYNN L. BARNARD** have just joined the New York sales staff of Joseph Hershey McGillivra, Inc., representatives for radio stations. Murphy was formerly a member of the New York staff as account executive. Barnard was formerly associated with the New York offices of Pedlar & Ryan and the New York offices of Batten, Barton, Durstine & Osborn, Inc., as radio time buyer, program producer and radio account executive.

**KENNETH W. SICKINGER**, formerly a department manager with Oakes & Company, Chicago, has been placed in charge of advertising for the Radio Division of Stewart-Warner Corporation, it has been announced by Fred Cross, advertising director of the corporation. Sickinger, prior to his connection with Oakes & Company, was assistant general sales and advertising manager of the Belmont Radio Corp. in Chicago.

# Hat Foundation Drive Set To Start Sept. 27

(Continued from Page 1)

ad budget includes both radio and newspapers for the first time. Only class magazines were used previously. Transcriptions will be spotted before and after broadcasts of football games, the World Series and other sporting events during the three months' campaign. About 12 different ETs will be used, featuring interviews or testimonials by six women and six men personalities. Three of the male personalities will be from the world of sports and three will be connected with the theater. Campaign is supervised by Bert Bachrach, promotion director of the Hat Research Foundation.

# Two Sun. Eversharp Shows Opposite Each Other

(Continued from Page 1)

radio,—a sponsor with two network shows opposite each other.

Company switched the Phil Baker show to NBC starting Aug. 3, meanwhile holding the 10 o'clock spot on CBS now filled for Eversharp by Xavier Cugat and his orchestra, for the next five weeks with Bob Graham as featured vocalist. Both shows, incidentally, originate from Hollywood.

# TAKE THE GUESS OUT OF BUYING WITH WOV'S 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and ..."TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager  
John E. Pearson Co., National Representative

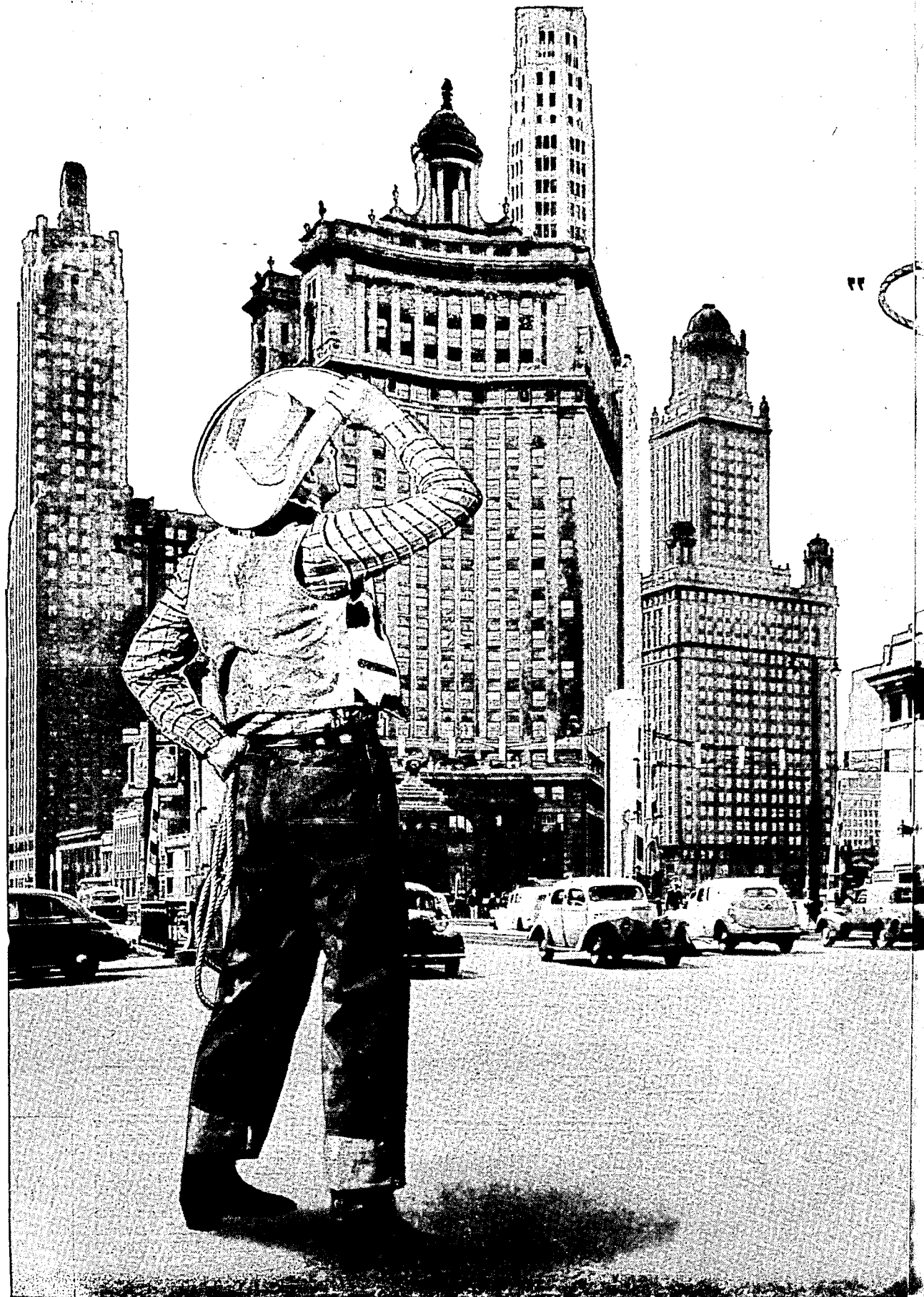


Here's NO QUESTION ..about SELLING KANSAS when you hire:

Ben Ludy, GEN'L. MGR.

**W I B W**

The Voice of Kansas



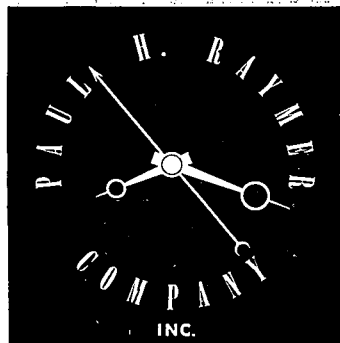


## **"The Loop" is more than part of a lariat to our Chicago men**

Our men in Chicago know *The Loop* circles the business district of one of the world's greatest cities, and take a native-son pride in that fact. Chicago, from lake to prairie, is their home town; its people are their friends and neighbors.

We believe your station is best represented by Chicagoans in Chicago; Californians in California and New Yorkers in New York. Each in his market has a shirt-sleeve familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "home town" representation has been an essential part of our policy for fifteen years. It is another special feature that has been responsible for the character and success of our company.



*Paul H. Raymer Company Inc. • Radio Advertising*

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

### SOUTHWEST

**R. E. GLASCOW**, manager of **WACO**, Waco, is back at his desk following a visit to New York where visits to the ABC network headquarters were made. **WACO** is local ABC outlet.

East Texas' tallest radio antenna has been erected at Tyler for **KTBB** to be operated here soon by the Blackstone Broadcasting Co. The tower is of steel construction and is 300 feet high. The new station is expected to begin operations between Aug. 15 and Sept. 1.

**Bill McReynolds** has joined the announcing staff of **WOAI**, San Antonio. **McReynolds** was formerly with **WRUF**, Gainesville, Florida.

Gov. **Beauford Jester**, **Stanley Marcus**, vice-president of **Neiman-Marcus**, and **Allan Jones** and **Dorothy Sandlin**, singing stars of "The Merry Widow" participated in a salute to Dallas on "Our Town Speaks" a new series of programs to be heard over **WFAA-WBAP**, Fort Worth, every Saturday at 1:00 p.m., with the show originating in the **WFAA** studios. Gov. **Jester** will speak for Radio House at the University of Texas at Austin. The half-hour program also presented **Davey O'Brien**, former all-American football player, and **J. D. Padgett**, oldest living Dallas merchant. Dallas City Manager **Roderic Thomas** was also on the program. **Elmer Baughman** is narrator and the show is produced by **Ralph K. Maddox**, **WFAA** special events director. Music is by the **Dixie Ranch Buckaroos** and **Dick Dildine** and his orchestra.

**Les Eugene**, program director of **KTFS**, Texarkana is acting manager of the station for the vacation period of **David M. Segal**, manager of **KTFS** who is on a three weeks' vacation trip to western Canada.

Speech made by **General John K. Cannon** at the Jaycee luncheon held on Aug. 1 at the Gunter Hotel was broadcast over **KTSA**, San Antonio as part of the station's contribution to the observance of Army Air Forces day.

A newcomer to the announcing staff at **KSEL**, Lubbock, is **Tony Stephan**.

Application has been made to the FCC by **KBST**, Big Springs and **KOSA**, Odessa for the facilities of **KCRS**, Midland which is seeking a change in its facilities. Station now operates on 1230 kilocycles, with 250 watts full time. **KBST** operates on 1490 while **KOSA** operates on 1450 kilocycles.

Send Birthday Greetings To —

August 4

Henry Dupre      Floyd Holm  
 Alan Kent        Frank Luther  
 Carson Robison    June Travis

### COAST-TO-COAST

#### — CALIFORNIA —

**OAKLAND**—Exclusive broadcasting rights for the forty-one day Fall meet, starting September 9th, have been granted **KLKX** by the management of Golden Gate Fields. On the site of the former Albany Race Track, Golden Gate Fields is the second largest racing plant in the country with a purse of \$75,000, second only to the Santa Anita Handicap's \$100,000 purse. . . . **Al Curtis**, formerly a free-lance in Hollywood, has joined the announcing staff of **KROW**. **Curtis** also did some work in Oregon at **KRNR**, Roseburg, and **KFJI**, Klamath Falls.

#### — MASSACHUSETTS —

**SPRINGFIELD**—**WMAS** program manager, **F. Turner Cooke**, commander in the **USNR** during World War II, has become the first man in this area to receive the Navy's American Defense Service Medal and the Victory Medal. Presentation was made by **Lieut. W. H. Kane**, recruiting officer. . . . **WORCESTER**—**Robert W. Booth**, vice-president and general manager of **WTAG**, has been made a member of the Army Advisory Board for that section. A captain during the war, **Booth** served in the Pacific for three years.

#### — NORTH CAROLINA —

**CHARLOTTE**—"Young America Marches Ahead," a program designed to bring the people of this city exactly what their children are thinking, doing and expecting to do, has recently been inaugurated over **WAYS**. The show's format is a round table discussion with **Walter H. Goan**, station manager, as master of ceremonies. Weekly guests are children, with their leaders from the Teen Age Club, Boy Scouts, Girl Scouts, Red Shield Club, **YWCA** and **YMCA**. . . . Among the ranks of young professional musicians of this city who will present the first concert of the Symphonette of Charlotte, August 24th, will be the versatile **Bill Davis**, bass fiddle artist and **WBT** musician, heard daily on the **Briarhoppers**.

#### — OHIO —

**CANTON**—**Clover**, a registered Holstein dairy coll., is being offered as grand prize in a short-statement contest currently being conducted by **Dick Merrin**, farm editor of **WHBC**. Open to all 4-H Club members in the station's home county, **Stark**, the contest requires all entrants to complete the statement: I would like to own **Clover** because. . . . The winner will be announced and awarded the call at the **Stark County Fair**, during which **Clover** will be displayed in the barn on Children's Day, September 2nd. . . . **MARION**—**Robert Mason**, president of **WMRN**, has been appointed by Gov. **Thomas I. Herbert**, as one of the three public representatives on the nine-member **Ohio Apprenticeship Council**, recently re-organized.

#### — DISTRICT OF COLUMBIA —

**WASHINGTON, D. C.**—"Within Our Gates," half-hour dramatic program, will be featured by **WWDC**, every Sunday evening at 11:15, beginning in October. The series, designed to promote greater understanding and appreciation among religious and racial groups, is produced by the Philadelphia Fellowship Commission and **WFLP**, Philadelphia. Arrangements have been made between the

latter and **WWDC** to broadcast the series in Washington. . . . **Evelyn Griffith**, formerly with **Cluett-Peabody** in New York, has been appointed night supervisor for **WRC**.

#### — MICHIGAN —

**ROYAL OAK**—New station manager at **WEXL** is **Calver M. Hill**, formerly of **Fletcher, Van Tiffin, Lyons and Teetzel, C.P.A.'s**, and the **Book Cadillac Hotel**. . . . **DETROIT**—Director **Wilbur Oak** of the Detroit Weather Bureau office recently received a radio from **WJR's** farm director, **Marshall Wells**, for the exceptional cooperation his bureau has given local radio and press. Members of **Oak's** staff were also presented with chrome plated radios so that "they could tune in to their own forecasts and hear for themselves what a great job they are doing". . . . **SAGINAW**—Former assistant chief engineer with the FCC and assistant chief engineer with the Office of War Information, **M. L. Koerner**, has been named director of engineering at **WSAM**.

#### — OKLAHOMA —

**OKLAHOMA CITY**—**Wiley and Gene**, top folk music team at **WKY**, recently made personal appearances at a benefit show staged in **Clovis**, New Mexico, for the underprivileged children of that city. They made such a hit out west that they have been invited to stop off for a benefit show at **Tucumcari** in October while en route to **Hollywood** for their annual recording session with **Columbia**. . . . **TULSA**—**Wall Colvin**, **KFMJ** disc jockey, has a new 90-minute afternoon session titled, "Spinner Sanctum," where he's known as the "Disc Digger".

#### — NEW YORK —

**BUFFALO**—**John Foster Dulles**, former adviser to the U. S. United Nations delegation and leading foreign-policy adviser to the Republican Party, will speak on "The Church's Opportunity in World Affairs," over **WBEN** on August 6. . . . **PLATTSBURG**—**WNFT** has opened a contest for a new station slogan, offering its listeners as prize for the winning slogan a 1947 **Philco Quick-Freezer**, retelling at \$246. Present station slogans are: "America's Voice In The North Country," and "The North Country's Own Station."

### RCA Shows New Receiver At Berkshire Festival

**Lenox, Mass.**—A new combination radio, television and phonograph instrument, providing musical reproduction of a quality "hitherto unachieved in a home instrument," was demonstrated for the first time here last week by **RCA Victor** at a special concert as part of the **Berkshire Music Festival**.

Titled "The Berkshire," new instrument participated with the **Boston Symphony Orchestra** in a rendition of **Beethoven's "Egmont Overture"**, continuing the music from a recording of the work in a switch described as "almost imperceptible."

New all-purpose receiver is the first of a new line of "high-fidelity" sets in production by **RCA** known as the **Festival Series**. This and others are now on display at the **Berkshire Music Festival** here.

### BEHIND THE MIKE

By SID WEISS

"HOW To Win Sponsors and Influence Agencies" will be perfunctory demonstrated on Sunday night, CBS by **Arnold Stang**. After weeks of verbal wrestling with **Henry Morgan** and **Milton Berle**, he finally comes into his own as the star of the Silver Theater presentation of "Eckhart Beaver."

**Don Pallini** working on a day show for **DuMont** television. **Symphony Sid**, the **WHOM** platter spinner, penning a col'm for **Dolbeart**.

**Herb Jeffries**, the former **Duke Ellington** crooner, set to follow his first competitor, **Billy Eckstine**, into the **Onyx Club** on **Swing Alley**.

**Dean Martin** and **Jerry Lewis** written by **Mike Todd** for "Dreamboat," the **Stella Young** show which is **B'way** in **Nov.**, and for which **Templeton** is doing the music. **Dave Green**, the exploiter, due back from **Paris** this week.

**Red Benson** signed to record on **Metrotone Records**. **Walter Hackett**, former **NBC** writer, again included in the list of **One-Act Plays**.

**Peter Irving**, the radio scriptwriter, writes book reviews for the **NY Times** in his spare time.

**Russell Grantner**, former engineer on **WKIP**, now running a recording studio in **Poughkeepsie**.

"Candid Microphone" tops its own record of eavesdropping on conversations with its hidden mike which broadcasts a conversation secretly recorded in a **ladies' powder room**. So far, the **Candid Mike** has tumbled up with actual conversations from a man's bedroom, a hook shop, Chinese laundry, a **Lonely-Hart Club**, etc.

**Jimmy Gardner** considering **Columbia** and **Ayres** for the dance leads in forthcoming musical, "Break It Up."

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 26

NEW YORK, WEDNESDAY, AUGUST 6, 1947

TEN CENTS

## Net Shows Setting Return

### NAB's Program Group Scans Proposed Code

Washington Bureau, RADIO DAILY  
Washington—NAB's proposed new code which will be an important issue at the forthcoming annual convention of the Association, will be subjected to further scrutiny when the Program Executive Committee meets tomorrow and Friday at NAB headquarters. Group is headed by Merle Jones, of WCCO, Minneapolis. Draft of the new code has already been made by the special Standards Practice Committee and it is expected to be adopted.

(Continued on Page 3)

### Mark Ethridge To Discuss Report To UN Council

Mark Ethridge will discuss his report to the UN Security Council, made as a member of the Balkan Commission representing the U. S., when he speaks from WHAS, Louisville, Friday at 11:15-11:30 p.m., EDT. Ethridge, who is publisher of the Louisville Courier-Journal and Louisville Times, will have his talk carried over CBS network as one of a series of special "Talks." He returned from Europe June 9, after a fact-finding trip with the Inquiry Commission to Greece, Albania, Hungary and Yugoslavia.

### All WABF Time Signals Sold To Gruen Watch Co.

Gruen Watch Co., has purchased all of the time signals on WABF, FM outlet with the unusual provision that the signals will not interfere with any artists, concert or other program until it shall be fully completed, the regular intermission is expected to be resumed.

(Continued on Page 2)

### Personal Opinion

Much has been said and written by Americans regarding the Army Air Forces' atomic-bombing of Hiroshima, Japan, two years ago, but last night, on NBC, Japanese opinions on the subject were expressed—in Japanese—during a pickup direct from Hiroshima and aired on the network's "News of the World" from 7:7-15 p.m. A translation followed the Japanese comments.

### Hot Shot

WOR is bidding for national publicity by sending its five-year-old disc jockey, Robin Morgan, to the "National Association of Disc Jockeys" convention in Chicago Aug. 15. Event is being staged by Universal-International in connection with a new movie in which Deanna Durbin plays the role of a platter spinner.

### Abbott-Costello Co-Op May Set Deal On ABC

Negotiations for the Abbott and Costello co-op show on ABC, heavily mulled by networks and affiliates for the past 10 days, are expected to be completed today, with the web's option on the comedy duo about nearing the expiration point. Deal was said to be "hot" last night and agreement between A&C and ABC almost imminent. Only obstacle in the way of a contract was said to be the number of stations on which the show would be sponsored upon its debut.

(Continued on Page 8)

### WROW Debuts Sept. 1; Appoints Avery-Knodel

WROW, new Albany, N. Y., station which goes on the air about Sept. 1, has appointed Avery-Knodel, Inc., as national representative. Outlet will operate as a basic affiliate of Mutual network, with 5,000 watts power days and 1,000 nighttime, on a frequency of 14.7.

(Continued on Page 2)

## Canada To Control 'Gadgets' Interfering With Reception

Hamilton, Ont.—Due to their frequency instability causing interference with commercial radio reception and services, operation of the majority of therapeutic radio frequency sets and appliances now in use by doctors, chiropractors and others, will not be permitted after Jan. 1, 1948. Notice to this effect was issued yesterday by W. R. Linton, an official of the radio branch of the Department of Transport.

Linton stated that present users of diathermy and similar outfits must be shielded or replaced with a frequency stabilized and harmonic-suppressed type of machine. Linton added that the devices at present used by many doctors were powerful enough to disrupt commercial services over a wide area. He pointed out that this radiation might cause serious danger to life, due to interference with the operation of the heart.

(Continued on Page 3)

### Carpet Being Spread For 62 Programs; Majority Resuming After Hiatus; Others Are New Business

### 21 Hours Weekly Time Renewed On NBC Web

Six renewals were set yesterday by NBC, four of them daytime serials sponsored by Sterling Drug, Inc., through Dancer-Fitzgerald-Sample. Others are Jack Benny, for American Tobacco Co., through Foote, Cone & Belding, Inc., and "RCA Victor Show" for RCA through J. Walter Thompson. Total hours renewed amounts to 21 weekly.

As listed by Harry Kopf, administrator.

(Continued on Page 2)

### Marshall Opens UN Week With NBC Talk Sept. 14

Secretary of State George C. Marshall will officially open United Nations Week Sunday, Sept. 14, with an address to be aired over NBC (4:30 p.m., EDT.), it was announced.

(Continued on Page 5)

### KTMC Sold To Easterner; Purchase Price \$100,000

Sale of McAlester Broadcasting Co., licensee of KTMC, McAlester, Oklahoma, subject to FCC approval, was announced yesterday. Purchase price is \$100,000.

(Continued on Page 2)

Over 60 top network shows are set to return to the airwaves during the early weeks of the fall with over a dozen scheduled to debut during the month of August. Starting dates and time slots are set for the majority of programs while a few have yet to be worked into network schedules.

NBC's lineup for coming season is expected to be announced.

(Continued on Page 6)

### Mutual Clearing Strip For Billy Rose Chatter

Mutual network reported as trying to clear a five-minute strip, Monday through Friday at 8:55 p.m. with a view toward offering Billy Rose in human interest chatter, with Kreml (hair tonic) getting first call on the setup. Drawbacks for MBS include American Safety Razor Corp. sponsors of "The Falcon"; Pharmaco Co. which will have "Charlie Chan" and others, with the most important "if" being the okay from Gabriel Heatter.

(Continued on Page 8)

### Cunning Television Firm Expanding On West Coast

Los Angeles—Stage eight, one of the largest independent West Coast production organizations of "live-action" television programs, has begun production of "The West Coast Show".

(Continued on Page 5)

### To Report Rio Meet

Major network correspondents in Rio de Janeiro, Brazil, will cover the meeting of Foreign Ministers of the American republics scheduled to convene there on August 15. Secretary of State Marshall will head the United States delegation to the conference, the purpose of which is to adopt a formal treaty for the defense of the Western Hemisphere.



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

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Phone: Wisconsin 3271 Phone: Hobart 7627
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Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Tues., Aug. 5)

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, Westinghouse Pfd. B, Zenith Radio.

NEW YORK CURB EXCHANGE

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

Television Firm Completes First Of Adventure Films

Marlowe Television Associates, Inc., recently organized video production firm, has completed the first of a series of 13 tele adventure shows on film, titled "Tom Terriss's Tales of Mystery," it was announced this week. Series is being recorded on 35mm with sound, but 16mm prints will also be made available, it was said.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

BRUCE SWIGERT, who for the past year and a half has been assistant to the manager of McCann-Erickson in Bogota, Colombia, is spending some time in New York. He will be re-assigned shortly to the agency's Havana office in a similar capacity.

MIGUEL SANDOVAL, general director of TGW, Guatemala City, is in New York. He chatted for a while yesterday with officials of the Columbia network.

FRED ROBBINS, emcee on the "1280 Club" heard over WOV, is back from a two-weeker in Martha's Vineyard, Mass.

SYMPHONY SID, disk jockey on WHOM, is back on the local scene after a flight to Canada with RICHARD KENNY, aviation editor of the Mirror. In Canada they picked up more than 2,000 rare jazz recordings.

GEORGE F. BISSELL, president of WMFF, Plattsburg, N. Y., and owner of WENT, Gloversville, is vacationing.

LEE JAHNCKE, manager of station relations for the eastern division of ABC, is back at his desk following a two-week business trip to New England.

GEORGE D. WALKER, manager of WAIR, American network outlet in Winston-Salem, N. C., has joined the executive contingent currently in Gotham on business.

JOHN S. HAYES, station manager of WQXR, is sojourning at Virginia Beach.

EDGAR KOBAK, president of the Mutual network, has returned from a business trip to Chicago and the Midwest.

ROBERT SAUDEK, director of public affairs for the American network, returns to his desk today following a visit to Madison, Wisc., where he participated in the University of Wisconsin's Public Service Radio Institute.

ARTHUR TRACY, "The Street Singer," will arrive in New York tomorrow from Washington. He will discuss plans for a new radio series.

LES ATLASS, vice-president of CBS in charge of the central division, and general manager of WBBM, Chicago, is back in the Windy City after spending about a week in New York on station and network business.

REX SCHEPP, president of KPHO, American network affiliate in Phoenix, Ariz., is in town for conferences at the headquarters of the network.

MIKE JABLONS, publicity director of Gainsborough Associates, package producers, has left for a week of meditation in the Maine woods.

NATHAN KROLL, composer and baton-wielder on ABC's "Warriors of Peace," has returned from two weeks spent at Clarence Adler's Lake Placid rendezvous.

ROY McLAUGHLIN, manager of WENR, owned-and-operated station of ABC in Chicago, is in Gotham for conferences with officials of the network.

21 Hours Weekly Time Renewed On NBC Web

(Continued from Page 1) istrative vice-president, the six programs are: "Backstage Wife," Monday through Friday, 4-4:15 p.m. EDT; "Stella Dallas," Monday through Friday, 4:15-4:30 p.m.; "Lorenzo Jones," Monday through Friday, 4:30-4:45 p.m.; "Young Widder Brown," same strip, 4:45-5 p.m. Jack Benny Show, Sundays 7:30-8 p.m. and "RCA Victor Show" Sundays 2-2:30 p.m. Sterling Drug also sponsors three additional shows of half-hour over NBC and American Tobacco, "Your Hit Parade," Saturdays 9-9:30 p.m.

All WABF Time Signals Sold To Gruen Watch Co.

(Continued from Page 1) reached. Thus few of the signals will be heard on the hour or half hour. Agreement not to break into a program with the signals was concluded yesterday between Benjamin Katz, head of Gruen and Ira Hirschmann, head of the station. Grey Advertising is the agency handling the account.

Maxwell Returns To MBS

Richard Maxwell resumed his daily commentary on Mutual (12:15 p.m.) for Serutan-Nutrex Monday, and has set a broadcast appearance at the Indiana State Fair in Indianapolis on August 31. Part of this program will be aired by MBS from 10-10:30 a.m.

Reece On ABC

J. Carroll Reece, chairman of the Republican National Committee, will speak over the ABC network tomorrow night at 10:15 on the subject "Our Task in 1948."

KTMC Sold To Easterner; Purchase Price \$100,000

(Continued from Page 1) price is \$100,000. The proposed buyer is J. Stanley O'Neill of Lake Mohawk, Sparta, New Jersey. O'Neill has been in the communication field for more than 20 years, and for the past 14 years he owned and operated Fire and Police Radio Communication Co., Hackensack, New Jersey, which business he recently sold. Upon approval of the sale, O'Neill plans to assume active direction of KTMC. Transaction is being handled by Blackburn-Hamilton Co. KTMC is a 250 watt, fulltime ABC and Oklahoma network affiliate on 1400 kc. McAlester Broadcasting Co., is a co-partnership composed of C. E. Wilson and P. D. Jackson.

WROW Debuts Sept. 1; Appoints Avery-Knodel

(Continued from Page 1) of 590 kc. Harry Goldman, is station manager. Principal stockholders in the station are: Goldman, Louis Gross, Dr. John Quinlan, Hy Abrams and Hy Rosenblum. All are natives of Albany. Goldman is also president of the Goldman & Walter Advertising Agency and was associated for 10 years with WOKO and WABY as commercial manager. Agency places time for a number of up-state radio clients.

Stork News

Los Angeles—A daughter, Shannon Celeste, weighing eight pounds, was born to Mr. and Mrs. Patrick Michael Cuning, August 1, at St. Joseph's Hospital. Father is television producer; mother is television writer, under the name of Marcia Drake.



Cool your heels

That's the way some of the glib fashion writers toss off headline, they tell us, when the talk about those fashionable sandals and other style innovation.

But we have a deeper... and we think an even older tie with "cool your heels." It's this. The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom... today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar spent than any station in town.

And remember... Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost... W-I-T-H belongs in any smart list for products in a highly competitive field!



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-R

★ AGENCY NEWSCAST ★

Canada Putting Clamp On Frequency Gadgets

(Continued from Page 1)  
 fering with frequencies allotted to radio aids to navigation, aviation communications, control systems and police and fire services.

Three radio frequencies have been allocated which can be used by non-communication radio frequency generators and manufacturers are now making radio diathermy sets which will not stray from the allotted frequency. It is estimated that in Ontario there are some 2,000 therapeutic devices causing interference with radio.

This leaves operators of therapeutic equipment with two alternatives: they can install their present equipment in a completely shielded room large enough to include the device, the operator and the patient, or they can purchase new equipment.

NAB's Program Group Scans Proposed Code

(Continued from Page 1)  
 pected that all difficulties will be ironed out by the time of the convention. While no final decision has been made, approval of the code may be put up for a referendum vote by the NAB members.

When the committee meets this week, it is also likely that strong objections may arise to certain clauses, in which case, plenty of fireworks is expected to develop among the pros and cons of the code's various provisions.

Music Institute Sets Promotional Campaign

Chicago—Beginning an intensive campaign to "regain an important place for music in American life," the Music Institute of America announces the selection of organizations to conduct public relations and market research activities. The recently created institute, a non-profit educational organization serving all phases of the music industry, will conduct the promotional and educational drive aimed at enabling more children and adults to participate in musical activities. About \$80,000 will be spent the first year.

To conduct the public relations program the institute has selected Harry Coleman & Co., Chicago firm which includes among its clients the Stewart - Warner Corp., Gamble-Skogmo and others. Backing this campaign are most of the important segments of the music industry. The Music Institute of America is governed by a board of trustees comprising representatives from groups of retailers, piano manufacturers band instrument manufacturers, musical merchandise wholesalers, sheet music publishers, radio manufacturers, and musical accessory and merchandise manufacturers. L. G. La Mair is chairman of the board of trustees of the Institute.

ADVERTISING FEDERATION OF AMERICA has elected to membership in the Federation: Akron Beacon Journal, Akron, Ohio; The Columbus Outdoor Advertising Co., Columbus, Ohio; Retailers Market News, St. Louis, Mo.; Moses Advertising Service, Baltimore, Md.; Wisconsin Rapids Daily Tribune, Wisconsin Rapids, Wisc.; and Ziller Advertising Service, Meridian, Miss.

RAYMOND E. NELSON, INC., New York agency, has been appointed to handle the advertising of Willis Air Service, Inc., Teterboro, N. J., and its subsidiary, the Teterboro School of Aeronautics. Sponsorship of 'Skyway Serenade' six days weekly on WINS, New York, and 'Auto News' five days a week on WPAT, Paterson, is already set.

FOOTE, CONE & BELDING (Los Angeles) has volunteered for the sixth consecutive year to serve as The Advertising Council's volunteer agency for the preparation of the 1948 Forest Fire Prevention campaign. The agency undertook the preparation of the first Forest Fire Prevention program in 1941 in cooperation with The Advertising Council and the Forest Service of the Department of Agriculture. From 1941 to 1945 this continuing program to convince every American that he, not "the other guy" is the cause of forest, wood and range fires, had helped to cut the number of these preventable fires in half.

R. Z. Eller, Advertising Manager of the California Fruit Growers Exchange, is the council's volunteer coordinator. Henry C. Wehde, Jr., is the council's staff executive. This program is one of the public service advertising campaigns supported by American business through The Advertising Council in the amount of \$100,000,000 worth of time and space for this year.

U. S. TELEVISION MANUFACTURING CORP., through Huber-Hoge & Sons, Inc., has inaugurated a campaign directed to the 41,000 tavern owners through the country as a means of selling them on the idea of tele-by-the-bar.

RADIO PERSONALITIES have been invited to attend a private showing of the new rear-engined Tucker '48 automobile tonight at the New York Museum of Science and Industry in Rockefeller Center. Those invited include Ginny Simms, James Melton, Margaret Arlen, Mr. and Mrs. Tex McCrary, Mr. and Mrs. Richard Kollmar, Arthur Godfrey and others. The Wednesday exhibit will precede by one day the beginning of the first public New York showing of the strikingly different automobile which is scheduled for late fall production in Chicago. The car will remain on display at the Museum through August 14.

RICHARD W. HUBBELL AND ASSOCIATES, television consultant firm of New York, Washington, Cincinnati, and Hollywood, have instituted a working agreement with the firm of Anderson and Merryman, radio consultants, with headquarters in New Orleans, a second office in New York, and laboratories in Baton Rouge and Lake Charles, Louisiana. Philip Merryman, formerly manager of planning and development of the National Broadcasting Company and long a member of the NBC New York executive staff, resigned from NBC several months ago to form a partnership with H. V. Anderson, consulting radio engineer of New Orleans and former radar expert of the U. S. Navy. The Anderson and Merryman firm is prominently identified with the newspaper-radio field.

HAROLD H. WRIGHT has joined the copy department of Wendell P. Colton Co. He formerly was associated with Campbell-Ewald Co.

REDFIELD-JOHNSTONE, Inc., has prepared a campaign for Longchamps Restaurants to start coincidentally with the granting of new liquor licenses to the chain.

AMERICAN PETROLEUM INSTITUTE is launching an advertising campaign through Sullivan, Stauffer, Colwell & Bayles, New York, a campaign of full page advertisements starting with the August 4th issue of LIFE Magazine. Based on the theme: "Understand Rivalry and You Understand America," the campaign is designed to correct the public's misconceptions of the petroleum industry as disclosed in a recent public opinion survey. A special tie-in plan book has been prepared for distribution to local oil companies so that they may co-ordinate their advertising with the national campaign. It offers mats of seven series of newspaper advertisements, radio commercials, window posters, etc., all following the general theme of the national campaign. Distribution of the plan book being handled by District API Public Relations Committees.

BRIG. GEN. CARLOS P. ROMULO, Ambassador to the United States from the Philippine Republic, will be principal speaker next Monday at the luncheon meeting of the Advertising Men's Post, American Legion.

GREY ADVERTISING AGENCY, for S. M. Frank (Medico pipes), has inaugurated a test campaign of spot announcements.

'Song Spinners' Add Four  
 The Song Spinners, vocal group currently featured on the "NAM Summer Show" every Saturday via WJZ-ABC at 7 p.m., will also be heard on Thursdays at 10:45 a.m. for four weeks via the same station and network starting August 7th and continuing August 14, September 4 and September 11.

Covering a Sales-Rich Market

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York, Pa.

(Established 1932)

A  
STEINMAN  
STATION

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RADIO  
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# LOS ANGELES

By RALPH WILK

**T**HE Mayfair Transcription Co., owned by Alan Ladd and Bernie Joslin, moved to new locations at 8511 Sunset Boulevard, Hollywood, Calif.

No grass grows under Judy Canova's feet. The very day after she returned to Hollywood from South America, she went to work for Ralph Staub's newest "Screen Snapshot," on off-the-air activities of radio stars.

The Sportsmen, featured quartet on NBC's "Village Store," and hmmm-men for Jack Benny, are accomplishing the neat trick of taking their vacations and staying on the air at the same time. Easier than it sounds, they are substituting a vocalist for each member of the quartet for two weeks while the other three stay on the singing job. Top tenor Bill Daye was first to vacation, second tenor Maxwell Smith is now at Arrowhead. Bass Gurney Bell is next on the list, and baritone Marty Squerzel will be the last men out.

Burt Lancaster will appear as guest on the new Louella Parsons Show, Sunday, August 10th.

Jack Edwards, Jr., radio actor, is slated for the juvenile lead in "Free For All," which will be presented at the Biltmore Theater September 29th by Carlton Holmes. Show is a new comedy by Jack Rose, Jr. Edwards played the male lead in the Tent Theater production, "The Play's The Thing."

Tom Breneman, emcee of "Breakfast In Hollywood," is doing right well by the Cancer Fund Committee. Tom keeps his daily ABC audience around for quite awhile after he goes off the air, joking with them and entertaining them with post-program anecdotes. Currently, he works in a hat-passing "gimmick" with members of the audience chipping in to help fight cancer. After eight collections, Tom has been able to pick up \$925.52 out of an audience that is limited to about 400 persons a day.

Bill Holmes, KECA writer-producer, has taken over the production job on Frances Scully's five-a-week "Star Gazing" show, according to an announcement by Rollo Hunter, newly appointed Acting Program Manager. Hunter, who heads the new combined Program-Production Department for the station, formerly produced the half-hour Scully show.

Jay Stewart, warmup and co-announcer of the Sunday "Take It Or Leave It" quizzer, this week is doing theater appearances at Portland, Oregon with his weekday "What's Doin' Ladies?" program.

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn., 2 b. r. apt for unfurn 2 or 3 b. r. hse or apt on Chicago North Shore or suburb. Best ref required & given. Fast action necessary. Bill Larimer, 6121 Sunset Blvd., Hollywood, Calif. Phone HO. 1212 or ARIZ. 3-1064.



## Notes From An Aisle Seat. . . . !

● ● ● Altho' Bing Crosby doesn't return to the air until Oct. 1st, he's cutting his first two shows on Aug. 10th and 15th. Clark Gable will be his first guest, with James Durante to follow. Then Der Bingle goes fishing for four weeks. . . . Geo. Carson Putnam hotter than a Swifty Morgan necktie to grab off the emcee role on "We the People." He takes over the show next week as a "live" audition . . . Scramble on already for television rights to the World's Series, and if anybody gets it, they'll have to outbid Ford. Latter proving how television-conscious they are with four games on the air already—Dodgers, Cubs and both St. Louis teams. . . . Kay-Draunit dropping its sponsorship of the first 15 minutes of the Don McNeill Breakfast Club with Toni Co. putting in a bid for the time, effective Sept. 1st. . . . Carnation Co. dropping its daytime serial, "Lone Journey" as of Sept. 26th, completing a year and a half on the air. Future daytime radio plans are still indefinite, with Carnation Contented Hour continuing as usual. . . . When the Kay Kyser airer returns to the air this fall the tab will be lopped off by some four G's. (From \$14,500 to about \$10,500). . . . Two army shows end their runs—the Guy Lombardo stanza and "Warriors in Peace". . . . Mark Warnow, Hit Parade batoneer, and Lee Strahorn, same show's cuetosser, both hospitalized. Mark's date was with a scalpel, with Lee laid low with pneumonia. . . . Lester Lewis back in town (on crutches) after auto crack-up in Santa Barbara, Calif. . . . Understand that Hi Brown has a film deal percolating on the coast—meaning that his "Thin Man" series may originate from out there.



● ● ● THAWTS WHILE STEAMING: Jack Paar looks as if he'll latch on, but he's still a mite off in his timing. . . . Wonder why there are so few radio trained top comics. Almost all the boff Hoop-erousers did their basic in vaudeville or nite spots or both. . . . Patti Clayton's velvetones are a "Club 15" standout. The disc execs. are nutz if they don't hurry the contracts. . . . Funny, yet somehow pathetic, how the network page gals amble around the corridors singing—but loud. Obviously, they hope to attract a producer or talent scout. Thass what comes from seeing too many celluloid musicals. . . . Young radio thesp who has the directors wondering where he's been all the time is Eugene Francis—a comer. . . . Trouble is directors rarely look beyond the small group of well-knowns or else they'd see all that good talent going to waste. . . . Decca using the old bean by teaming Burl Ives and the Andrews Sisters to wax "Blue Tail Fly." A natural.



● ● ● BETWEEN US: MARK HELLINGER: Hear tell that you're not in favor of making any more films in N. Y. If Mayor O'Dwyer goes thru with proposed plan to turn Flushing Meadows into a movie location lot, you may be pleasantly surprised next time you come back to Gotham. . . . JERRY COLONNA: What's the real lowdown, Jerry? Are you getting your own radio show in addition to the Bob Hope stanza—or do you have to give up your famous-Prof. Colonna routine? If you do, remember, keep buying Pepsodent. . . . NICKY BLAIR: Is it true that H'wood is after you to put the okay on a film called "The Carnival"? Sounds like a natch for a circus yarn. . . . ORSON WELLES: Is your trip to London a business deal—or are you over there for agricultural purposes? We mean, to see what's the price of Hay-worth? . . . CAROLE LANDIS: There's news that you're getting 3 G's per for your vaudeville dates in Baltimore and Boston. That's pretty cheap, considering you look like a million. . . . JUNE KNIGHT: Everyone on B'way is talking about that painting you did of Billy Rose. Your talent isn't news to us. You've been a drawing card for years! . . . BING CROSBY: Your protege, Lee Sullivan, who is tenoring in tip top style in "Brigadoon," is hitting the jackpot. Besides the musical show, he's starring in NBC's "Serenade to America" and is back on B'way again with the re-issue of your film, "The Great John L."

# HAWAII

By JOHN WILLIAMS

**H**ONOLULU fight fans are all ears Saturdays, 1 to 1:30 p.m., when KGMB, Honolulu, airs its "Ringsides of the Past" written and produced by Bob Dwyer and Carlos Rivas, KGMB sports ed. As too many listeners know, too many local shows are corn and ham, but this is out of the box.

Old hand Dwyer, who was program director with KTSM, El Paso, and news ed., WKBZ, Muskegon, Mich., does historical research and checks with Moose Taussig, fight referee, trainer and promoter who's prominent coast to coast.

Carlos Rivas scripts the blow-by-blow action. Entire show is fine period piece, racy, color-packed with crowd noises fading. So far, following famed fights have been aired: John L. Sullivan and James Corbett, Jack Johnson and Jess Willard, Billy Papke and Stanley Ketchell.

Luau (loo-ow) is a Hawaiian word meaning feast, often whoopee. Pepsodent (Lever Bros.) has signed with KGMB, Honolulu, for one year's "Pepsodent Luau" Mondays, 8:30-9 p.m. Written and produced by Owen Cunningham, KGMB program chief and emceed by Arch Pitney and Jerry Jenkins, station announcers it's a live show featuring varied local talent.

Show has all the elements that all Hawaii likes: Bill Akamahou and his Nautical Hawaiians; Andy Cummings, Hawaii's own Frankie; the Latin Rhythm Boys from Kalihia who send the Portuguese-Spanish customers; and Carol Standridge, a smoke-gets-in-your-eyes torch singer

## Stang 'Demonstration' Sunday

"How to Win Sponsors and Influence Agencies" will be personally demonstrated on Sunday, Aug. 10th over CBS by Arnold Stang. After weeks of verbal wrestling with Henry Morgan and Milton Berle as "Gerard" and "Junior," Stang finally comes into his own as the star of the Silver Theater presentation of "Eager Beaver." The show, scripted by Chas Gussman with an assist by Stang, has been optioned by Y & R. If all goes well, "Herbie Beaver," the Stang inspired, Harold Lloyd-type lead will be squeaking out over the airwave in a weekly half-hour series come Sept.

1906 1947

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.



# PROMOTION

## Postcard Promotion

Sponsorship of "The Greatest of Great," sports story series, by Cleveland Sandusky Brewing Co., on WHBC, Canton, Ohio, was announced with a post card mailing to the station to 400 retail outlets in the area. Picturing the brewery's two products, Brewmaster Premium and Great Rock, caption reads: "There are great beers but these are 'The Greatest of the Great.'" Tie-in plug the local distributor, Mohr Distributing Company, tells dealers, "I'll want Mohr when they ask for me!"

## Whiteman Window Displays

To promote the products advertised in the Paul Whiteman program, the merchandising department of KABC, San Antonio, headed by Jerry Spengler is currently using a window display in key retail grocery outlets in the city. Windows feature a 28 inch card in the center addressing readers to "listen to the Paul Whiteman Club," with an eye-catching caricature of Paul Whiteman, time station call letters. On either side of the central card, two 14 x 22 inch cards feature the dominant sales lines of each of the products advertised—Nabisco, Wesson Oil & Snowflake, Camels and Nescafe—pictures display samples of the four products. Representatives of the four companies are arranging aisle displays to go along with the window showing.

## KECK's Photo Album

In response to its listeners requests for pictures of staff personalities and information concerning its facilities, KECK, Odessa, Tex., issued a pocket photo album. The album contains photographs and short briefs of the staff personalities in addition to other items heard on the station. Front cover outlines the purpose of the album and the future aims of KECK.

## MBS "All Out" For Fidler

Mutual affiliates will go "all out" for special announcements prior to the start of Jimmy Fidler's new series of commentaries and news stories from Hollywood, starting on September 7, over 200 Mutual stations. Daytime and one nighttime spot each of seven days preceding the premiere; after that a plug for the program on Sunday daytime and in the evening will be aired. During the first 13-weeks of the contract, stations will plug three spots each week daytimes and one each week nightspot.

IN CLEVELAND IT'S

# WHK

# SOUTHWEST SIDELIGHTS

THE Baylor University of Waco, Tex., has applied to the FCC seeking to obtain full ownership of KWBU. At present the school has half ownership in the station. The Baptist university would pay \$153.33 per share, or nearly a total of \$115,000 for the half interest of the other stock now held by a group of stockholders.

The transaction involves transfer of control of the Century Broadcasting Co., present licensee, to the Baylor University and simultaneous assignment of KWBU's outstanding construction permit and special service authorization from Century Broadcasting to the school. The construction permit is for switch from 1010 kilocycles to 1030 kilocycles and 50,000 watts day and 10,000 watts night. The FCC is holding the application pending clearance of a clear channel question.

Among the stockholders in the Century Broadcasting Co., is the Crazy Water Co., 250 shares; Pat and Mike O'Daniel, 130 shares each; Fidelity Union Life Insurance Co., 140 shares, and James M. Collins, 100

shares. Carr P. Collins Sr., is president of the Century Broadcasting Co., and is chairman of the board of both the Fidelity and Crazy Water Co.'s. Carr P. Collins Jr., is vice-president and is a director of the Crazy Water Co., and L. L. Waller is treasurer and he is also the treasurer of the Fidelity Union.

Louis Cook, general manager of KHOW, Austin, is back at his desk following a business trip to New York City where he conferred with ABC network officials.

In Dallas, the AAF Dawn Memorial program was broadcast on Friday from the southeast side of Love Field over WFAA, Fort Worth. Participants included Sidney Hantman, James Ellis, the Rev. Father Stephan E. Byrnes and Rex V. Lentz. Special guests were Maj. Gen. Curtis Le May, director of research and development of the AAF; C. R. Smith chairman of the board of American Airlines and Jacqueline Cochran, internationally famous woman, pilot and members of the Gold Star Mothers.

## Marshall Opens UN Week With NBC Talk Sept. 14

(Continued from Page 1)

yesterday by Philip D. Reed, national chairman of UN week. Broadcast will originate at the Waldorf-Astoria Hotel in New York.

Theme of UN Week will be the individual's responsibility to the United Nations, importance of which will be marked by special observances in Rockefeller Plaza, Tarrytown, and North Tarrytown (N. Y.) which have been designated jointly as a "model community" to observe the week, and in many other cities and towns throughout the country.

NBC, the AAUN, and the National Education Association are sponsors of UN Week.

## Seven Stations Renew AMP License Contracts

Seven stations have renewed their licensing agreements with Associated Music Publishers, Inc. Stations are: KRKO, Everett, Washington; KJSB, Jamestown, N. D.; KYSM, Mankato, Minn.; WFIL, Philadelphia; WJTN, Jamestown, N. Y.; WKRC, Cincinnati, and WSUN, St. Petersburg, Fla.

## Tele Applications Filed

Washington—The Elm City Broadcasting Corp., yesterday filed with the FCC an application for a new commercial television station in New Haven, Conn. The station would be operated on Channel No. 6 (82-88 mc.), according to the application.

In other tele applications, Hearst Radio requested licenses to cover CP's for a new experimental video station and an experimental tele relay station in Baltimore.

## Cunning Television Firm Expanding On West Coast

(Continued from Page 1)

further expansion. Until recently Stage eight was located only in Hollywood, but early in June, Patrick Cunning and Marcia Drake, who recently completed a one-year contract with Edgar Bergen, leased offices in the Westfall Building in Riverside, Calif. Since then Cunning has been very busy completing plans for the installation of a complete production unit in the Riverside area on August 15.

### Studying "Rapid Light Changes"

These plans will serve a double purpose as they will also be used as a pattern for the San Francisco unit, which is expected to be in operation before the first of the year.

Cunning and Dorlan, "the photographer of the stars," are currently working at the Hollywood Stage eight, devising methods of Cameo-technique rapid light changes, which can be synchronized with the cameras in rapid moves from close to long shots, in the "Paper Moon," tele-series.

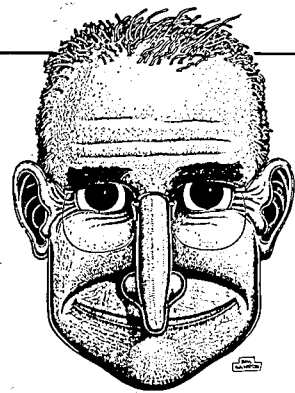
## Report On European Trip To Be Aired By Straus

A "Report on Europe," will be made personally by Nathan Straus, president of WMCA, over that station in a series of five broadcasts from Aug. 11 to 15, at 7:03-7:15 p.m. Straus, accompanied by his wife, has just returned from a two months tour of Europe, including England, France, Germany and Switzerland. The radio reports will contain his observations of economic and political conditions in Europe and the attitudes of the people.

# IT TAKES ALL KINDS OF PEOPLE

## ...to run a radio station

caricature by  
BASIL WOLVERTON  
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



WALLACE KADDERLY  
KGW Farm Director

As you can plainly see, Wallace Kadderly has a highly-developed nose for news—farm news, that is. Wallace has just returned from a three month trip to Australia and New Zealand as special farm radio representative of the U.S. Department of Agriculture. This much-merited honor—entirely unsolicited—was the natural result of Wallace's long-time experience in the field of farm broadcasting. Program Director and Manager of KOAC at Oregon State College, director of the U.S. Department of Agriculture's part of NBC's Western Farm and Home Hour, and then chief of radio service for the Department of Agriculture, Wallace completed the cycle when he returned in June, 1945 as Farm Director of KGW. "Farm Time" Monday through Friday (7:00-7:30 a.m. PST) has been maintained by KGW as an unsponsored, public service feature, but if you have something to sell to farmers—and what radio advertiser hasn't—KGW can deliver one of the most loyal farm audiences of any station in the nation.

Next Week—HAROLD SINGLETON  
Chief Engineer



REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO.

# Web Shows Set Return After Vacation Period

(Continued from Page 1)

son numbers several major additions, one of which has already made its debut. "Ford Theater," starting Sunday, Oct. 5 with a full-hour dramatic segment; Al Jolson on the Kraft Music Hall, starting Thursday, Oct. 2; Jimmy Durante for Rexall, starting Wednesday, Oct. 1, are included in the new group on NBC. Eversharp's "Take It Or Leave It," made its debut on the web last Sunday, Aug. 3.

Among the ABC newcomers are "Mayor of the Town" with Lionel Barrymore for Noxzema, starting Wednesday, Oct. 8, and Dorothy Kilgallen's "Voice of Hollywood and Broadway," for the Drackett Company, set to start Thursday, Sept. 18.

Lowell Thomas bows on CBS with a news commentary for Procter & Gamble September 29, show being heard from 6:45-7 p.m., Monday through Friday. "My Friend Irma," currently heard as a summer replacement on CBS, Monday, (10-10:30 p.m.) will be picked up by Lever Bros., starting August 25. Other newcomers on the network will be Ginny Simms and the "Pause that Refreshes On the Air" for Coca-Cola starting August 17, heard Sundays from 6:30 to 7 p.m.; Morton Downey, also for Coca-Cola, starting Friday, Oct. 3, and "Gordon MacRae, Troubador," for General Foods, starting Friday, August 15.

Jimmy Fidler starts on Mutual Sunday, September 7, while "Quick As a Flash" for Helbros, and "Adventures of Charlie Chan," for Pharmaco Company, debut sometime in September. "Superman," for Kellogg, "The Shadow" for Blue Coal Company, and "Treasure Hour of Song," for Conte Castile, are also expected back on the web, although no dates have been set as yet.

Lineup of network shows for the '47-'48 season is tabulated in adjoining columns. "Ellery Queen" and "Take It or Leave It," both on the NBC network, started broadcasting on August 3.

## Revive "Let's Visit" For Sked Over WINS

WINS is bringing back a weekly half-hour feature titled "Let's Visit" which originally began over WOR in 1936 when Dave Driscoll and Jerry Danzig invaded residential areas for fireside interviews. Series will be aired by WINS every Tuesday, starting Aug. 12, at 9 p.m., with Jack Lacy and Dorothy Day interviewing persons and families in their own homes.

## Medico In Spot Drive

Eight-week test campaign of spot announcements over WLJB has been set by S. M. Frank, manufacturer of Medico Pipes, cigarette and cigar holders. Two announcements will be made each week for the period, as handled by Grey Advertising.

# PROGRAM RETURN DATES

NBC	SPONSOR	TIME
Ford Theater	Ford Motor Co.	Sun., 5-6 p.m. Starts Oct. 5
Ellery Queen	Whitehall Pharmaceutical	Sun., 6:30-7 p.m.
Jack Benny Show	American Tobacco	Sun., 7-7:30 p.m. Starts Oct. 5
Fitch Bandwagon	Fitch Company	Sun., 7:30-8 p.m. Starts Oct. 5
Charlie McCarthy Show	Standard Brands	Sun., 8-8:30 p.m. Starts Sept. 7
Fred Allen	Standard Brands	Sun., 8:30-9 p.m. Starts Oct. 5
Take It Or Leave It	Eversharp	Sun., 10-10:30 p.m.
Cavaicade Of America	Du Pont	Mon., 8-8:30 p.m. Starts Aug. 18
Amos 'n' Andy	Lever Bros. (Rinso)	Tues., no date, time set
Bob Hope	Pepsodent	Tues., 10-10:30 p.m. Starts Sept. 16
Red Skelton	Brown-Williamson (Raleigh Cigarettes)	Tues., 10:30-11 p.m. Starts Sept. 16
Dennis Day	Colgate-Palmolive-Peet Co.	Wed., 8-8:30 p.m. Starts Aug. 27
Great Gildersleeve	Kraft Foods	Wed., 8:30-9 p.m. Starts Sept. 10
Duffy's Tavern	Bristol Myers	Wed., 9-9:30 p.m. Starts Oct. 1
Jimmy Durante	Rexall	Wed., 10:30-11 p.m. Starts Oct. 1
Aldrich Family	General Foods (Grapenuts)	Thurs., 8-8:30 p.m. Starts Oct. 2
Burns & Allen	General Foods (Maxwell House Coffee)	Thurs., 8:30-9 p.m. Starts Sept. 4
Kraft Music Hall Al Jolson	Kraft Foods	Thurs., 9-9:30 p.m. Starts Oct. 2
Eddie Cantor	Pabst Blue Ribbon	Thurs., 10:30-11 p.m. Starts Sept. 25
People Are Funny	Raleigh Cigarettes	Fri., 9-9:30 p.m. Starts Sept. 19
Can You Top This?	Colgate	Fri., 8:30-9 p.m. Starts Oct. 3
Life of Riley	Procter & Gamble (Dreft)	Sat., 8-8:30 p.m. Starts Sept. 6
Truth Or Consequences	Procter & Gamble (Duz)	Sat., 8:30-9 p.m. Starts Sept. 6
Judy Canova Show	Colgate	Sat., 9:30-10 p.m. Starts Aug. 30
Kay Kyser Show	Colgate	Sat., 10-10:30 p.m. Starts Oct. 4
ABC	SPONSOR	TIME
Tales of Willie Piper	General Electric	Wed., no time set
Henry Morgan	Eversharp	Wed., no time set
Detroit Symphony	Musical Digest	Sun., 8-9 p.m. No date
Drew Pearson	Lee Hats	Sun., 6-6:15 p.m. No date
Voice of Hollywood-B'way With Dorothy Kilgallen	Drackett Co.	Thurs., 10:15-11 a.m. Starts Sept. 18
Theater Guild	U. S. Steel	Sun., no date set
Jimmy Fidler	Carter Products	New time 10:30-10:15
Jack Armstrong	General Mills	Mon.-Fri., 5:30-5:45 p.m. Starts Sept. 29
Sky King	Derby Foods	Mon.-Fri., Sept. 30
Gangbusters	L. E. Waterman Co.	Sat., 9-9:30. (Sept. 12)
Mayor of the Town	Noxzema	Wed., Oct. 8. No time set
Philleo Show-Bing Crosby	Philleo Corp.	Wed., no time, date set
Waiter Winchell (Jergens Journal)	Jergens	Sun., 9-9:15 p.m. Starts Aug. 31
Terry & the Pirates	Quaker Oats	Mon.-Fri., 5:15-5:30 p.m. Starts Aug. 26
CBS	SPONSOR	TIME
FBI in Peace and War	Procter & Gamble	Fri., 9:30-10. (Aug. 22) Starts Aug. 22
Mr. Keen	American Home Products	Thurs., 8-8:30-8:55 p.m. Starts Aug. 28
Tracer of Lost Persons		
Mystery of the Week	Procter & Gamble	Mon.-Fri., 7-7:15 p.m. Starts Aug. 25
Jack Smith Show	Procter & Gamble	Mon.-Fri., 7:15-7:30 p.m. Starts Aug. 25
Baby Snooks Show	Jello	Fri., 8-8:30 p.m. Starts Sept. 5
Lowell Thomas	Procter & Gamble	Mon.-Fri., 6:45-7 p.m. Starts Sept. 29
My Friend Irma	Lever Bros.	Mon., 10-10:30 p.m. Starts Aug. 25
Lux Radio Theater	Lever Bros.	Mon., 9-10 p.m. Starts Aug. 25
Electric Hour	Electric Companies Advtg.	Sun., 4:30-5 p.m. Starts Sept. 7
Dick Haymes Show	Electric Auto Lite	Thurs., 9-9:30 p.m. Starts Sept. 11
Adven. of Ozzie & Harriet	International Silver Co.	Sun., 6-6:30 p.m. Starts Sept. 7
Pause That Refreshes On the Air—Ginny Simms	Coca Cola	Sun., 6:30-7 p.m. Starts Aug. 17
Christopher Wells	Chrysler Corp. (De Soto Division)	Sun., 10-10:30 p.m. Starts Sept. 28
Morton Downey Show	Coca Cola	Fri., 10:30-11 p.m. Starts Oct. 3
Lee Adams	Omnibus Corporation	Sat., 10:15-10:30 Starts Aug. 23
Gordon MacRae, Troubador	General Foods	Fri., 8-8:30 p.m. Starts Aug. 15
MUTUAL	SPONSOR	TIME
Quick As a Flash	Helbros Watch Co.	Sun., 5:30-6 p.m. No date
Jimmy Fidler	Carter Products	Sun., 8:30-8:45 p.m. Starts Sept. 7
Adventures of Charlie Chan	Pharmaco Company	Mon., 8:30-9. No date
Superman	Kellogg Company	Mon.-Fri., No time, date
The Shadow	Blue Coal Co.	Sun., 5-5:30 p.m. No date
Treasure Hour of Song	Conte Castile	No time, date set

# Steady Crowds At Demonstration Off

An initial group of several hundred persons yesterday witnessed a public demonstration of FM studios of WNYC and WNYC's week long project initiated by Seymour Siegel, acting director, to acquaint the public with the new medium. FM manufacturers are participating in the three-day demonstrations at 4, 5:30 and 6:30 p.m., and use is made of FM receivers available by various manufacturers, a recording and a lecture. The owned stations are announcing the event at frequent intervals daily, suggest that listeners phone or write in for tickets.

Every FM receiver manufacturer was invited by WNYC to participate in the demonstration. Those who have loaned sets so far are Zenith, Bendix, Ainsley, Motorola, Stewart-Warner. The half-hour demonstration includes a General Electric film, "Naturally It's FM," a lecture by Walter Stegman, a continuity writer. A recording also played, showing the difference between AM and FM reception, was loaned by the Associated Broadcasting Co.

## Bars May Rent Tele Sets Under New Service

Television receivers are now available to clubs, restaurants and bars in the Greater New York area on a quarterly, six-month or yearly rental basis, as provided by the Commercial Television Corporation, was made known this week.

Company, which offers only States Television sets (19 by 21 inch screen) rents one or more units in periods ranging from three to six months at "moderate" monthly rates. In addition, if renters desire to purchase the set, amount paid in rental may be applied against the purchase price "up to 90 per cent," according to company officials.

Commercial Television points to prospective customers that they can make use of the sets "with an initial investment," and, if desired, acquire it outright under this plan. Company points out that other sets have been rented thus far, and current plans call for the establishment of branch offices.

## Vancouver Chorus On NBC

Vancouver B. C. — The Chorus of Vancouver, B. C., will present an all-Brahms concert on "Concert of Nations" Thursday, Aug. 7, at 11:30 p.m., EDT. Burton Steinberg will direct the chorus and Steinberg will conduct the CBC orchestra.

## Haymes On 'Your Hit Parade'

Dick Haymes on Saturday will make his fourth and final appearance on "Your Hit Parade" over NBC at 9 p.m. Martha Tilton will appear opposite Haymes. Andy Russell will turn to the show won August 16

# BEHIND THE MIKE

By SID WEISS

HAZEL SHERMET, who was heard on the Robert Q. Lewis airer, recently starring in Noel Coward's "Fever" at the Sayville Playhouse, L. I.

The Snag Werris (he's the Bing Crosby writer) welcomed a baby daughter last week.

Broadwayites moan that the theater is so bad that a box office man is seen to smile at a customer the other day.

Bill Morrissey, the fabulous shoe-leatherer, has offered Margie Hart contract to play "Rain" in 48 acts. The production, no doubt, will be backed by an umbrella manufacturer.

Handicapped Microphone may soon march out and send crews all around the country to make the secret recordings heard on the show. Merrill Lyell added to "Let's Go To The Movies" cast.

Herb (20 Questions) Polesie says there's no truth to the rumor that in the recently opened Lincoln Center there was a personal note for Bill Sandburg.

Louis Prima and Phil Harris will be featured back-to-back on one single record—a new departure by Victor.

Correction Dept: We meant John Briggs (and not John Briggs) is doing such a classy job of story-selling WOR's "Adventure Parade."

A new and modern "Course in Comedy Writing," by top gagwriter Percy Henley, is being published and edited by "Humor Business," a new weekly journal of the laugh world.

Percy Faith tried to phone Percy Grainger, the composer, now in England. "Person to person?" queried the operator. "No," cracked Faith. "Person to Percy."

You'll soon be hearing about a new door sport called "rotobowling," a combo of bowling, billiards and pool.

Hotel New Yorker to drop ice show when Sammy Kaye's work moves in there.

Ben Grauer sez the trouble with the business today is that it's burdened with excess prophets.

## Parker Show On WNEW

The transcribed "Frank Parker Show" is being aired by WNEW at 10 a.m. Monday through Friday. It is produced and transcribed in New York by Paragon Radio Productions and in addition to Parker features Paul Baron's orchestra and the Modernaires. Kay Lorraine will be heard on 60 of the programs.

IN CLEVELAND IT'S

# WPK

# NETWORK SONG FAVORITES

The 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., Dr. John C. Peatman, Director.

Survey Week of July 25-31, 1947

TITLE	PUBLISHER
Across The Alley From The Alamo.....	Capitol
Ain'tcha Ever Comin' Back.....	Sinatra Songs
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Long As I'm Dreaming.....	Burke & Van Heusen
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
Come To The Mardi Gras.....	Southern
Deep Down In Your Heart.....	Triangle
Don't Tell Me.....	Robbins
The Echo Said "No".....	Lombardo
Ev'rybody And His Brother.....	Broadcast Music
Feudin' And Fightin'.....	Chappell
I Have But One Heart.....	Barton
I Want To Be Loved.....	Melrose
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Ivy.....	Burke & Van Heusen
Je Vous Aime.....	Crawford
Kate.....	Berlin
Lady From 29 Palms.....	Martin
Mam'selle.....	Feist
My Heart Is A Hobo.....	Burke & Van Heusen
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
Red Silk Stockings And Green Perfume.....	E. H. Morris
Tallahassee.....	Famous
That's My Desire.....	Mills
Whiffenpoof Song.....	Miller

## Second Group

A Sunday Kind Of Love.....	Peter Maurice
All My Love.....	Harms
Every So Often.....	Harry Warren
I Believe.....	Sinatra Songs
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Do, Do, Do Like You.....	Harms
If My Heart Had A Window.....	Mutual
I'm So Right Tonight.....	Leeds
Lazy Mood.....	Capitol
Love And The Weather.....	Berlin
My Adobe Hacienda.....	Southern
Old Devil Moon.....	Crawford
On The Old Spanish Trail.....	Peter Maurice
Rockin' Horse Cowboy.....	Farrow
Stel'a By Starlight.....	Beverly
There's That Lonely Feeling Again.....	Mellen
Time After Time.....	Sinatra Songs
Tomorrow.....	E. H. Morris
Would You Believe Me.....	Remick

(Copyright by Office of Research, Inc.)

# EQUIPMENT

## New G. E. Tube Section

The Tube Division of General Electric Company's Electronic Dept., Schenectady, N. Y., has established a new tube parts and equipment sales section to sell electronic tube parts and tube-making equipment to manufacturers. New section will have Joseph W. Whiteside, as sales manager, with headquarters in Schenectady, according to E. H. Fritschel, manager of sales for the division.

## Dr. Mrgudich New Research Dir.

Dr. John N. Mrgudich, nationally-known physicist and research engineer of electrical batteries, has been appointed director of the electrical division of Winchester Repeating Arms Co., and Bond Electric Corp., divisions of Olin Industries, Inc., it has been announced by W. S. Allen, Winchester and Bond sales manager. Winchester and Bond are among the largest producers of dry cell batteries in America.

## Two New Air King Radios

Air King Products Co., Inc., Brooklyn, N. C. has announced two new radios; one, the Air King "Minstrel," which is designed to sell at \$13.95 is a compact, 4-tube, automatic volume control, AC-DC set, 7" long x 5 1/2" high by 4 1/2" deep, available in three colors. Other set is Air King "Prince" which retails for \$19.95, available in two colors with 5 tubes, AC-DC, 9 1/4" long x 6" high x 5 1/2" deep.

## Three Zenith Appointments

Orrini E. Wolfe has been elected vice-president of Zenith Radio Corporation in charge of the hearing aid division, it was announced by Commander E. F. McDonald, Jr., president. McDonald also announced the appointments of J. E. Anderson, general purchasing agent, to the post of vice-president of the Corp., in charge of purchasing and Willy Dumke, elected vice-president in charge of production of speakers, transformers and hearing aids.

## Hudnut For "Serenade" Adds 55 Outlets On ABC

Sammy Kaye's "Sunday Serenade" (ABC 1:30-2 p.m., EDT), sponsored by Hudnut, will add 55 stations for a total of 180 outlets, it was announced yesterday by R. A. Porter, head of the New York office of Roche, Williams & Cleary. Hudnut's products, Gemy and Yanky Clover, are commercial on the show.

## Two More Petition FCC

Washington — Two applications for new AM stations were listed yesterday by the FCC. They are: Three Rivers Broadcasting Co., Kennewick, Wash., to be operated on 1059 kc., 250 watts, unlimited; Community Broadcasting Co., Baton Rouge, La., on 1220 kc., 250 watts, unlimited.

# Abbot-Costello Co-Op May Set Deal On ABC

(Continued from Page 1)

reports were that ABC had up to 15 cities set to buy, but would prefer to have at least 25.

Should the deal go through it will be a double "first" in radio; first time a comedy show has been aired on a co-op basis,—and first time a star comedy co-op show is set on a recorded basis.

ABC is planning to carry the show Wednesday nights, preceding Bing Crosby.

# KOWL Begins Broadcasts From Santa Monica Station

Los Angeles—KOWL, Arthur H. Croghan's 5,000 watt independent broadcasting station, began regular sunrise to sunset radio schedules last week from studios in the Santa Monica Ambassador Hotel. It is the latest major radio station serving the greater Los Angeles area. Signal is at the "top of the dial" on 1580 kilocycles, and coverage exceeds the 50-mile radius embracing a population of around 4,000,000.

Technical equipment is of the latest design at both the transmitter, located at 11637 Charnock Road, West Los Angeles, and the Santa Monica Ambassador Hotel studios. Transmitter is a new Western Electric, tower by Truscon, studio equipment by The Langevin Co. KOWL has the first "Progar"—trade name for the electronic marvel which keeps all programs at constant level and modulation—in Southern California.

The staff, from owner to announcers, is comprised of radio veterans.

Owner Croghan started in radio 22 years ago. Nationally known for his performance in the sales field, he came to Southern California from WJBK, Detroit, two years ago to apply for the new Santa Monica independent. As sales manager of his own enterprise, Croghan actively directs the business end of the station.

General Manager is Clay Osborne, executive with radio stations and advertising agencies for more than 20 years, and ex-chief of United States radio propaganda warfare against Japan.

Program department is comprised of Wynn Graves, writer; Mavis Purcell, librarian; announcers Jack London, Vince Williams, Dick Jenkins and Walt MacIntyre. Assistant to Croghan and Osborne is Miss Elvira Holm, formerly program director of a Detroit advertising agency. Joe Stone is chief of the engineering department.

# COAST-TO-COAST

## —COLORADO—

DENVER—Problems of a disc jockey will be revealed by Ray Perkins, KFEL's platter spinner, on August 18 when he addresses a class at the Rocky Mountain Radio Council in this city. Entire three-hour class period will be devoted to a discussion of Perkins' profession. . . . KLZ is airing a new show designed to give helpful hints on care and training of dogs, bringing prominent dog fanciers to the mike, presenting sidelights on various breeds of dogs. Program is sponsored by Purina Dog Chow Distributors.

## —CONNECTICUT—

HARTFORD — Russ Naughton, WDRG announcer, who writes a weekly record column for the Hartford Courant, "Parade of Youth" Sunday section, is observing his fifth anniversary with the station this month. . . . Chief engineer, I. A. Martino, has returned to WDRG after two months' absence due to an operation. . . . NEW LONDON—Admiral W. H. P. Blandy, commander of "Operations Crossroads," speaking over the facilities of WNLC said that total world disarmament is not a desirable goal at the present time. Blandy spoke to a combined meeting of the New London Lions, Rotary and Kiwanis Clubs.

## —DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Tom Means, advertising and promotion director of WOL, has announced his resignation from the capital's Mutual outlet. . . . Roy Passman, WOL program director is credited with latest quiz program to hit Washington. Titled "1260," program is aired daily on Art Brown's 5-Star Review and consists of a 30-second record teaser of a WOL personality describing his work but omitting his name. Listener is asked to identify the mystery voice and tell in 25-words or less why he listens to him or her. Winners receive a year's subscription to Look magazine.

## —INDIANA—

FORT WAYNE—Capt. Pierre Boucheron, WGL manager announced that the management had recognized the affiliation of the announcers there with the AFRA, independent union. . . . Art Lewis, production director of WOWO attended the Public Service Radio Institute at the University of Wisconsin. Lewis has been conducting classes in radio at WOWO which are accredited by the Indiana University Extension in Fort Wayne. . . . Norman A. Stewart has been appointed sales manager of WKJG, soon to begin broadcasts over the station.

## —LOUISIANA—

SHREVEPORT — Elizabeth Salassi, director of women's programs for KWKH is now in Hollywood to gather first hand material about the movie colony for her daily program. This is the second trip for her this year in an effort to bring her listeners news first hand from the land of celluloid. . . . NEW ORLEANS—WWL will originate a 5-minute cut-in on Gulf Oil's "We The People," August 12 for an interview with the Rev. Ira Marks from Morgan City, La. Rev. Marks conducts services throughout the Teche country, travelling from point to point in a church boat, called "The Little Brown Church of the Bayou."

## —NEBRASKA—

OMAHA — KOAD now broadcasts a weekly program of religious news. Program is prepared and voiced by Rev. Earle Conover of Omaha chapter National Conference of Christian and Jews. . . . NORTH PLATTE—Although Gov. Thomas E. Dewey of N. Y. declined all interviews to radio and press on recent stop here while on his "non-political" tour of the west, he broke his trip rule sufficiently to broadcast a one-minute greeting to the people of central Nebraska over KODY's wire recorder. His message was tied in with the news story of his arrival the next day.

## —NEW HAMPSHIRE—

CONCORD—WKXL has started a Saturday morning quiz for children called "Dollars For Scholars" and sponsored by a juvenile clothing store. Silver dollars are awarded for the correct answers by Announcer Norm Bailey. . . . CLAREMONT—Fred M. Alexander has been named sales manager of WLOB to take the place of Clayton Boddy who was moved up to station manager while Harold Kehoe has been promoted to program director.

## —NEW YORK—

NEW YORK CITY—Jack Bruno, young singer heard over WOV every Saturday, has been signed by Andy Boy Fresh Vegetables to do a three-a-week series over the station starting in Oct. . . . SCHENECTADY—Edgar Allen Poe's classic suspense story "The Fall of the House of Usher," adapted especially for television by Peter Strand and R. L. Berrens, will be presented for the first time on tele when it is telecast by WRGB on August 12 at 8 p.m. . . . JAMESTOWN—"Let's Go To Camp" presents a vivid picture of camp life via the tape-recorded every Saturday morning at 10:15 over WJTN. Each week a different public camp locality is canvassed by Jack Guinan, special events man, for interviews, etc.

## —PENNSYLVANIA—

PITTSBURGH — KDKA's musical director Bernie Armstrong, announcer Bill Hinds, singer-actor Jack Derussy, formerly of KDKA's sales department and now manager of NBC spot sales, Syd Eiges, former Pittsburgh newsmen, now NBC publicity director and KDKA announcer Carleton Ide will get together for a dinner and chinfeest when their paths cross during the KDKAers vacation jaunts. . . . PHILADELPHIA—WFIL has been named by United Artists Corp. to conduct its search for Philadelphia's most deserving musical artist. Nation-wide talent hunt is being staged in connection with the premiere of the motion picture, "Carnegie Hall," starring many radio and opera artists.

## —OHIO—

CANTON—The Cope Furniture Co., Alliance, O., is sponsoring the "Charlie Pickens Show" on WHBC. Program is scheduled for two quarter hours weekly for a period of 26 weeks. . . . CINCINNATI—Ben Werk, farm director of WKRC, will take a three-weeks' trip around the breadbasket of America starting Aug. 11. As a service to WKRC's rural listeners, Werk will describe his observations on daily broadcasts over the station.

# Mutual Clearing Six For Billy Rose Char

(Continued from Page 1)

who is heard himself across the air at 9 p.m. If Heatter objects, understood the whole plan was off.

The 8:55 p.m. slot has also used as a sponsored news period. Johns-Manville on CBS for some of the programs on this new going on at 8:30 p.m. are sold in minute segments.

Rose has been heard in showman interest spots after midnight both local and network key of the talk being somewhat along lines of the material used in his newspaper columns.

# Floridians See Television Via RCA-Allied Caravan

Tampa—Television as a new medium under actual studio conditions was displayed for the first time to thousands of Floridians last week when the Maas Brothers show Florida presented the RCA Television Caravan in a studio specially constructed on the sixth floor.

Although several hundred thousands of Americans in other parts of the country have seen television in its various stages, the Maas exhibit is said to have been the first time people in the Southeast had an opportunity to see the medium as an entertainment and advertising medium.


Audience reaction, as conducted by the New York University School of Retailing, representatives of which are accompanying the Caravan, is said to have highly favorable. Immediate response, in addition to enthusiasm for the medium itself, centered around the possibility of buying receivers, prices, etc.—and how there would be a television station in the area.

Caravan presented three shows daily, many of which were participated in by local civic and business groups, children, etc.

# Templeton, Waters With Television

Ethel Waters, vocalist, and pianist composer Alec Templeton will be on NBC's "Tex and Jinx Show" at 8:30 a.m., EDT. Johnnie Guanter and his orchestra play the accompaniment. Templeton is star of his NBC summer show, Sundays, 8:30 p.m., EDT.

IN CLEVELAND IT'S



Send Birthdays  
Greetings To -

August 6

Jim Ameche	Jack Armstrong
Arthur Fields	Jackie K
Louella Parsons	Louis K. Sid
Walter Valentine	



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 27

NEW YORK, THURSDAY, AUGUST 7, 1947

TEN CENTS

## Tele Mfrs. Up Ad Budgets

### Abbott-Costello Deal Signed For 5 Years

ABC announced yesterday the signing of Bud Abbott and Lou Costello, veteran radio, stage and movie comedians, for a network transcribed co-op show, confirming reports in these columns yesterday.

According to Murray Grabhorn, supervisor of ABC's co-op program department, and Herbert Rosenthal, vice-president of the Music Corporation of America, the network signed

(Continued on Page 3)

### Frisco Stations Cited For Web-Local Shows

San Francisco—The San Francisco branch of the American Association of University Women has made commendation awards to San Francisco radio stations for 30 network and seven independent station programs which their Radio Listeners' Committee judged most outstanding during the past year.

KQW was commended for the programs The Documentaries, Yours Sincerely, Columbia Workshop, William Shirer, American School of the Air, As Others See Us, One World

(Continued on Page 2)

### Two New AM Applications Received By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday stated two applications for new AM stations, including Motor State Broadcasting Co., Ypsilanti, Mich., to be operated on 1240 kc., power of 250 watts, unlimited, also Pottery Broadcasting Co., East Liverpool, O., to be operated on 1570 kc., 1 kw., daytime.

### Citation

On behalf of the Mutual network, Robert D. Swozey will receive a citation issued under orders of General Carl Spaatz, for the net's series devoted to the interests of aviation under direction of the AAF, titled, "Flight Into the Past." Presentation was scheduled to be made in the offices of the AAF C.C., this morning at 10 A.M. Series is aired Saturdays, 12:30-1 p.m.

### Reciprocal

St. Louis—When KSD-TV takes to the television airwaves this week, neighborliness will be the keynote, as displayed by local citizenry—and the staff of WOW, Omaha outlet. Latter group will present a special dramatic show as part of the tele inaugural. When WOW begins video operations this winter, KSD-TV'ers will reciprocate with a similar gesture.

### Tele Saturation Point Looms For Licensees

Washington Bureau, RADIO DAILY  
Washington—Commercial television broadcasting has levelled off to a point where its acceptance by the public is in the hands of existing licensees, permittees and a few remaining applicants for video stations, a survey yesterday revealed.

With only five exceptions, there have been no applications for new commercial tele stations in more than five months, a sharp drop from

(Continued on Page 5)

### Webs Carry Testimony At Senate's Hearing

The Senate's investigation into government aircraft contracts has blossomed out in special air editions via ABC and MBS. Just two and one-half hours after Howard Hughes took the stand for the first time yesterday at 2 p.m., Mutual went on the air with 30 minutes of his opening test-

(Continued on Page 5)

### P&G, Radio's Top Customer, Has Record Sales-Earnings

Procter & Gamble, radio's top client with expenditures in this medium of more than \$17,000,000 in 1946, over three times that expended in magazines, reports sales and earnings for the fiscal year ended June 30, as the largest in the company's history. Sales for the year were placed at \$533,911,333 compared with \$346,358,246 for the preceding year. Earnings were \$32,924,171 equal to \$5.11 on the common stock compared with

### Major Firms, Spurred By Big Market, Plan To Spend From 7 To 10 Million During Coming Twelve Months

### Industry Music Group Meets Ascap's Reps

Joint music committee of the broadcasting industry and Ascip met yesterday at the latter's offices in effort to further iron out preliminaries to the forthcoming pact between radio and the society when the current 9-year agreement runs out in 1948. While no decisions were made, which was not unexpected, it is understood another meeting will be held possibly before the NAB annual convention

(Continued on Page 3)

### 10 Quarter-Hours Weekly Sold To Crawford By WJZ

Crawford Clothes has signed with WJZ for 10 quarter-hours per week for 52 weeks, effective August 18. According to the pact, the ABC key outlet in New York has sold "Head-

(Continued on Page 2)

### Plenary HF Session Scheduled For Aug. 26

Atlantic City—First plenary session of the high frequency broadcasting meeting, a part of the International Telecommunications Conference, will

(Continued on Page 4)

Television manufacturing industry, geared for the first big market in its history with 10 stations already in operation in eight cities and as many more scheduled to open up during the '47-'48 season, will spend from \$7,000,000 to \$10,000,000 in advertising during the next 12 months, as indicated by plans revealed to date.

With major manufacturers increasing production by the month,—industry will probably exceed 300,000 units before the end of the year,—indications point to an intensive city-by-

(Continued on Page 3)

### See Radio-Phono Sets Near 18 Million Mark

Demand for radio-phonograph combinations will soon be "three to four times" the pre-war level, and the number of sets in use will probably reach an over-all figure of 18,000,000 "within a few years," Richard A. Graver, vice-president of the Admiral Corporation told a dealer meeting in Chicago yesterday.

Graver pointed out that a survey

(Continued on Page 8)

### Union Buys An Hour To Air Proceedings

Believed unprecedented in commercial radio circles, a labor union has purchased one hour of time in order to broadcast proceedings of a meeting to be held Saturday after-

(Continued on Page 2)

### Threat

Hollywood — A threat to shut down Hollywood studios by a strike of musicians unless movie producers agreed to prohibit the television use of sound track and films showing AFM members was voiced here yesterday by the Federation at a hearing before a House Labor Sub-Committee which currently is investigating charges of labor racketeering.

# RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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### WEST COAST OFFICES

Ralph Wink, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief Managing Clagett  
6412 Dahlstrom Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332

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., Aug. 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/8	155 5/8	155 3/4	- 3/8
Farnsworth T. & R.	7	6 3/4	6 7/8	+ 3/8
Gen. Electric	37 3/8	37 1/8	37 1/8	+ 3/8
Philco	27 1/2	27 1/4	27 1/2	
Philco Pfd.	94 3/8	94	94	
RCA Common	87 3/8	83 3/4	83 3/4	- 1/8
Stewart-Warner	15 3/4	15 5/8	15 5/8	- 1/8
Westinghouse	28 3/4	28 1/4	28 1/2	+ 1/8
Westinghouse Pfd.	102 3/4	102 1/4	102 1/4	+ 1/2

	Bid	Asked
Hazeltine Corp.	15 3/8	15 1/4
Nat. Union Radio	2 1/2	2 3/4

OVER THE COUNTER

Du Mont Lab.	7 1/4	8
Finch Telc. Comm.	5 3/4	6 3/4
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	38	40
WJR (Detroit)	13 1/2	14 1/2

### Richard G. Bath

Keene, N. H. — Richard George Bath, 49, vice-president and general manager of WKNE here, died Sunday at Elliott Community Hospital. He was stricken suddenly last Friday.

Appointed manager of the station a year ago, Mr. Bath had previously been connected with the station for 14 years in various sales capacities. He was the oldest member of the WKNE staff in line of service, and prior to his radio career had been employed by the Springfield (Mass.) Republican, and before that by the Fisk Tire Company.

Offices of the station closed all day Tuesday in his memory.

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn., 2 b. r. apt for unfurn 2 or 3 b. r. hse or apt on Chicago North Shore or suburb. Best ref required & given. Fast action necessary. Bill Larimer, 6121 Sunset Blvd., Hollywood, Calif. Phone HO. 1212 or ARIZ. 3-1064.

## ★ COMING AND GOING ★

BRIG. GEN. KEN R. DYKE, administrative vice-president of NBC, left yesterday for Washington, D. C., where he will attend the NAB's co-committee presentation to the executive program committee.

JOE PORTER, commercial manager at WMID, Atlantic City, is commuting this week between the resort city and Philadelphia.

IRENE KUHN, assistant director of information at NBC; her daughter RENE, partner with mommie on "The Kuhns," heard on WNBC; FRED HEYWOOD, director of news and special events for WNBC, and D. L. PROVOST, program manager for the station, have returned from Bermuda, where they broadcast a program in connection with the first commercial flight of Colonial Airlines.

ROBERT T. MASON, general manager of WWRN, American network affiliate in Marion, Ohio, has arrived in town on business.

IGOR GORIN, radio, concert and recording baritone, has completed a leisurely drive across the continent and now is in Hollywood.

ERSKINE (Tobacco Road) CALDWELL, whose new book, "The Sure Hand of God," will be published shortly, has departed with MRS. CALDWELL for a short stay in Paris.

JULIUS MATTFELD, music librarian at CBS, has returned from a combined business-and-vacation trip to Williamsburg, Va., where he did a bit of research in the field of early American music.

H. V. ANDERSON, account executive at WNBC, has shaved off aboard his sloop and is standing for the north Atlantic off the coast of Maine.

CODY PFANSTIEHL, director of press information at WTOP, Washington, D. C., is conferring at the headquarters of CBS. He'll return to the Nation's Capital tonight.

TOM SHEA, assistant commercial traffic supervisor at ABC, who now is on a business trip to Hollywood and San Francisco, will return to New York next Monday.

RAMSEY LEES, Canadian representative for Ruthrauff & Ryan, advertising agency, who spent the early part of this week in town with MRS. LEES, has returned to Canada.

DICK HYMAN, publicist, is heading for Poughkeepsie, Albany and Saratoga to conclude final plans for the salute to BOB (Believe It or Not) RIPLEY which the latter two cities will stage tomorrow and Saturday.

BOB SMITH, writer for Bill Stern in the sports department at NBC, leaves tomorrow for two weeks in Saratoga.

VICTOR YOUNG, whose orchestra furnishes the music for Tony Martin's Texaco show on CBS Sundays, is spending four weeks at Banff and Lake Louise.

LLOYD SHAFFER, musical director of the NBC "Chesterfield Supper Club" program, has left for Atlantic City, where today he and the members of his band open an engagement at the Steel Pier.

WALTER HAASE, station manager of WDRG, Hartford, Conn., is in town.

JOHN T. GELDER, manager of WKNA, Charleston outlet of the American network, has arrived from West Virginia for conferences at the offices of the network.

### 'Frisco Stations Cited For Web-Local Shows

(Continued from Page 1)

Flight, and the University Explorer. KGO received commendations for its programs "Henry Morgan," "Greatest Story Ever Told," "Theater Guild on the Air," "Report to the People," "The Documentaries," "Elmer Davis," and "World Security Workshop."

Station KPO was commended for "Standard School Broadcast," "This Is Your Home," "Pacific Story," "How Does Your Garden Grow," "Memories of a Pioneer," "Doctors Then and Now," "Dwight Newton Schoolcast," "Playhouse of Favorites," and "Nelson Olmsted."

Six programs on KFRC receiving citations were "Meet the Press," "This Week in Washington," "Exploring the Unknown," "Family Theater," "It's Up to Youth," and "Author Meets the Critic."

Four independent stations received commendations for the following: KLX-Oakland for their Commonwealth Club broadcasts; KSAN for "United Nations Newsreel" and "Children's Corner"; KYA for San Francisco Opera Series and Community Service programs; and KSFO for "University Explorer" and "Hour of Melody."

A majority of the programs approved were commercially sponsored, which might be taken as a point that sponsors do not have to spoil programs by their commercials.

Another point noted was that only one children's program was listed, and that one was not a network program but was independent station KSAN's "Children's Corner."

### Union Buys An Hour To Air Proceedings

(Continued from Page 1)

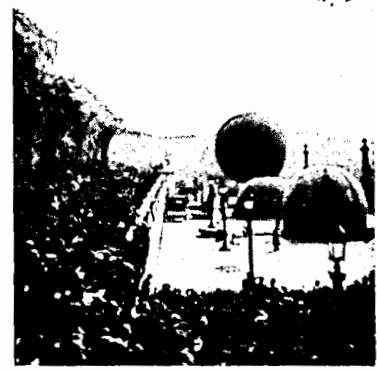
noon 3-4 p.m. Union has previously used 40 spots on local stations, more or less in connection with a strike now in progress against a bakery chain of stores.

Union, Local No. 50 of the Bakery and Confectionery Workers, AFL, bought the hour over station WEVD, after seeking time on larger outlets, but which, it is understood, was not available due to short notice.

### 10 Quarter-Hours Weekly Sold To Crawford By WJZ

(Continued from Page 1)

line Edition," five times weekly 7-7:15 p.m., EDT, and the early morning news commentary of Martin Agronsky at 8-8:15 a.m., also Monday through Friday. Al Paul Lefton Co., Inc., is the agency and George Perkins is a. e., for the programs.



## Balloon race

That picture was shot in the Place de Concord on April 21st. It was the first post-war revival of a favorite French sport.

As you probably know . . . the balloon that goes farthest before being forced down wins.

That winning requirement applies to a lot of things. Not the least of which, to us, is radio. Down here in Baltimore, there are as many stations as there are balloons in that picture—five! Look again! See?

And it is W-I-T-H, the successful independent, that goes furthest to win for you. It is W-I-T-H that delivers more listeners-per-dollar spent than any other station in town!

If you want to win in the air in Baltimore—W-I-T-H belongs on that buying list!



# W-I-T-H

AM and FM  
IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REE

**WHHT**  
Most Powerful  
**FULL TIME**  
station in  
**DURHAM**  
N.C. \* MBS  
1 Kw Day — 1 Kw Night

## Industry Music Group Meets Ascap's Reps

(Continued from Page 1)

in Atlantic City next month. At the convention, it is presumed that proposition and setup as it applies to the new agreement will be revealed to the membership.

Full committee membership of both sides were in attendance, with the NAB's advisory group headed by President Justin Miller and Ted Streibert of WOR, who is the music committee chairman. Others on the NAB committee in attendance were: C. E. Arney, Jr., of the NAB; Campbell Arnoux, WTAR; Julius Brauner, CBS; Walter Haase, WDRG; Robert Mason, WMRN; Joe A. McDonald, ABC; Ed Souhami, NBC; Don Petthey, NAB; John Shepard III, Yankee Network and Ed Yocum, KGHL.

### Met For Four Hours

Ascap committeemen present were: Deems Taylor, president; Stanley Adams, Fred Ahlert and Otto Harbach, for the writers; John O'Connor and Lester Santley, representing the publisher members; Robert Murray, Julius Collins and Herman Finkelshtein, representing the Ascap executive staff.

Committees met for nearly four hours and a general discussion was held of all problems confronting both sides.

## New "Family" Sports Show Makes Debut Over WABD

New sports show "Swing Into Sports," opened over WABD Wednesday night at 7:45 p.m., EDT., with a family-cast designed to entertain a family audience.

Show will evolve around veteran tennis champ Vincent Richards, his wife, daughter, and two sons, who will participate in sports as a family. Variety of sports activities, such as swimming, fishing, table tennis, skiing, golf, shooting etc.—as well as dancing—will be covered. Guest authorities will visit the Richards' "household." Show will be produced and directed by Bob Loewi.

### UN Assigns Film Subjects

The United Nations Film Board yesterday assigned subjects for production to the film industries of the following countries: Belgium, Canada, Czechoslovakia, France, Mexico, Poland, Scandinavia, Britain, Russia and the United States. These nations will produce one film each on topics which include: "The United Nations in Action," "The Fight Against Illiteracy," "New Frontiers of Science," "Common Ground—How People of Different Nationalities Work Together."

### WANTED

Aggressive spot sales organization to distribute proven program. Now on its fifth consecutive year by original sponsor. Records available for auditions. Call Paul R. Freyd, Murray Hill 5-2033, or write Suite 903 at 307 Fifth Avenue, New York, N. Y.

## Advertising By Video Mfrs. Expected To Set New Mark

(Continued from Page 1)

city drive as stations create new audiences.

Philco corporation, while withholding budget figures for the remainder of this year, made known that it will spend more money in advertising this year than any in its 20 year history in the set manufacturing business. Company made a resounding splash at its New York dealer meeting in May, —spending \$1,000,000 in that month alone (although not specifically on tele sets)—using full page ads in local dailies, etc. Philco explained it will use the same merchandising and promotion techniques in the various cities hitting the tele airwaves during the next year,—indicating a sufficiently heavy outlay.

Emerson Radio & Phonograph Corp., another major manufacturer, announced at its two-day dealer showing of new television and radio sets last month that it would spend some \$6,500,000 in advertising during the '47-'48 season. Company, which has 30,000 dealers throughout the nation, is turning out a table model and a console, priced at \$375 and \$450, respectively. Emerson execs. explained yesterday that a breakdown of straight video advertising is still to be made, but indicated a strong proportion would be given over to the tele line.

Also high on the ad expenditure list is Garod, whose president, W. M. Weintraub, announced last week an advertising budget of \$500,000. Company, whose first models are set for delivery to dealers this month, is producing a combination radio-tele-FM-phonograph at \$696, and an all-tele set at \$450.

Transvision, Inc., which as a manufacturer of "build-it-yourself" television kits is a comparative newcomer in the industry, has set a budget of \$100,000 for the season. Company is said to have sold over 10,000 kits in about a year of operation, a good portion in New York and Chicago. Transvision will use spot radio in cities opening up stations, and is currently using a test campaign over WLIB.

Du Mont, one of the first of major companies in production with home sets, has set aside approximately a quarter-million ad expenditure for

### Amateur Rule Revised

Washington—The FCC yesterday announced the adoption of its order 130-P, cancelling and replacing previous orders of the 130 series, which specified the frequencies and types of emission available for the operation of amateur radio stations. This new order includes the authorization for use of the band 5650-5925 mc., which the Commission recently allocated to replace the amateur band 5650-5850 mc. The allocation of the wider band contained a qualification to the effect that amateur operations between 5775 and 5925 mc., are subject to such interference as may result from the operation of industrial, scientific and medical devices assigned to the frequency 5850 mc.

the remainder of this year, and will increase this next year. About \$50,000 of this over-all figure will be used in sales promotion, it was said.

United States Television Corp., now and since the end of the war a prominent manufacturer of "large-screen" sets for clubs and taverns, etc., is expected to spend between \$150,000 to \$200,000 in advertising. Company is aiming an all-out campaign on bars during the next six weeks and will spend \$35,000 of this amount on direct-mail to 41,000 bar-owners. Remainder will be spent in consumer and trade publications.

Telicon Corporation, another early post-war entry with large-screen models, spent a nominal amount last year on advertising and promotion, chiefly because of the component shortage, but expects to spend upwards of \$75,000 through '47-'48, according to Solomon Sagall, president.

One of the first tele manufacturers to hit the post-war market, Viewtone Television Corp. spent \$35,000 on advertising last year, and will increase this figure by one-and-one half during the next 12 months. Company is turning out low-priced table and consoles.

Among the other leading manufacturers, such as RCA and General Electric, production and ad figures are unavailable, but in view of past performances, it's expected their ad budgets will considerably exceed that of their competitors. RCA, in particular, is readying extensive campaigns in Baltimore and other cities, which are planning to hit the tele airwaves this fall and winter.

## Abbott-Costello Deal Signed For 5 Years

(Continued from Page 1)

the pair to a new five-year contract. Describing the deal as "a precedent establishing plan set up and developed by Charles C. Barry, vice-president in charge of programs," ABC said the show would be available to local sponsors "in every part of the United States and Canada."

Show will be transcribed in Hollywood but starting date was not revealed.

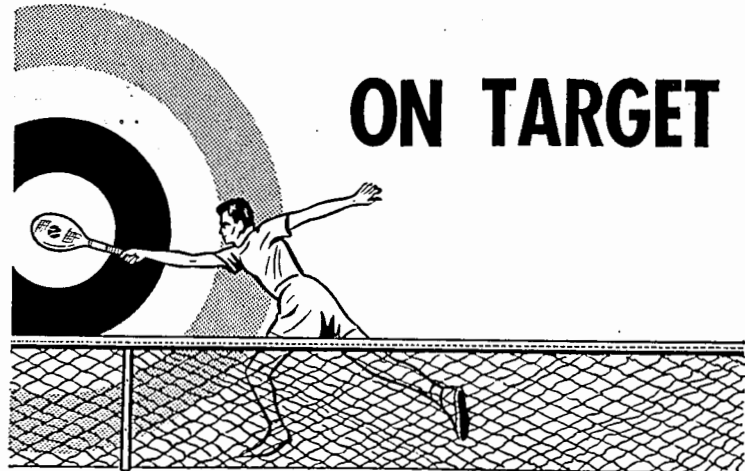
No figures were disclosed but trade sources indicated the show would cost \$20,000 per week, and realized an annual billing of \$1,000,000 for the web. Reports also had it that the comedy team would make their ABC debut with at least 25 stations on the sponsor list.

Signing of A&C will probably cue an over-all revamp of the network's Wednesday night fare. Programming officials are said to be spotting the pair in the 8:30-9 p.m., slot, with Crosby and Henry Morgan immediately following.

Abbott & Costello were sponsored on NBC for four years by the R. J. Reynolds Tobacco Company, with an average Hooper of 17.7, and at one time racked up a 24.6.

### John H. Lee

Rochester, N. Y.—John H. Lee, 60, general manager of WHAM since 1942 and a former vaudeville performer, died here Monday after a long illness. Mr. Lee was born in Paterson, N. J., and entered the radio field in 1925. His career included that of acting, writing, producing, directing.



## ON TARGET

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

**WEED**  
AND COMPANY

RADIO  
STATION  
REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

# AUSTRALIA

By JOHN WILLIAMS

AUSTRALIAN Broadcasting Commission, Federal government agency which operates the nation's web of main stations, leads the world in development of musical taste, hence its sponsorship of the world's leading artists, according to Professor Bearnard Heinze, top Aussie authority who's returned from overseas tour.

Heinze listed three factors which contribute to ABC leadership: ABC provides free concerts for children, apart from air shows, which 120,000 children attended last year; broadcast talks dealing with the development of a cultural taste for music; and newest idea, the Youth Concert, designed to bridge the gap between orchestral performances for children and adult shows.

New Zealand born Hector Bolitho, who's won world fame as biographer of England's royal family, is writing and speaking a 15-min. series, "Thirty Exciting Years," from 3UZ, Melbourne, artiest Aussie city.

Series deals with Bolitho's associations with royalty, the episodes naturally featuring references to Princess Elizabeth whose romance makes world headlines.

2CH, Sydney, is conducting a search for the city's ideal "Bachelor Girl" with the station's producer D'Arcy Fitzgerald and actor Chips Rafferty, who won acclaim for his work in the documentary movie "The Overlanders," among the judges. Lloyd Berrell mcs., each session.

Britain's aircraft carrier Glory, now visiting Australia, has a rare band, most versatile in the King's far-flung navy. Composed of 16 men, each can play at least three different instruments, with result that they can appear as a military band, string orchestra, or dance band.

## Takes University Post

Morton Wishengrad, well known radio writer featured on "The Eternal Light" series since its inception in October, 1944, will leave New York this week to assume his post as instructor in radio writing at the University of Chicago's Religious Radio Workshop.



## Mainly About Manhattan. . . !

● ● ● Lyn Murray has grabbed off one of the prize musical plums of the season. He'll handle the stick on the new Ford dramatic series on NBC. . . . Herb Polesie broke up the "20 Questions" session last week when he turned around to New Jersey's Gov. Alfred E. Driscoll (who was guest experting on the show) and cracked: This is the first time I ever sat down with a Governor without asking for a pardon. . . . A publishing syndicate (said to have backing of 3 million bux) is being formed to put out a new bi-weekly mag due on the stands this fall. . . . Tony Martin signed for an additional 26 weeks as singing star of the Texaco ainer. . . . The Paul Whiteman entourage that went to the coast with him to handle his disc jockey ABC show has suffered quite a casualty toll. As itemed here yesterday, Lester Lewis, his guesstar handler, suffered injuries in an auto smash-up, as did his brother, Mort. The father of engineer Larry Williams died and the wife of Geo. Weist, program director, underwent an operation. . . . Ade Kahn calls those announcers who wave frantically for applause—cheer-jerkers. . . . Tony Rivers, who inherited over a million clams not long ago, fell heir to another bundle last week—this time \$650,000. Mike Todd, who is forming his own movie unit, is grooming Tony as another Burt Lancaster and will put him opposite Joan Blondell in a forthcoming play.



● ● ● MAIN STREET SCENERY: Dr. Frank Kingdon and his Marcella taking in the good green acres of Central Pk. with the gay abandon of a pair of college sweethearts. . . . Skitch Henderson and Freddy Martin chatting over the problems of Orchestralia in between munchings on sandwiches at Reuben's. . . . Robert Young, of the movies, visiting one—"The Hucksters," at the Capitol. . . . Flo Pritchett and Jimmy Stewart dining at the Barberrry Room—with carrots on the table. For Harvey, no doubt. . . . Arthur Tracy, the Street Singer of yesteryear, acting right at home on floor 22 of CBS, where once he wafted his dream songs.



● ● ● SMALL TALK: Dr. Frank Black auditioned two shows at NBC this week—"Macbeth" and "Rip Van Winkle." Both are for a regular series of classics in music. . . . Ginny Simms looking for a house in Manhattan with a backyard where her year-old-son can romp around. . . . Jackie Miles will rate \$4500 per when he opens at Delmonico's in Saratoga on the 18th—far cry from the 21 bucks he made 8 years ago for his first radio acting. . . . CBS has banned Nellie Lutcher's Capitol record. Lyrics too suggestive. . . . Louie Sobol's new book, "Some Days Were Happy," will hit the stalls in 2 weeks. It's a Random House item with a foreword by Gene Fowler. We've gandered an advance copy and it has a fabulous entertaining account of Louie's salad days as a New Haven newspaper man. . . . Jack Pearl's new audition for NBC attracting sponsor attention. Show drew 75 per cent on its audience reaction test—which ain't bad. Bob Hope drew 74 per cent. . . . Understand an NBC announcer, Arch Presby, has invented a gadget that pre-selects programs 12 hours in advance. Say, will it tune out singing commercials? . . . A certain emcee noted for his belief that people are funny has been practicing with the Art of Linking Letters, so he now has himself a bio called, natch, "People Are Funny," which Doubleday-Doran will publish in the fall.



● ● ● LOVE 'n KISSES: Louie Prima's Victor disc (his first for that label)—"Civilization". . . . Anne Marleau's guestarring on big time airers. She's a Canadarling. . . . Comic Danny Tucker's twice-weekly stanzas via WINS. . . . Bob Reed's new daily series on WOR with piano, songs and patter. . . . Ray Heatherton's ork at the Biltmore—and Jack Fina's rhythms at the Waldorf's Starlight Roof. . . . Jack Smith's Capitol disc of "Sweet Marie."

# LOS ANGELES

By RALPH WILK

JAMES HUGHES has joined the Sales Staff of KGER Long Beach. Hughes formerly operated his own radio agency in Long Beach. Thrifty Drug Stores have renewed their "Top Tunes" program on KMP for the next 52-weeks. Herb Allee emcees this musical show which features the 15 top tunes of the week and is aired Monday through Friday from 5:45 to 6:00 p.m. Milton Weisberg agency handles this account on KMP.

Milliron's has increased its current KMP schedule to sponsor 15 minutes of "The Man Says Yes," an audience participation program with Bob Shannon. Hunter Advertising handles the account for Milliron's which is for 26 weeks. "The Man Says Yes" aired from 12:00 noon to 12:30 p.m. Monday through Friday. Milliron's is currently sponsoring "The Woman's Voice" on KMPC aired Monday, Wednesday, and Friday from 4:15 to 4:30 p.m., and features Jeanne Gray as emcee.

## Plenary HF Session Scheduled For Aug. 2

(Continued from Page 1)

be held Aug. 26 but the work will be exploratory only in preparation for a special conference later. FCC Commissioner Ewell K. Jett, speaking for the U. S. delegation, said: "Due to insufficient time, it will be impossible to hold a full scale broadcasting conference as originally contemplated. We agree we cannot re-engineer the band allocated to high frequency broadcasting and make specific frequency assignments within the time we will have at our disposal in Atlantic City."

Before adjourning next month, the high frequency broadcasting conference delegates will name a date and place for the holding of the second plenary session.

Last night representatives of some 60 nations, guests of the U. S. delegation, witnessed a special demonstration of FM broadcasting. Program originated at Major Edward Armstrong's W2XMN at Alpine, N. J., and was rebroadcast by WBAB-FM, Atlantic City.

**Cineffects**  
INC.  
THE PRODUCERS' AID

The most comprehensive motion picture service yet offered to producers using the Televisual Medium.

1600 BROADWAY  
N.Y. 19, N.Y.

**CIRCLE 6-0951**

MARLIN BLADES • ADAM HATS

**LANNY & GINGER WIN PRESS POLL AWARD FOR ROSEN'S BAKERY JINGLE**

The ONE jingle in the top 5 radio commercials selected by Cleveland editors.

Just one of the many honors bestowed upon  
"JINGLES THAT DON'T JANGLE"  
... that is,  
**LANNY & GINGER GREY**  
Radio Productions & Jingles  
1350 Madison Ave., N. Y. AT 9-4020

• CIRCULAR ON REQUEST



## Tele Saturation Point Looms For Licensees

(Continued from Page 1)  
The boom period last year, when applications were pouring in at the rate of several a week. This means, according to industry and FCC observers, that at least for the next year a considerable portion of the future of tele broadcasting rests with companies now represented by 65 video grants and the present eight applications. Most of these, it was pointed out also have AM outlets. New expansion will await the results shown by this group of broadcasters, which up to now is confined to a total of 39 cities in 25 states.

### Films Needed

According to trade sources, the principal reason for the drop in television applications is the high cost of video. With costs soaring, only applicants with strong financial backing can enter the new field. Ironically, this comes at a time when television set production is increasing rapidly and materials for new station construction are in more plentiful supply.

Tele set production in June reached a new record of 11,384. Total production this year may top 300,000 sets. In addition to the high cost, video broadcasters say there is a desperate need for "good" motion pictures for video use. Along this line, the current investigation in Hollywood by the House Labor Subcommittee may have an important impact on this case of television. Also expected to rouse public interest in television is the possibility of theater video.

This, however, admittedly is months away. Also contributing to the present lag in tele expansion is the question of the network video. Until this can be settled on a practical basis, tele will be slowed, if not stopped in its tracks.

Only late applicants in past two months are CBS, for a new tele outlet in Chicago and the Elm City Broadcasting Corp., for a new video station in New Haven, Conn.

### Radio Mgr. For Westinghouse

R. Rosevear, Jr., appliance and radio sales manager for the Westinghouse Electric Supply Company, Baltimore, has announced the appointment of Charles J. Klein as radio manager for the Baltimore office of the Company. "The increasing volume of radio business in the Baltimore area warrants the organization of a separate radio department to deal with the needs of this specialized merchandising field," Rosevear said in his announcement.

*Send Birthday Greetings To—*

August 7

Lawrence E. Danley Al Goodman  
Robert Laurence Hildred Price

## Webs Carry Testimony At Senate's Hearing

(Continued from Page 1)

testimony which was recorded. The airplane designer and movie producer was heard live over ABC's "Headline Edition" at 7 p.m., and half-hour highlights of his testimony were broadcast at 10:30 p.m., last night.

With Senator Owen Brewster's inquiry now hitting its climax, since Hughes is on the stand, CBS steps in tonight at 6:15 p.m., EDT., with the question, "Are Congressional Investigations in the Public Interest?" Question will be batted around by James Lawrence Fly, former FCC chairman, speaking from New York, and Ernest K. Lindley, Washington editor of Newsweek who speaks from the capital.

Interview by Tris Coffin with Elliott Roosevelt on ABC's "Headline Edition" Monday night prompted considerable space in the morning papers since the late President's son characterized the investigation as "purely political." ABC also carried recorded highlights of Roosevelt's testimony on Monday and Tuesday nights. Since the inquiry got under way the web's nightly news edition has brought to the microphone, in person, Senators Brewster and Homer Ferguson, Henry J. Kaiser, Roosevelt and Hughes.

During the week Mutual has aired four 15-minute recordings of testimony by Johnny Meyer, the Hughes press agent, and two quarter-hour shows on questioning of Roosevelt. Both ABC and MBS have transcribed entire proceedings, some times as much as five hours a day, and edited it down to a quarter or half-hour show. John Edwards has handled live commentary for ABC with Macon Reed reporting for Mutual.

Testimony by Roosevelt and Hughes, recorded, was inserted into Bob Trout's CBS show at 6:45 p.m.

### Duo Gets "Jockey" Offer

Dean Martin and Jerry Lewis, opening Sept. 4th at the Riviera, have an offer to emcee a disc jockey show together—a twin assignment.

# BMI *Pin-up Sheet*

## Hit Tunes for August

(On Transcriptions)

### CASTANETS AND LACE

(Republic)

ASSOCIATED—Vic Damone  
WORLD—Charlie Spivak

LANG-WORTH—Tommy Tucker

### COME TO THE MARDI GRAS

(Peer)

THESAURUS—Sweetwood Serenaders  
LANG-WORTH—Frankie Carle

STANDARD—Curt Massey  
ASSOCIATED—Vic Damone

### IT TAKES TIME

(London)

CAPITOL—Buddy Cole  
LANG-WORTH—Four Knights  
THESAURUS—Sweetwood Serenaders

STANDARD—Connie Haines  
MacGREGOR—Barclay Allen  
WORLD—Eddy Howard

### I WONDER WHO'S KISSING HER NOW

(Marks)

THESAURUS—Music Hall Varieties  
STANDARD—Claude Sweeten  
ASSOCIATED—George Towne  
MacGREGOR—Artie Wayne

WORLD—Frank Froeba  
WORLD—Ray Bloch  
LANG-WORTH—Chuck Foster  
LANG-WORTH—Randy Brooks

### JUST AN OLD LOVE OF MINE

(Campbell-Porgie)

LANG-WORTH—Frankie Carle  
WORLD—Nat Brandwynne

ASSOCIATED—Phil Brito  
THESAURUS—Novatime Trio

### LOLITA LOPEZ

(Encore)

ASSOCIATED—Art Mooney  
LANG-WORTH—Airlane Trio

CAPITOL—Billy Butterfield  
STANDARD—Lawrence Welk

### MY ADOBE HACIENDA

(Peer)

THESAURUS—Novatime Trio  
ASSOCIATED—Hank D'Amico  
STANDARD—Curt Massey  
STANDARD—Leighton Noble  
LANG-WORTH—Chuck Foster

MacGREGOR—Sunshine Girls  
MacGREGOR—Barclay Allen  
MacGREGOR—Henry King  
WORLD—Eddy Howard  
CAPITOL—Jan Garber

### SMOKE! SMOKE! SMOKE!

(THAT CIGARETTE)  
(American)

Tex. Williams—Cap. 40001  
Lawrence Welk—Dec. 24113

Phil Harris—Vic. 20-2370  
Deuce Spriggins—Coast 263

### STORY OF SORRENTO

(Pemora)

LANG-WORTH—Lenny Herman

### THERE'S THAT LONELY FEELING AGAIN

(Mellin)

THESAURUS—Music of Manhattan  
WORLD—Russ Morgan  
CAPITOL—Billy Butterfield  
CAPITOL—Skitch Henderson

LANG-WORTH—Randy Brooks  
ASSOCIATED—Art Mooney  
STANDARD—Curt Massey

## Coming Up

- AIN'T NO HURRY, BABY (Stuart)
- EV'RYBODY AND HIS BROTHER (BMI)
- FORGIVING YOU (Mellin)
- GOT A RING AROUND ROSIE'S FINGER (Dawn)
- HILLS OF COLORADO (London)
- HONEYMOON (Marks)
- IT'S SO NICE TO BE NICE (Tune-House)
- MY LOVE FOR YOU (Encore)
- TENNESSEE (Stevens)
- THIS IS THE INSIDE STORY (Stevens)
- WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

**BROADCAST MUSIC INC.** 580 FIFTH AVE., NEW YORK 19, N.Y.  
NEW YORK • CHICAGO • HOLLYWOOD

## AGENCIES

**McCANN - ERICKSON'S** Buenos Aires office has been appointed by Gonzalez, Castleton & Shaw Soc. Anon. Com. e Ind., of that city, to handle its advertising. The company acts as Argentine representative for numerous United States and Canadian products.

**WILLIAM H. RANKIN ADVERTISING CO.** has moved to new quarters in the Bankers Trust Building, 527 Fifth Avenue.

**EMIL MOGUL CO., Inc.**, is preparing for Barney's, New York clothing store, a heavy Autumn campaign on the back-to-school theme.

**ABBOTT KIMBALL CO., Inc.**, Los Angeles, effective Sept. 1, will handle the account of Cobblers, Inc., makers of casual shoes for women.

**CHARLES LAM MARKMANN**, formerly of the New York Times, has opened his own office at 304 East 41st Street, as industrial and institutional public relations counsel.

**ROBERT W. ORR & ASSOCIATES, Inc.**, will be represented in England by Leggett, Nicholson & Partners, advertising agents of London and Paris, and on the Continent by Opta, of Paris.

**TRISTRAM DUNN** has joined William Esty and Company, Inc., as an account executive. He will work on the Vel account of the Colgate-Palmolive-Peet Company. Dunn formerly was general advertising manager of Northam Warren and Peggy Sage, Inc. Previously he was associated with Young & Rubicam for several years as an account executive.

**S. RICHARD STERN**, public relations counsel, has announced that Irving Nicholson has joined his staff as account executive. Nicholson will direct the Lovable Girl-of-the-Month campaigns, with contests scheduled in different states each month. During the war, he served as an officer in the merchant marine and, before the war, handed his own public relations office.

**EUGENE LESSERE** has resigned his copy-contact post at Al Paul Lefton and joined Compton Advertising, Inc., as a writer in the radio copy department. He previously served in a similar capacity at Buchanan & Company.

### Stork News

Jimmy (Uncle Jim) Brown, director of "The Missus Goes A-Shopping" on CBS, is the father of a son born this week at Jamaica Hospital.

**What Are You Doing  
New Year's Eve**

## WORDS AND MUSIC

By PINKY HERMAN

• • • The DOUGH, remi of MUSIC. . . ! It is often said that music is the audible expression of the soul (alright so we're making this up ourselves) . . . at least none can gounsel the fact that songwriters invariably seek trends for their ideas . . . hillbilly singers and artists tell about local events in traditional sing-songy, simple delivery with the most famous ditties being "The Death of Floyd Collins," "Wreck of The Old 97," "Prisoners Song," "Red River Valley," "Blue Tail Fly" and "John Dillinger" . . . new dances inspired songs like "Gonna Charleston Back To My Old Shack In Charleston," "Black Bottom," "Doin' The Lindy Hop," "Ev'rybody's Doin' It," etc. . . . When Lindbergh flew the Atlantic back in 1927, songwriters, both amateurs and professionals, filled the country's music counters with songs like, "Lucky Lindy," "The Flying Eagle," "Our Lindy Boy" and many others . . . When Rudolph Valentino died they wrote "There's a New Star In Heaven Tonight" while Enrico Caruso's passing brought forth "They Needed A Song-bird In Heaven." . . . The most recent songs based on national events are those "Flying Saucer" ditties . . . but what we wish to bring out is the fact that songs generally are patterned or inspired by events that have already occurred . . . however, there is one songster, Monty Siegel (writer of such songs as) "When The Pussy Willow Whispers to the Catnips," "You Can Tell Her Anything Under the Sun When You Get her Under The Moon" and "She's Got A Great Big Army of Friends Since She Lives Down by the Navy Yard," whose songs often portend events . . . back in the early thirties, Monty placed a song with DeSylva Brown & Henderson titled, "Bye Bye Mr. Dry You're All Wet" . . . two years later the Volstead Act (prohibition) was repealed and the amber liquids, so popular with so many (we still order milk) was again distributed . . . Siegel has just placed another ditty, "Who's Got All The Dough?" with Alvin Music and if the song achieves the same positive results that his "Mister Dry" ditty obtained we'd all have —(well, we can dream can't we?). . . .

★ ★ ★

• • • **TIN PAN ALLEY OOPS:**—Looks like Hometown Music has the successor to "Sioux City Sue," in the new western ditty by Don Reed and Dan Franklin, titled (Gotta Get Back To) "Oklahoma City" . . . • Praise Agent Ed Weiner, in collaboration with Art Waner and Hal Gold have placed their ballad "It's The Little Things" with Leo Feist . . . song has a chance if Link's staff give it a number one plug. . . • Luckinbar Music has published the theme song of Johnny Olsen's "Ladies Be Seated" ABCoast-to-coaster. . . written by Johnny Olsen, George Weist and Fred Hall. . . • Frances Faye at the Lido Club told us her idea of a Critic . . . a gent who's lived to a rap old age . . . and at the Riviera Jackie Miles insists that Hollywood and Broadway are fighting for his services . . . Hollywood wants him to stay on Broadway and vice versa. . . • Dinah Shore and George Montgomery have decided to name the baby Gregory whether boy or girl. . . .

★ ★ ★

• • • **Stuart Music** has just started work on a clever rhythm ballad titled "Who Put The Dream In Your Eye?" . . . written by Nacio Porter Brown (son of Nacio Herb Brown) and Al Stewart, it was given a great introduction last week by Peggy Mann on Mark Warnow's "CBSound-Off" program. . . • About six months ago at Manor Records Studios, we heard and raved about a new quartet, the Swantones . . . they've just been signed to sing and record with Tex Beneke's Orchestra as "The Moonlight Serenaders." . . • Baritone Russ Emery, featured Saturdays at 5 p.m. via WNEW, is a comer. . . .

★ ★ ★

• • • **ON AND OFF THE RECORD:**—George Bennett has resigned from Manor Records to become Artists and Repertoire Chief at Sterling Records. . . • (tip to Mannie Sachs) George Monaghan, WOR disk jockey, has received about two thousand letters from fans asking where to purchase copies or records of his theme song "Morning On The Farm," recorded ten years ago by Dick Jurgens on the Okeh Label. . . another tip to ALL record execs . . . A beautiful lass whose vocalisthenics is amazing and ready for the Big Time, is Ronnie Gibson.

## PROMOTIONS

### "Believe It Or Not" Stunt

A series of spectacular and comprehensive publicity and promotional stunts have been scheduled for "Believe It Or Not" Ripley, on August 8 and 9. Sponsored by the Albany Times-Union and arranged by Dick Hyman, publicity representative, two-day celebration will be launched on Friday, Aug. 8, with Ripley's Chinese Junk, Mon Lei, (a craft of its type in American waters is escorted by the Hudson River by Albany by a U. S. Navy craft, accompanied by a blimp flying overhead. Ripley and the boat are expected to drop anchor between 8 and 9 a.m., near the Dunn Memorial Bridge. Ripley and will be met by local yachtmen and city officials. Ripley's regular NBC broadcast will take place from the Chinese Junk at 1:45 p.m. EDT, or from the Ten Eyck Hotel, pending on the weather. A number of interviews, luncheons, etc. are planned throughout the 8th and 9th. Winner of the Albany Times-Union's "Believe It Or Not" contest, which started several weeks ago, is sail on the Chinese Junk as a guest of Ripley.

### ABC Mailing BMB Data

BMB station audience reports are owned and operated stations of the American Broadcasting Co., WMAL, Washington, D. C., are being mailed to time buyers and advertising agencies by Murray Grabbe, manager of ABC's owned and operated stations.

ABC Spot Sales has integrated BMB material in individually colored file-size folders—each with descriptive tabs. Each station folder includes a daytime and nighttime map, county and city circulation figures, together with explanatory notes on BMB technique.

The maps for the stations represented nationally by ABC Spot Sales—WJZ, New York; WENR, Chicago; KECA, Los Angeles; KGO, San Francisco and WXYZ, Detroit in addition to WMAL, Washington—are presented in a straight factual style in keeping with BMB policies of uniformity, comparability and complete disclosure.

ev'rybody's SINGING—  
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY  
LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING  
1619 Broadway, New York 19, N. Y.

**REWARD!**

"WHERE IS SAM?"

Communicate:-

JEWEL MUSIC, 1674 B'way, N. Y.

# The ANNUAL CONVENTION

OF THE

# FM ASSOCIATION



Two days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the FMA convention. A complete record of the activities will appear in RADIO DAILY each day of the convention for readers in attendance as well as those who are unable to attend.

*Read RADIO DAILY at the convention or at your desk for a complete daily-on-the-spot record of goings-on in New York City.*

## SEPTEMBER 12-13

**ROOSEVELT HOTEL, NEW YORK CITY**

# See Radio-Phono Sets Near 18 Million Mark

(Continued from Page 1)  
conducted by his company showed that only 6,000,000 families now have facilities for playing phonograph records, but that increasing demand on the part of the public indicates the amount will be tripled. "In addition, other factors will increase the present usage of radios with automatic record-changers," he said.

"A number of conditions contribute to the increasing demand," Graver stated, "besides a higher level of consumer purchasing power. With children's records becoming increasingly popular, the phonograph is now a necessity for the whole family. Many homes will have two or three units—one for the parents, one for the teenagers, and one for the younger children," he said.

The Admiral exec reflected on the expected change in the housing situation, which will affect the phonograph market advantageously. New housing, he predicted, will eliminate "doubling up" of families, thereby creating additional demand. "Institutions of all types are finding the phonograph an invaluable aid," he said.

"Increasing leisure time is giving many people more time to spend in the home. Improved technical quality of automatic record-changers, reproduction systems and phonograph records gives more satisfaction with greater convenience," Graver said.

"These and other factors, our survey shows," said Graver, "are leading to a steady increase in demand. We find that 57 per cent of all present radio-phonographs are owned by families having incomes of less than \$3,000 a year, so that the economic level of utilization is low giving us a very high potential. The estimate that 18,000,000 radio-phonographs will soon be in use in the United States alone seems to be conservative."



**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA  
Send for WHO'S WHO Among Advertisers on WEVD  
WEVD  
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HENRY GREENFIELD, Mgr. Director N.Y. 19

# COAST-TO-COAST

—ARIZONA—  
**PHOENIX**—Special events staff of **PKTAR** covered a history-making event recently when man-made rain fell in the mountains behind Roosevelt Lake, northeast of Phoenix. J. Howard Pyle and engineer Harold Haughawout, originated the broadcast from a DC-3. Dry ice was dropped into the cloud formations, which precipitated what must have been thousands of tons of water on the mountains. . . . **TUCSON**—J. R. (Dick) Heath, president of the Sun Country Broadcasting Co., which will introduce FM to Ariz., reports the FCC has just assigned frequencies in the "new" wave band to their stations now being built at Phoenix and Tucson.

—CALIFORNIA—  
**SACRAMENTO**—Secretary of Agriculture Clinton P. Anderson's talk in Fresno, on Aug. 4 was broadcast via means of a special hookup involving **KMJ, KOH, KERN, KFBK, and KWG.** All stations belong to the McClatchy Broadcasting Co. . . . **OAKLAND**—Allan Ward, Oakland Tribune sports writer and **KLX** sports commentator has been appointed **KLX** sports editor. . . . On July 25, **KLX** celebrated its twenty-fifth anniversary, having taken to the air with the same call letters, 25 years ago. Station expects to have its new FM transmitter in operation in the near future.

—MISSOURI—  
**ST. LOUIS** — Jerry Burns, veteran announcer and special events man, has rejoined **KXOK**, according to C. L. "Chet" Thomas, station general manager. . . . **KANSAS CITY**—To cover the recent Soap Box Derby, a pool broadcast was set up between **KCMO**, basic ABC outlet, and **WHB-Mutual**. Line costs for the event ran so high, the two stations agreed to share the expense so that event could be broadcast in the public interest. Walt Lochman, **KCMO's** sports director and Dick Smith, **WHB** special events director, gave an eye-witness account in six separate broadcasts the same day.

—GEORGIA—  
**ATLANTA** — Marcus Bartlett, program director of **WSB** is teaching a course in radio at Emory University. . . . Jane Sparks, women's program director of **WSB** recently became Mrs. Frank Wilingham. . . . **WEST POINT**—**WRLD** and **WRLD-FM's** owner, L. J. Duncan has had his private automobile outfitted with a "commercial" FM receiver, which is believed to be the first car in the area to be so equipped. Luther Martin and Alfred Hammock, the station's chief and assistant engineers, did the installation on Duncan's car.

—CANADA—  
**VANCOUVER** — **CKWX's** "Public Opinion" program will return to the air on Sept. 10, following a summer lay-off. Program is sponsored by David Spencer, Ltd., Vancouver department store and has been heard for three previous seasons. . . . **MONTRÉAL** — **CKAC** will complete its twenty-fifth year of broadcasting on Sept. 27 and station's owner, La Compagnie de Publication de "La Presse" Limitee is planning the publication of a special edition which will appear on Sept. 27, celebrating sta-

tion's anniversary. . . . **HAMILTON** —British film star, Michael Redgrave, currently starring in "The Years Between," was welcomed by **CKOC** upon his recent arrival in Hamilton.

—TEXAS—  
**SAN ANTONIO** — The Southern Soul Stirreirs, a Negro quintet, is being heard over **KCOR** in a quarter hour program each Sunday morning. Group is composed of Louis Jones, G. P. Ehringhaus, Brodey Molette, S. G. Williams and J. T. Blakley and feature Negro spirituals and folk songs. . . . "Timeless Tunes" is a quarter hour program being heard over **WOAI** each Sunday under sponsorship of E. J. Burke & Son, real estate developers. . . . A group touring the southwest to learn about modern farming methods were heard in a special program over **KCOR**. Group were the National Federation of Small Land Owners from Mexico City.

—OKLAHOMA—  
**OKLAHOMA CITY** — Kenneth Johnson, student-veteran from Langston University is broadcasting factual material gleaned from Southern and Southwestern newspapers which reports on the practical steps which have been taken to improve racial relations as a community service of **WKY**. . . . **TULSA**—Tom Johnson, **KFMJ** assistant manager and commercial manager, has a major movie studio set for all-Tulsa saturation spot campaign on a forthcoming film. . . . Watt Stinson, chief engineer of **KVOO** and ham radio operator was recently in touch with other operators on islands in the Pacific. Stinson conceived the idea of sending them, as well as other ham operators scattered over the world, copies of a weekly entertainment news magazine, the **Tulsa Downtowner**, compliments of **KVOO**.

## CBS Gross Shows Rise; Net Income Is Lower

CBS and subsidiary companies consolidated statement for the six-month period ending June 29, 1947, reveals a gross income from sale of facilities, talent, lines, records, etc., of \$51,411,368, compared to \$46,582,052 for the same period a year ago. Time discounts and agency commissions record returns, allowances and discounts brought this sum down to \$38,208,724.

Operating expenses were \$25,359,323 for the period compared to \$21,726,830 for the same six months in 1946. After various deductions for taxes etc., the net income is placed at \$2,191,507 equalling \$1.70 a share as against \$3,200,716 or \$1.86 a share for the six months in 1946.

Of the 1947 net income shown above, \$1,963,261 or \$1.13 a share was realized from the company's broadcasting operations and \$983,246 or 57 cents a share from its record manufacturing company (Columbia Recording Corp.) The latter subsidiary shows an increase in earnings over last year's six-months period. Board yesterday declared a 50 cents cash dividend on the Class A and B stocks, to holders of record Aug. 22.

# P. & G. Breaks Record In Sales Earnings

(Continued from Page 1)  
the reasonable needs of the people of this country. Some products temporarily withdrawn or very much curtailed, due to the war and post-war conditions, have been satisfactorily re-established."

Deupree also stated that prices of P&G products have been reduced materially since April 1, and that further adjustments will be made keeping with the policy of the company.

## Marlowe Staff Expands; Adds Three In Production

Kittie Kirkbride, Iran Berlow and Frederic Stange have joined Marlowe Television Associates, it was announced this week.

Miss Kirkbride was formerly a free-lance television producer and has production and acting experience in both the legitimate stage and radio. During the war she served as a senior grade lieutenant in the WAVES. Berlow has also considerable legit experience plus radio, and his work with the firm will embrace design, etc. Stange has appeared on the stage and was an entertainment director in the Army Air Corps during the war.



**STARS OVER KMBC**  
**BILL GRIFFITH**  
Like all KMBC personalities, Bill Griffith is nationally publicized and nationally known! Bill, as a member of KMBC news department, compiles his newscasts not only from A. P. and U. P. wire services—but from 200 string correspondents throughout Missouri and Kansas. Hit your advertising to a "Star." Phone Free & Peters, Inc.  
**KMBC**  
OF KANSAS CITY  
**SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS**



# Daytime Program-Shift

## Subject Of Turf Info Before NAB Code Unit

Washington Bureau, RADIO DAILY  
Washington—The program executive committee of the NAB yesterday began consideration of new standards practice for the industry, with a unit expected to develop over the question of broadcasting sports and horse-racing information. Broadcasters are sharply divided over the issue, with complaints already lodged with the FCC and the Federal Trade Commission.

Present draft of the new code is (Continued on Page 7)

## NBC Sets Special Show For V-J Day Anniversary

Exclusive utterances of the leading statesmen of the world commemorating the second anniversary of V-J Day will be heard over ABC and affiliated stations on Thursday, August 7. Statements, specially written and recorded for ABC, by Premier Paul Ramadier of France, Premier Changün of China, Prime Minister Macenzie King of Canada, Premier Louis Beel of Holland, Herbert Evatt, Australian Foreign Minister and Man- (Continued on Page 5)

## Canada Set-Production Reveals Huge Increase

Montreal—Production of radio receiving sets in Canada jumped to 61,000 units from 47,724 in the preceding month, and 44,954 in the corresponding month of May 1946, the Dominion Bureau of Statistics reports. Total output for the first five months is 318,408 compared with 197,503 in the similar period of last year. The producers' inventories at the end of May were 82,375 units.

### Prize

A local log man, David Charnoy of the New York Daily News, was awarded a \$500 prize this week by "Big Story" which dramatized his authentic experiences in helping to clear the name of a man who escaped from a Colorado prison 25 years ago. Man changed his name to cover up his past, and Charnoy later helped get him a complete pardon.

### Retirement

Marion Claire, radio, movie, theater and operatic singing star will announce her retirement as a professional singer, August 16, when MBS presents a special feature, Chicagoland Music Festival. Miss Claire will share top billing with James Melton during the program, which marks the 18th year of the festival. A chorus of 1000 voices and barbershop quartette group will also be featured.

## Ten Get CPs For FM; 'Conditionals' To 21

Washington Bureau, RADIO DAILY  
Washington—In a new wave of FM actions, the FCC yesterday authorized a total of 21 conditional grants and awarded construction permits to 10 other applicants for new FM stations. Conditional grants were given the following:

Lincoln Broadcasting Co., Detroit, Mich.; Woodward Broadcasting Co., Detroit, Mich.; Suburban Broadcasters (a co-partnership), Dearborn, (Continued on Page 8)

## Chi. Tele Sponsors Renew In Face Of Higher Rates

Chicago—With WBKB set to increase time rates by August 15 from \$200 to \$375 per hour, advertisers have signed new contracts to insure covering this city's growing television audience at the old price.

First to ink their new contracts (Continued on Page 8)

## State Fair Sets Red Carpet For Booked Radio Programs

Skowhegan, Maine—The 128th edition of the Skowhegan State Fair, oldest fair of its kind in the United States, and expected this year to attract an all-time record audience, will be high-lighted by a joint celebration participated in by radio and the motion picture industry.

Big day of the fair is August 14 on which the longest-run hit show of all time,—"Life With Father"—makes its world premiere as a motion picture. Three top network shows will partici-

## Definite Trend Away From The Serials Gradual But Consistent; Varied Entertainment Coming In

### BMI Advises Stations On 'Small-Pub.' Gripe

Carl Haverlin, president of BMI, in a letter to some 1500 station licensees in the U. S. and Canada yesterday clarified the status of the "small-publisher" member of the organization, and at the same time answered the communication sent to station owners by Perry Alexander, under the letter-head of "BMI Small Publishers Committee."

Alexander, earlier this week in a (Continued on Page 5)

### Iron-Steel Institute ETs For Fall Sponsorship

A series of 13 quarter-hour programs entitled "Stories in Steel" will be produced by the NBC Radio-Recording Division for the American Iron and Steel Institute, it was stated today by Charles G. Hicks, recording (Continued on Page 6)

### IBS Informs Its Members Re FCC Low-Power Rule

The Intercollegiate Broadcasting System, which operates some 50-odd "campus" stations throughout the country, has sent copies of the FCC (Continued on Page 6)

By VAL ADAMS  
Staff Writer, RADIO DAILY  
Radio's daytime programming structure has been gradually undergoing a change of pattern, a RADIO DAILY study reveals, with the biggest shift coming from sponsors who've pulled out of daytime serials and latched on to other types of programs. Transition from soap opera to something else (Continued on Page 6)

## AFM 'Duplicate Fees' Billed Lee, Says Weiss

West Coast Bureau, RADIO DAILY  
Hollywood — Testifying before a Congressional labor committee here, Lewis Allen Weiss, chairman of board of Mutual and vice-president and general manager of Don Lee, declared that James C. Petrillo and American Federation of Musicians charged "duplicate fees" for services "not rendered." He said the musicians demanded \$12,000 as a penalty for Mutual-Don Lee network relay and re- (Continued on Page 7)

## WFIL-TV Setting Sked; Test Patterns Monday

Philadelphia—WFIL-TV, owned by the Philadelphia Inquirer, beamed its first video picture, a test pattern, to audiences in this area and New (Continued on Page 2)

### Ringside

General Mills relinquished 20 minutes of its half hour tele show on WNBT last night in order that the looking-and-listening audience could view the sound movies taken of Howard Hughes and Senator Browder in their verbal sparring with members of the Senate War Investigating Committee which is scanning the war plane contract awarded during the war.

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

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**WEST COAST OFFICES**

Ralph WIJK, Manager  
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 6417 Dahlgren Rd. 2122 Decatur Pl., NW  
 Phone: Wisconsin 3271 Phone: Hobart 7627  
**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland Bldg., 185 No. Clark St.  
 Phone: State 2332

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## FINANCIAL

(Thurs., Aug. 7)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 7/8	7 7/8	+ 1/8
Am. Tel. & Tel.	155 3/4	155	155	- 3/4
CBS A	29	29	29	-
CBS B	28 7/8	28 7/8	28 7/8	-
Farnsworth T. & R.	7 1/8	6 7/8	6 7/8	+ 1/4
Gen. Electric	27 3/4	27 3/8	27 3/8	+ 1/8
Philco	27 3/4	27 3/8	27 3/8	+ 1/8
Philco Pfd.	95 1/8	95 1/8	95 1/8	+ 1 1/8
RCA Common	8 7/8	8 5/8	8 3/4	-
Stewart-Warner	15 3/8	15 3/8	15 3/8	-
Westinghouse	28 3/4	28 1/8	28 3/8	+ 1/8
Zenith Radio	21 1/4	20 3/4	21 1/4	- 1/8

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Nat. Union Radio	2 3/8	2 1/2
<b>OVER THE COUNTER</b>		
Du Mont Lab.	7 1/4	8
Finch Tele Comm.	5 3/4	6 3/4
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	38	40
WJR (Detroit)	14	

### "Count" Going Off; Sept. 7 "Juvenile Jury" Returning

On Sunday, August 31, the last broadcast of "The Count of Monte Cristo" series will be aired by Mutual. "Juvenile Jury," slated to return for fall and winter will be broadcast the following Sunday, Sept. 7, in the 3:30-4 p.m., EDT., slot. Program is sponsored by General Foods for Gaines Dog Food account. Jack Berry will again hold forth as emcee over the panel of talented youngsters.

## ★ COMING AND GOING ★

**HARRY WISMER**, director of sports at ABC, is in Kalamazoo, Mich., for today's opening of the network's new affiliate, WGFG, from which point his "Champion Roll Call" tonight will emanate. Tomorrow, he'll go to Toledo for conferences with his sponsor, Champion Spark Plug Co.

**DWIGHT COOKE**, moderator on "People's Platform" heard over CBS, leaves today for Washington, D. C., to set the stage for Sunday's broadcast from the Nation's Capital.

**BILL DRIPS**, director of agriculture at NBC, is in St. Paul, Minn., to attend the convention of the Agricultural College Editors Assn.

**PAUL WHITEMAN**, director of music at ABC, who had been visiting on the West Coast during the past five weeks, left Hollywood yesterday.

**RICHARD LINKROOM**, program manager of WTOP, Washington, D. C., conferred yesterday at the offices of CBS Radio Sales.

**GEORGE KLAYER**, account executive for WBBM, Chicago, is in Gotham on a short business trip. Chatted for a while yesterday at the headquarters of CBS.

**IRVING TEETSELL**, manager of WFPG, Atlantic City, N. J., is in town for confabs at the offices of ABC, with which the station is affiliated.

**TED CHURCH**, director of CBS news broadcasts, has returned from Cleveland, where he made arrangements for the broadcast-report of the National Air Races which will be held later this month.

**HENRY UNTERMAYER**, special director for WCBS, leaves tonight for Crystal Lake, Ill., where he plans to spend the next 10 days.

**JOHN DERR**, assistant sports director at CBS, leaves today for Greensboro and Chapel Hill, N. C., where he will make preparations for the network's coverage of the Georgia-North Carolina football game to be played September 27.

**JAMES W. STEWART**, general manager of WGNI, Mutual network affiliate in Wilmington, Del., a visitor yesterday at the station relations department of the web.

**ALICE LLOYD**, radio writer, will leave Sunday by plane for Mexico City, where she plans to spend two or three weeks.

**ROBERT WALDROP**, narrator for "The Ohio Story," broadcast over WTAM, Cleveland, and the Ohio Network, arrives in New York today to discuss Autumn radio and lecture schedules with his reps and agents.

**JOHN H. HOSCH, Jr.**, official of the J. Walter Thompson Co., is in Athens, Ga., where yesterday he delivered a lecture before the journalism students at the University of Georgia. Hosch also will visit with his parents in Gainesville.

**FRED WAIBLE**, manager of Lloyd Shaffer, musical director of the NBC "Supper Club," is back from Boston, where he spent a few days combining business and vacation.

**MARY PLUMMER**, of Sandy McVarish's promotion office at Mutual, is spending two idyllic weeks in Virginia.

**MARGUERITE DANIELS**, state capitol reporter for WSFA, Montgomery, Ala., is spending a couple of weeks on vacation.

**JACK MELVIN**, director of publicity for Foote, Cone & Belding, with offices in Los Angeles, has left that city for Chicago on agency business.

### WFIL-TV Setting Sked; Test Patterns Monday

(Continued from Page 1)

Jersey at 9 p.m., last night,—62 days after the arrival of transmitter equipment last June.

Beginning next Monday, station will air a test pattern each night from 8 to 9 p.m., until actual program schedule starts some time late this month. As reported in these columns recently, station will offer advertisers a combination of tele and facsimile when studio broadcasts are ready, which is expected to be the late weeks of the fall season.

### "David Street Show" Debuts Tonight On Coast

The "David Street Show" premieres tonight, Friday, over eight affiliates of NBC's Pacific group under sponsorship of Cardinet Candy Co. Agency is Elliott-Daly of Oakland, Calif.

The quarter-hour musical show, 8 p.m. PST., features vocals by David Street with assistance of the Mello-Larks, vocal group formerly with Tex Beneke. The Ernie Felice Quartet is also on the program. Don Forbes handles announcing. Show is written by David de Korvent and produced by Sam Koerner.



## 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 5-station town.

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

And remember . . . there are 100 stations in this 6th largest city.

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



**W-I-T-H**  
 AM and FM  
**IN BALTIMORE**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-R...

IN CLEVELAND IT'S  
**WHK**

**CKLW**  
 MORE COVERAGE PER WATT  
 MORE WATTS PER DOLLAR!  
 in the DETROIT AREA  
 5,000 WATTS • DAY and NIGHT  
 800 kc. • MUTUAL SYSTEM

# SIMPLE QUIZ FOR TIME BUYERS



Henry Hickman, M.C. of WFBR's 1300 Club... and complete text of the announcement he made just once! So help us, the response was\* (see below).

"BY THE WAY, LADIES, WE HAVE A FEW TICKETS FOR "CLUB 1300" FOR A FEW DAYS IN JULY IF ANY OF YOU WOULD LIKE TO HAVE THEM."

## How MANY RESPONSES

**DID THIS ONE ANNOUNCEMENT PULL?**

Go ahead, write your guess on the margin. See just how far you miss the correct total.

BIG? Yes, stupendous!

STUPENDOUS? You bet—but it's ten to one you'll still underestimate what just a single announcement, on a hot June afternoon (*June*, that is, when Hoopers are supposedly low) brought in the way of requests for tickets to WFBR LIVE SHOWS.

LIVE SHOWS: Certainly. While we are proud to be ABC's Baltimore outlet to 1,200,000 listeners in a rich, spending *new Baltimore market*... we think our live shows have a lot to do with WFBR's consistently high tune in.

For only at WFBR can Baltimoreans see live shows, meet radio personalities, participate in programs, get the close up of modern radio in action.

Anyone can sell you their spot on the dial, but in Baltimore only WFBR delivers the good-will, the prestige, and the live, visible support of a complete radio service.

NOW ABOUT THAT RETURN..... YOUR ANSWER WRITTEN DOWN?

**\* 686'15**  
NO KIDDING—IT WAS

# WFBR-BALTIMORE

A. B. C.—5000 WATTS—AND 1,200,000 LISTENER FRIENDS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

## LOS ANGELES

By RALPH WILK

BECAUSE of the astounding reception of the Jim Backus show after its initial broadcast, August 3rd, sponsor Pharmaco Products has decided to expand coverage from 12 stations on the Don Lee network to the full network, plus two in Arizona, KOOL, Phoenix and KCNA, Tucson.

Gene Baker's first fan club has been formed in Portland, Oregon, his home town, and where he started as an announcer. The 12 members of the group will pay Baker a visit over the week-end of Aug. 16-17 and the "Lum and Abner" announcer is having a time lining up hotel reservations for them.

Vincent Pelletier will replace Fort Pearson as narrator on "An Evening With Romer" during the two weeks Pearson travels through the Midwest with "Queen For a Day," August 12th and 19th. Pelletier originally narrated the show three years ago.

Barry Sullivan, star of NBC's "Rogue's Gallery," is buying a drive-in restaurant at Coronado to supplement his investments in a Beverly Hills haberdashery shop and a personal shopping service.

Red Skelton left for the Grand Canyon this week to look over possible location sites for the forthcoming western "epic" that he plans to write, produce, direct and star in. The movie will be shot in 16mm. color film and, according to Skelton, will be practically a one-man project. He returns to NBC with his Tuesday evening comedy show September 9th.

Howard G. Mayer has returned to Hollywood after several weeks east-ern stay.

Bob Purcell moves his novel "Gas Again" quiz show from the Southland to the San Francisco Bay region, as the KHJ-Don Lee feature road-shows there beginning with the broadcast of Monday, August 18. In preparation for the San Francisco tour, the Monday through Friday quiz feature, which originates from the sponsor's Seaside service stations with station customers serving as contestants, will shift to 3:45 to 4:00 p.m., on the Don Lee network.

The Arizona Network stations, KOOL, Phoenix, and KCNA, Tucson, have been added to the stations carrying Purcell's rapid fire gags and queries, with bow there scheduled for Monday, August 11. And with the move to San Francisco, Don Lee's KFRC will also carry the program Monday, Wednesday and Friday in addition to the Tuesday and Thursday network broadcasts.

"Gas Again" is produced by Lou Holzer, with Lockwood-Shackelford serving as the Seaside Oil Company agency.

### Stork News

A daughter, Bonnie Rae, was born Friday, August 1, to Mr. and Mrs. Mort Halli, Chicago. Mr. Hall is director of the WBBM continuity department.



### Windy City Wordage. . . !

• • • Cliff Johnson, who recently returned to WBBM following a year on the West Coast, has taken over as host of "Musical Clock," early morning program. . . Geraldine Kay, who portrays Janette in NBC's "Betty Crocker,"

has taken over the role of Betty Crocker while the latter is on a three-week vacation. . . Harold Turner, organist, and William Otto, pianist on WGN are featured in a new WGN program of organ and piano music which started August 4 and will be heard Mondays through Fridays at 11:45 a.m. . . Robert F. Hurleigh and the News on WGN will be sponsored Tuesdays, Thursdays and Saturdays by Seec & Kade, Inc. (Pertussin), starting August 12. . . Johnny Olsen, who has asked for his release as master of ceremonies of "Ladies Be Seated" to take up production of his own shows, will appear as the show's emcee at the Illinois State Fair, Springfield, August 11 to 15. . . CBS program "Hint Hunt" celebrates its first anniversary on the air August 19.

★ ★ ★

• • • "This is WJJD, the nation's newest 50,000 watt station" is the new station break heard since Monday, when WJJD officially began operation on its increased power, the only independent 50,000 watt station in Chicago. The new transmitter, first one of its kind built by RCA, and the additional tower, land, building, installation and construction cost approximately \$250,000. Increase in power has been authorized for the past 12 months but scarcity of materials and equipment delayed construction. The old transmitter, operating on 20,000 watts, has been retained as a spare.

★ ★ ★

• • • When Emmett Kelly, hobo clown of the Ringling Bros.-Barnum & Bailey Circus, appears as a special guest of the "Quiz Kids" Sunday it will be the first time the program has ever featured a guest who never talks, and they're wondering how a radio show can convey pantomime to its millions of listeners—but they're confident they will find a way. . . "Jay" (E. Jerry) Walker, who was the commentator on WGN's "Youth Looks Up" series, inaugurated a new 15-minute series of "Observations of Clothes and Food," and "Manners and Morals Culled at Random" titled "Jay Walking," on August 4, and will be heard Mondays through Fridays at 11:45 a.m. . . Starting August 9 Guy Savage will be heard in play-by-play description and commentary on the ball games of the National Baseball League. . . Bev Dean, WBBM staff writer-producer, will conduct the religious seminar at the National Conference on Music, Art and Religious Drama to be held at Green Lake, Wis., August 18 through September 1. He will supervise sections of the seminar dealing with an introduction to radio and its potentialities for extending the work of the church.

★ ★ ★

• • • The Chicagoland Music Festival, always a big musical event, will be held August 16 at Soldier Field and will be broadcast from 9 to 10 p.m. over WGN and the Mutual network. Featured guest stars will be James Melton, Metropolitan Opera tenor, and Marion Claire, prima donna of the "Chicago Theater of the Air." More than 5,000 singers, musicians and dancers will take part in the program. Through the courtesy of the Theater Guild, Inc., the cast of "Carousel" will offer 25 minutes of hit tunes from the musical play. A massed band of 2,000 pieces will play selections, and a chorus of 2,000 voices will sing the "Hallelujah Chorus" from "The Messiah," under direction of Dr. Edgar Nelson.

## HAWAII

By JOHN WILLIAMS

HENRY C. PUTNAM, station manager and co-owner of KPCO Honolulu, has sold his interest in his partners, J. Elroy McCaw, KELA, Centralia, Wash., and Joe D. Keating, radio representative of Portland, Ore. Mr. Keating is visiting here now, temporarily in charge of KPOA.

Putnam, who has become active with military intelligence, leaves by air for Washington, D. C., next week where he'll confer with National Guard public relations officers from all states regarding radio drive N. G. volunteers.

Gail Patrick, screen star and the latest radio chore was with Al Jolson in Lux Theater, is honeymooning in the Royal Hawaiian on the beach at Waikiki with her new and third husband, Cornwell Jackson, who is with the Hollywood office of J. Walter Thompson Agency.

George H. Blackmore, former commercial representative of RCA in N. Y., has become assistant district manager for RCA Communications in Honolulu. District manager is Reginald Henry Goring. Blackmore relieved C. G. B. Meredith, who has become director of civil communications for General Douglas MacArthur in Japan.

Patricia Underwood, receptionist for Hawaii's newest station KUII, will wed KGMB's sports editor, Carlos Rivas, on August 23. They'll honeymoon on the beach at Waikiki . . . just around the corner.

Rusty McCollum, widely known West Coast webs, has hit town to start an entertainment booking and producing office with emphasis on radio. He has tied with KPOA, Honolulu. Formerly with KOMO and KJR, Seattle, KUTA, Salt Lake, KMYR, Denver, and KFRC, San Francisco, Rusty has an idea that should click with clubs, organizations and here that go in heavily for entertainment.

### Radio News "Internes" Nearing Graduation

Washington Bureau, RADIO DAILY

Washington—In effort to raise the standard of broadcast radio news program directed jointly by Council of Radio Journalism, the National American Assn. of Schools and Departments of Journalism, will send graduate three journalism professors. These three are one of a series of "internships" in the news departments of three radio stations. The method is referred to as "teaching teachers."

Station sponsors of the three former post graduate radio journalism schools and their "internes" include WHAM, Rochester, N. Y., Paul F. Kowski of the University of Georgia, WOC, Davenport, Iowa; Carleton Smyth of Kent State University (Ohio), and WSYR, Syracuse, N. Y. Edwin H. Johnston of South Dakota State College.



**BEHIND THE MIKE**

By SID WEISS

KEEP your eyes on a new husband-and-wife writing-producing team Al Kallman and Nan Coburn. They've just come up with a new idea called "The Clue's In The Line" and have several other ideas in the fire. Quizzer's gimmick is that the contestants themselves act as quizmaster and several sponsors have shown interest. When she isn't packing shows, Nan is ass't publicity chief at WHN.

Kay Callahan, newly-appointed western rep for WCKY, Cincinnati, is making things hum for the home town. She just latched on to the Edna Gray account, among others. Home town tribute: Enough Claude Rorshill platters have been sold in Erie Haute (his home town) to give each inhabitant four records.

Bret Morrison, a very versatile talent, did a Chas. Boyer on last week's "Saloon," and will do a Peter Lorre in a forthcoming stanza.

Lloyd Shaffer and his ork at the Hotel Pier, in Atlantic City from Aug. 7th to the 10th.

Paul Gardner has articles in four top mags—Holiday, Colliers, True and American Legion.

Recommended: Paul de Fur's article on a radio exec in Esquire.

Mose Gumble week-ending at Fred Larson's Shawnee palace.

Tip to talent-scouts: Marion Reid, who went to Geo. Dixon, the Washington Tribune, has all the Capital blades going around in circles with her pulchritude.

Marilyne Towne, at the Fireside Inn, tells of the much-divorced gal who's getting richer by decrees. Incidentally, La Towne is the first to record "The Bachelor and the Bobby-Soxer" from the pix of the same name.

Leonard Reinsch, managing director of the James M. Cox stations and radio advisor to the White House, has completed a book titled "Broadcasting Station Management" which Harper's will publish early in '48.

Three Barbizon models are working on a radio soap opera based on the "merry" life of a model.

**Davis, Ford For Lux Show**

Bette Davis, making her first radio appearance since the birth of her child, and Glenn Ford, also a film star, will be featured on the "Lux Radio Theater" when that program returns to the air on Aug. 25, 9-10 p.m., over CBS. The show will present a dramatization of the recent movie, "A Stolen Life."

**Haverlin Advises Stations On 'Small-Publisher' Gripe**

(Continued from Page 1)

closely written three-page mimeographed letter alleged an "iron curtain" surrounded the executive and business offices of BMI and referred to the executives as the "cabinet." As "chairman" of the "Committee" Alexander requested an early meeting with the station owners at the close of his communication, having previously further denounced BMI and its operation as it applies to the small-publishers.

In his letter Haverlin thanked the stations which had hastened to forward their copies of the Alexander letter plus their expressions of confidence in BMI and its officers. Haverlin stated that Alexander was one of more than 1,000 publisher members of BMI and that his firm has been affiliated with them since his contract dated Sept. 25, 1944. BMI, said Haverlin, paid on the basis of performances and Alexander has constantly been dissatisfied with his payments received. Six songs were cited as being the entire rights granted by Alexander's firm and none are available in recorded form for the broadcasters, Haverlin further states in his letter. However, such a firm could not be expected, Haverlin said, to receive as much as a publisher with a song or more on the "Hit Parade."

**No "Iron Curtain"**

That any such thing as an "iron curtain" exists at BMI was stoutly denied by the BMI president, much less any discourteous treatment of any callers or affiliates. In fact, one of the first things Haverlin did on his return to BMI last spring, was to write Alexander, inviting him to a meeting at his own convenience, but Haverlin states, this letter was never answered.

In conclusion, Haverlin wrote:

"BMI does indeed give advances against royalties to firms whose catalogs, in our judgment, give promise of receiving substantial performances. These advances are arrived at by almost mathematical considerations. Of course, in some cases, publishers have failed to give us the performance we expected. Mr. Alexander's catalog did not seem to us to qualify for an advance. Moreover, our incentive plans, which have been widely publicized in the trade press, have been available to Mr. Alexander and indeed one was tendered to him, but his catalog has never shown the activity which would

enable him to qualify for any of these plans. There is no discrimination and there is no favoritism. It is wholly untrue that anyone connected with our organization represents any music publisher and no one at BMI has any 'deal' from which he profits directly or indirectly.

**Publishers Back BMI**

"Recently Mr. Alexander sent a somewhat similar letter to all publishers affiliated with BMI, seeking to form his committee. You will be glad to hear that publisher response to us would indicate that Mr. Alexander's unjustified resentment is not shared by the majority of BMI publishers who realize that they have received from BMI mathematically correct accountings and full payment. . . .

"With over a thousand affiliate publishers, some of them with repertoires as meager and aspirations as great as those of Mr. Alexander, it is obvious that there will always be a dissatisfied and unsuccessful fringe.

"Success in the music publishing business is no more a mystery than success in any other business. Certain fundamental requirements and the use of well-known, time-tested methods are required by any business man (or any publisher) whether he be 'large' or 'small,' if he wants to be successful. . . ."

**MEXICO**

By HOMERO RIOS D.  
Staff Correspondent, RADIO DAILY

MEXICAN Capital looks dark these nights—there are no lights for the time being . . . There is enforced economy in electricity at present due to water shortage at the power plant in Necaxa.

The Coca-Cola concert, considered as one of the best broadcasts in town, features the Polish violinist Henryk Szeryng as soloist, a guest concert star, and the music of Raul Lavista and his symphony orchestra . . . The production in charge of D'Arcy Advertising efficiently headed here by Carlos Riveroll del Prado . . . This radio program goes on the air every Tuesday night on the XEW network and recordings are made by Radio Programas de Mexico.

The Asociacion Nacional de la Publicidad, local club of advertisers, is announcing the celebration of a formal dinner party to be given early next month in honor of Senor Antonio Ruiz Galindo, prominent business man and present Secretary of Economy of the Mexican Government . . . At this party there will take place the presentation of awards and prizes in connection with the recent Poster Contest sponsored by the Mexican authorities. The theme of the contest was advertising ideas for the Economic Recuperation Campaign.

**"AFTER HOURS"**

is the name of a famous jive classic—

and

**"AFTER HOURS"**

is the name of New York's famous jive show!

**SYMPHONY SID and RAY CARROLL**

—those all-nite, all-frantic characters—

—seven nights a week from 11 p.m. to 5:30 a.m.—

station **W H O M** 1480 on the dial

press relations: MAL BRAVEMAN

**ABC Sets Special Show For V-J Day Anniversary**

(Continued from Page 1)

Uel Roxas, president of the Philippines, already have been received by ABC. V-J Day messages from other world statesmen are in the process of transmission.

Broadcasts of these statements will be interpolated into ABC news and entertainment programs throughout the network's program schedule on August 14.

IN CLEVELAND IT'S

**WHK**

## AGENCIES

**WILLIAM H. RANKIN**, head of the agency bearing his name, this week marked the 25th anniversary of his first commercial broadcast, which he titled "Advertising and Its Relation to the Public," and for which he paid WEAF—now WNBC—\$100. Says Mr. Rankin: "It was worth it; more than 25 advertisers responded to the appeal to send for a copy of the address—and several telephoned."

**ALLAN T. ZACHARY**, publicity director of the Municipal Broadcasting System for the past year and a half, has resigned effective August 15th, to become an account executive with Russell Birdwell Associates, New York. Zachary, who served two years in the Pacific Theater of Operations with the Army Air Forces Communications Section, was previously employed by the Dixon Gayer publicity organization. Prior to the war he was on the staff of the New York Daily News.

**BARNEY LAVIN**, president of Barney Lavin, Inc., advertising agency of Fargo, N. D., has revealed that the following have become stockholders in the agency and were elected to the following positions: Bob Dobbin, vice-president; Harold Flint, vice-president, and Mildred Gregerson, assistant secretary-treasurer.

**JAMES H. WRIGHT** has joined the Harry E. Cohen Advertising Company of New York as an executive in their creative and merchandising departments. For the past five years, he had been with H. W. Kastor & Sons and Kastor, Farrell, Chesley and Clifford in Chicago, New York and Hollywood.

**GARDNER COWLES**, president of Cowles Magazines, Inc., announces the appointment of William W. Smith as advertising promotion director of Look Magazine effective August 11, 1947. Smith formerly was promotion manager of Good Housekeeping and previously had served in a similar capacity with Street & Smith and Fawcett Publications.

**RADIO ADVERTISING COMPANY** is now exclusive national sales representatives of WHAM, the NBC affiliate in Marinette, Wis., according to an announcement by Joseph D. Mackin, general manager of the station.

**PROCTER & GAMBLE** have named Benton & Bowles, Inc., as the agency for Chipso in the United States and Canada, effective immediately in the U. S. and October 1st in Canada.

## Daytime Program Structure Gradually Changing Old Rule

(Continued from Page 1)

follows no single channel but involves all kinds of shows including news, mystery, comedy, variety, dramatic and singing personalities. Audience participation and giveaway shows also are found to have taken some of the play away from serials in connection with daytime programming.

As of Dec. 1, 1940 there were a total of 61 quarter-hour broadcasts daily devoted to soap operas by the webs but today the figure is reduced to 33. The 33 strips, all on either NBC or CBS, are backed by 11 different sponsors, meaning that about 50 per cent of the advertisers have switched to other shows. With only one or two minor exceptions, all the serial sponsors of seven years ago are still on the air with other programs.

### Billings Not Hurt

Network billings have not suffered in the transition for some of these sponsors have increased the size of their accounts in the switch. Interesting example is Procter & Gamble which at one time had 24 serials daily but now has only 11. Still, P&G is the biggest purchaser of radio time today. In fact, most of the current sponsors using serials account for radio's largest billings although soap opera is only a small phase of their air budget.

Of the daytime strips now on the air, only two came along in the post-war period, one each on CBS and NBC. Some of the others have been running as long as 14 years.

The checkup shows that soap operas, where yanked, are replaced with audience participation shows, giveaways, music and variety. Aside from the fact that ABC turned down serials when it took over the Blue Network, thus reducing the total figure by 10, the most noticeable change has occurred at CBS. In late 1940 Columbia carried 25 serials daily where today it has only 13.

At one time CBS was booked solid with daytime cliff hangers from 9:45 a.m. to 3 p.m., with only two quarter-hour exceptions, and also from 4 to 6 p.m. Now the morning soap salesmen beat is broken up with a beauty tips program, Arthur Godfrey and Irene Beasley's "Grand Slam." The 4 to 6 p.m. period is revamped with audience participation shows and music. Bulk of Columbia's soap opera time is from 12:15-3 p.m.

### Serials Drop

While NBC still offers more serials than CBS, the figure here has dropped from 26 to 20, the former number being carried by the Red network as of 1940. At that time, the Red and Blue combined devoted 36 quarter-hours daily to their schedules. NBC's morning sked, once booked solid with serials from 10 a.m. to noon, is the one which has been worked over. Replacing serials are Fred Waring and two other musical and song shows by Jack Kilty and Jack Berch. From 2 to 6 p.m. NBC is loaded with soap operas.

Recently Niles Trammell, president of NBC, had something to say about

daytime strips. At the web's stations meeting in Chicago last March, Trammell said, "It is possible that we have too many soap operas but their rating indicates that the people want them. We're going to let the mass audience rather than organized groups decide." Later at a meeting in Los Angeles, Trammell touched on the same subject by relating, "NBC, through such programs as the Fred Waring show, is trying to achieve a better balance in its daytime listening."

### Ratings Lower

According to C. E. Hooper Associates, the average soap opera rating for July, 1947, was 3.8 compared with 4.9 in 1940. All ratings in general are currently lower, however, than those of seven years ago.

Advertisers and the number of daytime serials they sponsor are as follows: Procter & Gamble 11, General Mills 4, Sterling Products 4, General Foods 3, Manhattan Soap Co. 3, American Home Products 2, B. T. Babbitt Co. 2, Lever Brothers 1, Carnation Co. 1, Kolyos Co. 1, and Anacin Co. 1.

List of serials which have faded from the networks include Houseboat Hannah, John's Other Wife, Amanda of Honeymoon Hill, Orphans of Divorce, Thunder Over Paradise, This Small Town, Ellen Randolph, The Man I Married, Against the Storm, Kitty Keene, The O'Neills, Arnold Grimm's Daughter, Valiant Lady, Mary Marlin, Girl Alone, Bachelor's Children, Myrt and Marge, Woman of Courage, We the Abbots, Hilltop House, Kate Hopkins and the Goldbergs.

## Iron-Steel Institute ETs For Fall Sponsorship

(Continued from Page 1)

sales manager of the Division. The series, which will tell the stories behind the development of the steel products used in everyday life, will be distributed to steel company members of the Institute for local sponsorship in the Fall.

## Chi.-All Stars Grid Game To Be Aired By Mutual

Chicago Bears vs. College All-Stars grid classic on Friday, August 22 will be aired coast-to-coast by Mutual from 9:30 p.m., EDT., to completion, with Harold "Red" Grange, the famous "Gallop Ghost," and Harry Wismer at the microphone. Broadcast will be sponsored by the Wilson Sporting Goods Company.

Included among the All-Stars in this year's game, coached by Frank Leahy of Notre Dame, will be most of the nation's "All-Americans" of last grid season, such as Felix "Doc" Blanchard and Glenn Davis, Army's "touch-down twins," Arnold Tucker, also of Army, Jerry Cowhig, George Ratterman and Johnnie Mastrangelo of Notre Dame, and Charlie Trippi, University of Georgia.

## EQUIPMENT

### RCA Retailers Wall Charts

RCA Victor's Home Instrument Dept., has prepared two wall charts, 2 1/2 x 3 1/2 feet in size, in order to assist dealers in giving prospective customers a quick review of RCA Victor's current line of radios, according to an announcement by Jack M. Williams, Home Instrument advertising manager. Charts show large illustrations of selected merchandise and give brief, easy-to-read descriptions of each receiver. One of the charts is devoted to Victrola radio-phonograph consoles with other covering smaller units, including standard broadcast and AM-FM table models, the first portable receivers currently being offered, record players and plan attachments and the popular 6J1 table-top combination radio-phonograph with automatic record changer.

### Garod Tele Sets

First television receiver, selling for about \$695 plus installation, made by Garod Radio Corp., will go on sale in late September. New set is introduced by company president Max W. Weintraub at a national convention of distributors just concluded in New York. Receiver is a 10-inch direct viewing screen and includes AM-FM and shortwave radio as well as an automatic record changer.

Garod distributors were also shown a new line of radios ranging in retail price from \$29.95 to \$350. Lowest price set is the "Starlet," a tiny portable weighing 3 1/2 pounds. Models on display included a combination clock radio which automatically tunes on the set at a predesignated hour.

### Zenith Distributors

L. S. Hart and Wesley L. Granger, president and vice-president respectively of Associated Distributors, Inc., were appointed associated distributors for Zenith Radio products in the Alabama-West Florida district. James H. McKee, Zenith district manager, announced.

## FM Executive Committee To Meet Aug. 25 In Capital

Washington Bureau, **RADIO DAILY**—Washington—NAB's FM executive committee will meet here on August 25 it was announced yesterday. The one-day meeting will be the first under the chairmanship of Leonard Asch, FM station WBCA, Schenectady. Asch recently was named chairman of the FM group, succeeding Walter J. Damm, WTMJ-FM, Milwaukee.

## WPDQ's

TIME-BUYERS JACK POT

THIS WEEK'S WINNER

H. L. HARDGRAVES

DAY, DUKE & TARLETON

Next Week ? ? ? ?

IN CLEVELAND IT'S  
**WHK**

## Subject Of Turf Info Before NAB Code Unit

(Continued from Page 1)

aid to contain a clause banning broadcasts of advance race and sports information, such as quoting odds on sporting events. No stand, apparently, is taken on broadcasts of race results.

Meanwhile, it was learned that one station manager has requested permission to appear before the code committee to discuss the controversial question. The request was made to the NAB president, Justin Miller, by Joseph L. Brechner, manager of WGAY, Silver Spring, Md. The station already has filed a brief with the FTC in answer to charges made by the FCC. The station also has filed a brief with the FCC in answer to charges made by the FCC. The station also has filed a brief with the FCC in answer to charges made by the FCC.

"We believe that the argument which we have advanced to the FTC reflects your own views as expressed before the White committee concerning the fundamental right of radio licensees to determine the context of their programs.

"To assist the code committee in its consideration of this subject, we hereby request that a representative of station WGAY be permitted to appear before the group to discuss the matter before any action is taken. Since a decision by the committee will affect every radio station throughout the country, we know that no decision will be made without considering all viewpoints."

The present draft of the code already has received the approval of the special standards of practice committee, members of which are meeting with the program executive committee. The group will wind up a two-day session today.

Members of the program executive committee present included: Merle Jones, chairman, of WCCO, Minneapolis; Edgar L. Bill, WMBD, Peoria, Ill.; Phillips Carlin, Mutual, New York; Arthur B. Church, KMBC, Kansas City, Mo.; Herb Slavick, WMC, Memphis; Glenn Snyder, WLS, Chicago; Davidson Taylor, CBS, New York; E. R. Vadeboncoeur, WSYR, Syracuse.

Members of the special standards of practice committee present were: Robert Swezey, Mutual, New York; Ken Dyke, NBC, New York; John M. Tutler, WSB, Atlanta; Harold Fellows, WEEI, Boston.

NAB officials present were Judge Miller, C. E. Arney, Jr., and Harold Fair.

## Gulick Named Chairman

J. Robert Gulick has been named chairman of the NAB Sales Managers Detail Advisory Subcommittee, it was announced yesterday by Odin Ramsand, KDAL, Duluth, chairman of the Sales Managers Executive Committee. Gulick is sales manager of WGAL, Lancaster, Pa. He succeeds William J. Murdock, sales manager of WOL, Washington.

Next meeting of the subcommittee is scheduled for August 27 in New York City.

## PICTURE OF THE WEEK



Unusual objects apparently are no rarity on WNEW's "What's It Worth" program wherein listeners may bring objects for appraisal. Experts assigned to the above job are Sigmund Rothchild, art appraiser and restorer, and Dr. Virginia Lubkin, with considerable background in pathology, endeavoring to establish authenticity of a Mummy brought into the program by a 74-year-old Jersey-ite.

## Lela Rogers Picks Talent For "Star Of The Future"

"The Skippy Hollywood Theatre" will launch its new series, "Stars Of The Future" on Tuesday, August 10 over NBC-WNBC, 7:30-8 p.m., to give talented new actors an opportunity to star in half-hour comedies, dramas, and mysteries. Talent for script shows in the "Stars of the Future" was chosen by Lela Rogers, formerly in charge of talent department for RKO Studios. Lela Rogers has discovered and coached such stars as Ginger Rogers (her daughter), Betty Grable, Lucille Ball and others.

The new series will star Barbara Lawrence, Johnny Fontaine, Alan Hale, Jr., William Roy, Audrey Lawn, Frank Sundstrom, and Ruth Brady.

## NBC Int'l News Exec To Cover Rio Confab

Armando Zegri, news chief of NBC's International Spanish section, leaves by plane August 10 for Rio de Janeiro to cover the hemisphere treaty conference opening Aug. 15. Zegri's daily reports in Spanish will be transmitted to New York via a special circuit and then shortwaved throughout Latin America.

Edward Tomlinson, NBC's advisor on Inter-American affairs, is already in Rio for the conference as a part of his six weeks trip through Latin America. He will broadcast from Rio during his regular Saturday NBC program Aug. 9, 16, 23 and 30 at 5 p.m., EDT.

It is expected that all major webs will cover the meeting.

## AFM 'Duplicate Fees' Billed Lee, Says Weiss

(Continued from Page 1)

ording of an Eastern broadcast despite the fact that the musicians originating the program had been paid at transcontinental rates.

"We feel victimized" said Weiss, adding that the AFM admitted that local stations under their contract could transcribe Eastern broadcasts for release at other times here, but he said, the penalty demand was made when Don Lee recorded "Songs of the Stranger" through its master facilities to feed out to its 43 stations at a later time.

**Demanded That MCA Pay**

When Don Lee refused to pay such duplicate fees, Weiss declared the AFM local demanded that MCA pay the charges. It was, in turn, charged to the advertising agency, which simply deducted it from what was due the station. Thus, said Weiss, Don Lee paid it anyway.

"I do not know anybody who was allowed to negotiate as to the number of men he was to hire since Petrillo became head of the AFM," said Weiss.

## KMPC Builds Audience Shows

Los Angeles—KMPC continues to build its audience programs by increasing "The Man Says Yes" from a weekly audience participation to a daily audience show starting immediately. Bob Shannon emcees "The Man Says Yes," aired Monday through Friday from 12:00 noon to 12:30 p.m., a quiz show in which the audience competes for prizes.

In addition to "The Man Says Yes," KMPC audience shows include: "Major League Ball" with Hal Berger each Friday from 2:30 to 3:30 p.m.; "Teen and Twenty Time" with Mauri Cliffer each Friday from 5:05 to 5:45 p.m.; "Open Forum," a discussion panel, each Sunday night from 9:00 to 10:00 p.m.

KMPC is currently programming several additional audience participation programs, details of which will be released very soon.

## Send Birthday Greetings To —

August 8

Charles Boyer	Victor Young
Ross Graham	Bill Connor
J. Mattfield	Michael E. Kent
Robert L. Simpson	Otis Wright
Jimmy McKibben	Herb Holm
John Facenda	Joe Kapps
William Elmo Tanner	

August 9

Ken Dolan	Daniel S. Samuels
Charlie Speer	W. A. Wilson

August 10

Larry Fisk	Jack Haley
Jane Pickens	Mort Nusbbaum
Frank E. Mullen	Ethel Dietz
Stuart Kelly	Duke Rorabaugh
Laurie Wiener	

## Ten Get CPs For FM; 'Conditionals' To 21

(Continued from Page 1)

Mich.; Radio Anthracite, Inc., Scranton, Pa.; Laredo Broadcasting Co., Laredo, Texas; Commonwealth Broadcasting Co., Norfolk, Va.; Western Maryland Broadcasting Corp., Norfolk, Va.; Suffolk News Co., Suffolk, Va.; Madera Broadcasting Co., Madera, Calif.; Nashua Broadcasting Corp., Nashua, N. H.; Union Broadcasting Co., Elizabeth, N. J.; Harold O. Bishop, Green Brook Township, N. J.; Newark Broadcasting Corp., Newark, N. J.

Also Chanticleer Broadcasting Co., New Brunswick, N. J.; C. H. Winans Co., Watchung, N. J.; Coastal Broadcasting Co., Inc., Bay Shore, N. Y.; Harry D. Fornari, Mineola, N. Y.; Radio New Rochelle, Inc., New Rochelle, N. Y.; American Quartz Lads, Inc., Yonkers, N. Y.; Bell Broadcasting Co., Inc., Temple, Texas; Denny Park Lutheran Church, Seattle, Wash.

The following were authorized FM construction permits:

News-Press Publishing Co., Santa Barbara, Calif.; San Mateo County Broadcasters, San Mateo, Calif.; Turlock Broadcasting Group, Turlock, Calif.; Hazlewood, Inc., Orlando, Fla.; Stillwater Publishing Co., Stillwater, Okla.; West Central Broadcasting Co., Tulsa, Okla.; Radio Station KTBS, Shreveport, La.; Wayne M. Nelson, Concord, N. H.; Coastal Broadcasting Co., Inc., New Bern, N. C.; and Plains Radio Broadcasting Co., Lubbock, Texas.

## IBS Informs Its Members Re FCC Low-Power Rule

(Continued from Page 1)

ruling issued last week in which it warned that the operation of low-power radio equipment of the carrier-current type was illegal and subject to Commission jurisdiction. The FCC warning specifically pointed out that the IBS stations, which use this type of transmission, legal.

A letter from Dr. Russell Potter, president of IBS, accompanied this warning. "We believe that many colleges may be contemplating this form of radio," he declared, "and we are anxious that they should be fully acquainted with the law."

The FCC reference to IBS operation in this regard said: "While the so-called 'campus radio' of the Intercollegiate Broadcasting System, which is confined to the individual wired precincts of more than 50 schools and colleges, is not licensed, its operators see that it conforms to FCC rules.

Network carries commercials from national advertisers.

## COAST-TO-COAST

—ALABAMA—

**MONTGOMERY**—Knox Holman, WSFA staffer, ill at St. Margaret's Hospital, was presented the Victory Medal there as part of Army Air Forces Day ceremonies. Holman is a veteran of the Air Transport Command. . . . New temporary member of the WSFA staff is Billie Smith. She will remain with the station until the University of Alabama fall term opens.

—CANADA—

**MONTREAL**—CKAC, Canada's pioneer French station, has officially announced its decision to operate without interruption beginning September 27. From this date on, the popular la "Presse" station will be heard 24 hours, daily. . . . **VANCOUVER**—Reo Thompson, disc jockey emcee of the CKWX "Off the Record" show, has added a new telephone feature to his daily 80-minute music session. Thompson now spins a special disc every 15 minutes and asks his listeners to name the tune, the orchestra, the voice, or all three. First listener to call him on a private line phone with the correct answer, gets a prize from one of the show's participating sponsors.

—INDIANA—

**FORT WAYNE**—William Erle Blaine, WOWO engineer, has just received his B. S. degree in Radio Engineering from Indiana Technical College. At present, Blaine is engaged in studio operation at the Fort Wayne station. . . . There are two new additions to WFTW's staff. They are Bill Jellison, formerly with WIBC, Indianapolis, WSUA, Bloomington and WLOF, Orlando, Florida who will act as announcer and music librarian, and Fred Smith, sports announcer and disc jockey for WOWO.

—MINNESOTA—

**MINNEAPOLIS**—Don Lerch, CBS farm service director will originate the network's "Country Journal" from WCCO tomorrow in connection with the annual convention in this city of the American Association of Agricultural College Editors. Co-hosts for the convention are WCCO farm service director Larry Haeg and University of Minnesota Agricultural Extension editor Paul Johnson. . . . **MINNEAPOLIS-ST. PAUL**—Purchase of the Livingston property, straddling the Minneapolis-St. Paul city line on University Avenue, as a site for the new home of KSTP, has been announced by Stanley E. Hubbard, station owner and general manager. Plans for the new KSTP home, which will house all the station's AM, FM and television broadcasting activities are virtually complete and construction of the building, whose cost is estimated to exceed \$500,000, will be started as soon as possible.

—PENNSYLVANIA—

**PHILADELPHIA**—Bob Allman, blind lawyer-athlete and KYW sports authority, became the first blind man ever to hit a home run in a major league baseball park last Monday evening at Shibe Park. Occasion was an exhibition "ground ball game" presented during the fourth annual Sandlot Sports Association classic. Ground ball is the blind person's version of baseball and was invented by Allman when he attended the Overbrook School for the Blind. . . . **PITTS-**

**BURGH**—WCAE has inaugurated a new series of medical discussion broadcasts. Presented once weekly in co-operation with the Allegheny County Medical Society, the programs will consist of a round table discussion by three prominent local physicians. Tentative topics scheduled include: "Hayfever," "Heart Disease," "Choosing A Physician" and "Immunization For Your Children."

—MICHIGAN—

**KALAMAZOO**—"The Birth of a Station," WGFG, will be dramatized Aug. 8 in its inaugural broadcast at 8 p.m. This opening program will preview for listeners the complete schedule of top-flight ABC and local shows to be heard over WGFG. Participating in inaugural show will be Gov. Kim Sigler, Mayor Henry Ford, Jr. and civic leaders of the city as well as Harry Wismer and Harry Heilmann. . . . **DETROIT**—Warren Kelly, staff announcer of WJR, won the morning disc jockey spot contest on WJR. He conditioned in competition with 21 experienced spinners and announcers throughout the Middle West for the disc spot vacated by Ross Mulholland.

—TENNESSEE—

**NASHVILLE**—A single 15-word announcement by WLAC, brought a sailor back via plane when a death occurred in his family. Sailor heard the broadcast by the station some 700 miles away, aboard ship in the Gulf of Mexico. . . . **KNOXVILLE**—Broadcasts of all 10 University of Tenn. football games this fall will be sponsored by Aluminum Corp. of America, over WNOX. Lowell Blanchard, WNOX sports and special events announcer will air the play-by-play. Station will broadcast all games to a state-wide network.

—OHIO—

**CINCINNATI**—Ramona, of Paul White-man fame, will replace Ruth Lyons as hostess on the "50" club heard at noon over WLW and WINS. Miss Lyons began her two week vacation, August 4. . . . **CANTON**—WHBC featured singer, Kathleen Carter, will be guest soloist with the Canton Symphony Orchestra at Moonlight Gardens, Meyers Lake Park, on August 15th. She will sing Victor Herbert selections at this outdoor pop concert. . . . **KENT**—Carleton P. Smyth, WOC, Davenport, Iowa staffer, has been appointed assistant professor of Journalism at Kent State University.

—UTAH—

**SALT LAKE CITY**—Formation of the Utah-Idaho Network, composed of four, five-thousand watt NBC stations covering the heart of the agricultural and industrial area in the two states was announced recently. Stations on the new network are KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEL, Pocatello, Idaho and KTFI, Twin Falls, Idaho. George Provil, in charge of national sales for KDYL, is sales manager for the new net. . . . KALL has begun a series of Friday evening programs at the new \$1,500,000 Sears-Roebuck store in Utah capital titled "On the House." KALL announcer, Vern Bruggeman, selects a woman shopper, interviews her, and co-operating with store's management, refunds price of sales slip shopper chances to be carrying at time of interview.

## Radio To Participate In Maine State Fair

(Continued from Page 1)

each presenting special guests from the political life and entertainment industry. Among the notables scheduled to be present for the pre-broadcasts will be Gov. Horace Hildreth of Maine, most of the other New England governors, Howard Lindsay and Russel Crouse, author of the play, Dorothy Stickney who played the original role of "Vinnie," Irene Dunne, her celluloid counterpart, Mrs. Clarence Day, and Will Powell. Several of these personalities will be heard on each of the radio shows. The Betty Crocker show will be heard on two days, August 14 and 15, and will "reveal" secrets of several of the Maine dishes served at the various functions of the pre-broadcast celebrations.

In addition, a special broadcast stage is being erected in the State Fair Grounds to accommodate the "Winner Take All" broadcast, which will be principal feature of the event this year.

## Chi. Tele Sponsors Renew In Face Of Higher Rates

(Continued from Page 1)

were the Keeley Brewing Company, Botany Worsted Mills, Inc., and the Elgin Watch Co. Station execs indicate that several other advertisers expected to effect renewals before the new rates apply. On August 5, WBKB execs feel that the number of sets in Chicago will exceed 5,000. The new rates will apply until 15,000 receivers are in use it was said.

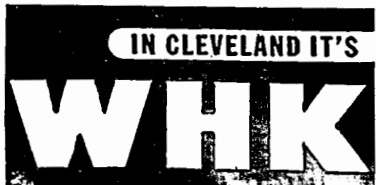
The Keeley Company, according to WBKB, has been "pleased with size increases and fan mail provoked by boxing-wrestling shows," now also sponsorship of the Chicago Rockers professional football games played at Soldier Field. Boxing and wrestling telecasts continue, giving the company a three-a-week schedule. Malcolm Howard agency handles the Keeley account.

Botany has reinstated its weekly forecasts, spotting ahead of boxing and football. Alfred J. Silberstein-El Goldsmith, Inc., Botany's agency, signed the contract with Paramour's television department in New York. Elgin's time spots were renewed through J. Walter Thompson.

## James Gets New Spot

Dennis James has been signed by Camels to take over the commercial on the Bob Hawk Show heard on CBS on Monday night, 10:30-11 p.m. James starts on the show August 3.

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn. 2 b. apt for unfurn 2 or 3 b. r. hse or apt. Chicago North Shore or suburb. Best req. required & given. Fast action necessary. Phone Whitehall 6000 (Chicago), Ex. 21.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 40, NO. 29

NEW YORK, MONDAY, AUGUST 14, 1947

TEN CENTS

## AFRA Meeting Agenda

INDIANA UNIVERSITY LIBRARY  
AUG 14 1947

### Program Clinic Set For NAB Convention

The NAB announced over the weekend that a day-long program clinic will be a new feature at the association's annual convention. The clinic will mark the first time in NAB's history that a special meeting to discuss problems of program directors has been held at an annual convention. The clinic will be under the direction of Harold Fair, director of NAB's program department. The tentative agenda includes:

Morning sessions discussion of the

(Continued on Page 6)

### Mason Named Chairman Of Mrs. Ad Committee

Washington Bureau, RADIO DAILY  
Washington — Stanley H. Mason, public relations manager of Stromberg-Carlson, on Friday was appointed chairman of the RMA Advertising Committee. He succeeds John S. Traceau, advertising manager of Irwin Television and Radio Corp., who resigned after seven years service in the RMA post. As chairman of the sub-committee in charge of RMA's "Radio-In-Every-

(Continued on Page 3)

### WCKY Sets Sales Offices; Cancels Free & Peters

Cincinnati—An extended and more complete service for advertisers and agencies by WCKY, has been announced by L. B. Wilson, president and general manager. Station has opened New York offices, and is setting up facilities for handling business out of Chicago and other cities;

(Continued on Page 6)

### Orchid

Tom Breneman's "Breakfast in Hollywood" on Aug. 18, 11 a.m. EDT, will name Walter Winchell as the "Good Neighbor." Letters sent to the show have nominated the Jergens Journalist, but the one which prompted the payoff came from a woman in Longview, Tex. An orchid to WW, she said, for his work in promoting the cancer drive.

### Jackpot

Washington — Tris Coffin, ABC commentator heard regularly on "Headline Edition" with contacts made by John Dwyer, WMAL newsroom editor, hit the jackpot in delivering live talent on the show. In successive days they delivered: Senator Ferguson, Henry Kaiser, Senator Brewster (twice), Elliott Roosevelt and Howard Hughes. Only one they "missed" was John Meyer.

### BAC Committee Report Due Late This Month

Broadcasters Advisory Council will receive recommendations from its special committee late this month with the first formal meeting in some time being scheduled early in September when the committee's report will be submitted. Council was formed by a group of top radio and advertising agency executives as well as

(Continued on Page 2)

### Wilder Resigns Posts To Join Research Firm

Frances Farmer Wilder, president of the Association of Women Broadcasters and since 1944 CBS consultant on daytime programs, is resigning both these posts effective Sept. 1. Miss Wilder is joining Social Research, Inc., firm which is specializing in human and industrial relations with headquarters in Chicago. Miss Wilder will direct the organization's West Coast division.

### Eighth Annual Confab Starts Thursday Before Delegates From 29 Cities; Important Items On Tap

### BMB Signs 34 Outlets To New 15-Point Plan

Broadcast Measurement Bureau announced Friday that 34 stations had signed up in the less than one week the new 15-point program was in effect.

Subscription contracts under the new plan were mailed August 1, and the above figure had entered the fold by August 7th. BMB pointed out that although insufficient time had elapsed to hear from the Coast, subscriptions

(Continued on Page 6)

### Naval Air Reserve Sets 390-Station Spot Drive

Chicago—Naval Air Reserve Command, operating under the Navy Department recruiting campaign, will enter the spot radio field with a six-minute transcribed show over 390

(Continued on Page 2)

### Broadcasting From Europe Difficult Feat—Cassidy

Broadcasting from Europe to America is much more difficult now than before and during the war years, and the two major problems,—facilities and censorship—have both "be-

(Continued on Page 6)

Minimum scales for television and a report of the phonograph recording committee are two important issues on the agenda for AFRA's eighth annual convention, meeting in New York for the first time, which begins its four-day session at the Hotel Astor Aug. 14. Other issues include discussion of the Taft-Hartley law and interpretation of how it affects AFRA members, the Lea Act as well as the controversy over radio actors and

(Continued on Page 3)

### RMA Meet To Scan Foreign Trade Bans

Problems presented by foreign trade barriers will be discussed at a meeting of an expanded RMA export committee in Chicago on Aug. 19, it was announced over the week-end. Named as chairman of the enlarged committee is James E. Burke, export manager of Stewart-Warner Corp., Chicago. He succeeds A. D. Keller, of

(Continued on Page 6)

### Networks, Stations Await Clarity Of Legion Events

Radio coverage of the American Legion Convention, scheduled for New York August 28th through 31st, is still in the nebulous stage, with top government officials still uncertain as to whether they'll be "on

(Continued on Page 3)

## ★ THE WEEK IN RADIO ★

### BMI Buys AMP; NBC Exec. Changes

By JIM OWENS

**B**BROADCAST Music Inc., acquired one of the world's outstanding repertoires of standard and classical music through the purchase of all capital stock of Associated Music Publishers, Inc. BMI vice-prexy Merritt E. Tompkins will assume AMP presidency. . . Re-alignment of NBC top execs had veepee Ken R. Dyke taking over the web's programming activities, following the resignation of Clarence Menser. Dyke adds this

to other administrative duties. . . NAB prexy Justin Miller called on broadcasters to give "permanent support" to the principle of standardized uniform measurement as made available by Broadcast Measurement Bureau.

Procter & Gamble, radio's top customer, had its best year in sales and earnings. Company spent more than \$17,000,000 on the air in '46,—over

(Continued on Page 5)

### Radio "Exec."

Alf Landon, former Governor of Kansas and Republican presidential candidate in the 1936 race, was granted a construction permit last Friday by the FCC for a new AM station in Leavenworth, Kansas. Landon, long a radio enthusiast, is one of several prominent ex-government officials to enter the field in the past year. Station will operate on 500 watts daytime only.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager  
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Oiler, Chief  
6417 Dahlgren Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 4332

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

FINANCIAL

(Aug. 8)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco Pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd., 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 Tele. Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

KPO Promotes Flynn To Post Of Asst.-Mgr.

San Francisco—Tom Flynn of the KPO newsroom has been appointed assistant manager of the KPO News and Public Service Department. He replaces Ina Stephenson, who resigned to marry Burt Leiper, staff news writer at NBC, New York. Leiper was with the KPO news staff until his transfer to NBC, New York.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

SAMUEL CHOTZINOFF, manager of the music division at NBC, has taken his family to California for three weeks. He's visiting with Alfred Wallenstein.

GUY CUNNINGHAM, promotion manager of WEEL, Columbia owned-and-operated station in Boston, is back in Beantown following a short business trip to New York.

GENE HAMILTON, American network announcer, has returned from Tanglewood, Mass., where last Tuesday he announced the broadcast of the Boston Symphony.

DICK SISSON, art director at WINS, is spending two weeks at Ridgewood Farm in Star City, Ind.

JACKIE MILES has left for Saratoga, where he'll headline hencforth at Delmonico's.

HELEN SIOUSSAT, director of talks at CBS, left Friday for a three-week vacation in Nantucket, R. I.

M. H. SHAPIRO, managing editor of RADIO DAILY, is renewing acquaintances this week among the pioneer citizenry of Cornwall Bridge, in deepest Connecticut.

"BUNNY" COUGHLIN, producer for Foote, Cone & Belding, is back in New York following a spell of producing in Hollywood.

JIM O'BRYON, Mutual network press head, is expected back today, well-rested from a one-week vacation.

C. P. PERSONS, sales manager of WAPI, Columbia network outlet in Birmingham, has returned to Alabama following a few days of conferences at CBS headquarters.

MIRIAM HOFFMEIER, program analyst at NBC, is confidently expected to return today from her annual vacation.

MORRIS ZINNEMAN, Biow agency official, has left Lake Tarleton after a stay of about three weeks.

BAC Committee Report Due Late This Month

(Continued from Page 1)

officials of leading radio advertisers, and at the time it was definitely stated the organization would work hand in hand with the NAB.

Revised status in NAB memberships of the networks it is believed, further clarifies the situation for the webs. Edgar Kobak, Mutual network president, is head of the special BAC committee.

Due to lack of time, network and other executives have been unable to agree on a meeting, plus the fact that the vacation season has been in full swing. It is expected now that meetings will be held more frequently, once the committee report is acted upon.

Claim New Video Tube Can Handle 300 B'casts

Stanford, Calif.—A new kind of radio tube, rated by its inventor as being capable of solving the "problem" of television transmission was announced over the week-end here by Dr. Lester M. Field, electrical engineer at Stanford University.

Tube is described as making possible the simultaneous operation of 100 color television stations in a limited area without interference from each other, Dr. Field said. It is also rated as being able to provide simultaneous channels for 250,000 telephone conversations or 300 black-and-white television broadcasts.

War-Produced Principle

Work on the tube was begun last year in the Bell Telephone labs by Dr. Field and Dr. John R. Pierce, and was continued here by the former under a grant from the office of naval research. A war-time discovery by an Oxford University professor is said to have supplied the principle for the new tube. As a beginning, Dr. Field and Dr. Pierce produce a tube of "unprecedented" wave range and power. The latest development, called a "traveling wave tube," is rated as about twice as effective as the first one.

Naval Air Reserve Sets 390-Station Spot Drive

(Continued from Page 1)

stations in this and other mid-western areas, it was announced Friday by Rear Admiral E. C. Ewen, chief of the Command at Glenview, Ill.

Programs are designed to stimulate interest in recruiting enlisted membership for the Organized Naval Air Reserve Program, which is being conducted at 22 strategically located Naval Air Stations along both coasts and throughout the interior of the United States.

Transcriptions feature entertainment and institutional copy, highlighting a vocal quintet, with Tommy Bartlett, star of ABC's "Welcome Traveler" as emcee. Series was produced under the direction of Lt. Comdr. Walt Kimmell, radio director for the Naval Air Reserve Command.

WABD Sets New Serial; To Debut Tele "Comics"

Accelerating its program experimentation, WABD tomorrow night debuts a new dramatic serial, "Highway to the Stars," and tonight will showcase a "Sunday comics program" titled "Funnytime."

"Highway," set for 7:30 p.m., is produced and directed by David P. Lewis of the Caples Agency, who handled "Faraway Hill," one of tele's first drama series. Story for the serial is written by Bob Wald, and will feature Patricia Jones, Pat Fay, Charline Osgoode, Earl George, John Becher, Hal Studer, Susan Thorne and Warrent Stevens.

"Funnytime," set for 7:30 tonight, (Monday) is a one-time shot featuring comic Danny Webb who'll read strips from the McNaught Syndicate. Program is written and produced by Charles Boye Schmetz, producer of "Paramount Theater of the Air," and directed by Stephen Price.

Newman To WINS

Mrs. Charlotte Newman has joined the publicity-promotion department at WINS. She was formerly with WQXR.



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore more radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for producers that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar spent than any other station in this 5-station town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R...



## CHICAGO

By NAT GREEN

**T**his week's business for WMAQ was headed up by renewal orders for the twice-weekly "Symphonette" concerts, the five-a-week Alex Drier news commentaries and the weekly "This Farming Business" program.

The Longines-Wittnauer Watch Co., renewed the "Symphonette" program, heard Saturdays and Sundays, for 52 weeks. A third weekly "Symphonette" concert, to be heard Tuesdays, beginning September 18, was announced previously. The Alex Drier and "This Farming Business" programs both are sponsored by the Skelly Oil Co. New contract is for 52 weeks, effective September 8.

WMAQ spot business this week included Gold Seal Co., participation announcements on "The Food Magician" three times weekly for 13 weeks beginning September 1, and three station break announcements per week for 13 weeks.

As a public service station WBBM is releasing one of its producers, Beverly W. Dean, for a week to be one of the leaders of the first workshop of the Radio Committee of the Northern Baptist convention. Meetings will be held at Green Lake, Wis., August 18-22 with 25 representatives of all the official agencies of the Northern Baptist convention in attendance. Representatives from the Goodyear Tire & Rubber Co., and from Kudner Agency will tell the churchmen about "The Greatest Story Ever Told." The officials then will discuss how they can use and back up the program.

Other resource persons and technical assistants scheduled to be at the workshop are Len Colby of WKZO, Kalamazoo, Mich.; Rev. Stanley L. Stuber, chairman of the radio committee; Miss Pearl Rosser, director of radio education of the International Council of Religious Education, and Rev. Charles A. Schmitz, pastor of Calvary Baptist Church, Syracuse, N. Y., both members of the radio committee.

WBBM-CBS' "Hint Hunt" which originates each week day from the WBBM studios in Chicago, will go to the Illinois State Fair at Springfield for five programs, Monday to Friday, August 11 to 15. Heard 3 to 3:25 p.m., CDT, on the station, the program will be broadcast from a large building with a seating capacity of 3,000.

### Larkin Joins "Col. Flack" Cast

John Larkin has joined the cast of NBC's, "Colonel Humphrey Flack" (Thursdays, 8:00 p.m., EDT.), as Garvey Uthas.

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn., 2 b. r. apt for unfurn 2 or 3 b. r. hse or apt on Chicago North Shore or suburb. Best ref required & given. Fast action necessary. Phone Whitehall 6000 (Chicago), Ex. 215.



## California Commentary . . .

• • • While here from his New York headquarters, Al Hollender, vice-president of Louis G. Cowan, Inc., has been as busy as the proverbial beaver. He closed a deal with Producer Sam Kerner, whereby the Cowan organization is to syndicate "The David Street Song Shop," a 15-minute show in Canada and the United States for a period of three years. He also had interviews cut for the Tommy Dorsey disc jockey show with Dinah Shore, Tony Martin, John Garfield, Peggy Lee, Frances Langford and Xavier Cugat. . . . Members of the radio colony aided in raising \$7,500 for the Damon Runyon Memorial cancer fund at the Frank Borzage motion picture golf tournament. Frank Sinatra landed on the first tee in a helicopter to caddie for Bob Hope. Jack Benny did the course in 106 after wagering a couple of fans \$1,000 he could do it in 85 or better. He paid the \$1,000 to the fund. Red Skelton had more luck with his ad libbing to the gallery than with his putting. . . . For the first time in a month, Jack Meakin, maestro-star of NBC's "Summerfield Bandstand," is off the San Francisco-Los Angeles shuttle. He's been going up to San Francisco each Thursday to guest-conduct the Bohemian Club symphony, hurrying back Monday for rehearsals and his Wednesday air show.

## Los Angeles

☆ ☆ ☆

• • • Chairman Frank Burke, Jr., of KFVD, has appointed Cal Cannon, KIEV; Maury Gresham, KLAC, and Lathrop Mack, National Spot Sales manager of NBC's Western network, a committee to prepare plans for weekly prize money, draft rules and a constitution for the new Southern California Broadcasters Association bowling league. Don Davis, auditor of KFVB, has been elected secretary-treasurer. . . . Dale Evans has signed to cut four sides for Majestic Records. . . . Members of the Radio News club of Southern California held their Aug. 6 meeting in the Los Angeles county jail. They were the guests of Police Chief Horrall, Sheriff Biscailuz and the County Board of Supervisors. They were taken on an inspection tour following the luncheon.

☆ ☆ ☆

• • • Composer-conductor David Rose's latest composition is "My Dog Has Fleas," inspiration for the number resulted from his listening to a young boy tune a ukelele. "What do you say when you tune that thing?" Dave asked the lad. "I say, 'My dog has fleas,' right up the scale. Comes out fine." . . . "Adventures of Ozzie & Harriet" will be translated into French this fall and placed on several French-Canadian stations through Young & Rubicam, Toronto. . . . Arlene Harris, who plays Baby Snooks' mother on the Fanny Brice show, is featured in the new Al Pearce Saturday morning full-hour co-operative over ABC. She started with Pearce as "The Human Chatterbox."

☆ ☆ ☆

• • • Judy Canova found herself the proud owner of a land yacht when she returned to Hollywood after her South American vacation. In preparation for a personal appearance tour of key cities this fall, her managers bought for her a single-decker, commercial bus, and are having it converted into a land yacht. She will broadcast from various cities, the basic idea being to establish that her popularity is as great in metropolitan areas as it admittedly is in rural districts. . . . Frank Danzig, Robert Light and other members of Command Radio Prods. entertained for Mutual's Walter Lurie following a recent airing of the Command production, "Voyage of the Scarlet Queen."

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## AUSTRALIA

By JOHN WILLIAMS

**S**KEPTICS so far have failed to debunk a weekly mental telepathy show over 2UE here by Syd Piddington and actress wife Lesley Pope. Before jury of judges, a phone number is chosen by audience ballot. Piddington tells person who answers phone his or her given and surname, suburb in which they live, and object on which they momentarily concentrate at other end.

Another tough test: Judges select a book from five, a page is chosen by audience ballot, top line is written on studio blackboard. (Listeners are told the line from separate studio.) No matter how broken or incomprehensible the line may be, Piddington usually is 100 per cent correct when he "transmits" the line via his blindfolded wife.

With ease Piddington rattles off the only names of persons in the audience but what they're thinking. Each person declares he's not seen Piddington before.

Paul Jacklin, 2UE production manager, spent more than a year devising formula which would (1) get listeners clear pix of what happens in the studio, and (2) convince them that what's described is actually happening. Listener reactions swamp production board with more than 100 calls right after each show.

Director Harry Watt, who cycled with the Aussie documentary made "The Overlanders," is testing the Aussie radio talent for 100 speaking parts of new historical film "Eureka Stockade," which deals with bloody riots during Aussie gold rush era 50 years ago.

He's found: "Radio actors rely too much on voice. Before the camera they don't know what to do with their hands. So they over-act."

"Second Caruso" Miklos Gafni, a Hungarian tenor whose current recitals in Australia are sellouts of his sponsors, Australian Broadcasting Commission, has signed with Columbia of Hollywood to do life of Caruso when he returns to U. S., according to ABC's director of music, William James.



"He wants to be announcer on WFLint."



★ **THE WEEK IN RADIO** ★

BMI Buys AMP; NBC Exec. Changes

(Continued from Page 1)

three times the amount spent in magazines . . . ABC signed Abbott and Costello to a five-year pact for a sponsored co-op show. Deal is believed to be the first time a top comedy airer will be made available to local sponsors . . . Four networks made special Washington pickups, newscasts, etc., on the Brewster-Whites battle.

Television manufacturing industry expected to spend up to \$10,000,000 advertising during the next 12 months. Outlay will be the biggest in history . . . Meanwhile new-station activity appears to have leveled off. FCC reveals that only five applications for video applications have been filed within the last half-year . . . Demand for radio-phonograph combinations will soon be three to four times that of the pre-war level, Richard Graver, vice-president of Admiral Corp., told dealers in Chicago. He predicts the number of sets in U. S. homes will reach 18,000,000 in a few years.

Over 60 top network shows are set to return to the air after the summer hiatus. Several established shows will be heard on new waves, and several are strictly new business . . . Mutual was reported clearing time for a five-minute strip featuring Billy Rose, Broadway producer . . . NBC signed six renewals for a total of 21 hours weekly time . . . Gruen Watch Co. bought all time signals on WABF, New York FM outlet . . . Sec'y of State George Marshall will officially open United Nations Week with an NBC talk on Sunday, Sept. 14 . . . TMC, McAlester, Okla., sold to J. Stanley O'Neil, for \$100,000. Deal is subject to FCC approval.

Radio's daytime programming structure has undergone a gradual significant change in the past seven years. Number of soap operas on the air has been reduced from 61 to 33, with audience participation, variety shows, etc., filling in. Same sponsors are active, however, and have actually increased expenditures . . . Networks and Petrillo's AFM said to be very near accord on FM duplication of AM web music . . . AWB vice-president Brothly Lewis told RADIO DAILY her organization never offered to cooperate with Radio Book Reviews, as latter allegedly claims.

Permanent liaison committee between radio and motion pictures was set up at a meeting at the Hollywood Advertising Club . . . Canadian Department of Transport started a drive

to control electrical "gadgets" interfering with radio reception.

Several top network daytime shows will be featured attractions at the Skowhegan State Fair this week. Radio shows will tie in with world premiere of the new film "Life With Father." . . . WBKB (Chicago) reports several renewals as date nears for time rate hike. Station says the number of tele sets in Chicago is now over 5,000 . . . FCC pushed through a batch of FM CP's and grants. In former group were 21, while 10 were of them got conditional grants . . . Stromberg-Carlson reported a six-months' profit of \$540,000 . . . New technical advances made by the British in television, radio, etc., during and since the war will be displayed at the 15th National Radio Exhibition, Oct. 1 through Oct. 11.

Spot radio activity of top national and regional advertisers will be considerably increased during this month and the early fall weeks. Rayve, Army Recruiting, and the Hat Research Foundation lead the group . . . Taft-Hartley, Lea acts, and other labor laws expected to get wide discussion and clarification at the NAB meet in Atlantic City . . . NAB's program executive committee mulled the question of sports and horse-racing information, with broadcasters sharply over the issue . . . State Department took over all broadcasting in "critical areas" of Eastern Europe and the Far East. CBS and NBC had been beaming shows to several countries in the European sector . . . FCC launched an investigation into "private" broadcasting practices in Indiana, and other states. Commission will seek to enforce regulations governing "low power" carriers.

**Emerson Organizes Co. To Service Tele Receivers**

Emerson Radio and Phonograph Corp., announced last week the establishment of a \$60 installation and service policy with the formation of the Emerson Television Service Corporation. Plan, announced by Dorman D. Israel, vice-president in charge of engineering and production, calls for the servicing of all Emerson sets by the newly formed subsidiary. He added that the organization is designed to service Emerson television receivers direct from the factory until such time as the trade itself can arrange to set up its own units.

At the time of the delivery of an Emerson receiver, the service corporation will issue an "Emerson Television Owner's Service Contract" which assumes all responsibilities including the installation of an antenna, the set itself, and the servicing of both for a period of one year. Service covers the replacement of parts and tubes including the picture tube, as may be required to repair or maintain the receiver in normal working order during the period.

**Fulton Lewis, jr.**



**NOT AVAILABLE**  
on 262 stations!

In our zeal to make Fulton Lewis, jr. available to the greatest numbers, we've previously publicized on these pages various "availabilities." But don't get the mistaken idea that Brother Lewis is nothing but available!

On 262 stations from coast to coast he is currently sponsored by a group of sponsors *as satisfied as sponsors allow themselves to get.*

But the Mutual net contains more than 262 stations . . . so, if you need a program with a loyal following, wire, phone, or write us immediately for information. Maybe F. L., jr. is available to your bailiwick.

IN CLEVELAND IT'S  
**WHK**



COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING SYSTEM**



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

## Program Clinic Set For NAB Convention

(Continued from Page 1)

general problems facing program directors. Clarence Menser, former vice-president in charge of programs for NBC, will chair the panel and speak on the subject of "The Objectives and Obligations of the Program Manager."

The second panel will be devoted to a discussion of "The Fundamentals of Copyright Law and the Use of Copyrighted Music."

Theodore Streibert, WOR, New York, chairman of the NAB music advisory committee, will discuss the various music contracts now in force and their effect on the broadcasters. Also scheduled is Sydney Kaye, general counsel for Broadcast Music, Inc., who will outline certain aspects of the copyright laws.

The panel discussion devoted to public interest programs will feature talks by William Bryan, KOMA, Oklahoma City, with Edgar Bill, WMBD, Peoria, Ill., a member of the NAB program executive committee and special standards of practice committee, as moderator.

### Farm News Editors To Meet

The final discussion of the morning session is being planned by NAB's farm news editors committee.

The luncheon session, planned as a joint affair with participants in the broadcast advertising clinic because of the many problems common to program and sales personnel, will hear three speakers: Barbara Wells, WOR, New York, and Gordon Gray, WIP, Philadelphia. A third speaker will be announced later.

Following the luncheon, attention will be focused on "The Disc Jockey Program." At least two broadcasters, including Harold Fellows, WEEL, Boston, will take part in this panel.

The final panel will be devoted to a discussion of co-ordinating the scheduling of programs. The speakers—John Outler, WSB, Atlanta, and Ralph Hardy, KSL, Salt Lake City, will outline the methods of properly scheduling local originations and spot announcements in order to achieve the best possible results.

## Rathbone, Bellamy Aid Ad Council's CARE Drive

Basil Rathbone and Ralph Bellamy, prominent stage, screen and radio actors, have each completed six transcribed spot announcements as their personal contributions to the Advertising Council's public service campaign on behalf of CARE, it was announced Friday.

These ET announcements for local station use will supplement the Advertising Council's support of the CARE emergency program. Recently adopted by the Council for a campaign by public service advertising to inform Americans of the European food crisis, approximately 135 national advertisers, operating under the Council's Radio Allocation Plan, are supporting this famine-relief program, carrying messages into American homes.

## ★ AGENCY NEWSCAST ★

DEANE UPTEGROVE, vice-president and creative director of Alley & Richards, Inc., has been named by A.A.A.A. as the chairman of its newly formed art committee.

RICHARD H. ROFFMAN has been engaged as public relations director of the Kolbe Publications.

PHYLLIS KENNER ROBINSON has joined the sales promotion staff of Grey Advertising Agency. Mrs. Robinson formerly was associated with Bresnick & Solomont, Boston.

SCOTT-TELANDER ADVERTISING AGENCY of Milwaukee sponsored the Wisconsin State Amateur Golf Tournament Saturday, August 2. The agency-generated idea was broadcast over WFOX. Institutional spot plugs were used for all Scott-Telander accounts during the final 18-hole championship match. Mention of the agency was made only at station identification periods.

## Broadcasting From Europe Difficult Feat—Cassidy

(Continued from Page 1)

come aggravated" since VE day. This pessimistic view of the radio situation overseas was presented by Henry Cassidy, NBC's European news director at a press luncheon at the Waldorf-Astoria last Friday.

Cassidy, who recently returned to the States from his European post, declared that "censorship, or the threat of censorship," now hangs over almost every Continental European country. No broadcasting by foreigners is permitted from Russia, for instance, he pointed out. In France, where facilities have "materially worsened since the war's end," the possibility of censorship is due to the government policy of requiring all foreign broadcasts to pass through a "modulation center," Cassidy said. In England, the two BBC studios that were available to Americans during the war have recently been closed, and in Berlin, he added, the foreign broadcasting studios consists of a "made-over attic" in the Press Club.

The NBC newsman, who was the first radio reporter ever to broadcast completely uncensored from Moscow, on the occasion of the opening of the Foreign Ministers' Conference there last winter, offered an explanation of the Russian attitude in prohibiting foreign broadcasts when the Conference ended. He said that it was "partly a matter of personalities" and partly due to the fact that Russia is afraid that satellite countries might sense a possible alteration in the course of Soviet propaganda. Cassidy added that, Robert Magidoff, NBC's Moscow correspondent, had informed him that "the possibility is still open" of resuming shortwave broadcasts from Moscow.

During the four-power conference, Cassidy said, the four American networks petitioned, individually and jointly, to the Russian government

CHARLES L. RUMRILL & Co., Rochester, N. Y., has been retained to handle the advertising of Stromberg-Carlson Company's sound equipment division.

HARRY B. COHEN Advertising Co., New York, has been appointed agency for Charm-Kurl Home Permanent Wave, it has been announced by William H. Fraser, president of Fraser Hair Fashions, St. Paul, Minn.

ROBERT D. C. MEEKER, general manager of Radio Advertising Co., announces the addition of WKMO, Columbia affiliate in Kokomo, Indiana, to his company's list. RAC also is the exclusive national representative of WKMO, as of August 1st.

KENNETH H. JOY, formerly account executive with the New York office of Brisacher, Van Norden & Staff, has joined Hixson-O'Donnell Advertising, Inc., New York, in an executive capacity.

## WCKY Sets Sales Offices; Cancels Free & Peters

(Continued from Page 1)

Ralph E. McKinnie, formerly with the Paul H. Raymer Co., has been named national sales manager of WCKY, with offices in New York City. Kathryn T. Callahan, former office manager and assistant to H. B. Humphrey of the H. B. Humphrey Co., will be assistant to McKinnie. McKinnie served in the U. S. Navy for five years, and was a lieutenant commander in command of the USS Portunus, a Patrol Boat "mother ship." He has extensive experience in sales and promotion, having been attached in that capacity with the Bell & Howell Company and the Pure Oil Co. Miss Callahan has had a career of radio time buying and spot campaign schedules for network programs.

WCKY has cancelled its agreement with Free & Peters as exclusive national representatives.

### CRC Appointment

Charles Spadone has been appointed to the sales department of Columbia Records, Inc., as manager of District No. 6, it has been announced by E. P. Eldridge, director of personnel. Spadone was formerly in the advertising department where he was in charge of services to radio stations. Covering the Grand Rapids, Cleveland, Toledo and Detroit territories, he has replaced F. E. Cross, who is no longer associated with the Company.

Albert B. Earl, assistant advertising manager of Columbia Records is now in charge of all radio activities for the Company.

to be allowed to continue broadcasting. They were told, however, that Foreign Minister Molotov was "the only person who could approve" the request. It was impossible at the time to gain access to Molotov, Cassidy asserted.

## BMB Signs 34 Outlets To New 15-Point Plan

(Continued from Page 1)

were received from as far as Texas and South Dakota. A total of 11 states were represented by the 34 subscribing outlets.

New BMB subscribers are: WJLA, Columbia, S. C.; WSOC, Charlotte, N. C.; WDBJ, Roanoke, Va.; WCAU, Philadelphia, Pa.; KFRO, Longview, Tex.; WTAR, Norfolk, Va.; WMEF, Marion, O.; WHBF, Rock Island, Ill.; WSAV, Savannah, Ga.; KOCA, Eugene, Ore.; WBNS, Columbus, Ohio; KOTA, Rapid City, S. D.; KTSA, San Antonio, Tex.; KVOL, Lafayette, La.; WTHT, Hartford, Conn.; WSAR, Fall River, Mass.; WKNE, Keene, N. H.

Also WPTF, Raleigh, N. C.; WISN, Indianapolis, Ind.; WHEC, Rochester, N. Y.; WBNF, Binghamton, N. Y.; WOPI, Bristol, Tenn.; KRNT, Iowa Moines, Ia.; WAPO, Chattanooga, Tenn.; WHCU, Ithaca, N. Y.; WGT, Scranton, Pa.; WCHV, Charlottesville, Va.; WCTC, New Brunswick, N. J.; KOLT, Scottsbluff, Nebr.; WJF, Baton Rouge, La.; WCHS, Portland, Me.; WLBZ, Portland, Me.; WLA, Lexington, Ky.; and WRAC, Williamsport, Pa.

## RMA Meet To Scan Foreign Trade Barriers

(Continued from Page 1)

the Federal Telephone and Radio Corp., New York.

Exports of American-made radio receivers and components have increased rapidly since the war, with new records predicted this year. Several countries, notably Mexico, however, have recently taken steps to limit or curtail American imports. Mexico was this country's second best customer for radios in the past.

## SAN FRANCISCO

DOROTHY and Ted Friend are replacing Herb Caen on the Sunday night KPO 10 p.m., spot which Herb is on his vacation for three weeks.

Walt Tolleson, assistant sales manager of NBC's Western Network, received a surprise during the Lionel International Convention here recently when a group of visitors dressed in cowboy outfits walked into the NBC studios backwards to show off the big letters "TOLLESON" on the backs of their shirts. They were delegates from Tolleson, Arizona, a town that was named after Walt's father when he founded the town of 3500 in 1923.

Starting August 19, news commentator James Abbe starts a twice-a-week 15-minute series of broadcasts on the ABC Western and Mountain stations under the sponsorship of Pet Paul, Inc. The new contract runs for 52 weeks and the program will originate from San Francisco.

## BEHIND THE MIKE

By SID WEISS

**ASK ELLA MASON,** the American Institute of Food Products now via WHN daily now being read from the Iceland Restaurant in the form of a sponsors' luncheon, has proved a big click. Show has been averaging to an average daily crowd of around 500, with plenty of top names wrinkled in as guest stars. Complete lunch (made up solely from sponsored products) is served for only 99 cents. This is the only show on the air we know of offering this type sales promotion.

Lillian Okun entering her 15th year radio. She now produces "Let's Listen to a Story," "Young Book Reviewers" and "Our Town," among others.

Lloyd Shaffer and Perry Como end up their personal appearance next week in Chicago, then return to the NBC Supper Club Sept. 14.

Jocko Maxwell, WWRL sportscaster, sold a feature article to Golfing magazine.

Maxwell Hamilton, editor of Motion Picture magazine, off for a Hollywood vacation.

Youngest of the network producers the brilliant gag-wag, 27-year-old Sidney Reznick, of the Phil Silvers NBC airer. He's formerly top scripter of the Ed Wynn and Jimmy Durante comedians.

Harry Hershfield nifted at Dunhill's that his bookie is so scared he doesn't take any ifs, ands or bets. Columbia Concerts shepherding radio execs to the Golden Theater to hear Italian tenor, Ferruccio Tagliani in "Anything For a Song."

Ray Carroll returned to his all-night roars on WHOM's "After Hours" tifest following a two-week vacation at Long Beach.

Don Pallini awarding a plaque to Armen Cavallaro as "playing the latin rhythms Mr. Average New Yorker can dance to."

Shirley Eder is the only Easterner invited to the Kathryn Grayson-Johnny Johnston merger on the coast.

Don de Leo, the legit and radio resp, and glamorole Barbara March, have thrown away the script.

The Andrew Sisters' "Sonny Boy" routines are panicking them at the Riviera.

Copsey and Ayres, who fly through the air with the greatest of ease in their Copa dance routines, have bought their own plane.

Barbizon model June Ageson's classic features will adorn five major magazine covers next month.

Fireside Inn planning to resume its radio entertainment some time after Labor Day.

### Stork News

Leslie Nichols, MBS United Nations correspondent, announced last week the birth of twin girls to Mrs. Nichols, on Thursday, August 7. Mother and children reported doing well.

## BOSTON BUSINESS

**L**ISTENERS are learning that "Rhyme Does Pay," from a new half-hour broadcast of the same name, Monday through Saturday over WEEI at 5:30 p.m., during which Phil MacDonald, formerly of KOMO-KJR, Seattle and KIRO, Seattle, as master-of-ceremonies awards cash prizes to persons sending in names of favorite musical selections with reason for their preference written in rhyme.

Participation in Yankee Network News Service broadcasts through the full Yankee Network of 23 stations originating from WNAC, key of web in Boston has been renewed by Corn Products Refining Co., through C. L. Miller Company, agency for 13 weeks with commercials devoted to Mazola Salad and Cooking Oil. Air times are 1 to 1:10 p.m., Monday through Saturday; 8 to 8:10 a.m., Monday, Tuesday and Saturday and 8:45 a.m., Sunday for a total of exactly 130 participations.

The Comfort Manufacturing Co., in the interest of their toothpaste (Gordon Best Advertising, of Chicago) has been signed to sponsor the Carl Moore-Ray Girardin "Top O' the Morning" 7 to 7:15 a.m., broadcast through WEEI Monday through Saturday.

The "Sidelight in the News" on WNAC and the full Yankee Network of 23 outlets Monday through Friday 8:30 to 8:35 a.m., featuring little

known facts, anecdotes and human interest stories by John MacDonald has been sold for 13 weeks to the S. O. S. Company through McCann-Erickson, Inc.

The "Shadow" fictional crime crusader returns to the air over WNAC and 16 Yankee Network outlets, Sunday, Sept. 7 at 5 p.m., in interests of Delaware, Lackawanna and Western Coal Company.

Sceck and Kade, Inc., Makers of Perlussin through Erwin Wasey & Co., New York are sponsoring the WEEI News, 7:15 to 8:55 a.m., three days a week for 30 days.

A new series of one-minute transcribed announcements sponsored by Carter Products, Inc., in interest of Liver Pills has been signed for three Yankee Network outlets. WEAN, Providence has been booked for 52 weeks while WONS, Hartford and WICC, Bridgeport are scheduled for 13 weeks each.

The Kaiser-Frazer Corp., through Swancy, Drake and Bement, Inc., has renewed current series of one-minute announcements with Yankee Network and placed several new series on affiliated stations. Renewals are for 13 weeks on WNAC, key Yankee outlet and nine weeks on WEAN, Providence. New Kaiser-Frazer spots have been placed on WICC, Bridgeport (13 weeks); WMTW, Portland; WAAB, Worcester and WONS, Hartford (13 weeks).

### Dorsey To Be On Hand At ET Jockey Premiere

Tommy Dorsey is scheduled to make a personal appearance over WMCA, New York, on Sept. 8 when his new all-recorded disc jockey show, distributed by the Louis G. Cowan office, makes its premiere. Details of the promotion stunt, which may also include personal appearances of music personalities, are being arranged.

The Cowan office has not revealed how many stations have bought the TD show but about two-thirds of the sales have been made to either network owned outlets or affiliates. Size of stations signed to date range in size from 250 watts to 50,000 watts with all 48 states represented. Al Hollender of the New York office has been on the coast for the last few weeks supervising the cutting of the initial shows. Promotion kits and cue sheets are already being mailed to markets which are set.

### Alexander Writes Miller Re Small BMI Publishers

Perry Alexander, chairman of the "BMI Small Publishers Committee," has written to Justin Miller, NAB president relative to his complaint of unjust treatment. Miller replied that he would look into the situation. Alexander reiterated his position to Miller and mentioned that he feared a "clique" was at work at BMI.

### New Chicago Concern To Rep Video Clients

Chicago — Television Advertising Productions signed contracts this week to handle television representation for two new entrants into the video sponsorship field. TAP will write and produce six film commercials for the Keeley Beer Corporation, currently sponsoring boxing and wrestling on WBKB, and they also will write and produce a new live talent television show, "Tele-Quiz-Calls," for the Union Electric Company of St. Louis, over that city's new tele station KSD-TV.

The film commercials for Keeley beer will be aired three nights a week over WBKB. Contract was negotiated by Norman Lindquist, vice-president of Television Advertising Productions, and Art Holland of the Malcolm-Howard agency. The "Tele-Quiz-Calls" program was originated in Chicago a few years ago by Arden Rodner, now president of TAP. Leonard Nathanson, TAP script editor, will write the film commercials and do the "Tele-Quiz-Calls" series. Jack Gibney, production director, will handle all production chores.

### Olga Druce Lecture

Olga Druce, of Benton & Bowles, agency, editor, producer and director of "House of Mystery" is lecturing for Prof. Ernest Osborne at Teachers' College, Columbia University, today on the subject, "Radio and the Community."

## EQUIPMENT

### Emerson Distributor

Announcement has been made by Charles Weisser, Emerson Radio's national sales manager of the appointment of Radio Electronic Supply Company as Emerson's Western Michigan distributor. The company's office and warehouse are located on S. Division Avenue, Grand Rapids, Michigan.

Emil J. Hiss, vice-president of the company, is in charge of sales activity for Emerson Radio. He has started his campaign for active participation with the dealers in Grand Rapids and the counties comprising the Western portion of the Michigan peninsula. This campaign is being greatly accelerated with the introduction of the new 1948 Emerson models which were recently introduced to the trade.

### Factometer

FactoMeter, a gadget which the manufacturer claims will eliminate a big portion of FM antenna installations, will be introduced soon by Bendix Radio. Although it's actually an AM-FM table set in the first place, the product is aimed at helping FM sales and the maker says FactoMeter will become FM's number one demonstration feature.

### Series On "One World" Scheduled Over WNYC

A series of dramatizations of the "One World" theme, produced by the One World Award Committee, will be broadcast live over WNYC, starting Sept. 7, transcribed during each airing and made available to all other stations upon request. It will be a Sunday evening series over the New York station from 6-6:30 p.m., with guest stars of radio, stage and screen among the performers.

Programs will be produced by Jacques F. Ferrand, secretary of the committee, assisted by Henry Singer, who will direct, and Pierre R. Ferrand. Series will include adaptations of works by Thomas Mann, Romain Rolland, Fritz von Unruh, Jules Verne and Louis Adamic as well as rebroadcasts of radio classics.

### Wedding Bells

Elaine Wall of the Mutual press staff, was married last week to Roger Brown, account exec with the Earl Ferris publicity organization.

Send Birthday Greetings To —

August 11

Val Adams Fred Barron  
John W. Dolph Carl Landt



# ★ ★ COAST-TO-COAST ★ ★

## — COLORADO —

**DENVER**—All five of Denver's radio stations, KOA (NBC), KLZ (CBS), KFEL (MBS), KVOB (ABC) and KMYR, independent, are to be joint hosts at a "Radio for Retailers" luncheon at The Brown Palace Hotel on August 12. Featured speaker will be Miss Lee Hart, assistant director of broadcast advertising for the National Association of Broadcasters. . . . With Denver citizens soon to go to the polls to elect convention delegates who will draw up a new charter for the city, KLZ is airing a weekly broadcast, presenting city officials and prominent civic leaders discussing the various forms of city government in force throughout the nation. Denver's youthful new mayor, Quigg Newton, appeared on the first program.

## — LOUISIANA —

**NEW ORLEANS**—Henry Dupre, program director of WWL, has advised that the Loyola station is transcribing a show, relating Catholic activities in the South, which will be mailed to UNDA, international Catholic Association for Radio and Television, for broadcast at Fribourg, Switzerland, the organization's current headquarters. The gesture was made, following a visit to the station by the Rev. John Dito, O. P., vice-president and permanent delegate of UNDA, who is touring the States to collect program ideas and information on the American radio industry. . . . **SHREVEPORT**—KWKH chief engineer, W. E. "Bill" Anthony, was one of the featured speakers at the Delta Gulf Amateur Radio Operators Convention recently held in Texarkana, Arkansas. His subject was "Beam Antenna."

## — NEW HAMPSHIRE —

**KEENE**—Tributes from scores of radio stations have been received by WKNE and the family of Richard G. Bath, vice-president and general manager of the station, who was buried here August 5. WTAG and WEIM manned the mikes and controls while staff members attended the funeral. Mr. Bath has been with WKNE for 14 years and was 49 years old at his death. . . . **MANCHESTER**—John and Julie Williams have resumed their breakfast program after traveling 28,000 miles in a tape-recorded jaunt. The couple visited at least three cities in every state in the union and appeared on programs on 144 stations.

## — OHIO —

**AKRON**—Radio engineers in this city are planning to form a sub section of the Cleveland chapter of the Institute of Radio Engineers. Local group has organized with Prof. Paul Smith, University of

Akron, as chairman; Dr. Howard R. Hegber, Goodyear Aircraft Corp., vice-chairman; and James S. Hill of WHKK, secretary. . . . **DAYTON**—Joseph H. LeMoyné, WING salesman, has been named a team captain of the Propellor Club, a volunteer organization forming a membership committee for the Dayton Chamber of Commerce. . . . **STUEBENVILLE**—WSTV and WSTV-FM now include as a regular feature of their local news broadcasts, the early-morning flying conditions from six airports in Ohio, West Virginia and Pennsylvania.

## — PENNSYLVANIA —

**PHILADELPHIA**—"Journeys Into Jazz," a program series treating America's hot music from an intellectual standpoint and featuring this city's jazz authority, Al Rose, will make its bow on WFIL-FM, August 16. Rose will play recordings that are considered classics in the music art form known as jazz and will give FM listeners much heretofore unpublished information about the subject and the musicians who play this type of music. Likewise, as a director of the Philadelphia Jazz Festival Society, Rose will also bring many famous jazz artists to the station's microphone when they are here for their regular Academy of Music concerts. . . . **PITTSBURGH**—Ben Muros has resigned as program director of WCAE to accept a position as manager of WKAP, Allentown. Muros has been a member of the WCAE staff since 1937 when he joined the engineering department.

## — TEXAS —

**HOUSTON**—KHHT, in connection with Glen McCarthy's newly acquired community weekly newspapers, recently brought all the up-to-the-minute doings in "Teen Land" to this city. Mr. McCarthy's staff of "Teen Tattlers" supply the information daily for the new Teen Canteen which will be aired daily and which encompasses all youthful activities in the metropolitan area. . . . **SAN ANTONIO**—A special half hour broadcast of ceremonies at Camp Hood, where the 36th Infantry Division and the 45th Armored Division will be reactivated as the Texas National Guard, was originated through WOAI on August 10. Monte Kleban, WOAI program director and Jerry Lee, station special events director, flew to the Camp where they transcribed a wire recorded description of the ceremonies as well as interview the celebrities. They then flew back for the special rebroadcast at the station.

## — VERMONT —

**BURLINGTON**—WCAX, CBS affiliate, has increased its power from 1,000 watts full time to 5,000 full time. . . . **MONTPELIER**—When WSKI, new 250 watt on 1240 kc., begins operations on a full time schedule in Oct., there will be one state capital city left in the U. S. without a radio station the city can call its own. It is Dover, Del. However, application is pending before the FCC for a local full-time outlet in that city, so it is probable that within a short time, all 48 capital cities will have one or more stations.

## — WEST VIRGINIA —

**CHARLESTON**—Ray Rebhann, formerly of United Press, has joined the staff of WGKV as promotion manager. In addition to his news experience which included handling the radio wire from the West Virginia Bureau of UP, Rebhann has also had some training and experience in national advertising and research. . . . **HUNTINGTON**—Former WSBK, Duluth, continuity director, Mary P. Foley, has joined the staff of WPLH. She is currently writing a daily biography of a recording artist for the RCA Victor Record Review, a Monday-through-Saturday feature of the station.

## — NEW YORK —

**PLATTSBURG**—WMFF's special events department recently covered the Plattsburg Yacht Club regatta in a 33-foot Chris Craft provided by the Club. Description of the events by Johnny Lawrence and Bill Lerner were put on a wire recorder for the broadcast. That was first event of its kind in Plattsburg's history. . . . **WHITE PLAINS**—With installation work at WFAS' new AM-FM site in Greenburgh (2.8 miles Southwest of White Plains), approaching completion, on-the-air equipment tests are slated to begin in the midnight to 5:00 a.m. period about the 15th of this month. September 1 is about the expected date that program services will begin from there.

## — VIRGINIA —

**RICHMOND**—Sam Fouts, formerly of the U. of Fla. station WRUF, has been named continuity chief of WRVA's program service dept. . . . Ira Hull has been added to the announcing-producing staff of WRVA having been formerly associated with KPLC, CKRC, WRNL, and WSAP. . . . **ARLINGTON**—WEAM has appointed Adam J. Young as exclusive national representative for a two year period. . . . **DANVILLE**—WBTM-FM is nearing completion of the installation of all equipment and will shortly take to the air. Station has sent out booklet describing FM in layman's language to all listeners in its area.

## — MASSACHUSETTS —

**NORTH ADAMS**—WKOB took to the air on Aug. 1, broadcasting day-times on 860 kc., with 250 watts. Station is owned by Citizens Broadcasting Co. . . . The Northern Berkshire Broadcasting Co. has received a permit from city's building inspector to construct a 155-foot tower, adjacent to its new station, at an estimated cost of \$1500. . . . **SPRINGFIELD**—Gerald Harrison has been elected president of WMAS, succeeding the late A. S. Moffat, founder and former president. . . . CP's for four FM stations in Springfield has been granted by the FCC, with stations expected to be in operation in from 90 days to six months. Permits were issued to WSFR, WACE, WMAS and WHYX. WBZA-FM has been in operation for two years.

## — NEW JERSEY —

**NEWARK**—WAAT will broadcast finals of the Eastern Lawn Tennis Grass Court Championships from Orange Lawn Tennis Club in South Orange on Aug. 10, 2-4:15 p.m. with Fred Sayles and Lou Dailey describing the event. . . . **ATLANTIC**

## First FM 'Phone Call Between U. S.-S.

Atlantic City—What is believed to be the first radio-telephone conversation between Argentina and United States by means of FM mobile equipment was held recently with officials of Empresa Mixta Telefonica Argentina in Buenos Aires speaking with Argentina delegates attending the International Telecommunications Conference here. Call was made through the courtesy of Federal Telephone and Radio Corporation, which conducted the demonstration call by providing delegates with a car in which was installed the comparable standard FM mobile radio-telephone equipment.

Officials of EMTA, cruising in a car equipped with Federal equipment, placed their call to the U. S. through the telephone exchange in Buenos Aires. Call was relayed over a radio circuit between B. A. and New York, then carried by land lines to the Bell System in Philadelphia. From the Bell Company's mobile exchange in Philadelphia, the call was transmitted to Federal's demonstration car which was touring the Argentine delegates in a 10 to 15-mile radius of the Bell exchange.

## Jas. Stewart To Guest On MBS' "Block Party"

James Stewart, motion picture star and former AAF colonel currently appearing in the Broadway production of "Harvey," and veteran jazz pianist Teddy Wilson will make guest appearances on "First Call For the Block Party" which inaugurates a new series in the interests of National Guard recruiting next Thursday, August 14 (9:30 to 10 p.m., EDT) over the Mutual network.

**CITY**—Appointment of Joe Porter as commercial manager of WMID, new ISB affiliate, was announced recently by J. Hancocks, general manager of the station. . . . WCTC's program schedule is planned its music to appeal to home listeners for relaxation and restful purposes. Selection of programs are based on their which included 20,000 workers from factory to office, and representative groups of men and women.

## Recording?



on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

IN CLEVELAND IT'S  
**WHK**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 30

NEW YORK, TUESDAY, AUGUST 12, 1947

TEN CENTS

## FCC Studies Time Sales

### Commission Grants Three AM Licenses

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC yesterday awarded licenses to three applicants for new AM stations. They include the Adrian Broadcasting Station, ABJ, Adrian, Mich.; Nacogdoches Broadcasting Co., KSFA, Nacogdoches, Texas, and Trendle-Campbell Broadcasting Corp., WTCR, Flint, Mich.

In addition, the Commission listed three applications for new AM stations. They include Utica Broadcast-

(Continued on Page 8)

### Meet The Meeks' Sold By NBC To Swift & Co.

Chicago—Paul McCluer, sales manager of the NBC central division, announces purchase by Swift & Co., of the 10-10:30 a.m., Saturday period for airing of a domestic family comedy drama, "Meet the Meeks," from the Chicago NBC studios over 161 stations, starting November 8. This series will give Swift & Co., a full hour Saturday morning programming, the firm began sponsorship of the

(Continued on Page 3)

### Boston Bank Purchases Pop Concert Programs

The First National Bank of Boston for the fourth consecutive season will sponsor Arthur Fiedler conducting 55 Boston Symphony Orchestra musicians in a series of 30 radio concerts entitled, "Sunday at 4:30," over the New England Westinghouse stations WBZ and WBZA beginning Monday, Oct. 5.

The concerts which heretofore originated (Continued on Page 7)

### New Business

Bendix Corporation is reported launching a spot campaign in key center cities. Current promotion is on Bendix Automatic Washing machines for home use. Campaign, according to reports, is for 52 weeks and consists of one-minute spots on various appliances manufactured by the company. Jobbers and dealers are participating.

### Laudable

Denver's five stations banded together last week, staged an outdoor picnic and furnished tickets to 250 blind persons and their escorts for the Denver Symphony "pop" concert at Ellitch Gardens. Elwood Meyer of KMYR headed the committee on arrangements. Others participating were Leo Fromont of KFEL; Randy Smith, KOA; Vince Corbett, KVOD and Loe Fondron, KLZ.

### FM Demonstrations Given ITC Delegates

Atlantic City—Large area network broadcasting without the use of long distance telephone wire circuits was demonstrated for the International Telecommunications Conference here the past week-end, with delegations from 71 nations in attendance.

FM programs from Alpine, N. J., were received by Station WBAB-FM—a distance of 116 miles—and re-broadcast to the delegates in the Am-

(Continued on Page 7)

### Koepf Heads Tele Staff Of Fort Industry Stations

John Koepf, Washington manager of The Fort Industry Company, for the last year and one-half, has been appointed television manager of that Company, and will report to the headquarters office in Detroit on August 18.

The Fort Industry Company is in (Continued on Page 7)

## Boxing Officials Deny Report They Plan To End Telecasts

Reports that the 20th Century Sporting Club, which operates all major boxing activities in Madison Square Garden, and the St. Nicholas Arena, is seeking to terminate its television contract with NBC was flatly denied yesterday by a spokesman for the organization who declared, in fact, that "we expect to continue with television when the present contract runs out." The present one-year agreement with National Broad-

## Commission Warns Broadcasters Against Sale Of Time To Ad Agencies For Co-op Program Development

### New CBS Documentary Ready For Broadcast

Culminating four months of global newsgathering by the CBS documentary Unit correspondents, the network will present a one hour broadcast on Thursday, at 10 p.m., EDT., titled, "We Went Back."

The program, based on the findings of correspondents who traveled 50,000 miles through Europe, the Pacific and Japan, will be a dramatic account of how peacetime life is struggling to establish itself in the places (Continued on Page 3)

### G. E. Buys NBC Half Hour; May Use Waring Artists

General Electric Company has bought the last available evening network time on NBC, Monday, 10:30 to 11:00 p.m., EDT, and is reported considering Fred Waring and his organ-

(Continued on Page 2)

### Orchestra Leader Signed For Sheaffer Show On NBC

West Coast Bureau, *RADIO DAILY*  
 Los Angeles—Maestro Eddy Howard has been signed to a five-year radio pact by the Russel M. Seeds agency for a half-hour coast-to-coast (Continued on Page 3)

Washington Bureau, *RADIO DAILY*

Washington—Sale of broadcast time directly to advertising agencies with possible "surrender of responsibility" by broadcasters was sharply condemned yesterday by the FCC.

The Commission warned against possible violation of the Communications Act and stated that such contracts en-

(Continued on Page 3)

### Para.'s KTLA Sets New Expansion Program

West Coast Bureau, *RADIO DAILY*  
 Hollywood—"Television has turned the corner and profitable operation is at hand," Klaus Landsberg, west coast director of Television Productions, Inc., Paramount subsidiary, and general manager of KTLA, declared in a statement here yesterday which heralds the arrival of a new chapter in the station's program and commercial activities.

As a basis for this prediction, (Continued on Page 3)

### Bausman Is KOOL Mgr.; Formerly With WISH-WIRE

Robert M. Bausman, formerly business manager of WIRE, Indianapolis, has been made manager of KOOL, Phoenix, Carl D. Haymond, president (Continued on Page 2)

### Escapist

John MacVane, NBC reporter, wanted to get as far away from a microphone as possible during his vacation. He went to a small hotel in Riviere de Loup, Quebec, only to find that the hotel manager was also the manager of a newly-opened 250-watt, Station CJFP. So MacVane spent several hours being interviewed—in French—over the CBC affiliate.

casting Company expires May 31, 1948.

First reports of the cancellation came over the week-end when it was rumored Madison Square Garden, and Twentieth Century club officials attributed dwindling gate receipts to television, and that they had permitted the medium to run too long on an "experimental" basis. Many thousands of would-be and past attendees at the bouts at Madison Square (Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WASHINGTON BUREAU
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6417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
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FINANCIAL

(Mon., Aug. 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, OVER THE COUNTER, Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAD (Baltimore), WJR (Detroit).

Biggar Resigns WIBC Post

George C. Biggar, general manager of WIBC, the Indianapolis News station, for the past two years, has announced his resignation. Mr. Biggar is president of the Indiana Broadcasters, a member of the Standards of Practice Committee of NAB, and is chairman of the Employer-Employee Relations committee of the 8th district, NAB. Before joining WIBC, Biggar was an executive of WLW, Cincinnati for seven years principally as program director and assistant to the general manager.

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn, 2 b. r. apt for unfurn 2 or 3 b. r. hse or apt on Chicago North Shore or suburb. Best ref required & given. Fast action necessary. Phone Whitehall 6000 (Chicago), Ex. 215.

COMING AND GOING

CARTER RINGLEP, sales manager of KMOX, Columbia's owned-and-operated station in St. Louis, is in town for conferences at the headquarters of the network.

ROSCOE DUNCAN, acting director of television operations for the Crosley Broadcasting Corp., is spending three days in Gotham.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in New York today and tomorrow for confabs at the offices of Mutual.

EUGENE THOMAS, sales manager of WOR, has returned from Colorado Springs.

BARRY GRAY, who originated his MBS program last week at WMID, Atlantic City, has returned to New York.

WALLY MAHER, heard regularly on Hollywood-originated programs of CBS, will leave the West Coast by plane tomorrow for New York. He will be Hollywood delegate to the national convention of AFRA.

SYLVAN LEVIN, music director at WOR, is vacationing in Bucks County, Pa.

WALTER LURIE, executive producer for Mutual who had spent the past six weeks in Hollywood, has returned to New York.

BARBARA BELLE, composer of "A Sunday Kind of Love," is in Baltimore conferring with Louis Prima regarding a musical she's written about his career.

HAROLD L. CROSSMAN, advertising and promotion manager of Radio Best, fan mag, has left on a cross-country tour that will keep him away for four weeks.

JACK POPPELE, vice-president of WOR in charge of engineering, is vacationing on the Jersey shore.

JO RANSON, publicity chief at WHN, is at Dixville Notch, N. H., where he plans to remain until Aug. 18.

DWIGHT COOKE, moderator on the "People's Platform," has returned from Washington, D. C., originating point of last Sunday's broadcast.

RICHARD LINKROUM, program manager of WTOP, Washington, D. C., is back at the station following conferences at the CBS headquarters in New York.

MARGARET PHELAN, vocalist heard on NBC, is visiting at the home of her parents in Ft. Worth, Tex.

HARRIETT JOHNSON music critic and columnist heard on WLIB, is resting up this month. Her series will resume Sept. 7.

VIC BUISSET, general manager of WLOF, Orlando affiliate of the Mutual network, has arrived from Florida for a few days on station business.

PETER DONALD is back in town from Atlantic Beach. He'll emcee the AFRA convention Friday at the Waldorf-Astoria.

JOHNNY THOMPSON is originating his songs over ABC from New York again after spending some six weeks in Hollywood.

ART FRANKLIN, publicist, up to Parkville, N. Y., to attend the wedding of NORO MORALES, rhumba maestro, to NITA DEL CAMPA, his vocalist.

Bausman Is KOOL Mgr.; Formerly With WISH-WIRE

(Continued from Page 1) of the Mutual outlet in Phoenix, announced yesterday. Bausman served as business manager of WIRE for four years and for the past six years has been general manager of WISH in Indianapolis.

Hughes Interviews

Howard Hughes will be heard at 6:45 p.m., tonight, Tuesday, over WHN in a transcribed interview conducted by Ed Hart in Washington. This marks six key figures centering in the Hughes plane contracts investigation whose recorded interviews have been aired by WHN within the last few days. Others were Elliott Roosevelt, Henry J. Kaiser, Hugh Fulton and Senators Owen Brewster and Claude Pepper.

Washington Bureau, RADIO DAILY

Washington — Howard Hughes' statement for the newsreels yesterday, running to a minute and a half, was transcribed by Don Hermann, of WOL, and was broadcast over that station and Mutual on the Cedric Foster program 1:05 p.m. Hughes' sentiments, in which he thanked radio and press for fairness accorded him during the hearings just closed, were aired again on the Arthur Gaeth newscast at 11 p.m.

Stork News

A daughter, Joan Elizabeth, to Mr. and Mrs. Bob Murphy August 2. Murphy is announcer on WENR's "Sachs Amateur Hour" and ABC's "Breakfast Club."

G. E. Buys NBC Half Hour; May Use Waring Artists

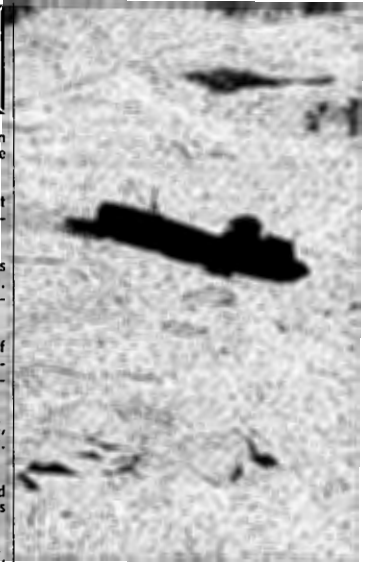
(Continued from Page 1) ization for the new half hour show which starts October 6. Harry C. Kopf, NBC administrative-vice-president, yesterday announced the G.E. deal. The agency is BBD&O.

Wedding Bells

Harold Stein, professional photographer, and Ethel Himler, assistant credit manager of Lehr (Bendix) distributors, will be married this afternoon at the home of Judge Dan Troy in Greenwich, Conn. The couple will make their home in New York City following a short honeymoon.

Tele Series On WRGB

Schenectady—"Cafe Domino," television series produced by Video Associates, Inc., returned to the air on WRGB, the GE station here, last week-end, and will be presented each Friday at 7:30 p.m., EDT.



STUCK

That black spot in the picture is a tanker caught in the ice floes of the north Hudson River. It looked like it was stuck for keeps.

But a Coast Guard helicopter caught the distress signal of the marooned vessel and brought off the rescue.

Too bad there isn't a Coast Guard for radio time buyers who go off the deep end and get stuck.

W-I-T-H is the rescue squad in Baltimore radio. Ask our clients. They'll tell you that W-I-T-H Baltimore's successful independent station, delivers more listeners per-dollar-spent than any other station in town.

If you're in a jam, put W-I-T-H to work now. You'll be rescued.



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Ree

WHHT Most Powerful FULL TIME station in DURHAM N.C. \* MBS 1 Kw Day — 1 Kw Night

# AGENCIES

ADVERTISING Federation of America has elected to membership: the Houston Post, Houston, Tex.; United Outdoor Advertising Co., Long Beach, Calif.; Radio Station WFLA, Gainesville, Fla.; Bresnick & Dolomont, Inc., Boston, Mass.; Lyle Gosler Advertising, Peoria, Ill., and Radio Station WEXL, Royal Oak, Mich.

ROBERT F. HOLMAN, formerly director of research for H. W. Kastor Sons, Chicago, has joined the New York office of Dancer-Fitzgerald-Sample, Inc., as co-ordinator of research and market analysis.

BEN BEZOFF, radio commentator of the Rocky Mountain area, has announced formation of Ben Bezoff and Company, advertising and public relations counsel, in Denver, Colorado. Until May, 1947, Bezoff was assistant manager of the Denver radio station, KMYR, at which time he became active in the Stapleton-Newton mayoralty campaign, which attracted nationwide notice. Upon Bezoff's resignation from KMYR and the campaign's close, he devoted energies to building up his new business.

W. E. LONG, president of the W. E. Long Co., Chicago advertising agency, announces that Harold Gingrich has been appointed manager of the firm's radio department, filling the vacancy caused by the recent resignation of J. J. Sperry. Gingrich had been Sperry's assistant.

WILLIAM H. FRASER, president of the Ru-Ex Company, St. Paul, has announced that advertising for Ru-Ex Compound, remedy for rheumatic pains, is being handled by the Harry Cohen Advertising Co., New York.

GORDON GRAY, sales director of IP, Philadelphia, has announced the appointment of Edward Petry & Co., Inc., as national sales representatives, effective immediately.

JOHN R. ALLEN, formerly director radio and television for Marschalk Pratt Company, has opened his New York office as television consultant specializing in the production of local commercials. Location is 16 West 58th St., New York. Prior to his association with Marschalk & Pratt, where he handled Standard Oil Company of New Jersey's radio and television advertising, Allen was in charge of the television department of NBC.

## Orchestra Leader Signed for Sheaffer Show On NBC

(Continued from Page 1)  
Now over NBC for the Sheaffer Show Company, to be heard Sundays from 11:00 to 11:30 a.m., (PST). Deal is concluded by Howard's personal manager, Biggie Levin. Eddy Howard's trio and orchestra will be featured in a 30-minute musical revue of his first broadcast is slated from Hollywood September 14th. Package deal includes a writer and producer.

# Commission Issues Warning On Time Sales To Agencies

(Continued from Page 1)

entered into by broadcasters will be "carefully scrutinized" to determine whether they "involve surrender of the licensee's responsibilities."

Without naming any broadcasters or agencies, the Commission said it had recently received information "concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency."

### Agency Then Sold Time

The Commission noted that the agency in turn sold the broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used "and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station."

"Upon investigation," the FCC said, "it appeared that none of the contracts had been filed with the Commission, nor had the stations involved in such

contractual arrangements requested the Commission's consent."

Warning against such practices, the Commission called attention to Section 310 (B) of the Communications Act which prohibits the voluntary or involuntary transfer of a license or of "the frequencies authorized to be used by the licensee, and the rights therein granted" or the transfer of control of a licensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission said it has "repeatedly emphasized" that the licensee is responsible for the management and operation of the station in the public interest and "has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another."

"The requirement," the FCC said, "that the station licensee shall exercise the final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act."

## Paramount KTLA Sets New Expansion Program

(Continued from Page 1)

Landsberg estimated that approximately 1,000 new receivers are going into homes and taverns "every month." Because of this increase in audience, and the attendant increase in programs from both sponsors and viewers, additional station time and programming will soon be necessary, he added.

The Paramount station exec explained that, in preparation for the expansion period, KTLA will add heavily to its production staff, with several execs, experienced in tele and allied fields, already in the fold. "The men who have been selected will head up different program divisions and prepare new features to increase the variety of television program fare which, in the past, has been largely sports and special events," Landsberg said. Production at KTLA "will not only be aimed for local consumption," he added, "but to develop the station as program originating point for the Paramount television network."

Another step in the expansion program will be the reconstruction of the present studio adjoining the Paramount lot which will employ, for the first time, air-cooled mercury lighting developed by the station's engineers in collaboration with Westinghouse Electric Company.

### Stork News

John Ward of the WGN traffic department, Chicago, is the father of a daughter, Diane, born in the Windy City August 6.

## New CBS Documentary Ready For Broadcast

(Continued from Page 1)

Americans saw through the haze of war.

Robert Montgomery, ex-Navy commander, will be heard in the role of narrator of "We Went Back." Other voices to be heard will be those of Bill Downs who retraveled the European road to victory, James Hurlburt, Documentary unit correspondent in the Pacific and Bill Costello, CBS newsmen in the Far East.

"We Went Back" is being produced by Robert Heller and directed by Guy della Cioppa. The narrative bridges are by Allan Sloane and the musical score by Harry Salter. The production was prepared with the technical co-operation of the U. S. Army and Navy and with the assistance of BBC. This Week magazine collaborated with CBS in gathering the information for the script.

## "Meet The Meeks" Sold By NBC To Swift & Co.

(Continued from Page 1)

"Archie Andrews" series on August 9. A repeat broadcast of "Meet the Meeks" for Mountain and Pacific Coast time zones will be heard from 12:30 to 1 p.m., CST.

The new series will be written and directed by Les Weinrott, who has written and directed many well-known programs. Prominent Chicago actors will be cast in the program, which had a successful two-year night time run on another network several years ago.

...WHEN YOU BUY RADIO IN METROPOLITAN NEW YORK...



Buy WAAT MORE AND MORE ADVERTISERS ARE

... BECAUSE THEY KNOW THAT:

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ... INCLUDING ALL 50,000 WATTERS.

- ✓ FIRST IN AM
- ✓ FIRST IN COMMERCIAL FM (WAAW)
- ✓ SOON FIRST IN TELEVISION



## **YOU CAN TIE UP THE OUTSIDE\*** AUDIENCE

*on the Pacific Coast, too!*

*\*The outside Pacific Coast market is that vast area outside the metropolitan county areas which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.*

If you want the eyes of the Pacific Coast audience on your product, put your show on Don Lee. This outside market (where 4,594,000 of the Coast's 12,633,200 people spent \$3,736,889,000 in retail sales during 1946) gets *complete* coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it).

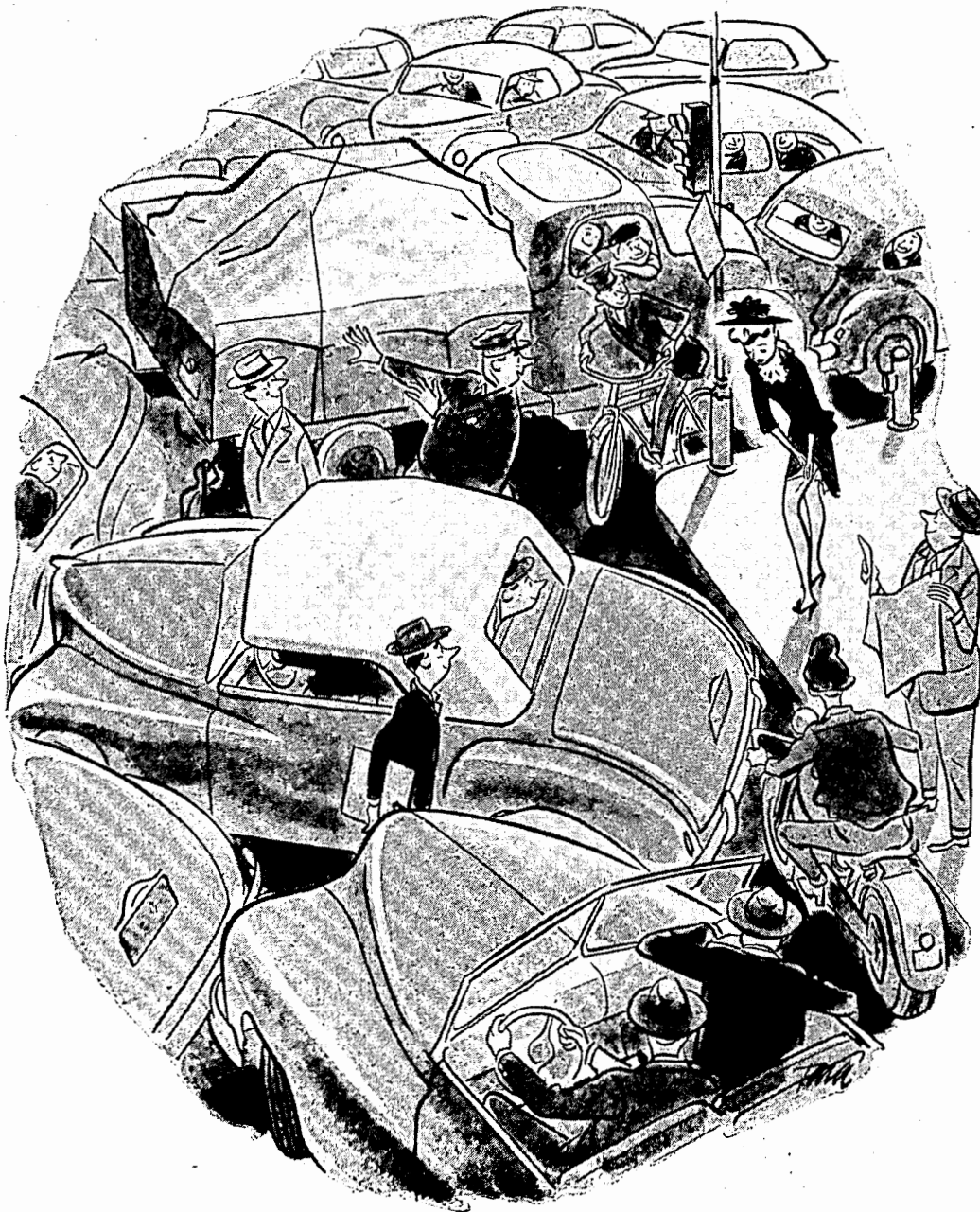
**ONLY DON LEE** offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of **INSIDE** and **OUTSIDE** coverage.

**DON LEE IS A BETTER BUY** than any other Pacific Coast network because it delivers **MORE LISTENERS AT A LOWER COST PER THOUSAND** radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a **DON LEE** station.)

If you have something to sell the outside audience, don't hide it—put your show on Don Lee, the only network with enough facilities to reach *both inside and outside markets* on the Pacific Coast.

*The Nation's Greatest Regional Network*





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

*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

## LOS ANGELES

By RALPH WILK

VICTOR YOUNG, whose orchestra furnishes the music for the Tony Martin Show for Texaco, CBS, left for a four-week vacation into Canada. Traveling by automobile, he will visit Banff and Lake Louise, among other points. During his absence, his orchestra will be under the supervision of Robert Emmett Dolan, Paramount Pictures musical conductor, whose last chore was conducting the score for "Road to Rio," latest film starring Bob Hope and Bing Crosby.

KFWB celebrated its first anniversary of Flash Cast, located at the corner of Hollywood and Vine, August 6th, with messages of greetings from Mayor Fletcher Bowron, Judge Harlan Palmer, John C. Kingsley, president of Chamber of Commerce, Hollywood, and others.

Binnie Barnes and Mike Frankovich have had quite a few people dropping in for "Breakfast with Binnie and Mike" the last few days including, Jackie Kelk, Alan Young, Van Johnson and Jerry Mann.

Irv Hamlin, KFWB publicity director, is elated over the news that he is to become a father in March.

The David Street Show, starring David Street, with the Mello-Larks, Ernie Felice quartet and announcer Don Forbes airs over NBC-KFI, August 8. Sponsored by the Cardinet Candy Co., the show was packaged and will be produced for 13 weeks by Sam Kerner. David De Korvent scripts the 15-minute programs.

Jimmy Gleason recorded a new half-hour show entitled "Homicide-Gleason." Show stresses the fact that the police officials actually solve most of the crimes by their hard work. Gleason, who has been a member in good standing for several years of the Homicide Bureau of Los Angeles, has been given exclusive access to the files of the L. A. Police Department, the L. A. County Police Department, San Francisco Police Department, and the Connecticut State Police Department. In return for this co-operation, they will be allowed one minute at the end of each broadcast to deliver a message, or, any other important point they may wish to put across. Milton Merlin will write the shows.

### CBS Appoints Newsmen To Report Confab In Rio

Eric Sevareid, CBS commentator; John Adams, of the network's news department, and Roberto Unanue, the web's assistant director of Latin-American relations have been designated to report the meeting of Foreign Ministers of American Republics which opens next Friday in Rio de Janeiro, Brazil. Unanue will broadcast a daily commentary in Spanish over the 114 stations of Columbia's South American network, while Sevareid and Adams will be heard by the CBS affiliates in the United States.



### Mainly About Manhattan. . . !

• • • Choice role of emcee on "Take It Or Leave It" falls in Garry Moore's lap as of Sept. 7th, with fee as yet undetermined. . . . "We the People" trying out Taylor Grant on next week's stanza. . . . Billy Rose rumored to be yanking his col'm out of PM and putting it in the News. . . . Milton Biow off to Europe shortly. . . . Sammy Kaye suggests as the cops' theme song: Lookie, Lookie, Here Comes Bookie. . . . Aside to Horace Heidt: Did you ink a binder for the fall radio show yet? Joe Glaser isn't talking. . . . Charlie Cantor in town and dying to land a straight dramatic role. . . . Newest craze among H'wood film heroes is painting with oils. Several of them have told their psychiatrists that painting helps soothe their jangled nerves. . . . Understand that when Eddie Cantor does a Jolson via the films, his alter ego will be Tom d'Andrea. . . . Buddy Rogers soon to have his own air show, with Camay Soap said to be interested. He may also wind up doing the Bret Morrison role on "Mr. First Nighter," which will emanate from the coast this time. . . . CBS going all-out on the Abe Burrows show trying to land a sponsor for the poor man's Hoagy Carmichael. . . . Saddest characters in town are the radio writers who signed contracts for shows that may not come back this fall—meanwhile having passed up some good offers. . . . Ed Begley, who had previously nixed a five-year contract on Charlie Chan, finally settled for a one-year deal. . . . Gordon Cates, Y & R veepee (formerly in charge of Lever Bros. acc't and more recently Gen'l Foods) has resigned from the agency.

★ ★ ★

• • • The GPA (Gag-Writers Protective Ass'n) are forming a Player Unit as a sounding board for their literary efforts. Billed as "Theater for Comedy," they'll present skits and full-length farces developed from the contributions of amateur authors. The first attraction, "The Desert Rat," by Corinne Lawner (a satire on A.T.&T.) will be offered at one of the city's smaller stage auditoriums Sept. 4th. GPA gladly welcomes comics, writers, directors, yes, even walk-ons. Contact them at 347 Madison Ave., Room 2002.

★ ★ ★

• • • SMALL TALK: Percy Faith, who seems to have acquired the mantle formerly held by Kostelanetz in radio, will be a busy individual starting this week. Not only is he conducting the new Coca-Cola series (plus the Carnation Hour), but he's also doing all of his own arranging. . . . Harry Ingraham, director of "The Big Story," off on his honeymoon, with Bob Sloan pinch-hitting. . . . Another honeymooner is photogger Harold Stein. . . . Recommended reading: Judy Cortada's round-up story on femme commentators in Sept. issue of "The Woman". . . . Walter Selden taking Bob Tucker's place as casting director of Foote, Cone & Belding. Latter switched to JWT. . . . Bruce Dodge, head of production at the Biow agency, back after seven weeks on the coast. . . . It's a baby boy at the Gene Shefrins. Pop is a Dave Alber staffer. . . . Jackie Kelk off to H'wood on a film deal. . . . Jack Lloyd doubling between his radio chores and a film for the U. S. Army Signal Corps. . . . Alan Courtney back in town from Denver. . . . Viola Rubber has joined the Paul Small agency in charge of script dep't. This won't interfere with her plans to produce a B'way show independently this fall.

★ ★ ★

• • • Rush Hughes, St. Louis disc man and mentioned as the President of the Nat'l Ass'n of Disc Jockeys, took time out yesterday to deny to this reporter that (a) he is president of the Ass'n—and (b) that such an organization exists. In town for the AFRA convention, Rush admits the necessity for such an association, but feels it should be inspired by the disc boys themselves and not as part of any promotion. While here, he'll meet with some of N. Y.'s key lads regarding the possibility of forming a platter spinners' organization.

## CHICAGO

By NAT GREEN

BEN GREEN, radio director of Arthur Meyerhoff & Co., agency, is at the Savoy-Plaza in New York for a three-week stay, for a series of meetings with Gabriel Heatter on the Mutual of Omaha "A Brighter Tomorrow" show, and to shop for new programs for the agency's fall activities.

E. R. Borroff, vice-president in charge of ABC's central division, is vacationing at Blaney Park, in Michigan.

Hal Totten, WGN's director of fall broadcasts, spent three days this week at the Illinois State Fair, Springfield, where he transcribed interviews for broadcast on his daily "WGN Fair Hour" program.

Bruce Bryant, formerly with KTUC, Tucson, Ariz., has joined the WENR local and ABC spot sales department as salesman.

Fentress Kuhn, manager of KGE, Boise, Idaho, was a recent visitor to the Chicago offices of the American network.

Station KMOX, St. Louis, has an exhibit at the Illinois State Fair, Springfield, this week, highlighted by a half-hour "Fair Frolics" program in which contestants take part in comedy stunts. The station will exhibit at the Missouri State Fair, Sedalia, next week.

Dan Denny, NBC radio recording sales representative in St. Louis, is being transferred to Chicago to fill the vacancy created by transfer of Scott Keck to New York.

The CBS "Church of the Air" will be broadcast from the WBBM studios August 24.

Broadcast, Inc., Milwaukee, is purchasing Temperatures, transcribed temperature jingles, for WFO, Milwaukee.

### KGO Ad Trophy

San Francisco—A trophy donated by KGO Manager Gayle V. Grubb is being awarded to the Los Angeles Junior Advertising Men and Junior Advertising Women for excellence in their joint campaign to promote traffic safety during the month of May in Los Angeles. Presentation report of the campaign was made before the recent convention of the Advertising Association of the West at Sun Valley, Idaho.

The award was made for the campaign determined to be of the most constructive value to the business advertising and in public interest using advertising in all its forms for the promotion of traffic safety. Junior Advertising Clubs entered the competition from Vancouver, B. C., San Diego, Calif.

### BERNARD DUDLEY

ANNOUNCER  
IN NEW YORK THIS  
WEEK  
CALL LA. 4-1200

# 4 Demonstrations Given ITC Delegates

(Continued from Page 1)  
 Ambassador Hotel a few miles from the WAB station.  
 This demonstration originating in Edward H. Armstrong's FM station attempted to prove to delegates that 100 megacycle broadcasting is not limited to 30 mile areas, can be extended over greater distances for rebroadcasting. Delegates were told that experiments have proven that the FM line of sight theory can now be discarded.  
**Special Receiver Used**  
 Last night's program was picked up by a special receiver at a point near the resort, carried by a short wave fidelity wire circuit to Station WAB-FM and rebroadcast by a 3-horsepower transmitter employing the automatic modulation and square wave antenna of the Federal T and R Station, affiliate of IT&T.  
 J. L. Dailey, of Jansky and Dailey, consulting engineers of Washington, supervised the engineering on the demonstration. Delegates were given a complete technical review of the methods involved. The programs were available to the general public with special receivers.

## New Spot Biz

Chicago—Kaiser-Frazer Motors has ordered five weekly announcements for station WENR's "Rhythm at Random" program, for 13 weeks. Other business reported by WENR includes Eds Eye Snyder, one-minute live participation in the "Beulah Karney" program three times a week for two weeks, beginning August 20, and five times a week for 16 weeks beginning September 8; Atlantic Brewing Co., renewal of their one-minute participation in "Rhythm at Random" twice a week, and in "Tops in Sports" once a week for 13 weeks; Schultze-Burchkery, one live chainbreak weekly for 52 weeks; Sunshine Biscuit Co., renewal of five chainbreaks weekly for 18 weeks, and Commonwealth Station, renewal of five chainbreaks weekly for 13 weeks.

# BOSTON BUSINESS

**T**HE marriage of Nancy B. Blunt, secretary to Craig Lawrence, manager of WCOP to David Burrell 3rd, of Chicago has resulted in moving Mary E. Hackett, secretary to A. N. "Bud" Armstrong, Jr., national sales manager to Miss Blunt's post and Dorothy Heiges to position of Armstrong's secretary. Miss Heiges is no newcomer to radio having worked at WOC, Davenport, Ia., and WKST, New Castle, Penn.

A new series of one-minute participations in the Tuesday and Thursday editions of the 11-11:10 p.m., editions of the Yankee Network News Service programs has been signed by the New England Order of Protection, Fraternal Organization Selling Insurance, for 13-weeks over WNAC and 20 Yankee Network stations in New England.

Bill Hickok, popular disc jockey of WCOP who sings over the recordings has completed a week's engagement with Ray Borden's Orchestra at Rollaway Ballroom, Revere.

Old Monastery Wine Company has signed with two Yankee Network outlets, WEAN, Providence and WONS, Hartford for a series of spot announcements; WEAN, on Tuesdays, Thursday and Saturdays in the 7:05-7:10 a.m., local Yankee Network News Service Broadcasts, while WONS will carry two spots daily, Monday through Saturday. Joseph Maxfield Company is the agency.

The Boston Specialty store E. T. Slattery Company through Hirshon-Garfield, Inc., agency has signed with WNAC for a series of one-minute announcements to be aired in the Wednesday and Friday editions of the popular Louise Morgan programs from 8:35-8:55 a.m., for a period of 52 weeks.

Other participations in Louise Morgan 8:35 a.m., broadcasts include E. R. Squibb & Sons in the interests of

Squibb Dental Cream four times weekly with BBD&O, the agency. Tuttle's, Inc., Boston millinery shop has renewed their current series of one-minute announcements for an additional 39 weeks daily Monday through Friday between 10:30 and 10:45 a.m., with Arnold & Company, the agency.

Automatic Radio Manufacturing Company, Inc., has signed with WNAC for a new 52-week series of station breaks devoted to Automatic's line of radios, phonographs, etc., at 4:59 1/2 p.m., immediately preceding "The Shadow" on Sundays. (Allied Advertising Agency.)

A new series of 30-word station breaks to be heard six times weekly Monday through Saturday at 7:59 1/2 a.m., preceding the 8 a.m., Yankee Network News Service has been signed by G & G Products Company with WNAC and will feature Carcolene cleaning fluid. Chambers & Wiswell, Inc., is the agency and renewal calls for 52 weeks, a total of 312 breaks.

Fairhaven Estates (Real Estate Development) have signed with WNAC for a new series of one-minute transcribed announcements Monday through Friday at 6:59 p.m., just before Fulton Lewis, Jr.'s, commentary. The contract is for 52 weeks and is handled by Jerome O'Leary Advertising.

Birdseye Frosted Foods will be plugged by General Foods Sales Company, Inc., in a new series of one-minute announcements over WNAC for 19 weeks. Young and Rubicam is the agency.

"The Adventures of Charlie Chan," sponsored by Pharmaco, Inc., will be aired beginning Monday, Sept. 29 from 8:30 to 9 p.m., over WNAC and 14 Yankee Network stations in New England.

## Koepf Heads Tele Staff Of Fort Industry Stations

(Continued from Page 1)  
 the process of constructing a television station (WTVT) in Toledo, Ohio, and holds a television construction permit in Detroit. In conjunction with E. Y. Flanagan, The Fort Industry manager in Toledo, and Ralph Elvin, manager director of WJBK in Detroit, Michigan. Mr. Koepf will be responsible for the planning and direction of the building of those two stations. In addition he will co-ordinate the plans of the Company with respect to television activities in other cities where television stations are subsequently to be applied for.

Koepf joined the Fort Industry Company in January, 1946, after four years of active duty in the USNR. He served as Lieutenant Commander in the Bureau of Aeronautics and in EXOS. Prior to the war, Koepf was in charge of radio activities for Procter and Gamble Company in Cincinnati, Ohio; was sales promotion director for station WLW, and promotion editor of the Cincinnati Post.

## New Transatlantic Series Debuts On WNEW, Aug. 16

First half-hour of "Milkman's Matinee" over WNEW on Saturday, Aug. 16, will originate from both London and New York in a trans-Atlantic hookup featuring a co-operative venture between the Theater Guild and the station. Art Ford, disc jockey on the show, will be heard from BBC studios in London along with Harold Keel and Isabel Begley of the London cast of "Oklahoma." Richard Rodgers and Oscar Hammerstein II will emcee the program from WNEW studios, introducing Wilton Clary and Mary Hatcher. New York leads in the play. Robert Garland of the New York Journal-American also will exchange views with a London critic.

A highlight of the show will feature a duet originating from both sides of the Atlantic when Harold Keel in London and Mary Hatcher in New York sing the "Oklahoma" hit, "People Will Say We're in Love." Theater Guild and WNEW are sharing the cost of the production with BBC donating London facilities.

# Boxing Officials Deny Move To Cancel Tele

(Continued from Page 1)  
 and St. Nicholas Arena, were seeing them in local bars and taverns, etc. Trade execs yesterday and over the week-end were watching for further developments on the issue, indicating that any action of this type would seriously hinder television at this time, since other sports officials, —baseball, football, etc.,—might adopt a similar attitude. It's felt, also, that the boxing officials would be denying themselves a fairly lucrative plum if they clamped down on video coverage of the Monday and Friday night events. NBC is said to be paying approximately \$50,000-\$75,000 for the rights.

## Boston Bank Purchases Pop Concert Programs

(Continued from Page 1)  
 inated from the Boston Opera House will be produced this season from WBZ's Boston studios. Streeter Stuart for the third successive year has been selected to perform the program annotation on the air. Production will be handled through the bank's agency, BBD&O, of Boston.

## Extend License Period On Mobile Experimentation

Washington Bureau, RADIO DAILY  
 Washington—The FCC on Friday extended to November 1, 1948, the license term of all general mobile class 2 experimental licenses which normally would expire November 1, 1947.  
 This order relieves the licensees of taxicab radio dispatching systems and other general mobile experimental radiotelephone systems of the requirement that they apply for renewal of their experimental licenses this year as they would otherwise be required to do prior to September 1, 1947.

Every One of the top 15 Hooper Rated programs in Worcester is on WTAG. So are 27 of the next 30.  
 Hooper Ratings Oct. '46 to March '47  
**WTAG WORCESTER**

**WEVD**  
 5000 WATTS 1330 K.C.  
 PROGRAMS OF DISTINGUISHED FEATURES in  
 • ENGLISH  
 • JEWISH  
 • ITALIAN  
 3 RESPONSIVE AUDIENCES  
 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA  
 Send for WHO'S WHO Among Advertisers on WEVD  
**WEVD**  
 117-119 W. 45 St.  
 HENRY GREENFIELD, Mgr. Director H.Y. 19

COAST-TO-COAST

OHIO

CINCINNATI - WCKY executive vice-pres. Kenneth W. Church, has resigned to become general manager of WIBC, Indianapolis. Church's duties at WCKY will be assumed by L. B. Wilson, president and general manager of the Cincinnati 50,000-watt independent. . . . CANTON—Maurie Magalevy has joined the announcing staff of WCMW. He carries a morning musical show five days a week and also takes an active part in "Workshop 1060," an experimental drama project for local actors and playwrights.

ALABAMA

BIRMINGHAM—WBRC recently held a "Shut-In" party for about 80 persons who have been confined to their homes because of infirmity or old age. The party, which was broadcast by the station, was held at the clubhouse of one of the city's parks. Ambulances, wheelchairs, crutches, taxis and private cars provided the transportation. It went so well, that the station plans to make the "Shut-In" party an annual event. . . . MONTGOMERY—"A Memo To Montgomery," local news program, was recently inaugurated by WAPX, with Starr Smith, veteran radio reporter, as conductor. Format features interviews with prominent citizens and a guest list of 32, headed by Gov. James E. Folsom.

CALIFORNIA

OAKLAND—Arrival of the Mars flying boat "Honolulu" was heralded by KROW, with a special public service broadcast to welcome the 21 members of the Honolulu Chamber of Commerce who flew to the Mainland for a special tour of the Pacific Northwest. Largest flying boat in the world, the ship landed at Alameda Naval Air Station where the feature was transcribed for delayed broadcast on KROW. Copies of the disc were also shipped to KVAN, Vancouver, Washington and KPOA, Honolulu, for air release. . . . Filling the summer vacation replacement slot in the announcing staff is Bob Hieberg, formerly with KSTP, Minneapolis.

INDIANA

FORT WAYNE—Announcers at WOWO, have voted unanimously, at a National Labor Relations Board election, to become members of the American Federation of Radio Artists, AFL. Sam Gifford is serving as temporary president of the union. . . . WFTW, new 1,000-watt station, went on the air for the first time August 10 with regular broadcast operations starting yesterday. Edward G. Thoms is president and general manager of the Fort Wayne Broadcasting Company, operator of the station, which will broadcast on 1090 kilocycles from 5:45 a.m. to 7:45 p.m. during this month.

MASSACHUSETTS

CHICOPEE—WACE will expand its operations in mid-September, when it opens additional studios of three rooms at Hotel Worthy, Springfield. Manager Jack Lloyd, who characterized the move as an effort "to service the public of Greater Springfield better," added that the station will continue to occupy its Chicopee quarters.

NETWORK SONG FAVORITES

The 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., Dr. John G. Peatman, Director.

Survey Week of August 1-7, 1947

Table with 2 columns: TITLE and PUBLISHER. Lists 31 songs and their publishers, including 'Across The Alley From The Alamo', 'Ain'tcha Ever Comin' Back', 'Almost Like Being In Love', etc.

Second Group

Table with 2 columns: TITLE and PUBLISHER. Lists 15 songs and their publishers, including 'All My Love', 'Anniversary Song', 'Bloop Bleep', etc.

PROMOTIONS

10,000 Requests To WNBC

As a result of a brief offer made recently by Radcliffe Hall, WNBC newscaster, on his noon news period, 10,000 pamphlets listing important questions and answers about rent control are now being mailed to listeners. Hall received the 10,000 requests after making the offer once each for five days. Booklet was prepared by WNBC's promotion department under the supervision of Charles Phillips, director, with the cooperation of the Office of Housing Expediter, Office of Rent Control, New York City.

Special Sales Rep.

Ben Ludy, general manager of Capper Publications has announced the appointment of Don Mentzer as special sales representative for stations KCKN, WIBW and WIBW. According to Ludy, Mentzer will be located in the Kansas City office, 200 Walthover Bldg., Kansas City, Mo. Prior to joining the Capper organization, Mentzer owned and operated the Kansas City Poster Display Co., and subsequently assumed management of the Kansas City office of the Wichita Eagle, and their station KFH. He resigned that position July 15 to join Capper.

Promotional Ads

A series of promotional ads are appearing in the radio section of the Dallas Morning News in behalf of WFAA, Dallas. Ads are cartoonish in nature and are bound to attract the eye of the paper's readers. The first of the series showed a man and a woman in front of a judge's bench, the man was all bandaged up. The wife is telling the judge that "and then your honor, this bum switched off the radio when I was listening to WFAA."

Commission Grants Three AM Licenses

(Continued from Page 1) ing Co., Utica, N. Y., to be operated on 1240 kc., 250 watts, unlimited. Colorado City Broadcasting Co., Colorado City, Texas, to be operated on 1490 kc., 250 watts, unlimited, and Dawson Broadcasting Co., Dawson, Ga., to be operated on 990 kc., 1 kw., daytime.

Send Birthday Greetings To

August 12
Scotty Bates Carlo DeAngelo
Evelyn Gardner Leonard Joy
Ruth Lowe Frank Ross
V. A. Weber
Arthur Sinsheimer





# Sustainer - Use Measured

## Advance Guard Here For AFRA Convention

Number of AFRA members who have already arrived in New York for the annual convention of the organization opening tomorrow, Thursday, at the Hotel Astor, assures record attendance for this year. Led by Ken Carpenter, AFRA president, some 225 delegates, out of a total of 324 elected, will be present for the four day conclave.

New York AFRA members are invited to attend all sessions of the convention as observers. They will

(Continued on Page 6)

## BMI Holds Board Meet: Discuss Routine Issues

Board of directors of BMI held first meeting of the fiscal year at New York headquarters yesterday, with discussion of the upcoming NAB convention in Atlantic City and formal absorption of Associated Music Publishers, Inc., reported as occupying the major portion of a "routine" discussion.

As a feature of the NAB meeting next month, BMI will sponsor a

(Continued on Page 5)

## Growing Tele Audience Indicated By Moscovichs

In announcing news time available for sponsorship on WCBS-TV, George Moscovichs, commercial manager of CBS television station, quotes an IA report bringing the total number of television sets in the New York area to 40,000, out of a national total of 50,000.

News on WCBS-TV is an economic

(Continued on Page 2)

### Radio Minded

Increasing use of commercial radio in the merchandising of jewelry was indicated in a survey among the jewelers attending the American National Retail Jewelers convention at the Waldorf-Astoria Hotel in New York City. Musical programs are preferred by the jewelers with spot announcements and time signals also used extensively.

## NBC Extends Contract For Research System

Renewal of the NBC contract with the Schwerin Research Corp., for continuation of the scientific testing of programs and commercials until the end of 1948, was announced yesterday by Hugh M. Beville, Jr., NBC director of research, at a press luncheon at the Hotel Plaza in New York.

The new contract, which carries option rights for five years, allows the

(Continued on Page 3)

## General Foods To Sponsor 'Leave It To Girls' On Tele

General Foods has signed to sponsor Martha Roundtree's "Leave It to the Girls" on television for a six weeks tryout starting Thursday, August 21, on WNBT, NBC's New York tele outlet. Program, placed through Benton & Bowles, will be a half-hour show and will be televised from 8:00 to 8:30 p.m., EDT.

Eddie Dunn will emcee the tele-

(Continued on Page 2)

## Comprised 34% Of The Broadcast Time Of NAB Member Stations; Survey Covered Week Of Nov. 21-27

### Clothing Manufacturer Buys Heavy N. Y. Sked

Crawford Clothes, one of America's largest clothing chains will launch a radio campaign of unprecedented proportions in the New York metropolitan area, beginning Sunday August 17 and continuing for a total of 52 weeks.

The clothing chain will sponsor a total of 175 programs, of from five minutes up to one hour's duration, plus spot announcements. This exten-

(Continued on Page 5)

### Dorsey's Recorded Show Has 150 Stations In Lineup

The Tommy Dorsey all-recorded disc jockey show premieres on 150 stations Sept. 8 and in the case of WMCA, New York, 80 per cent of the commercial time is already sold to

(Continued on Page 5)

### Fulton Lewis Sales Grow; Now On 288 MBS Outlets

Fulton Lewis, Jr., Washington correspondent, yesterday set a new record in co-op program sales for his program when it was announced by

(Continued on Page 3)

Washington Bureau, RADIO DAILY Washington—NAB member stations devote more than one-third of their broadcast time to sustaining programs, it was revealed yesterday.

The program study by NAB's research department is the first in a series. In an effort to give an accurate, up-to-date picture of programming, the association expects to conduct two such studies a year.

The NAB survey shows that "sustaining" programs constitute 34 per cent of the broadcast fare of member stations.

For the purpose of the survey, a

(Continued on Page 7)

## Two Railroads Adopt Radio Phone Service

Two-way mobile radiotelephone service, available to train passengers, will go into service on the Pennsylvania's "Congressional Limited" and the Baltimore & Ohio's "Royal Blue" between New York and Washington next Friday, Aug. 15. A special press demonstration is scheduled tomorrow. Two other eastern railroads, the New York Central and the Chesapeake &

(Continued on Page 3)

## Philco Starts Delivery On Tele-Projection Set

Delivery of Philco's new television console, the "Philco 1000," with a 15x20-inch projected screen, was started to approximately 500 dealers

(Continued on Page 2)

## Universal Promotes Time For Disc Jockey Picture

Slickest promotion of gratis radio time of recent months is the Universal-International Pictures "first annual convention of the National Association of Disc Jockeys" scheduled for next Friday at the Hotel Sherman in Chicago. Stunt which has roped in a lot of disc jockeys and network shows is staged to ballyhoo the new picture, "Something in the Wind."

A press release from Maurice A. Bergman, eastern advertising and

publicity director of the picture company, reveals that "seven major network radio programs with a combined estimated listening audience of 20,000,000" will salute the disc jockey convention.

Eddie Hubbard and Martin Block as a part of NBC's "Chesterfield Supper Club" are scheduled to salute the convention from New York and Los Angeles tonight. Fred Robbins,

(Continued on Page 5)

### Travelogue

Television rights to motion pictures taken aboard the Kon-Tiki raft as it drifted for fifteen weeks across the Pacific from Peru to the Tuamotu Islands have been obtained by NBC, according to an agreement announced yesterday by the Norwegian Embassy and NBC officials. The films were taken by members of the six-man crew which left Peru last April 18.

### Over Both Poles

One of the Boy Scout listeners to the "Hop Harrigan" program over WOR-Mutual will accompany Bill Odom on his forthcoming "first north-and-south 'round world trip," passing over both the North and South Poles. BSA contestants will submit letters to a board of judges, who in picking the winner will consider both the letter and the Scout record of the sender.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU

Andrew H. Older, Chief
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Tues., Aug. 12)

NEW YORK STOCK MARKET

Table with columns: Bid, Asked, Net Chg. Rows include Adm. Corp., Am. Tel & Tel., CBS A, CBS B, Farnsworth T & R., Gen. Electric, Philco, Philco Pfd, RCA Common, RCA First Pfd., Westinghouse, Westinghouse Pfd B.106, Zenith Radio, Du Mont Lab, Finch Tele Comm., Stromberg-Carlson, U. S. Television.

Fifty-Five Stations Carry Victor Sustaining Feature

Fifty-five independent stations throughout the country are carrying "Music You Want" as a sustaining feature five nights a week with scripts and records loaned them by the RCA Victor organization, it was revealed yesterday with the announcement that the program celebrates its 10th anniversary this month. Recorded programs supplied the stations vary from classical to semi-classical and popular and all stations receiving the recorded service present the programs between 10 p.m., and midnight from Monday to Friday.

★ COMING AND GOING ★

LEONARD KAPNER, president of WCAE, Pittsburgh, Pa., a visitor yesterday at the headquarters of the American network, with which the station is affiliated.

MARGARET ARLEN, femme commentator on WCBS, is taking her first vacation in 10 years. While she is in Bermuda—and she'll be there until Aug. 16—her spot on the air will be taken by Eve Standish, of "The Missus Goes A-Shopping," and Harry Marble.

CHARLEY POWERS, director of the "Henry Morgan Show," has returned from a vacation in Indiana and now is setting the stage for Henry's return to ABC Sept. 10.

WILLIAM MALO, commercial manager of WDRC, Hartford, Conn., is vacationing.

LYNN CLEARY, director of the time sales and contract department at WABD, and ANEITA CLEARY, manager of promotion production at NBC, are back in town from Atlantic City, where they spent several days visiting at the studios of WMID.

CECIL BROWN, commentator on Mutual, has returned from a three-week tour of England and France, during which he gathered material for his broadcasts.

REX PRIES, assistant manager of K TSA, San Antonio, has arrived from Texas on station business and for conferences with his national representatives.

PAUL WHITEMAN, back from a five-week sojourn in Hollywood, will feature on tonight's ABC program a salute to Virginia 29th Division of the National Guard.

ALFRED L. HOLLENDER, vice-president Louis G. Cowan, Inc., returned yesterday from the West Coast, where he was kept hopping completing arrangements for the Tommy Daisey platter show scheduled to take to the air on Sept. 8.

ROY E. MORGAN is in town. He's the manager of WILK, American network outlet in Wilkes-Barre, Pa.

STEWART W. PHILLIPS, manager of WAR, the ABC outlet in Hagerstown, Md., chatted for a while yesterday at the New York headquarters of the network.

DICK HYMAN, publicist, has returned from Albany and Saratoga.

READ WIGHT, of the ABC program sales department, is spending a week in Maine.



The long and short of it

That's such an obvious picture... and such an on-the-nose caption... maybe you won't have to read this ad all the way through. But the sales points in Baltimore radio are just about as quick as that headline. And here they are:

Baltimore is the sixth largest U. S. city.

It contains five radio stations... four networks.

Of the five stations it is the independent, W-I-T-H, that delivers more listeners-per-dollar spent than any of the other four stations in town.

Facts are available that prove W-I-T-H is the buy.

Sorry... that took a little longer than we thought.

General Foods To Sponsor 'Leave It To Girls' On Tele

(Continued from Page 1)

vision version of the feminine program with Dorothy Kilgallen, Maggi McNellis, Harriet Van Horn and Eloise MacElhone comprising the first panel of girls. William Bradford Huie, author, lecturer and correspondent, is scheduled as the first male guest.

Unlike the radio version of "Leave It To The Girls" heard Friday nights on Mutual, the television show will dramatize each of the questions brought up for discussion. In the radio version the emcee handles the questions.

Joan Sinclair will direct the video production.

Philco Starts Delivery On Tele-Projection Set

(Continued from Page 1)

in Manhattan, Bronx, Brooklyn, Westchester, Queens, Nassau and Suffolk counties.

New set, which was sneak-pre-viewed" at the FCC color-tele hearings at Princeton last January, features television only and retails at \$795 plus \$85 installation and service.

Arrival of the projection model as with its table model recently, was heralded with full-page ads in the New York papers Sunday, with a complete list of authorized dealers handling them.

Growing Tele Audience Indicated By Moscovics

(Continued from Page 1)

ically practical vehicle for developing commercial techniques and gaining sales experience in the dynamic new medium of television, Mr. Moscovics declares in a letter to the trade. "Today's CBS television news sponsor may well be staking out a franchise of enormous future network value."

Bill Stern Returning

Bill Stern, ABC sports commentator, resumes his "Sports Newsreel" broadcast, this Friday evening, August 15, at 10:30 p.m., when he returns from his vacation. During the past three weeks Eddie Cantor, Frank Sinatra and John Garfield have pinch-hit for him.

Will Produce Tele Films

Los Angeles—Stanley Simmons has organized Simmons Pictures Corp., to produce 24 musical shorts for the 16mm. field and television. He has signed several stars of stage, screen, radio and the concert fields.

Six More Publishers Added To SESAC List

Six more publishers were added to the catalogue of SESAC in New York yesterday. The six firms are Call-Mar Publishers, Inc., Chicago; John Daniel, Nashville, Tenn.; Harper & Brothers, New York; The Northwestern Press, Minneapolis; Oak Ridge Quartet Music Company, Nashville, and Treasure Chest Publications, Inc., New York.

Renew Banghart Program

The Shell Oil Co., Inc., has renewed its sponsorship of the Tuesday, Thursday and Saturday portions of Kenneth Banghart's 6:00 p.m., news on WNBC, it was announced by William O. Tilenius, station sales manager. The contract, effective Tuesday, Aug. 19, is for 13 weeks. J. Walter Thompson is the agency.

WILL BUY RADIO STATION 250 Watt Preferred, with Network Affiliation. City must have population of 50,000 or more. We are practical radio station operators. NOT BROKERS. Give full details in first letter. Your reply treated in strict confidence. Box No. 387, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Re

IN CLEVELAND IT'S WHK

# Two Railroads Adopt Radio Phone Service

(Continued from Page 1)

Ohio, will offer the service within the next few months.

Phone service aboard moving trains will be available in the lounge car where a telephone booth, or some similar arrangement to insure privacy, is set up. It will be possible to talk from the train to any telephone operated by the Bell System. Charge for a three minute conversation will probably be about 30 to 40 cents plus the regular long distance rate if the call is intercity. Calls from the train will be payable upon completion to an attendant on duty.

When the telephone handset is picked up in the lounge car, a radio signal goes out from the train's antenna and is picked up by the nearest relay station and sent by line to a central telephone exchange. Here the mobile service operator follows through with the normal telephone routine. Equipment aboard the trains will be furnished and maintained by the Bell System with the railroads paying installation and rental charges. The Chesapeake & Ohio, however, when it starts the service later this year, will operate its own radiotelephone system, having applied with the FCC to become a common carrier in communications. C&O is building

## Versatile

W. W. Chaplin, NBC's roving reporter, considers himself the final solution to everybody's summer vacation worries. Yesterday he substituted for vacationing Mary Margaret McBride in the afternoon, then did a two-minute report on NBC's "News of the World," then sat down and knocked out a 15-minute script for his broadcast in the 11:15 p.m. spot of vacationing Richard Harkness.

## Five Army Football Games To Be Aired Over WNYC

Five football games of the Army's fall schedule will be broadcast by WNYC with Kevin Kennedy doing play-by-play. The following coverage will be made from West Point: Sept. 27, Villanova; Oct. 4, Colorado; Oct. 18, Virginia Polytechnic Institute; Nov. 1, Washington and Lee. Broadcast of Oct. 11 will be from Yankee Stadium when Army plays Illinois. Broadcasts are scheduled to start at 2 p.m.

a telephone line along its track from Washington to Cincinnati which will connect with the Bell System at cities along the route. This system employs a 30-foot radio transmission from the phone aboard the train to the telephone wires running parallel with the track.

## Fulton Lewis Sales Grow: Now On 288 MBS Outlets

(Continued from Page 1)

B. J. Hauser, Mutual's director of co-ops, that Lewis is now sponsored on 288 MBS stations. Fourteen more Mutual stations have been added to those carrying the program and Lewis now has a total of 350 participating local advertisers.

Included in the recent local sales are stations WLAY, Muscle Shoals, Ala.; WWRN, Beckley, W. Va.; KRIO, McAllen, Tex.; KDB, Santa Barbara, Calif.; KOOL, Phoenix, Ariz.; WBCA, Schenectady, N. Y.; KTFS, Texarkana, Ark.; WLOS, Asheville, N. C., and KPOW, Powell, Wyoming.

## Tape Recorder Used To Cover Odom Flight

Minneapolis—Mutual's Twin City outlet, WLOL, made excellent use of a tape recorder in procuring an exclusive interview with round the world flyer Bill Odom as he winged his way over Wold Chamberlin airport on his way to Chicago. Special events announcer Leigh Kamman and engineer Dave Kieselhorst were stationed at communications headquarters at Wold Chamberlin as the record-breaking airman contacted the airport. His conversation was recorded as he told listeners that at that particular minute he had been gone from Chicago exactly three days.

## NBC Extends Contract For Research System

(Continued from Page 1)

Schwerin organization to accept other clients in radio regardless of what networks and stations are used. Studio space for these tests will be provided by the network.

In announcing continuation of the service, Beville and Thomas McRae, national program director, revealed that the Schwerin system was used in pre-testing summer replacement shows and contributed much in the way of corrective information as to audience reactions to both entertainment and commercials.

### To Coast in September

Horace Schwerin, president of the organization, revealed that the Company would take its research plan to the west coast in September for analysis of some of the radio shows originating there. Among the shows to be tested under the Schwerin system will be the Fibber McGee and Molly program, Schwerin revealed.

The research method developed by Schwerin and his associates brings 250 to 350 people together in a studio for a session to learn their reaction to programs. Close to 35,000 persons have attended 130 sessions at NBC's Radio City studios the past year. Over 200 editions of various programs have been tested.

### MUSEMENTS

- BROADWAY & 50TH ST. ENTERPRISES, INC.
- PARISADES AMUSEMENT PARK
- PARAMOUNT PICTURES, INC.
- PATHE INDUSTRIES
- RAKO RADIO PICTURES, INC.
- REPUBLIC PICTURES CORPORATION
- TRINGLING BROS.
- ROY ROGERS CIRCUS
- ELECT THEATRE
- ELZNICK RELEASE
- THEATRE GUILD
- TWENTIETH CENTURY
- UNITED ARTISTS COMPANY
- UNIVERSAL PICTURES
- UNIVERSAL-INTERNATIONAL

### CONFECTIONS AND SOFT DRINKS (Con't)

- ROCKWOOD AND COMPANY
- LOUIS SHERRY, INC.
- SWEETS COMPANY OF AMERICA
- WILLIAMSON CANDY COMPANY

### FOODSTUFFS (Con't)

- NATIONAL BISCUIT CO.
- NESTLE MILK PRODUCTS, INC.
- PENICK & FORD, INC.
- ...

### RETAIL ESTABLISHMENTS (Con't)

- HOWARD CLOTHES
- ICELAND RESTAURANT CORPORATION
- MAXAN'S RESTAURANT, INC.
- McCLOSKEY STEAK HOUSE
- WILLOUGHBY CAMERA STORES
- WILSON SPORTING GOODS COMPANY
- WOODCLEFT RESTAURANT

### AUTOMOBILES

- CHRYSLER CORPORATION
- GENERAL MOTORS CORPORATION
- TUDEBAKER CORPORATION

### BEVERAGES

- DISCEGLIA BROTHERS
- JOHN EICHLER BREWERY
- AMBARELLI AND DANIELI
- BARRETT & COMPANY
- A BOHEME VINEYARD
- METRI WINE COMPANY
- WISMAN AND HORMAN
- WUPPERT BREWERY, JAMES
- YARA PRODUCTS COMPANY

### FOODSTUFFS

- ALLEN COMPANY, W. F.
- ANGOSTURA WUPPERMANN COMPANY
- ARNOLD AND ABORN
- BEARDSLEY'S SONS, J. W.
- BEATRICE FOODS COMPANY

### HOUSEHOLD EQUIPMENT AND FURNISHINGS

- GENERAL ELECTRIC COMPANY
- KEYSTONE VARNISH COMPANY
- NOMA ELECTRIC COMPANY
- OLSON COMPANY, THE

### HOUSEHOLD EQUIPMENT AND FURNISHINGS

- ...

### SOAPS AND HOUSEHOLD SUPPLIES

- AMERICAN CYANAMID COMPANY
- CELLO WAX COMPANY, THE
- COLGATE-PALMOLIVE-PEET CO.
- COUGHLAN MFG. CO. G. M.\*
- CUDAHY PACKING COMPANY
- F. R. CORPORATION, THE
- GENERAL FOODS CORPORATION
- GRIFFIN MFG. COMPANY
- HUDSON PULP & PAPER COMPANY
- KIRKMAN & SONS
- LEVER BROTHERS COMPANY
- OPITZ, INC. JOHN
- PARK AND TILFORD
- PROCTER AND GAMBLE\*\*
- RIT PRODUCTS CORPORATION
- SAGE LABORATORIES INC.
- SIMONIZ COMPANY
- STANCO, INC.
- SUTHO SUDS, INC.
- ZONITE PRODUCTS CORPORATION

### TOBACCO PRODUCTS

- ACE MAIL-ORDER COMPANY
- AMERICAN TOBACCO COMPANY
- BAYUK CIGARS STORES, INC.
- BLACK CIGAR STORES, INC.
- BROWN AND WILLIAMSON
- CONSOLIDATED CIGAR CORPORATION

# WOR sells everything

mutual

LOS ANGELES

By RALPH WILK

**BOB HOPE** got a police citation this week for "meritorious endeavors" in connection with the recent Los Angeles Police benefit show. Presentation was made on the set of Paramount's "The Paleface," in which Hope currently is starring with Jane Russell.

Freddie Stewart, featured in Monogram's Teen-Agers series this week cut two sides for Capitol, recording "I'll Be There" and "Back in Your Own Back Yard."

Warner Bros. KFVB, presented on the Preview Theater of the Air program, August 8th, a brand new radio mystery idea entitled "Half Hour to Kill," starring William Conrad, and written and directed by Robert Webster Light.

Ben Alexander is celebrating his 13th year in radio without the usual fears, phobias, or superstitions. Even says one of his favorite songs is "Triskaidekaphobia," which nobody can pronounce but everybody knows deals with that letter 13.

Andy Russell returns to the star vocalist spot on "Your Hit Parade," August 16th, NBC, after a month's vacation from the air. While absent from the program Russell was replaced by baritone Dick Haymes.

Dennis Day will begin the second year as star of his own NBC series, "A Day in the Life of Dennis Day" on August 27th. Barbara Eiler, Bea Bendaret, Dink Trout and John Brown will be featured, with orchestra accompaniment by Charles "Bud" Dant. Verne Smith will again be announcer.

Cy Howard, writer-producer of "My Friend Irma," will address Hollywood Ad Club lunch, August 18th on "Sustainer to Commercial." Lee Hart, assistant director of broadcast advertising of the National Association of Broadcasters, Washington, D. C., will present the Joske Department Store report, test-tube of radio for retailers, at same meeting.

Marjorie Hunt, on leave as producer of "What's Doin' Ladies" from Young & Rubicam Hollywood, receiving praise from the drama critics for her role as the Colonel's wife in Gryphon Players production of "Over 21" at Laguna Beach.



Notes From An Aisle Seat. . . !

• • • "Information Please" working out a co-op deal with Mutual. . . . Sponsor interest heightened in 15-minute weekly series, "At Home With Faye and Elliott Roosevelt," since the Washington headlines and newsreels. . . . Melena Miller's being signed for the Jolson show hardly comes under the head of news—but just for the sake of the records, we're jolting it down here. Oscar Levant, reported to be signed, hasn't inked his contract as yet but prob'ly will when the mood hits him. Lou Bring's ork will round out the show. Series will tee off in H'wood on Oct. 2nd, but knowing Jolie and his traveling fancies, it'll prob'ly do plenty of roaming around. . . . Programming note: Lot of local stations are scheduling out-of-work singers (via their platters) on same time they formerly held down on the nets. . . . Here's a switch: Barry Gray's new Mutual show, "Anything Can Happen," (which bows in on the 22nd) is being written and produced by one M. Berle. . . . "Take It Or Leave It" will shift to the coast permanently after a few opening weeks here with new emcee, Garry Moore. . . . Dick Hyman's publicity emporium landed the lush Eversharp account. . . . Dorothy Crosby, ass't to McCann-Erickson biggie, and Ronald Brogan, B'way and radio actor, a wedding item.



• • • AROUND TOWN: Ted Collins negotiating for a fall nite time show for Kate Smith, holding out for a week-day nite so's he can follow his Boston Yanks week-ends. Hear he's also holding out for an hour show. . . . Dave Alber, who makes a hobby of such things, is the first subscriber to the new Radio Best mag, which bows in Sept. 10th. . . . Problems of launching an indie movie outfit will be discussed on the Mary Margaret McBride ailer Monday by Glendon Allvine, veepee of newly-formed Medallion Pictures. Glen will also touch on the growing trend of film production in N. Y. . . . Seen "scouting" Dean Martin & Jerry Lewis' comedy antics at Loew's State: Bob Moss, Herb Moss, Tom McCrae, Larry Puck, Lou Holtz, Bob Goldstein and Jack Buchanan. . . . Lanny and Ginger Grey have opened a foreign-language dept' in the writing, producing and singing of jingles and are now ready to supply a singing commercial in practically any known language. (Wonder what effect this will have on the Good Neighbor policy). . . . Jan August can remember way back to when Al Jolson was doing a two-a-day at the Palace instead of the bank.



• • • THAWTS WHILE THINKING: Barry Fitzgerald is the only guy we ever wanted to hug. . . . If the World's Series doesn't get a new play-by-play caller this year, we'll be satisfied to get the results from the morning papers. . . . Greatest sportswriter since Runyan, in our book, is Jimmy Cannon. . . . Press agent who is coming along at a jet-propelled clip: Dave Green, who now has offices in Rome, Paris, London and Mexico City. And, of course, N'Yawk. . . . Name that intrigues me: Wambly Bald, of the Post. . . . Our idea of a great announcing job: Frank Gallop's verbal dueling with M. Berle—sharp as tempered steel. . . . Add nice guys: Herb Leder, top television director, who's never too busy to see radio's hopefuls, like a lotta guys I could mention. . . . Bob Davis' one-word description of Mrs. Tex McCrary: Photo-jinxic. . . . Marilynne Towne wonders if the favorite radio program in Washington is "Hobby Lobby". . . . Radio scripter with the most "heart": Ken Lyons, whose wordage rarely fails to embrace the ear. . . . Nice to see the click of Georgie Price's latest records ("Who Do You Love, I Hope" and "Bye, Bye, Blackbird"), even if radio hasn't been alert enuf to grab him up yet. . . . Add great press jobs: Milton H. Berger's alert of Eddy Howard, practically an unknown a year ago. . . . Greatest "undiscovered" femme warbler we know: Anne Marleau, Canada's lend lease to B'way. . . . Art Henley, who scripts "Honeymoon in N. Y." isn't married. . . . A guy who predicts the future of video should be called a televisionary.

IT TAKES ALL KINDS OF PEOPLE . . . to run a radio station

caricature by BASIL WOLVERTON  
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



HAROLD SINGLETON  
Chief Engineer

Let's get technical! We have to discuss Harold Singleton, KGW Chief Engineer. It has been said that "nobody has ever seen a watt!" If anybody ever does, we know it will be Harold because he lives on intimate terms with such things as watts, kilocycles, millivolts, cathodes and decibels. Graduate of Colorado University, where he took two engineering degrees, Harold reached KGW via the radio engineering department of General Electric at Schenectady, RCA, San Francisco, and United Airlines. "Prof" Singleton taught physics at Reed College and, during the war, assisted the U.S. Government in developing radar counter measures at Harvard. He is well known in the Northwest as a consulting radio engineer. Is KGW keeping up with the latest technical developments in broadcasting? Heck, with Singleton in the saddle, we're galloping along out in front of the procession. As an advertiser, this is very important to you!

Next Week—GLENN SHELLEY  
Assistant to the Musical Director



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

1906 1947

*Henri*  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR

Famous French Candies  
15 East 52nd St.



## Disc-Jockey Film Gets Big Radio Time

(Continued from Page 1)  
 scheduled to pay tribute to the pup over his NBC "Teentimers" show on Saturday and ABC will distribute three plugs. They are slated for the Don McNeill "Breakfast Club" show, Thursday; the Paul Whiteman and "Welcome Traveler" show, Friday and Tommy Bartlett show on Saturday. Mutual's Barry Gray will originate his program from the convention on Saturday and CBS is slated to originate a special disc-jockey show from the Hotel Sherman on Friday night.

## BI Holds Board Meet; Discuss Routine Issues

(Continued from Page 1)  
 and entertainment to convention delegates and the press on Tuesday, Sept. 16, with several network stars slated for appearance. The directors also discussed the continuation of other activities which have been launched during recent months, including the proposed budget for the coming year. Officers and directors present at the meeting yesterday were: Carl Serlin, president; Sydney M. Kaye, vice-president and general counsel; E. Tompkins, president of AMP; Charles A. Wall, vice-president in charge of finance; Claude C. Boyds, comptroller; Charles E. Lawrence, treasurer; John Elmer, WCBM; William S. Hedges, NBC; Leonard Warner, WCAE, Pittsburgh; Joseph Donald, ABC; Justin Miller, president, NAB; Paul Morency, WTIC; Leonard Reinsch, WSB; J. Harold In, Fort Industry Co.; Robert D. Gray, MBS; Frank K. White, CBS.

## Phila. Tele Group Sets First Mtg. On Aug. 20

Philadelphia—First regular meeting of the recently-formed Television Association of Philadelphia will be held at the Architects building here on August 20, it was announced yesterday. Initial confab will be a dinner meeting with Jack R. Poppele, president of the Television Broadcasters Association, as the principal speaker. The fastest developing tele scene, here, is set with a second video station planning to go into commercial operation sometime this month.—discussed by Kenneth W. Stow, president of the TAP, and director of WFIL-TV. Roland Tooke, vice-president of the association and president of WPTZ, the Philco station, also speak.

### Tele Style Show

A swim suit style show, direct from New York's Park Central Pool, featuring women's swimming and diving champions and eighteen of the country's top models, will mark the Friday, Aug. 15, telecast of the "Swim Home Service Club" over Station WNBT (1:00 p.m. EDT).

## Dorsey's Recorded Show Has 150 Stations In Lineup

(Continued from Page 1)  
 sponsors. WMCA will carry two one-hour sessions of the show six days a week, from 10-11 a.m. and 7-8 p.m., and the first hour now is sold completely. Al Hollender, veepee of the Louis G. Cowan office who has just returned to New York from the coast, yesterday named the following stations as among those who have bought local rights to the Dorsey show: WMAL, Washington; KALL, Salt Lake City; WCFL, Chicago; WHAS, Louisville; KGW, Portland; WOWO, Fort Wayne; KPQA, Honolulu; WDSU, New Orleans; WITH, Baltimore; WPEN, Philadelphia, and WFEA, Manchester, N. H. Other cities in which the show is set to premiere are Buffalo, Utica, Mobile, Charleston, Troy, Houston, Syracuse, Pittsburgh, Milwaukee, Jacksonville, Evansville, Kansas City and Shreveport.

Two biggest time buyers of the Dorsey show over WMCA to date are Crawford Clothes and Warner Brothers Pictures. Crawford will sponsor two quarter-hour segments daily and Warner's has bought two 10-minute periods daily. Both contracts are for 52 weeks, according to Herman Bess, station sales director. Participating sponsors, who have bought from three to 12 announcements a week, are TWA, Oldsmobile, R. J. Reynolds Tobacco Co., Maryland Pharmaceutical, Piel's Beer, Venida Corp., and Park Central Hotel.

### Forty-Second Theme Song

A 40-second theme song, utilizing 26 musicians, a chorus of eight voices and Dorsey's trombone, has been transcribed to introduce the new show. The band leader himself will arrive in New York Sept. 6 and make a personal appearance two days later over WMCA during the premiere of the 7-8 p.m. program. This broadcast will be completely live with many music personalities visiting Dorsey during the show. Following a nation-wide tour with his band, in connection with the record show, Dorsey returns to New York in December where he is scheduled for a two months' theater and night club engagement.

LOS ANGELES, in beautiful Westwood Village. Brand-new, spacious, unfurn., 2 b. r. apt for unfurn 2 or 3 b. r. hse or apt on Chicago North Shore or suburb. Best ref required & given. Fast action necessary. Phone Whitehall 6000 (Chicago), Ex. 215.

## Yankee Web To Cover "Life With Father" Debut

Boston — WNAC and the Yankee network will cover the world premiere of "Life With Father" new Warner Brothers picture, tomorrow, from 8 to 8:30 p.m., right from the steps of the Lakewood Theater in Skowhegan, Maine, where one of the most popular plays in history of the American drama began its successful run, the longest run hit show of all time, eight years ago. Bob Shepard, emcee of the Sammy Kaye show and "Break the Bank" will interview Governor Horace A. Hildreth, of Maine, movie star Alan Hale, Dorothy Stickney, Howard Lindsay, Oscar Serlin, Mrs. Clarence Day and other notable celebrities in Skowhegan for the world premiere starring Irene Dunne and William Powell.

### Kearney Lectures At Fordham

Don L. Kearney, national sales account executive with Mutual's co-op in New York, is giving a five-hour lecture series at his alma mater, Fordham University, this week. Subject is "Business Side of Radio" and covers sales in national spot field of both programs and announcements. Other advertising lectures at Fordham are being given by Arthur Hull Hayes, general manager of WCBS, and Joseph Moran, associate radio director of Young & Rubicam, Inc. They cover local and network advertising operations.

## Clothing Manufacturer Buys Heavy N. Y. Sked

(Continued from Page 1)  
 sive program schedule will utilize the facilities of WJZ, WOV, WHN, WMCA, WINS and WNEW. It is estimated that this radio campaign will establish Crawford as one of the largest single advertisers in the metropolitan New York market, if not the largest. Agency for Crawford Clothes is Al Paul Lefton Co., New York office.

### Gets Sales Promotion Post

San Antonio, Tex.—Arthur E. Forrest, a member of the advertising and promotion department of the NBC network has been named sales promotion manager of WOAI, replacing Fred Perry, according to an announcement made here by Hugh A. L. Half, president and general manager of WOAI. For the past two years, Forrest has been co-ordinator of promotion for NBC owned and operated stations and for the network's Western division.

### Stork News

Los Angeles—Birth of a son was announced yesterday by Milt Carlson, radio director of the Western Advertising Agency. The boy, born early Wednesday morning at the Huntington Memorial Hospital, Pasadena, weighed 6 pounds 3 ounces.

Children's CHOICE



TILLIE LOU

"THE TALKING BIRD"

7:45-8:00 a.m. Monday through Saturday

WGY Write WGY or NBC Spot Sales for your participation SCHENECTADY, N.Y. GENERAL ELECTRIC

IN CLEVELAND IT'S WHK

PROMOTION

A Message From Mutual

A mailing piece just issued by the Mutual network consisting of four pages, with an insert added, gives a detailed explanation of Mutual's "coverage measure," entitled "Listenability." This is a method devised by the net's engineering department, headed by Esterly Page, which "is a measure of coverage from the listener's, not the broadcasters's, viewpoint." Cover of mailing piece contains a letter over the signature of Edgar Kobak, president of Mutual, explaining the story MBS has to tell. Second page gives a reprint of an advertisement that Mutual has run in various trade publications, which is an open letter to the president of NBC, Niles Trammell. Page three contains a detailed accounting of what "Listenability" is and how it works, with page four devoted to an advertisement giving some information about Mutual's disc jockey, Martin Block. Insert is devoted to more copy on "Listenability" with respect to various MBS programs.

New RMA Film

Radio Manufacturers Association has a new sound slide film available for showing to assist radio retailers on the "radio in every room" campaign, originated by RMA some months back. The 35 mm. Kodachrome strip, entitled "Let's Get Personal" runs 12 minutes. Film explains that 93 per cent of American homes now have at least one radio set and that increased future sales depend on selling radios of their own to individual family members. Print and record combinations of the film can be obtained through the Fred Eldean organization, New York. Film and pressing may also be borrowed for a limited time from the same source.

Card Trick

WGAR, Cleveland, Ohio has come up with a novel promotion piece in the form of a 15-page book, bound in bright red plastic rings. Advertising message takes on the use of bridge terms with such copy as "A grand slam has been made in the radio game! It's a real deal for you as an advertiser." Printed on heavy stock, each page takes on the appearance of an oversized playing card, with several pages devoted to the "Kings," "Queens," and "Jokers" that one can listen to via station's facilities. Included with this gayly colored book are a complete set of playing cards, each of which has station's call letters printed prominently on back.

ANNOUNCER

Must know Semi-Classical and Popular music; only experienced man will be considered. Write fully for position in NYC. \$50.00 to start; good opportunity for advancement. Write Box 388, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

AFRA-Meet Advance Guard Presages Record Attendance

(Continued from Page 1)

be admitted upon presentation of a paid up membership card. Opening day of the convention will be devoted to registration and organizing of committees among the delegates from 29 cities who represent 27,000 AFRA members. The most important matters such as the Taft-Hartley law, television and phonograph recordings are scheduled for Saturday. The convention covers a period of 31 scheduled hours, five of which will be devoted to social activities. Highlight is the big party Friday at 9 p.m., in the Astor's grand ballroom with music by the orchestras of Meyer Davis and Manuel Ovando. Bud Collyer, president of AFRA's New York local, is chairman of the ball with Lawrence Tibbett serving as honorary chairman. Honorary committee of sponsors includes Milton Berle, Eddie Cantor, Ilka Chase, Clifton Fadiman, Danny Kaye, Bert Lytell, James Melton, Helen Menken, Dinah Shore, Kate Smith and Gladys Swarthout. Social event, capped by an hour long variety show, will feature a giveaway session in the form of a raffle. Prizes include an RCA television set, a Philco radio, Gruen and Bulova watches, a live pig, two turkeys and two round-trip plane tickets to Bermuda. Also among the prizes are paintings and drawings done by several AFRA members, including Howard Clancy, Staats Cotsworth and Fred Barron.

Convention Delegates

- Following is a list of convention delegates, not including national staff members: ATLANTA—Tom Maxwell. BOSTON—John Day, Vin Maloney, William Mezger, Arch MacDonald, Leo McDermott, Robert Segal, Peter Stoner. CAROLINA LOCAL—Al Cantwell (Durham), Phil W. Ellis (Raleigh). CHICAGO—Ernest Andrews, Boris Aplon, Clare Baum, Huch Downs, Harry Elders, Eleanor Engle, Don Gallagher, John Gannon, Norman Gottschalk, Stan Gordon, Raymond A. Jones, Jeanne Juvellier, Bryon Keath, George Kluge, Eloise Kummer, Curt Mitchell, Angelyn Neblett, Cliff Norton, LeRoy Olliger, Tony Parrish, Catherine Payne, Norm Pierce, Dean Reed, Henry Saxe, Al Strucke, Helen Van Tuyl, Joe Wilson. CINCINNATI—Andre Carlton, George Palmer.

American Cyanamid Co. Renews ABC For Year

American Cyanamid Co., has signed a 52-week facilities contract renewal with ABC for the Lederle Laboratories Division professional service series "The Doctors Talk It Over." Now in its third year on the air, the program features each week an interview between Milton Cross and an outstanding member of the medical profession discussing latest developments in medical research and practice. Show is heard Monday nights from 10 to 10:15 p.m., EDT., over approximately 170 ABC stations. The renewal contract is effective September 29. Hazard Advertising Co., of New York is the agency.

- DETROIT—Harry Goldstein, Paul Hughes, Boaz Siegel. CLEVELAND—Alun Jenkins, Joe Mulvihill. KANSAS CITY—Sherwood Durkin, Don Roberts. LOS ANGELES—Georgia Backus, William Berger, Truc Boardman, John Brown, Bob Bruce, Buddy Clark, Leo Cleary, Tom Collins, Jim Doyle, Stan Farrar, Norman Field, Art Gilmore, Claude McCue, Wally Maher, Knox Manning, Tyler McVey, Lou Merrill, Marvin Miller, Jay Novello, Rod O'Connor, Lillian Randolph, Harry Stanton, Bill Thompson, Harry Von Zell. LOUISVILLE—Bud Abbott.

New York List Is Impressive

- NEW YORK—W. P. Adams, Jack Arthur, Brad Barker, Irene Beasley, Ed Begley, Martin Begley, Spencer Bentley, Ed Blaney, Jim Boles, Geoffrey Bryant, Alan Buncie, King Calder, Flora Campbell, Jimmy Carroll, Nelson Case, Ernest Chappell, Helen Choate, Howard Clancy, Lon Clark, Clayton Collyer, Jack Costello, Staats Cotsworth, Gordon Cross, Matt Crowley, Joseph Curtin, Ted deCorsia, Ed Cullen, Eric Dressler, J. A. Edkins, Hope Emerson, Carl Emory, James Fleming, Carl Frank, Maurice Franklin, Alice Frost, Frank Gallop, Betty Garde, Ben Grauer, Walter Greaza, Burford Hampden, Adelaide Hawley, Vinton Hayworth, George Hicks, Bill Hollenbeck, Norman Horn, Eunice Howard, House Jameson, R. E. Johnson, Travis Johnson, Jay Jostyn, Frank Keane, Jack Keating, Richard Keith, Walter Kinsella, Muriel Kirkland, Arthur Kohl, Ralph Locke, Bess McCammon, Alex McKee, Ian MacAllister, Evelyn MacGregor, Ted Malone, Tony Marvin, Mary Michael, Bob Miller, Claudia Morgan, Elizabeth Morgan, Ray Morgan, Kathleen Mullen, Mary Mullen, Julian Noa, Paul Nurent, Warren Parker, Bill Perry, Eleanor Phelps, Minerva Pious, Katherine Raht, Amanda Randolph, Ron Rawson, Gene Rayburn, Phil Reep, Dan Seymour, Joan Shea, Herb Sheldon, Nancy Sheridan, Tom Shirley, Marian Shockley, Sydney Smith, Margaret Speaks, Richard Stark, Leonard Stokes, Karl Swenson, Ann Thomas, Gladys Thornton, Vicki Yola, Barbara Weeks, Dwight Weist, Ned Wever, Ethel Wilson, Eddie Wragge, Elizabeth Wragge, Agnes Young, Willard Young, Alice Younman. PITTSBURGH—Don Hirsch, Charles M. Kerns, Jr., Pierre Paulin, Jack E. Swift, Marie Wilk. PORTLAND, ORE.—Janet Baumover, Irving Enna. RACINE, WIS.—Herb Mann. ST. LOUIS—Nellie Booth, Rush Hughes, Bruce MacFarlane. SAN FRANCISCO—Deane Banta, Lloyd Creelmore, Carl Christopher, Gerry Dolan, Bill Elv, Franklin Evans, Bill Gavin, Ed MacDonnell, Harry Pollard, Hal Wolf. SEATTLE—John R. Forest, John F. Kinzel, Albert M. Ottenheimer. SIOUX FALLS, S. D.—Gene Piatt. TWIN CITY LOCAL (Minneapolis-St. Paul)—Robert L. Allen, Lee Loevinger. WASHINGTON, D. C.—Dennis Connell, Evelyn Freyman, Jesse B. Messitt, Lyle Selby, Lee Vickers, Jackson Weaver.

Detroit Brewery Plans Fall Football Schedule

Detroit—Goebel Brewing Co., will sponsor broadcasts of the full schedule of the Detroit Lions professional football team over WXYZ and nine other up-state Michigan stations starting Sept. 21, it is announced by Edwin J. Anderson, president of the company. This is the third successive season that Goebel has taken sponsorship of the games. Jimmy Dudley, Goebel football reporter, will handle play-by-play with Bill Brundige, sports director of WOL, Washington, doing color. First broadcast is set for Sunday, Sept. 21, when the Lions meet the Steelers at Pittsburgh.

EQUIPMENT

NAB Exhibitors

Following is a list of equipment manufacturers who will exhibit at the NAB convention and exposition scheduled to hold forth at Atlantic City, N. J., September 15-18: Apex Electronic Corp., Brooklyn, N. Y.; Andrew Co., Chicago, Ill.; Radio Devices, Inc., New York, N. Y.; Collins Radio Co., Cedar Rapids, Iowa; The Daven Co., Newark, N. J.; Allen B. Du Mont Laboratories, Passaic, N. J.; Fairchild Camera Instrument Corp., Jamaica, N. Y.; Federal Telephone and Radio Co., Clifton, N. J.; Gates Radio Co., Quincy, Ill.; General Electric Co., Schenectady, N. Y.; The Langevin Inc., New York, N. Y.; Lehigh Structural Steel Co., New York, N. Y.; Macnecord, Inc., Chicago, Ill.; Presto Recording Corp., New York, N. Y.; Radio Inventions, Inc., New York, N. Y.; Radio Corp. of America, RCA Victor Div., Camden, N. J.; Rangertone, Newark, N. J.; Raytheon Mfg. Co., Waltham, Mass.; Rek-O-Kut Co., New York, N. Y.; Technology Instrument Corp., Waltham, Mass.; United States Recording Co., Washington, D. C.; Western Electric Co., Inc., Grayton, N. Y.; Western Electric Co., Inc., New York, N. Y.; Westinghouse Electric Corp., Pittsburgh, Penna.; Wincharger Co., Sioux City, Iowa.

Following is a list of transcription companies and program services scheduled to exhibit: Broadcast Promotion Service, Atlantic City, N. J.; Harry S. Goodman Radio Productions, New York; Kasper-Gorman Inc., Boston, Mass.; C. P. MacGregor, Hollywood, Calif.; SESAC, Inc., New York, N. Y.; Standard Radio Transcription Services, Inc., Hollywood, Calif.; Teleways Radio Productions, Inc., Hollywood, Calif.; Transcriptions Sales, Inc., Springfield, Ohio; Eric W. Ziv Co., Cincinnati, Ohio.

New Line Of W. E. Radios

An "open house" held last week at the Westinghouse Electric Supply Co., Philadelphia, presented the "fall" line of home radios to more than 300 dealers from the Philadelphia area. Meeting was held at the new Westinghouse radio exhibit center, 1621 Walnut St., in the Kilduff building with Leo Cronson, mid-Atlantic district radio and appliance manager for WESCO, acting as host, assisted by J. N. Van Deman, district manager for the home radio division. Nineteen cabinet variations of models, all of which are now in production at the division's Sunbury works, were on display. Prices range from \$37 to \$625.

WANTED

News reporter wanted immediately to gather and write local news and hand station promotion and publicity. If interested, contact J. F. Skinnell, Operations Manager, WLBR, Lebanon, Pennsylvania.

# HAWAII

By JOHN WILLIAMS

JOHN KEATING, co-owner of KPOA, Honolulu, with J. Elroy Caw of KELA, Centralia, Wash., taken over active management of KPOA. Daily air services between the east and west coast enable Keating to commute between his Portland, Seattle and S. F. offices of his station rep. biz. First of the year he plans to open a branch office in Hollywood.

Terb Caen, columnist of San Francisco Chronicle and commentator via KO once weekly sponsored by Acme, is vacationing here until Aug. 15 when he and Mrs. Caen return home by Mainliner.

Nita Benedict, formerly of KGU and KHON, now airs her "Wishing Well," 8:30-9:00 a.m., 5 days weekly, on KPOA. Nita sells the time, writes and presents the entire show, a timely pourri of everyday tips slanted to the whole family according to offerings of some 14 sponsors.

Engineers have completed the installation of new transmitter for KHON, Honolulu, which will increase output from 250 to 5,000 watts, according to Ralph M. Fitkin, prexy of Aloha Broadcasting Co. If FCC goes nod after tests soon, KHON also will seek FCC okay to shift its frequency from 1400 to 1380 kc. KHON is key station of Aloha network which covers entire Territory of Hawaii via its affiliates, KMVI, Hailuku, Maui; KTOH, Lihue, Kauai; and KIPA, Kilo, Hawaii, now nearing completion.

## Plan Facsimile Show

Chicago—A demonstration of facsimile newspaper transmission and reception will be presented by the Chicago Tribune and stations WGN-GNB as a special feature of the next meeting of the Publicity Club of Chicago to be held August 14. Since the Tribune is not regularly broadcasting its facsimile edition this summer, a special edition will be prepared by Tribune editors for the Publicity Club membership. Joseph H. Trimer of WGN's engineering staff will discuss technical details, and Ken Layton, in charge of the information section of the Tribune's business survey department, will explain the uses of facsimile and its future.

## Canova Back Aug. 30

Judy Canova will return to the BC airwaves on Saturday evening, August 30. Miss Canova's program will be heard at 10 p.m., Eastern Standard Time, the same as in previous seasons.

# Use Of Sustainers Measured In Survey By NAB-Research

(Continued from Page 1)

"sustaining" program was defined as "any uninterrupted segment of the station's time which is five minutes or more in length and from which the station derives no income."

The NAB study was based on station logs for the week of Nov. 21-27, 1946. The association's research department already has begun a similar analysis of logs for a week in Feb., 1947.

A scientifically selected sample of station program records was used as the basis for the study. This sample was limited to commercial AM stations in continental United States which were actually on the air and were NAB members on November 1, 1946. The stations had no advance knowledge that their records would be requested.

"The selection of the sample," NAB Research Director Kenneth H. Baker pointed out, "was by a randomized procedure so that the results would be projectable to the membership. Although the actual selection of the stations was determined by the use of tables of random numbers, definite controls were established to produce representatives in the following variables: station size, city size, geographic distribution, network affiliation, and part-time—full-time operation."

"One-hundred stations were selected at random according to the above controls. Of this number, 85 returned usable data."

In this connection, Dr. Baker cautioned: "No significance should be attached to differences of less than five points between percentages. The

size of the sample was such that these differences could be caused by chance variations."

Much additional data from the station logs has been recorded by NAB on IBM punched cards and continuing studies of the information will be made. Dr. Baker will report additional findings to the NAB convention at Atlantic City in September.

The study showed that small stations (250 watts and less) devoted more time to sustaining programs. The average of the broadcast time devoted to sustaining programs by small stations was 37 per cent.

Large stations (7.5 kw. to 50 kw.) devoted an average of 36 per cent to sustaining programs and medium stations (500 watts to 5 kw.) devoted the least time (30 per cent) to sustainers.

The survey also showed a breakdown for different times of the day and for weekdays and Saturdays and Sundays.

Breakdown is shown in the following tabulation:

	Monday thru Friday	Saturday and Sunday	Total
<b>LARGE STATIONS</b>	%	%	%
Sign-on to noon...	23	08	33
Noon to 6 p.m....	29	33	30
6 p.m. to sign-off...	40	27	46
<b>MEDIUM STATIONS</b>			
Sign-on to noon...	29	49	34
Noon to 6 p.m....	27	20	25
6 p.m. to sign-off...	35	27	33
<b>SMALL STATIONS</b>			
Sign-on to noon...	37	44	40
Noon to 6 p.m....	37	31	35
6 p.m. to sign-off...	40	43	41
<b>TOTAL</b>			
Sign-on to noon...	32	48	36
Noon to 6 p.m....	31	27	30
6 p.m. to sign-off...	37	35	37

## Sterling Drug Earnings

Net profit of Sterling Drug, Inc., and subsidiary companies for the first six months of 1947 was \$7,083,238 before deducting preferred dividends but after all charges and provision of \$4,782,195 for Federal and foreign income taxes, it is announced by James Hill, Jr., president. Earnings are equivalent to \$1.82 per share of common stock after deducting preferred dividends of \$218,751. Comparable net earnings for the same period in 1946 were \$7,520,661 or \$1.94 per share of common stock.

Hill said sales for the first half of 1947 were \$66,447,482, an increase of approximately 10 per cent over the \$60,140,093 for the corresponding period a year ago.

## Will Add Stations

Los Angeles—The Ben Alexander Notebook program, heard over KHJ Monday thru Friday at 10:30 a.m., PST will be extended to air over Mutual's Pacific Coast network under sponsorship of Rayve Shampoo. Change takes place September 1st, with time remaining as it is at the present time.

## Stork News

Jack Beall, ABC's Washington correspondent, became the father of an eight pound boy born to Mrs. Beall in Columbia Hospital in Washington yesterday.

# SOUTHWEST

MURRAY COX, roving farm reporter of WFAA, Dallas, made a broadcast from WTAU, College Station, radio voice of Texas A&M College last Tuesday.

O. L. "Ted" Taylor, executive manager of the Taylor-Howe-Snowden Radio Sales and Stations, with headquarters in Amarillo, is the father of a baby girl. The newcomer will be named Lois Kay Evelyn.

Application has been made to the FCC by KPET, Lamesa for increase in power to 250 watts on 690 kilocycles and from daytime hours to unlimited hours of operation.

According to Darrold Cannan, manager of KFDF, Wichita Falls, now under construction and which is expected to take to the air shortly, station will become an ABC affiliate on Oct. 1. Station is owned and operated by the Wichtex Broadcasting Co., and will operate with 5,000 watts day and 1,000 watts night on 990 kilocycles. This gives Wichita Falls three network outlets.

Three west Texas stations have organized themselves into a regional network which is to be known as the Cactus network. Stations are KIUN, Pecos; KVKM, Monahans, and KVLP, Alpine. Plans for the web are for airing of special events at present but call for a daily schedule of programs in the future. Stations at present are Mutual and Southern network affiliates. Jack Hawkins, manager of KIUN, is president of the Cactus set-up while Charles Stuckey, manager of KVKM, is vice-president.

New quarter-hour program titled "Catch a Kid" will be broadcast each Saturday morning over KIXL, Dallas. Broadcast will originate from one of eight neighborhood theaters which will hold special kid shows each week.

Recovering from an operation of appendicitis is Grace Ellis, music librarian of KYFM, San Antonio.

*Send Birthday Greetings To—*

August 13

Bert Lahr	Louise Cox
Tom Moore	Mabel Todd
Ellen Williams	

# HOTEL STRAND

*Atlantic City's Hotel of Distinctions*

A Hotel designed for your complete Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Open and enclosed Sun Verandahs. Open Deck stop. Cuisine unsurpassed. Garage on premises. In the very heart of all activities.

**FESTA GRILL & COCKTAIL LOUNGE**  
An added feature of this complete hostelry

**EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK**



IN CLEVELAND IT'S

# WHK

# AGENCIES

**BEN GREEN**, radio director of **Arthur Meyerhoff & Company**, Chicago, arrives at the Savoy-Plaza today for a three-week stay. He has scheduled a series of meetings with **Gabriel Heatter** on the Mutual of Omaha "A Brighter Tomorrow" show, and to shop for new programs for the agency's fall activities.

**R. B. BARTON**, vice-president of **Batten, Barton, Durstine & Osborn, Inc.**, in charge of the agency's Chicago office, has retired. He will be succeeded by **Henry H. Haupt**, vice-president and director of the organization.

**AL BURWINKLE** has been named art director for **Federal Advertising Agency**. He formerly was associated with **William Esty & Co.**, and **Morse International**.

**WILLIAM H. LEWIS, JR.**, has joined **Compton Advertising, Inc.**, as a member of its account executive staff.

**GARDNER ADVERTISING AGENCY** has been engaged to handle the \$850,000 campaign which will start next year for the **National Guard Bureau**. It will have for its object the enlargement of the Guard and the enlightenment of the public regarding the need for the organization.

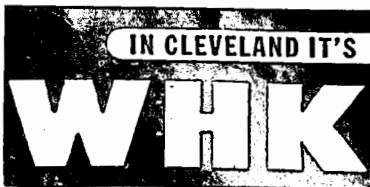
## Toy Firm Leads Television As Strong Sales Medium

Television will play an important role in merchandising, promotion, and sales of the toy industry, according to enthusiastic reports of their first use of the medium by **Tot-Tested Toy Co., Inc.**

Firm recently tested two products of its new toy line on **NBC's WNBT (N. Y.)** and announces that "in the opinion of the Tot-Tested Toy people, who have just experienced the remarkable selling power of this medium, there is no question that television will prove one of the best mediums for merchandising and selling."

## UST Names N. J. Rep.

**L. Robert Fisher** has been named service manager for the New Jersey area by **United States Television**, it was announced this week by **Hamilton Hoge**, president. Fisher, who has been connected with the industry for over a decade, was recently with the **Allan B. Du Mont Laboratories**. A demonstration showroom has been set up in **Elizabeth, N. J.**, where the **UST** rep will direct sales and service for the company.



# COAST-TO-COAST

## —CONNECTICUT—

**HARTFORD**—**Belle Baker**, starring at the **Clinton, Conn. Playhouse** in a dramatic role, was recently interviewed by **Russ Naughton**, emcee on the "Music Off the Record" program over **WDRS**. **Russ**, a youngster, quizzed **Belle** on her acting career which began long before he was born.

**WTIC's** production manager, **George Bowe**, and the former **Mary Elizabeth Chaponis** of the station's technical staff, this week announced their marriage, which took place on **March 15**. **Mrs. Bowe** is well known as a director of choral groups.

## —MICHIGAN—

**DETROIT**—The **WJR** teen-age production, "Accent on Youth," has served as a springboard to a professional career for another talented young man. **Terry Hatch**, 18-year-old emcee, recently received a professional offer from **WEXL**, **Royal Oak**, and will start as that station's staff announcer, **August 18**.

**FLINT**—**Lester W. Lindow**, presently general manager of **WRNY** and **WRNY-FM**, **Rochester, New York**, has been named general manager of **WFDF**. The appointment will become effective when the **FCC** approves the proposed sale of **WFDF** to the **Trebit Corp.**

## —ILLINOIS—

**EAST ST. LOUIS**—"David Felton, Counselor," a series of 13 weekly programs on vocational rehabilitation is to be presented each Thursday over **WTMV**, beginning **August 14**. **Felton**, who will be featured both as narrator and as the leading character of rehabilitation counselor, will endeavor to tell disabled civilians, employers and the general public how vocational rehabilitation operates and what its values are. Dramatized stories are based on actual case histories obtained from state vocational rehabilitation offices.

## —FLORIDA—

**HOLLYWOOD**—**Al Jennings**, who for two years ran a platter show on **WJHP**, **Jacksonville** where he was also sports director, has joined the sales staff of **WINZ**, which has additional studios in **Miami** and **Miami Beach**.

**MIAMI**—**WIOD** recently covered the homecoming of 16-year-old **Edmond Gong**, newly elected "Boys President of the United States," in an exclusive shortwave broadcast from the **Florida East Coast "Miamiian,"** as the train entered this city. The broadcast, handled by **Tom Q. Smith**, **WIOD's "Rambler,"** was concluded at the station with the official welcome.

## —NEW YORK—

**JAMESTOWN**—Three concerts by the **Columbus Boy Choir** of **Columbus, Ohio**, under the direction of **Herbert Huffman**, were recently broadcast by **WJTN**. One of these was presented before members of the combined service clubs of this city under the auspices of the local **Kiwanis**, which organized the choir as a project of theirs. A fully accredited school, the choir members receive academic as well as musical training and there is no tuition, since the school is run by contribution alone.

**PLATTSBURGH**—New announcer at **WMFF** is **Henry Clark**, who received his training at the **School of Radio Technique** in **New York City**.

## —PENNSYLVANIA—

**PITTSBURGH**—**Ben Kirk**, **KQV** program director, did such a good job picking the winning baby in a recent **Baby Contest** during the **Moose Convention** in this city that he has been chosen to be one of the judges to pick "Miss Pittsburgh" for the annual **Atlantic City** beauty contest.

**SCRANTON**—With the mid-August hay fever season in our midst, **WSCR**, an independent station in this city, has come forward with more than mere sympathy for its listeners who are allergic to rag-weed pollen. In a series of broadcasts, the station presented interviews with **E. M. Legman**, a pioneer in ragweed elimination campaigns who carried this campaign to the station's listeners, offering suggestions as to how they might contribute their bit toward the elimination of the offensive weed.

## —NEBRASKA—

**FREMONT**—**KORN**, Mutual outlet in this city, is now broadcasting on a frequency of 1340 kilocycles instead of 1400 kc. . . . **LINCOLN**—**KOLN**, 250-watt, full-time station, owned by the **Inland Broadcasting Company** of **Omaha**, recently made its debut. **Hugh Badger** is the manager of the new Mutual station, operating on a frequency of 1400 kc. . . . **NORTH PLATTE**—**John Alexander**, **KODY** general manager, was keynote speaker at the law enforcement institute sponsored by the **FBI** for **Western Nebraska** enforcement officers, which was held last week. **Alexander** discussed relation of police to commercial radio.

## —OKLAHOMA—

**OKLAHOMA CITY**—**Julie Benell**, director of "Junior Woman's World Day" on **WKY**, has started a letter-writing contest for her teen-age listeners which, beginning today, will run through **September 3**. Prizes to the three teen-agers who write the best letter on the subject, "What I Like Best About Junior Woman's World Day" will be in cash and they and their mothers will be given an all-expense trip to this city, and will appear as **Miss Benell's** guest on her program. Writers of the next six best letters will receive an album of popular records.

**TULSA**—**Sam Schneider**, **KVOO** farm department director, put into use a plane taxi service last week to attend the national convention of the **Flying Farmers of America**, which was held in **Stillwater**. Taking to the air enabled **Schneider**, who was also renamed vice-president of the **Oklahoma Agricultural Writers Association**, to be on the spot at the meetings of the winged soil tillers and carry on farm department activities in this city.

## Wedding Bells

Marriage of **Clark Andrews**, **ABC** staff director, and **Miss Beth Ullman** is scheduled today, **Aug. 13**, in **New York**. Couple will spend a two weeks honeymoon in **Canada**.

## BERNARD DUDLEY

ANNOUNCER  
IN NEW YORK THIS WEEK  
CALL LA. 4-1200

5 PROFIT MARKETS  
it pays you to cover!

**WGAL**  
Lancaster, Pa.  
Established 1922

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WRWA**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**WEST**  
Easton, Pa.  
Established 1936

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## RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago  
San Francisco



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 32

NEW YORK, THURSDAY, AUGUST 14, 1947

TEN CENTS

## Clear Blue Book Violator

### Miller, Balcom Pledge Nat'l Radio Week Aid

Washington Bureau, *RADIO DAILY*  
Washington—The NAB yesterday released an exchange of letters on National Radio Week, October 26 to November 1, between the presidents of NAB and RMA. The two pledged co-operation in the "radio for every purpose" campaign. This campaign eventually means more listening by more individuals to our program offerings," NAB President Justin Miller said, and he added:  
"No effort will be spared by NAB to make National Radio Week in 1947  
(Continued on Page 7)

### Theater Tele Inaugurated By J. A. Rank In London

London—The Dominions Theater, Tottenham Court Road, London, has been equipped by the Rank Organization with television transmitting and receiving equipment. Programs will be relayed from that theater to five other West-end cinemas. This news released in London by J. Arthur Rank, draws attention to the long-drawn controversy between the BBC and the cinema industry in Britain  
(Continued on Page 2)

### Atlas Stricken On Yacht; Rushed To Chi. Hospital

Chicago—H. Leslie Atlas, 52, vice-president in charge of central division of Columbia Broadcasting System and general manager of station WBBM suffered a severe heart attack Tuesday evening aboard his yacht "his" 25 miles out in Lake Michigan and his life was saved by quick action of his skipper Walter Johnston  
(Continued on Page 2)

### Volunteer

Joyce Macartney, Australian dramatic soprano visiting the United States as the winner of her country's largest radio talent contest, yesterday volunteered through the Australian News and Information Bureau, to entertain disabled veterans in hospitals in the New York area. Miss Macartney's personal appearances are being handled by the Australian Bureau in N. Y.

### Still Active

C. E. Hooper is still making a bid to take over the audience measurement survey functions of Broadcast Measurement Bureau, it was learned yesterday. Recently Hooper has been sounding out BMB membership on a revised proposal which he plans to submit to the BMB board. Some weeks ago BMB tabled the first Hooper offer to collaborate with the industry organization.

### Info. Please As Co-op Signed By Mutual Net

Deal was consummated in New York yesterday whereby "Information Please" will become a co-op program on Mutual network starting Friday, September 26. The program will be heard from 9:30 to 10:30 p.m., NYT., and will precede the network's program titled "Meet The Press."  
Terms for presentation of "Information Please" as a co-op show were worked out by Phillips Carlin, MBS vice-president in charge of programs,  
(Continued on Page 6)

### Garry Moore Replacing Phil Baker On NBC Show

Garry Moore, who decided to go out on his own this Fall after being teamed with Jimmy Durante for five seasons, will replace Phil Baker on the "Take It Or Leave It" program starting August 31 in New York. The  
(Continued on Page 7)

## Webs And Stations Observe 'V-J' Day With Special Shows

Reports and interviews gathered from all over the world form the basis of special V-J Day second anniversary programming today over ABC, CBS, MBS and their affiliated stations. Regularly scheduled programs on both webs and independent stations are also expected to pay tribute to the anniversary.  
Mutual has arranged two V-J Day shows, the first from 4:45-5 p.m., EDT., when a "man-in-the-street"

### FCC Renews The License Of WTOL, Cited For Its Over-Commercialism; 4 Of 5 Offenders Now Cleared

### 8th AFRA Convention Gets Underway Today

A working scale for television artists; the impact of Taft-Hartley labor law; growing ET business and the expansion of AFRA activities are among the subjects coming up at the eighth annual AFRA convention which gets under way today at the Hotel Astor in New York City.  
Nearly 250 delegates are on hand for the opening session which gets under way with registration from 2:00  
(Continued on Page 3)

### Jewelry Council Advises Dealers To Use Spots

The Jewelry Industry Council, an organization created last October, for the purpose of maintaining consistently high sales volume for retail jewelers, with over 3,500 subscribers  
(Continued on Page 7)

### Abbott & Costello Program To Debut On ABC, Oct. 1

New transcribed co-op program recently announced by ABC which will feature Abbott and Costello, comedians, will debut on October 1 with  
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*  
Washington—The FCC yesterday renewed the license of WTOL, Toledo, Ohio, thus placing the programming stamp of approval on the fourth of the five stations cited in the Blue Book. Only WBAL, Baltimore, still is operating on a temporary license.  
Along with the four other stations, WTOL was cited for over-commercialism and has been operating on a temporary license since February, 1946. The other stations "cleared" of over-commercialism charges were  
(Continued on Page 3)

### Radio's Own 'Oscars' To Be Given By RWG

Radio industry will select its own "Oscars" for outstanding performance in various categories when "Golden Mike" awards for 1947 are presented by the Radio Writers Guild at its annual ball at the Waldorf-Astoria next February. Announcement was made by Howard Teichmann, newly appointed chairman of the Guild's Ball and Awards Committee.  
"Golden Mike" awards will go to  
(Continued on Page 3)

### WAAT's Service Assists Penny Wreck Emergency

WAAT, Newark, N. J., rendered its listeners added service yesterday, when 19 cars of a 52-car Pennsylvania Railroad freight train became de-  
(Continued on Page 2)

### Audience Reaction

Switchboard operator at WIKY, new outlet in Evansville, Ind., nearly collapsed after handling 377 calls in one hour after the station made an announcement to test its audience for size. Disc jockey Arthur Piano told listeners to phone in their choice of one of two selections during his afternoon show. Listeners complied, one every 10 seconds.



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 6417 Dahlonega Rd. Phone: Wisconsin 3271  
 2122 Decatur Pl., N.W. Phone: Hobart 7627  
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 Nat Green  
 1417 Ashland Bldg., 155 No. Clark St.  
 Phone: State 2332

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★ **COMING AND GOING** ★

JOHN W. O'HARROW, general sales manager of WJEF, Grand Rapids, and WKZO, Kalamazoo, is in New York for a week of business conferences. This follows a week in Chicago. He'll return to Michigan next week.

DAVID LINTON, program manager for Intercollegiate Broadcasting System, is vacationing, "far from the madding crowd," in Flatbrookville, N. J., on the upper Delaware River.

S. C. VINSONHALER, president of KGHI, American network affiliate in Little Rock, Ark., is in town for confabs at the headquarters of the network.

JOHN DERR, assistant sports director for CBS, has returned from Greensboro and Chapel Hill, N. C., where he made arrangements for the network's coverage of the Georgia-U.N.C. football game on Sept. 27.

JESSYCA RUSSELL, radio publicist and editor, left yesterday to participate in the Writers Round Table meeting at the University of New Hampshire. She'll also squeeze in a few days of vacationing.

CARTER RINGLEP, sales manager of KMOX, Columbia's owned-and-operated station in St. Louis, is back in Missouri following a week in New York.

OSCAR KATZ, associate director of research at CBS, leaves today for Denver, Colo., where he will join his wife.

CHARLES GODWIN, Mutual network director of station relations, has left on a business trip that will take him to Missouri, Mississippi, Tennessee and Louisiana.

JACKIE KELK, following an impressive Hollywood soiree tendered him as a sendoff, has departed from Acapulco, Mexico, where he'll remain until Sunday, returning to the film capital the following day.

WILLARD SCHROEDER, station manager of WINS, is spending a 10-day vacation motoring through the countryside.

CECIL BROWN, Mutual network commentator, on Saturday will leave for Cooperstown, N. Y., where on Sunday he will speak at the open-air session of International Affairs, returning to New York shortly thereafter.

FRANCES SARGENT, of the program promotion department at ABC, is spending some time in her home town, Jakes Creek, Neb.

J. C. KELLEM, station manager of KTBC, Austin, Tex., is spending a few days in Gotham on business.



**Spotlight**

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.



**W-I-T-H**  
 AM and FM  
**IN BALTIMORE**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-Reed

**Theater Tele Inaugurated By J. A. Rank In London**

(Continued from Page 1)  
 over the release of television programs through the cinemas.

To date the BBC have enjoyed a monopoly of television transmission and are not likely to allow any serious entry by other interests. According to a BBC spokesman the subject of television program distribution through cinemas is still under discussion with the film industry. Rank has indicated a hope that the BBC will allow the use of the cinema and theater industry for television broadcasts and indicates that their plans visualize the use of the six London West-end cinemas in the Autumn.

These six theaters will receive programs from the Rank research station at Sydenham and from Alexandra Palace, London, BBC, television center.

Present intention is to offer plays and also sports and news items. Assumption is that were the Rank Organization permitted to originate programs from their own studios these would be radiated by cable and would not therefore affect the ordinary television viewer.

**WAAT's Service Assists Pennsy Wreck Emergency**

(Continued from Page 1)  
 railed at South Elizabeth, N. J., blocking all railroad traffic. Wreck occurred at 4:30 a.m., and WAAT was on the air at 8 a.m., broadcasting reports every hour on the hour up to 2 p.m., in the afternoon of trains available to commuters and a schedule of Pennsy's bus shuttle service which was pressed into operation in order to aid travelers. Station kept in constant touch with PRR in order to obtain the information for its listeners and discontinued the special service at 2 p.m., when normal traffic was again restored to the railroad.

**Abbott & Costello Program To Debut On ABC, Oct. 1**

(Continued from Page 1)  
 the half-hour show being heard in the East from 9 to 9:30 p.m., and at 8 p.m., in all other time zones.

In announcing the deal, Charles C. Barry, vice-president in charge of programs and television for ABC, said that this marks the first time that a major comedy team ever have been made available to local sponsors in every part of the United States and Canada. Barry also pointed out that the program is also being made available for sponsorship on local ABC stations in prime network time.

The new series of transcribed Abbott and Costello shows will be produced in Hollywood.

**Atlas Stricken On Yacht; Rushed To Chi. Hospital**

(Continued from Page 1)  
 who used the yacht's ship to shore telephone to call Dr. William D. Jack, heart specialist, who notified fire department and harbor captain. Inhalator and oxygen apparatus was rushed to yacht and squad worked over stricken Atlas. At harbor waiting ambulance took him to Henrotin Hospital where his condition was reported good at an early hour yesterday morning.

**Decca Earnings**

Consolidated net profit of Decca Records, Inc., for the six months ended June 30, 1947 amounted to \$889,149 (unaudited) after provision of \$592,766 for all estimated income taxes. This equals \$1.14 per share on 776,650 shares of capital stock outstanding at June 30, 1947, and compares with net profit of \$967,534 or \$1.24 per share on the basis of a comparable number of shares outstanding in the corresponding period of 1946.

**FINANCIAL**  
 (Wed., Aug. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/2	7 1/2	7 1/2	—
Am. Tel. & Tel.	157	156 1/8	156 1/4	— 3/4
CBS A	28 1/2	28 1/2	28 1/2	—
CBS B	28 1/8	28 1/8	28 1/8	— 1/8
Farnsworth T. & R.	6 7/8	6 3/4	6 3/4	— 1/8
Gen. Electric	36 3/4	36 1/4	36 1/4	— 1/4
Philco	27 1/2	27 1/2	27 1/2	— 1/4
Philco Pfd.	95	95	95	—
RCA Common	8 7/8	8 3/8	8 3/8	— 1/4
Stewart-Warner	15 1/8	15 1/8	15 1/8	+ 1/8
Westinghouse	28 3/8	28 3/8	28 1/2	—
Westinghouse Pfd. A.103	103	103	103	+ 1 1/2
Zenith Radio	23 1/8	23 1/8	23 1/8	+ 5/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7	7 3/4
Finch Tele Comm.	5 3/4	6 3/4
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	38	40
WJR (Detroit)	13	14 1/2

**Early Closing**  
 Office workers from all four major networks made an early getaway yesterday afternoon as a result of rising humidity and decreasing efficiency. CBS and NBC personnel went home at 3 p.m. while the white collar clan at ABC and MBS took off at 4 p.m.

**WHHT**  
 Most Powerful  
**FULL TIME**  
 station in  
**DURHAM**  
 N.C. ★ MBS  
 1Kw Day — 1Kw Night

## Radio's Own 'Oscars' To Be Given By RWG

(Continued from Page 1)

the best programs in such categories as comedy, variety, documentary and children's, while actors, directors and sound effects men will be among the behind-the-mike personnel to receive special recognition. Teichmann, who is script editor of the forthcoming "Ford Theater of the Air" and writer of the serial "Road to Life," points out that these awards "will be the first based on selections made entirely by the radio people themselves."

Guild has set up an elaborate procedure for polling the industry. Networks, agencies and radio guilds will be invited to nominate candidates for awards in each of the following categories: serial, variety, comedy, dramatic, documentary, sports, special events, children's music-classical, music-pop, and educational forum.

They'll also be asked to nominate the best emcee, male singer, female singer, commentator, actor, actress, supporting actor, supporting actress, comedian, comedienne, music conductor-composer, producer-director, engineer, sound effects man. In addition, industry will nominate the individual they consider to have made the greatest contribution to radio during 1947, as well as select the best new idea in radio during the year, and the "best sponsor and best agency."

### Ballot By Registered Mail

Nominations will be tabulated, and may be amended, by a board of representatives from the various fields of radio, a majority to be radio editors, Teichmann said. Actual vote selecting the "Golden Mike" winners will be cast by members of the Radio Writers Guild in a registered mail ballot.

Named as co-chairmen of the "Golden Mike" committee is Kenneth Webb, first president of the Radio Writers Guild and a member of its present council, associated with BBD&O; and Max Wylie, veteran radio writer and dramatist, and author of the standard work "Radio Writing."

Members of the Ball and Awards Committee appointed thus far include, Philo Higley, Lillian Schoen, writer of the show "Grand Slam"; James Hart, CBS script editor; Welbourn Kelley, writer of the "Big Break"; Margot Gayle, free lance writer, and Michael Davidson, exec sec'y of the Eastern region, RWG.

## 'Let's Pretend' On CBS To Celebrate 17th Year

"Let's Pretend," CBS fantasy for children, will observe its 17th year of broadcasting this week. The program, whose dramatizations of fairy tales have been a Columbia feature since 1930, is heard Saturdays, 11:05-11:30 a.m., and has been sponsored by the Cream of Wheat Corp., since September 1943. Batten, Barton, Durstine & Osborn, Inc., is the agency.

## License Of WTOL Renewed; Had Been Blue Book Violator

(Continued from Page 1)

KIEV, Glendale, Cal.; WSNY, Schenectady, N. Y., and KHMO, Hannibal, Mo.

In renewing WTOL's license after many months, the Commission said that "in recent months the owners of WTOL have made real and energetic efforts to correct the situation that existed, and to make changes in the internal set-up at the station that should tend in the future to prevent a relapse into the practices that existed prior to March, 1946. This effort has borne fruit to date, as evidenced by the station's program record during the months of May to December, 1946."

At a hearing on the renewal application, the Commission said that WTOL officials "admitted that in recent years the station was over-commercialized and that the number of spot announcements carried in individual programs was not correct programming, which will hurt the station more than it will hurt anyone else."

The Commission praised the efforts of the station to brush up its programming and said that in March, 1936, the stockholders and directors "re-examined" the program structure and policies of WTOL, reduced to writing the operating policies, and determined that in the future:

- (1) Commercial programs would represent from 65 to 75 per cent of the total broadcast time, the latter figure being a maximum that would not be exceeded.
- (2) The station would not per-

mit more than three minutes of commercial continuity or four commercial spot announcements in 14 1/2 minutes participating program, nor more than three minutes of commercial continuity in 14 1/2 minutes sponsored commercial program.

(3) In "Shopper's Guide" programs (defined as programs in which commercial announcements relate to bargain sales of services or merchandise) not more than six commercial spot announcements would be broadcast, and not more than four "Shopper's Guide" programs would be carried in a single day.

The FCC said that the "basic reasons" for the program situation that existed at WTOL were, first, failure of the owners of the license to participate in or closely supervise the day-to-day operations of the station; second, employment of a general manager in complete charge of day-to-day operations on an incentive pay contract under which the manager's income was directly related to the amount of gross sales; third, pre-occupation of the management and owners with the commercial functions at the expense of the programming and service functions of the station, and, fourth, failure of the owners to insure that program and sales functions should be segregated and that control of program structure should be divorced from employees whose primary functions were the sale of commercial time.

## 8th AFRA Convention Gets Underway Today

(Continued from Page 1)

to 5:30 p.m., today. The first business session will be called to order at 8:30 p.m., with the agenda including greetings of the chairman, messages to convention, appointment of convention secretary, appointment of two sergeants-at-arms, roll call, election of resolutions committee and appointment of tellers' committee.

Tomorrow's sessions will include a report by the national executive officers and a buffet supper and dance for the delegates which will be held in the evening. The Taft-Hartley law, phonograph recording, and the Lea bill are included in the topics for discussion on Saturday. On Saturday evening the subject of television will be taken up by the convention.

The report of the resolutions committee, election of national officers, and selection of the next convention city are included on the agenda for Sunday.

## WCBS-TV Sets Coverage Of Wightman Net Matches

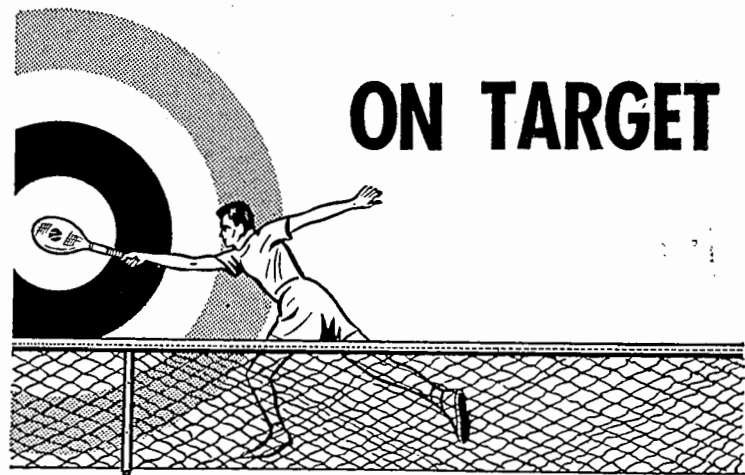
Annual Wightman Cup Tennis Matches, in which teams of leading English and American women players compete for international supremacy in the sport, scheduled this year for the West Side Tennis Club at Forest Hills, Aug. 16-17, will be covered by WCBS-TV, starting at 2:30 p.m.

Vincent Richards, commissioner of the World's Professional Tennis League, and former holder of many net titles, will do the play-by-play.

## Movie Teaser Campaign Set On New York Station

A special "teaser" type of campaign has been launched over WQXR only by Samuel Goldwyn Pictures to exploit its latest release, "The Secret Life of Walter Mitty." Announcements are no more than four words long and do not identify the sponsor. Some of them read, "Are You a Mitty?" and "Mitty Who Is Mitty?" Another asks, "Have You Seen Mitty?" Object of the campaign is to stimulate the use of the word Mitty and introduce it in every day usage. The word, as described in James Thurber's story, means an ambition or a day dream.

**78 Announcements**  
Initial 10-day campaign placed by Goldwyn, through Foote, Cone and Belding, with WQXR calls for 78 announcements. Special permission to carry out the unique commercials was obtained from the FCC since no identification of sponsor is mentioned on the air. If the idea proves successful, the campaign will be extended to other New York stations and also key cities in other parts of the country. Other releases of the movie, which just opened in New York, will start about mid-September. It is expected to run for 20 weeks in New York.



Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

**WEED**  
AND COMPANY

RADIO  
STATION  
REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

# We took an hour



*"A classic story  
like 'Carmen'"*



# n "Studio One"...

We began\* with material we could be *sure* of. A classic story like "Carmen." A new one like "To Mary With Love." A play like "Bill of Divorcement." In every case, *dramatic* material: tested, established, *certain in quality*.

We got for it a devoted attention to pace and punch; brilliant, fluent, radio production...*certain in quality*: Fletcher Markle, the producer; Agnes Moorehead, Everett Sloan, and dozens of other top performers, the actors.

And we took a full hour. Time to develop the full impact of the drama, the full measure of its action and people.

We called the program "Studio One"; a fresh concept of *dramatic quality* in radio...

## ...and captured the country!

"Studio One" *doubled its audience in 60 days!*

And did it, *slotted against the top comedy program on the air, against the regular seasonal decline in "ratings."*

Just as significant... here was something on which the *New York Herald Tribune, PM* and *Billboard* could all agree! They said here was great radio... as did everyone else! "...*ambitious and intelligent drama.*" "*Sloan's portrayal every bit as good as Barrymore's...*" "*Mighty bold... adult radio.*"

Adult *and* popular! 60 minutes of radio that holds a great audience enthralled. 60 minutes of focussed listener attention: a super hour for a sponsor who wants to go *deep* into the American mind; who wants to turn listeners into friends, and friends into customers... fast!

\*Only three months ago

**A CBS PACKAGED PROGRAM**



## PROMOTION

### Safety Campaign

Ralston Purina Co., through Gardner Agency, National Safety Council and the Mutual network has arranged for a two-weeks campaign of public service in September aimed at every school youngster, parent, and motorist and school official in the nation.

Campaign to be broadcast on the "Tom Mix" program (Monday through Friday, 5:45-6 p.m., EDT.) will consist of Curley Bradley, who is the radio Tom Mix, doing his regular daily stint of adventure plus songs, plus several plugs in behalf of safety for school children. Inserts of special plugs in place of the usual commercial "front," "middle" and "sign-off" will be used as a feature of the program.

Tieups with city and town officials, school authorities, the National Safety Director and many others have been completed. Bradley has been named a Special Deputy National Safety Director.

### Uses Postcards

A new and novel, as well as economical piece of promotion, the first in a series, has been sent out by Owen Johnson, head of the Merchandising and Promotion Department of KTSA, San Antonio. A one cent government postcard is being used for the sales message. The first one has a picture of the old Chinese philosopher Confucius saying: Konfucius Tells Smart Advertisers. "He who buys ratings must look also at the rate." The first letter of each word making up the station call letters. The bottom half of the card is devoted to the station call letters, legend that it is the CBS affiliate of South Texas for the past 18 years, the station's power and dial setting. Station's national advertising representative, the Taylor-Howe-Snowden Radio Sales is also mentioned.

### Info. Please As Co-op Signed By Mutual Net

(Continued from Page 1)

and Dan Golenpaul, producer of the program.

Franklin P. Adams, noted columnist, and John Kieran, author and newspaperman, will be heard regularly on the program in addition to Clifton Fadiman who will continue as emcee. Two guest experts will join the panel each week.

"Information Please" was first launched as a sustainer on NBC nine years ago. Since then it has been under continuous sponsorship.

## BERNARD DUDLEY

ANNOUNCER

IN NEW YORK THIS WEEK

CALL LA. 4-1200



### Manhattan Memoranda . . . !

• • • New radio attachment guaranteed to convert AM sets into FM receivers is reported causing the manufacturers plenty of headaches. Unit has failed to work in many instances, with customers clamoring for their dough back. . . . Rumored around that John Royal may bow out as veepee in charge of NBC's television dept. . . . Another metropolitan newspaper dropping half its editorial staff, including some of their star reporters. . . . Herb Polesie, the 20 Questions kid, wonders if you can tell a bookie by the cover—he's running for. . . . When the Andrews Sisters appeared at the Riviera 10 years ago they drew a collective salary of \$125 per week (and what's more were cancelled out in a hurry). Today they're getting exactly 100 times that fee. . . . Mike Todd readying a series of contabs with Al Jolson on producing a new musical to star "Mammy's Boy". . . . Chi radio actors in a panic since so many network shows are scrambling to either the east or west coast. . . . The radio influence: Gotham's telephone information gals, in verifying spelling, now inquire: "Is that F as in Frankie?" It used to be just plain Frank. . . . Juke box tycoons planning a revival of bargain prices—six spins for two bits.

★ ★ ★

• • • Good news (to this dept., at any rate) is the return of Roy Wilson to the local producing ranks. Roy, who had disposed of all his important radio personalities at the start of the war, operated a major war plant in Florida. However, never one to overlook any possibilities, he had maintained his Madison Ave. suite of offices, and so resumes operation minus the slight detail of having to locate office space. Roy, you may remember, made radio history when he sold the original Kate Smith General Foods show on three hours notice—as well as Tommy Riggs to Quaker Oats and Singin' Sam to Coca-Cola, to mention a few.

★ ★ ★

• • • SMALL TALK: Dwight Weist has been signed as narrator for the new Warner-Pathe Newsreels, which will have the largest nat'l release of any newsreel. . . . Jack Kilty doubling between his WNBC "Once Upon Our Time" ainer and his television disc-jockey stint via WNBT. . . . Jean Paul King announcing NBC's "Pattern for Melody". . . . Producers John Mole and Blevins Davis off to Detroit to audition their "American Repertory Theater of the Air" before one of the biggest industrial firms out there. . . . Nick Kenny will be Leon & Eddie's Celebrity Nite guest-of-honor this Sunday. . . . Sammy Kaye has finally gotten his golf score down below 80. . . . Two all-amputee ball teams (composed of World War I and II vets) will play it out Sept. 12th at the Polo Grounds. . . . Such is fame: On Bob Hawk's quizzer the other week, a femme contestant was asked to whom Georgia Carroll was wed. She didn't know. Hawk hinted she was married to a famous band leader. "Oh," oh'd the gal, "in that case it must be Artie Shaw!". . . . One of the heavily reserved books in the 5th Ave. library, by the way, is "Preparation for Marriage". . . . Hal Kanter has exited the Amos 'n' Andy scripting stable to assist on the Crosby show. . . . Card from Dick Mooney recuperating up in Quebec. . . . Russ Lyon, former MCA exec, now a rancher out in Arizona. . . . Broadcast Measurement Bureau still looking for new quarters with present landlord allowing them to remain on a month-to-month basis. . . . Despite reports to the contrary, Ben Selvin is definitely leaving Majestic in Sept.

★ ★ ★

• • • MAIN STREET SCENERY: Johnny Mize, the slugger, and Bert Lahr, the mugger, waiting for the lights to change at Madison and 53rd. . . . Jimmy Stewart making it Seventh Heavenue for the femmes. . . . Peggy Hopkins Joyce exiting from the Plaza in a cloud of orchids and perfume. . . . Marilynne Towne chatting with Ted Husing, the Man of Disc-tinction at the Fireside Inn.

## LOS ANGELES

By RALPH WILK

JACK BENNY will appear as special guest on the Jack Benny program, Sunday, August 17. Benny discovered Paar when Paar was in the army and Benny was traveling the South Pacific with his USO group. Benny returns to the air on his regular program, over NBC, October 5th.

Gene Baker and Irma Glen have transcribed a new 15-minute program entitled "Adventure Time," a program for youngsters but not in the narrow mood. Joe Ainley produced with Baker singing and Miss Glen at the organ. A series of 26 is planned.

Jack Edwards, Jr., the radio actor, has been signed by Jack Bernstein for "The Navajo Returns," which Bernhard will produce and direct for Allied Artists.

KMPC's program director, C. G. Renier has been invited to address members of the NAB Convention in Atlantic City, N. J., September 11 on "Building Programs for Sale."

Ed Begley, veteran stage and screen actor, is heard in the role of Charlie Chan, fictional Chinese detective "Adventures of Charlie Chan" in its debut over KHJ-Mutual Domestic August 11. Begley was radio's first Charlie Chan in the series which began in 1944.

Bob Garred, the CBS newscaster, top-flight golfer in his own right, is negotiating with a film studio to do the narration for a series of features on golf.

### Elliott Roosevelt Guesting On New York Radio Shows

Elliott Roosevelt is scheduled for two radio appearances over New York stations within the next week, one of which will be a 45-minute interview on WOR's Martha Matzinger show, Aug. 20, from 10:15-11 p.m. filling the entire program. He will also be a guest of "Hi Jinx!" on WNBC Aug. 17 from noon to 2 p.m. On both visits, Roosevelt will discuss the new semi-documentary "The Roosevelt Story," based on the life of his father. He served as editorial consultant of the play, which has its world premiere at the Globe theater on Broadway on Aug. 21.

**Cineeffects**  
INC.

**THE PRODUCERS' AID**

Trailers for Television  
Merchandising Trailers  
Time Indicating Trailers  
Sponsored Weather Reports

1600 BROADWAY  
N.Y. 19, N.Y.

**CIRCLE 6-095**

# EQUIPMENT

**RCA Victor School-Victrola**  
 A new table model Victrola, specially designed for schools and offered for the first time console-instrument performance in a reproducer of table model proportions, has been announced by W. H. Knowles, general manager of the RCA Victor Educational Sales Dept. "This new Victrola classroom senior model has been designed to provide school classrooms with a phonograph tailored to specific needs," Knowles said. Dealers are expected to be about Sept. 1, with a suggested price of \$99.50.

**ST Names Mich. Sales Rep.**  
 Ross Associates, Inc., have been appointed as Michigan factory representatives for United States Television Mfg. Corp. of New York, acting on an announcement by Francis H. Hoge, UST's vice-president in charge of sales. Irving Ross is head of the Michigan firm which has its headquarters in Detroit. At the same time, Hoge announced the appointment of Herbert Schiller as UST sales representative for Brooklyn, N. Y. with headquarters at UST's head offices in New York.

**House Appliance Mgr. Named**  
 M. Hansen has been appointed appliance manager of the Salt Lake Branch of Westinghouse Electric Supply Co. Since 1936 Hansen has been associated with WESCO in the capacity of sales representative in Salt Lake City branch. His appointment as appliance manager takes effect immediately.

**Garry Moore Replacing Phil Baker On NBC Show**

(Continued from Page 1)  
 Moore is heard at 10 p.m. (EDT.) on NBC.  
 Moore is first gaining prominence as master of ceremonies on "Club Matinee," a popular NBC sustainer of a few years. Moore hit the big time overnight when signed to exchange gags with Durante. Although "Take It Or Leave It" opens an entirely new field for Moore, his audition records gave him a wide margin over a strong field of comedians competing for the spot. Following several broadcasts from the East, Moore will bring the show back to its permanent home on the West Coast.

**Mobile Service**  
 Montreal's largest taxi service yesterday inaugurated the installation of radio telephones in cabs giving a three-way circuit between dispatcher, individual cars, and between all cars.

# Webs And Stations Observe 'V-J Day' With Special Shows

(Continued from Page 1)

recorded late last month during a trip to Japan. This includes the reading of an Imperial Rescript by Emperor Hirohito, the voice of Tokyo Rose and a Japanese baseball umpire calling balls and strikes.

Actor Robert Montgomery, a Navy commander during the war, will narrate Columbia's documentary production, "We Went Back," compiled by CBS correspondents who recently made a 50,000-mile tour of former war areas. Prepared with the technical co-operation of the Army and Navy, the show retraces invasion routes to compare today's picture with that of two years ago. The documentary is produced by Robert Heller and directed by Guy della Cioppa.

Recorded talks, from two to four minutes long, by leading world statesmen will be aired throughout the day by ABC. The statements, especially written and recorded for ABC, were made by Senator Warren Austin, Vis-

count Mountbatten, Viceroy of India, Premier Paul Ramadier of France, Premier Chang Chun of China, Prime Minister MacKenzie King of Canada, Premier Louis Beel of Holland, President Manuel Roxas of the Philippines, and Foreign Minister Herbert Evatt of Australia. Tonight on ABC's "Headline Edition" at 7 p.m., EDT., Gen. H. H. Arnold will be heard in a short talk on "Pacific War Memorial."

Among the independent stations, WQXR will carry an exclusive address by Maj.-Gen. Jonathan Wainwright which was prepared and transcribed for the station at his Fourth Army headquarters in Texas. The 7:30-8 p.m., program will also contain appropriate music dedicated to those who lost their lives in the war.

WHN's George Hamilton Combs will interview Sgt. Roger Keegan, who was in the Bataan "Death March," at 6:30 p.m.

## Miller, Balcom Pledge Nat'l Radio Week Aid

(Continued from Page 1)

a happy and successful undertaking for both our industries."

The RMA president, Max F. Balcom, promised that "every broadcaster, as well as manufacturer, will benefit materially from this co-ordinated drive toward one common goal."

Miller said, "Broadcasting has much to gain from this closer collaboration. A radio-in-every-room and a radio-for-every-purpose eventually means more listening hours by more individuals to our program offerings and, of course, these are goals toward which the members of our industry constantly strive."

Miller pointed out that he has assigned Jess Willard, NAB executive vice-president, "to co-ordinate and supervise our part of the job, and, working with him, members of our staff are actively promoting a greater participation by our membership than ever before in the history of the event."

Balcom wrote that substantially increased listening is a "common goal for broadcasters and manufacturers."

"The campaign," said Balcom, "stresses the need for more radios, so that every member of the family may enjoy more fully the wide variety of programs presented by broadcasters. We believe that if we can think in terms of selling radios as a medium of entertainment and enlightenment for all members of the family, we will not only further our objectives, but increase the service rendered by radio broadcasters."

## Lappin Leaving Keystone

James P. Lappin, Jr., has resigned as director of station relations for the Keystone Broadcasting System, New York office. He will announce his future plans from the West Coast.

## Jewelry Council Advises Dealers To Use Spots

(Continued from Page 1)

from all sections of the country, strongly urges retailers to use radio spot announcements in plugging their wares. Albert E. Haase, executive director, revealed yesterday at the National Retail Jewelers convention in New York.

A recent "promotion idea book" prepared by the Council "to help spread the idea that jewelry is a desirable 'Back-To-School' gift" devotes several pages on "back-to-school radio spot announcements" which is indicative of the organization's help to the retail jeweler. At the same time, the Council presents other selling ideas, such as letters, window display layouts, display suggestions, newspaper advertisement, etc.

Haase drew attention to the many spots and time signals now used by Bulova and Elgin as well as International Sterling's radio program as examples of the industry's activity in radio, and although present users of radio time are manufacturers, pointed out that little value is obtained unless the retailers themselves become conscious of the medium of radio and begin to use it. Haase said further that he has no doubt that retailers in various sections of the country will more and more take to spot announcements, as soon as they become fully accustomed to what to them, is a relatively new medium for advertising their merchandise.

## Ochs Going To West Coast

Ace Ochs, director of CBS "Robert Q. Lewis' Little Show," and "Bob Reid Sings" will fly to the coast next Sunday . . . he'll return to N. Y. Friday, August 22. Ochs is going to join his wife, Patti Clayton, featured singer on CBS "Club 15," which originates from the coast.

# AGENCIES

**INCORPORATION OF Garry J. Carter of Canada Limited** has been announced by Garry J. Carter, president of the new company. Garry J. Carter of Canada Limited will take over all the assets and accounts of Frontenac Broadcasting Agency and with increased staff will maintain offices at 394 Bay Street in Toronto. Although the new company will concentrate on radio they will also handle all other branches of advertising. Carter is also president of Garry J. Carter Inc. of the United States.

**GORDON G. VANDERWARKER**, who recently returned from California, has rejoined Benton & Bowles, Inc. as a media co-ordinator with the Procter & Gamble group.

**MOSER & COTINS, Inc.**, Utica, New York, has been elected to membership in the American Association of Advertising Agencies.

**NATIONAL DISTILLERS PRODUCTS CORP.**, through Arthur Kudner Agency, has inaugurated in the New York market an extensive advertising campaign for its Mount Vernon blended whisky. The campaign will be extended nationally in the autumn.

**STUART CAMPBELL** has rejoined Abbott Kimball Co. as art director of the agency's Kansas City office. He formerly was vice-president and art director of Kenyon & Eckhardt, Inc.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**, on Sept. 7 will open a campaign for Squibb's dental cream that will include spot radio, magazines and newspapers.

**EUNICE DICKSON** has joined the media staff of Ruthrauff & Ryan as time buyer.

**WEVD**  
 5000 WATTS 1330 K.C.  
 PROGRAMS OF  
 DISTINGUISHED FEATURES in  
 • ENGLISH  
 • JEWISH  
 • ITALIAN  
 3 RESPONSIVE AUDIENCES  
 3 MARKETS WITHIN  
 THE NEW YORK  
 METROPOLITAN AREA  
 Send for WHO'S WHO  
 Among Advertisers on WEVD  
**WEVD**  
 117-119 W. 46 St.  
**HENRY GREENFIELD, Mgr. Director** N.Y. 19

## BEHIND THE MIKE

By SID WEISS

A SPONSOR, interested in promoting reducing diets, wants Frances Faye (who shelved 60 lbs. in a single year) to do a transcribed song-and-sell series on same.

Add desquaints: Peter Donald; Dialecturer.

Igor Gorin on the coast to discuss Philco appearance with Bing.

Rubylea Hall's first novel, "The Great Wind," (which was 20 years in the writing) due on the shelves Sept. 10th.

Henry Morgan vacationing for a month at Cape Cod.

Frankie Carle and his ork, featuring vocalists Marjorie Hughes and Gregg Lawrence, begin their 3rd week at the H'wood Palladium this week.

The RCA-Victor promotion for their new Berkshire model, which was unveiled at the Berkshire Festival, was engineered by Hal Desfor, who not only handled the publicity but also wrote the entire tableau for the presentation.

Grace Joie is the new mistress-of-ceremonies on the Alber-Dahlman tele show, "Birthday Party."

Nat Harris' Harem due to open Sept. 17th instead of Aug. 28th.

Berry Kroeger rates a nod for his narration on CBS' airing of "The Medium" and "The Telephone" last Sunday.

Sen. Brewster's theme song, according to Tim Marks, should be: "Is Hughes is or is Hughes ain't My Baby."

"Wings North," new 15-minute daily stanza owned jointly by John Dietz and writer Larry Erskine, very close to a sale. (Through Y & R).

Crooner-composer Jack Lawrence says those singing commercials are enuf to make one hucksterical.

Crooner Pat Terry, who sang with Bobby Byrnes' crew, makes his debut as a single when he goes in the Roxy next week.

Herman Chittison and his trio, succeeding the Three Suns at the Piccadilly for 8 weeks, doing four remotes weekly on Mutual.

Staats Cotsworth and his actress wife, Muriel Kirkland, to the coast for a vacation.

Jan Miner starring in the American Theater Wing version of "The Man Who Came To Dinner," currently touring vet hospitals in the east.

Wags are predicting that when "Allegro" opens, tickets will be sold so far in advance that the stubs will carry instructions where to park your helicopter.

## B.V.D. Corporation Buys Weather Reports Via Tele

B.V.D. Corporation has made its entry into television with the purchase this week of weather reports on WNBTV Sunday and Thursday nights. Company presents 20-second weather predictions and advertising spots on sound film.

Contract, which runs for 21 weeks, was handled through Grey Advertising Agency, Inc.

# Program Directors Survey Subject Of Press Editorial

Commenting editorially on the recent RADIO DAILY survey of program directors held in conjunction with the Shows of Tomorrow issue, the Hartford Courant, Hartford, Conn., Tuesday evaluated radio programs under the caption, "Radio's Self-Analysis." The editorial, published Tuesday, reads as follows:

"Radio officials, it seems, are more susceptible than are most executives to soul-searching over the state of their product, and not without justification. From time to time they poll each other regarding favorite types of program, most popular entertainers, and so on. The latest such survey to come to our attention was conducted among 636 program directors by the editors of RADIO DAILY, one of the industry's highly regarded publications. It attempts to answer the intriguing question, 'What types of program bring you the greatest listening audience?'"

"The answers seem a bit out of line with the fare now being offered by the networks, and to a lesser extent by the independent stations. Musical shows, which are seldom the headliners in radio, are awarded first place in popularity by more than half of these officials in a position to know. New programs are next. Then follow in order variety shows, dramatic programs, quiz shows and comedy. To a public long subjected to an almost constant bombardment of gags and stereotyped situation comedy, the last-place rating of the much-pub-

licized comedians may be surprising. It may, on the other hand, be self-explanatory.

### Comment on Comedy

"It is encouraging, provided some action is taken to supplement the evaluation, to find these program directors dissatisfied with the present comedy fare. And the average listener will feel no pangs of regret that the participants in the balloting also opposed by a heavy margin any more quiz or audience-participation programs, and strongly criticized the epidemic of give-away shows. Tastes among radio listeners, of course, vary as widely as do those among any other cross section of the public.

"Radio listeners will become an increasingly cross section of the public unless the preponderance of these once-unique types of program on the air is reduced. We have endured too many shows in which the participants are given everything but Radio City itself for knowing that Harry S. Truman is President, too much frenzied cheering for every contestant from Brooklyn or from Hossie Falls, too many Hollywood-hatched comedy programs. After all, rollicking references to traffic conditions at Hollywood and Vine have by now lost some of their shattering humor, if ever. Music, news, variety shows and drama provide a palatable alternative to this dreary fare. We hope the program directors will have the courage of their convictions as they map out fall schedules with their advertisers."

## Ship New GE Tele Antenna To WMAL In Washington

Syracuse—What is believed to be one of the largest television antennas ever built, and one which is said to be capable of increasing local program coverage, has been shipped this week by the General Electric Co., to WMAL, ABC outlet in Washington, D. C.

Station, which is now constructing video studios and facilities, will use to pick up signals from mobile or remote equipment on the scene. Design of the antenna was carried out by WMAL and GE engineers at the request of the station, it was said.

New antenna is described as being capable of receiving signals from all directions without being "aimed" at the mobile unit, and is "approximately 16 times as sensitive as a simple vertical antenna." GE engineers expect similarly designed types to have a wide usage where tele stations need better facilities for coverage of local and on-the-spot programs. Called a "bi-conical antenna," it was built for operation at the 1295-1425 mg., range but it may be modified to work at practically any of the proposed television relay frequencies, it was said.

New WMAL unit will be installed 220 feet above the ground in a new 320-foot tower on which will be the station's video and FM transmitting equipment.

## Schulberg's New Novel On WNBTV Tele Tonight

"The Harder They Fall," new novel by Budd Schulberg, author of "What Makes Sammy Run," will be discussed by him and several members of the prize fight world on "The Author Meets the Critics" tonight over WNBTV, television station of NBC, (8 p.m., EDT.)

Participants will include Joe Baksi, welter-weight champ Ray Robinson, Lester Bromberg, World-Telegram boxing writer, and John Connors, New York Sun book reviewer. John K. M. McCaffery is moderator of the program which is produced by Martin Stone. Show is sponsored for General Foods by Benton & Bowles.

## Anglo-Jewish Programs

Chicago—Radio station WSBG on August 11 inaugurated a new series of Anglo-Jewish programs as a public service to the community it serves. Program features Rabbi Solomon S. Hecht, spiritual leader of the Lubavitcher Synagogue and prominent in Jewish orthodox undertakings. The program is heard as part of the Jewish Radio Guild program, 9 to 10 p.m. A number of discussion clubs are being formed by schools and clubs to listen and use the program as a basis for continued talks on the philosophy of Jewish living as exemplified by Jewish scriptures.

## NEW STATION

### KRUL On Air

Corvallis, Oregon, first commercial station, KRUL commenced operations this week with 250 w., on 10 kc., and a 6:45 a.m., to 11 p.m., schedule of programs. Licensee is the Pacific States Radio Co.

Phil Waters, formerly advertising executive with the Homer G. Co., is commercial manager and W. C. Haley, Jr., is managing engineer. Haley comes to KRUL with 20 years experience as chief engineer in west and coast stations.

A new concrete building and supporting quarter wave tower located at 1221 S. Fifteenth Street. The building houses studios and transmitters as well as office space for all personnel and living quarters for part of the staff.

The station will block programming AP facilities and Lang-Worth transcription services will be used.

It will be represented nationally by the W. S. Grant Co.

### New Charlotte Station

Station WGIV, Charlotte, N. C., purchased property at Suman and Toomey avenues near the Municipal Golf links as the site of the broadcasting station and expects to be on the air about October 1, Tom Brandon, vice-president and chief engineer, announced.

The station will either rent space and office quarters or will build its own structure perhaps in the vicinity of East Morehead street and Ildwin avenue, Mr. Brandon said.

WGIV will have a power of 100 watts and will broadcast during daytime hours. It hopes later to have power increased and its time extended to include night broadcasts.

Officers of the new station in addition to Mr. Brandon are Francis Fitzgerald, president and general manager; Law Epps, secretary-treasurer and program director, and whom are major stockholders, and other stockholders are Frank K. and Fred Hasty.

### WBAP Hosts Swift Salesmen

Howard P. Jones, manager of Swift and Co., Fort Worth, one of the company's major plants, and 40 Swift salesmen were the guests of WBAP, Fort Worth, August 9. The occasion was a closed-circuit meeting and offer for Swift's sponsorship of "Archie Andrews" show.

## Send Birthday Greetings To

August 14

Ed J. Herlihy      John Holbrook  
Margaret Jacobson  
Merle S. Jones      Bob Pe  
John Porterfield      Samuel L. Ro  
Lew Story      Roy D. William



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 40, NO. 33

NEW YORK, FRIDAY, AUGUST 15, 1947

TEN CENTS

## Television Attracts Trade

### FCC's Approval To 18 For Operation Via FM

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday  
granted commercial FM operation for  
the Village Broadcasting Company,  
Chicago, a Class A station proposed  
to operate on Channel 272, and for  
the Puerto Rico Communications Au-  
thority, Rio Piedras, P. R., for a Class  
B station. In both cases, the grants  
are subject to further review.  
Also in Chicago, the Chicago Theo-  
logical Seminary was granted a con-  
struction permit for a new non-  
commercial station on Channel 210.  
Fifteen applicants were granted  
(Continued on Page 3)

### Four Navy Games Added To WNBT Football List

Football again will come before  
NBC television cameras this fall.  
Four outstanding gridiron clashes of  
the U. S. Naval Academy will be  
revised for viewers on the East  
Coast network, according to an agree-  
ment announced yesterday by Carle-  
ton D. Smith, general manager of  
NBC's Washington station, WNBW;  
Capt. E. B. Taylor, director of ath-  
letics of the Naval Academy, and  
Arnold Burke, manager of NBC's ra-  
dio.  
(Continued on Page 6)

### Radio Granted Right To Cover City Council

La Crosse, Wis.—In a resolution  
adopted yesterday, the La Crosse  
City Council granted WKBH permis-  
sion to make wire recordings of all  
sessions.  
The decision came after two months  
of consideration by the Council dur-  
ing which time Ed Wallace of WTAM,  
Chicago, was present.  
(Continued on Page 3)

### Bow Out

Withdrawal of most of the wo-  
men commentators from partici-  
pation in the Radio Book Review  
free time promotion was reported  
in New York yesterday. Plan to  
sell publishers the service of get-  
ting women commentators to carry  
free book reviews on their stations  
was first exposed in RADIO DAILY  
in the August 1 issue.

### CBS Acquires Interest In KQW, San Francisco

Acquisition of a 45 per cent inter-  
est in KQW, San Francisco, was an-  
nounced yesterday by the Columbia  
Broadcasting System. The CBS in-  
vestment, it was explained, will not  
affect control of the station which will  
continue to be operated under the  
direction of the principal stockhold-  
ers, Ralph E. Brunton, Mott A. Brun-  
ton, Dorothy M. Brunton and C. L.  
McCarthy.

At the same time CBS announced  
that it is disposing of its 45 per cent  
interest in WAPI, Birmingham, Ala.

### Paar Gets ABC Fall Show Sponsored By Lucky Strikes

Jack Paar, whose comedy show has  
been the summer replacement for  
Jack Benny on NBC, has been signed  
by the American Tobacco to head his  
own show on the ABC web starting  
Wednesday, Oct. 1, at 9:30 p.m., EST.  
Paar's new show which will advertise  
Lucky Strikes.  
(Continued on Page 2)

## Politics, In Addition To Labor, AFRA's Concern, Says Heller

Wages and working conditions can  
no longer be the sole concern of  
AFRA. George Heller, national execu-  
tive secretary, told delegates at the  
annual convention opening at the  
Hotel Astor last night, and he said  
the organization is going to have  
to become interested in political  
matters. Speaking at great length  
in his annual report on the Taft-  
Hartley law, Heller said "if we do  
not want to be stripped of our rights  
as working people, we will have to

exert our utmost effort to preserve  
our union by working in close co-  
operation with the AFL in its cam-  
paign to repeal the Taft-Hartley law."  
A total of 211 delegates, plus na-  
tional officers, heard Heller charge  
that "there is no longer any hard  
and fast line of division between  
politics and AFRA business." He  
added that not only does the Taft-  
Hartley law, the Lea Act and other  
legislation passed by Congress have  
(Continued on Page 6)

## Video Sets In Taverns And Restaurants In New York-New Jersey Areas Drawing New Business

By JIM OWENS

Staff Writer, RADIO DAILY

Television, as a means of at-  
tracting—and holding—new  
business, has progressed be-  
yond the "fad" or luxury stage  
in restaurants and taverns in  
the New York area. It has be-  
come a definite "necessity" in  
the growing competition of the  
bar and restaurant trade.

A survey of approximately  
(Continued on Page 5)

### Norton Gives Report On ABC's Expansion

Declaring that American Broad-  
casting Company has doubled its cov-  
erage in the top 200 markets during  
the past five years, John H. Norton,  
Jr., vice-president in charge of sta-  
tions, yesterday released a report on  
the web's expansion.

Norton pointed out that at the time  
of ABC's birth in January, 1942, as the  
Blue network it had a total of 116 af-  
filiates of which 80 were in the lead-  
(Continued on Page 6)

### Iowa Regional Web Elects Breen President

Fort Dodge — Edward Breen, of  
Fort Dodge, Iowa is the new presi-  
dent of the Iowa Tall Corn radio net-  
work. The election was held last  
week-end, at The Inn on Lake Oko-  
nuk.  
(Continued on Page 2)

### Movie Company Buys N. Y. Spot Campaign

Twentieth Century-Fox is spend-  
ing about \$5,000 for a four-day satu-  
ration campaign over seven New York  
stations in which Paramount star  
(Continued on Page 6)

### Three NBC Web Shows Renewed In Chicago

Chicago—Renewal of three net-  
work shows—The Great Gildersleeve,  
National Farm and Home Hour and  
the Sheaffer Parade—was announced  
by Paul McCluer, network sales man-  
ager for the NBC Central division  
yesterday.

The Great Gildersleeve, heard  
Wednesdays, at 7:30 p.m., CDST., was  
renewed for 52 weeks by the Kraft  
(Continued on Page 3)

### Industry Execs. To Attend Catholic B'casters Meet

Approximately 75 industry repre-  
sentatives from all parts of the U. S.,  
and Canada, as well as a delegate  
from Switzerland, will be present at  
(Continued on Page 6)

### King-Size Invite

What may easily be considered  
the "biggest" invitation in history  
was made over WNBC last night  
when the NBC flagship snared an  
exclusive interview with the Hon.  
Arthur A. Calwell, Australian  
Minister for Immigration. On the  
8:15 p.m. news show, Aussie of-  
ficial extended an invitation to  
1 million Americans to make their  
homes in the land of the Kangaroo.

### Weather Note

Pulling a switch on the weather  
man, FM station WGYN, New York,  
has changed its morning "Coffee  
and Doughnuts Club" broadcast to  
"Iced Coffee and Doughnuts" and  
plays such tunes as Lot It Snow,  
Cool Blue Waters, A Breeze and I.  
Winter Wonderland, Skaters Waltz  
and Thoro's Something in the Wind.  
Station has banned hot music for  
the remainder of the heat wave.



★ COMING AND GOING ★



"CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!" Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too—every step of the way. And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town. And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!

W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Ree

Vol. 40, No. 33 Fri., Aug. 15, 1947 Price 10 Cts. JOHN W. ALICOATE : : : Publisher FRANK BURKE : : : : : Editor MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES Ralph Wiik, Manager 6425 Hollywood Blvd., Phone: Granite 6607 WASHINGTON BUREAU Andrew H. Older, Chief Manning Claggett 6417 Dahlonga Rd. 2122 Deatur Pl., NW Phone: Wisconsin 3271 Phone: Hobart 7627 CHICAGO BUREAU Nat Green 1417 Ashland Bldg., 155 N. Clark St. Phone: State 2332

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

FINANCIAL (Thurs., Aug. 14)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

OVER THE COUNTER Du Mont Lab., Finch Tele Comm., U. S. Television, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit)

Heads Controllers Group Lisle W. Adkins, controller of Crosley Division of Avco Manufacturing Corporation, was elected president of the Cincinnati Control of the Controllers Institute—which also named Walter A. Smith, of the same company, a director. John D. Grayson, treasurer of Hazeltine Electronics Corporation, was re-elected vice-president of the New York City Control. Russell L. Showalter, assistant controller and assistant treasurer of Delco Radio Division of General Motors Corporation, Kokomo, Ind., was named a director of the Indianapolis Control.

DR. V. K. ZWORYKIN, vice-president and technical consultant of RCA Laboratories, Princeton, N. J., sails tomorrow aboard the Queen Elizabeth to attend engineering conferences in Belgium, France and Italy.

FATHER PATRICK PEYTON, producer of the "Family Theater" hour on Mutual, left yesterday for Hollywood. He had been in New York for two months. A short stopover in Denver is scheduled for tomorrow.

DAVE DRISCOLL, director of news and special events for WOR, returned yesterday aboard the America, marking completion of a trip to Europe which kept him away for about a month.

DICK PACK, publicity director at WOR, leaves today for two weeks in Nova Scotia.

HAROLD F. BURNS, office manager of BBC in New York, is back at his desk following a trip to Europe.

KENNETH KEEGAN, commercial manager of WAKR, American network affiliate in Akron, Ohio, paid a call yesterday at the New York offices of the web.

ERIC SEVAREID, Columbia network newsman, is vacationing. Charles Collingwood is pinching for him.

R. L. PEULVEY, director of Radio Luxembourg, is expected today aboard the Mauretania to attend the telecommunications conference at Atlantic City. He'll be back in New York Aug. 25 for a visit of one week.

JESSE ZOUSLER, assistant to Robert Trout, CBS newsmen, has returned from a vacation in Columbus, Ohio.

MARIE H. HOULAHAN, director of publicity and public relations for WEEI, Boston, leaves Sunday for three weeks of leisure at Boothbay Harbor, Me.

STAATS COTSWORTH and his wife, who is the actress, MURIEL KIRKLAND, leave Sunday for a week in Los Angeles, where they'll be house guests of the Gilbert Wrights. Wright is inventor of Sonovox.

SIDNEY ASCHER, publicist, off to Washington, D. C., for some work on behalf of Joe Louis Punch.

ARTHUR HALE, Mutual network newsman, left town yesterday for a week in Plymouth, Mass.

ROBERT BLAKE, assistant publicity director at WOR, left yesterday on a business trip to Chicago.

Paar Gets ABC Fall Show Sponsored By Lucky Strikes

(Continued from Page 1) Lucky Strikes was placed through Foote, Cone & Belding. The addition of the Jack Paar half-hour to Wednesday night listening on ABC gives the network a strong lineup of names for that evening. Other Wednesday night entertainment attractions will be Abbott & Costello, Bing Crosby, Lionel Barrymore and Henry Morgan. Paar will be supported in his new show by an orchestra and girl singer.

Tele Caravan, In La., Attracts Record Crowds

Lake Charles, La.—The RCA-Allied Stores Television Caravan brought several thousand Louisianans their first glimps of the medium last week at Muller Department Store here, despite a record heat wave which lasted throughout the three-day showing. Much advance publicity heralded the arrival of the Caravan to this city which was to be the only showing in Louisiana and its first stop west of the Mississippi. Three local radio stations and the local daily and weekly newspapers joined in an "all-out" campaign to inform the populace of the tele exhibition. Mayor T. C. Price proclaimed Aug. 7-8-9 as "Television Days" and launched the occasion with a press and radio breakfast, presided over by A. S. Marx, managing director of Muller's. Attending the breakfast were some 50 persons, including reporters, radio men, educators and civic officials. "Store traffic for all three days was reminiscent of the holiday season," said Marx, "resulting in substantial increases in sales over the trend to date." He added the store derived "tremendous institutional good will from the Television Caravan, and I can see an entire new field of advertising opening up."

Iowa Regional Web Elects Breen President

(Continued from Page 1) boji, at Arnold's Park, Iowa. Mr. Breen is head of the Northwest Iowa Broadcasting Company which owns and operates Radio Station KVFD, Fort Dodge. Vice-presidents elected and their network duties were Morgan Sexton, of KROS, Clinton, station relations; Ben Sanders, of KICD, Spencer, programs; Ken Gordon, of KDTH, Dubuque, engineering; George Volger, of KWPC, Muscatine, secretary-treasurer, and George Webber, Des Moines, sales manager. The Iowa Tall Corn network now is made up of 15 Iowa stations located in Fort Dodge, Clinton, Spencer, Dubuque, Muscatine, Des Moines, Council Bluffs, Burlington, Waterloo, Creston, Decorah, Keokuk, Marshalltown, Ottumwa and Sioux City.

"Guess Who" In 5th Year

"Guess Who." weekly WOR audience participation show, starts its fifth year on WOR with tomorrow night's broadcast (7:00 p.m., EDT.) Happy Felton, emcee of the program, marks the end of his third year with the show on the same broadcast. Joe Ripley has been producer-director-announcer since "Guess Who" took the air.

"Theater Of Today" Renewed

Armstrong Cork Co., has renewed its sponsorship of "Theater of Today" broadcast over CBS every Saturday from 12-12:30 p.m., EDT. Renewal, signed through BBD&O, runs for 52 weeks and is effective Sept. 27.

WILL BUY RADIO STATION 250 Watt Preferred, with Network Affiliation. City must have population of 50,000 or more. We are practical radio station operators. NOT BROKERS. Give full details in first letter. Your reply treated in strict confidence. Box No. 387, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

IN CLEVELAND IT'S WHK

# FCC's Approval To 18 For Operation Via FM

(Continued from Page 1)  
 construction permits, four for Class A and 11 for Class B operation. Class A authority was granted the Plymouth County Broadcasting Corp., Brockton, Mass., Channel 292; The Narragansett Broadcasting Company, Fall River, Mass., Channel 265; The Lockport Union-Sun and Journal, Lockport, N. Y., Channel 257, and the Butler Broadcasting Company, Butler, Pa., Channel 249.

**Class B Permits**  
 Class B permits were issued to the following: Conn Radio Foundation, Channel 300, and the New Haven Broadcasting Corp., Channel 236, both in New Haven, Conn.; Utica Observer Dispatch, Utica, N. Y., Channel 277; Ohio Michigan Broadcasting Corp., Toledo, O., Channel 300; Westinghouse, Portland, Ore., Channel 222; Scranton Times, Scranton, Pa., Channel 222; K. E. Rennekamp, Oil City, Pa., Channel 290; Central Broadcasting Co., Johnstown, Pa., Channel 287; Derrick Publishing Co., Oil City, Pa., Channel 253; The Summit Corp., Scranton, Pa., Channel 229, and Hearst Radio, Milwaukee, Channel 275.

Clearance on previous conditions for permits was announced by the FCC for the following FM applicants: WSTC-FM, Stamford, Conn.; WBZ-FM, Boston; WIBM-FM, Jackson, Mich.; WNYC-FM, New York City; WWST, Wooster, O.; WCED-FM, Du Bois, Pa., and WFHR-FM, Wisconsin Rapids, Wis.

# Radio Granted Right To Cover City Council

(Continued from Page 1)  
 Cleveland, executive secretary of the National Association of Radio News Directors, intervened in behalf of WKBH. Wallace sent a letter to the mayor and Council stating that NARND believed that wire recorders should be granted equality with other methods of news reporting.

**First Time, Says Ziemer**  
 Paul Ziemer, news director of WKBH, declared that he believed that this is the first instance in radio where a city council has granted a station full rights to record and broadcast their proceedings.

The resolution adopted by the La Crosse city council granting the station the permit follows:  
 "Be It Resolved by the Common Council of the City of La Crosse that

# ★ AGENCY NEWSCAST ★

**HOWARD T. WORDEN** has joined Geyer, Newell & Ganger, Inc., as an account manager, H. W. Newell, executive vice-president, has announced. Worden will be in charge of handling the Kelvinator account. He will work under the supervision of John L. McQuigg, vice-president and manager of the agency's Detroit office, in which city Worden will make his headquarters. Before coming to G. N. & G., Worden was associated with the motion picture industry as an independent producer. Prior to that he was vice-president of Foote, Cone & Belding, and was previously with Young & Rubicam, Inc., where he worked on the Packard and Westinghouse Electric advertising accounts.

**KNOX CRUTCHFIELD**, makers of Old Virginia Waterground Corn Meal, Lynwood, Va., have just announced the appointment of Courtland D. Ferguson, Inc., Washington, Baltimore, and Richmond, to serve as their advertising agency. Newspapers and radio will be used. The account will be handled out of the Richmond office of the agency with Phillip W. Martin serving as account executive.

**EVERSHARP, Inc.**, through President Martin L. Straus, II, has announced the appointment of Dick Hyman's firm to handle publicity on its radio programs, "Take It or Leave It" (NBC Sunday 10 p.m.), and the "Henry Morgan Show," (ABC Wednesday 10:30 p.m.). Biow Co., Inc. is the agency handling the advertising account.

**STANDARD BREWING CO.**, Scranton, Penn., brewers of "Tru-Age Beer," has placed its advertising account with the New York office of Hixson-O'Donnell Advertising, Inc. James P. Derum is account executive.

**ROBERT W. ORR & ASSOCIATES, Inc.**, has leased two floors in the building now under construction at 4 West 58th Street, and will move into the new quarters on or about March 1, 1948.

**GENERAL ELECTRIC CO.** announces that J. S. Smith has been named manager of the advertising and sales promotion divisions of the apparatus department. He succeeds W. V. Merrihue.

consent is hereby granted to Radio Station WKBH to use a recording device for the purpose of making transcriptions of public meetings of the Common Council, however, upon condition that the operation of such device shall not interfere with the meeting and upon the further condition that the license herein granted shall be subject to modification by the Common Council from time to time as occasion may demand, record public meetings and not to record Council proceedings until equipped to record all proceedings in the Council Chamber."

**ROY de GROOT, CONSULTANTS, Inc.**, are handling a guest spot campaign for Foster Parents' Plan For War Children in connection with the return of that organization's international chairman, Edna Blue, from a survey in Europe of child care centers, supported by American contributions. Mrs. Blue's forthcoming schedule includes guest appearances as follows: Monday, August 18, on the Betty Crocker Magazine of the Air over station WJZ; Tuesday, August 19, on the Frank Kingdon program over WLIB; Wednesday, August 20, guest of George Putnam on WOR; Monday, August 25, on the Peggy Tucker program via WINS. This campaign is being supervised by Roy de Groot, with press relations handled by Constance Gurd Rykert.

**A. C. NIELSON CO.**, research organization, has announced the Nielson Variety Index, a method for measuring sales volume of drugs, toiletries and cosmetics sold over the counters of variety stores.

**IRWIN VLADIMIR & CO.** has been engaged to co-operate with Platt-Forbes, Inc., in the preparation of the advertising for United Aircraft Export Corp. Account executive is Robinson Murray.

# Three NBC Web Shows Renewed In Chicago

(Continued from Page 1)  
 Food Company, through Needham, Louis and Brorby advertising agency, effective Sept. 10, the date the show returns to the air.

Allis-Chalmers Manufacturing Co., through Bert S. Gittens Advertising, renewed the National Farm and Home Hour for 52 weeks beginning Sept. 13 over the full NBC web. Program is broadcast on Saturdays, 1:00 p.m., CDST.

The W. A. Sheaffer Pen Company, through Russel M. Seeds Company, Inc., renewed Sheaffer Parade for 52 weeks over 54 NBC stations, effective Sept. 14.

# "Studio One" Adaptation

"Laburnum Grove," the J. B. Priestly play will be presented on Columbia network's full-hour dramatic series, "Studio One," on Tuesday, August 19, 9:30-10:30 p.m., EDT. Leading roles will be played by Anne Burr and Everett Sloane, with presentation under the direction of Fletcher Markle. The stage show, which opened at the Booth Theater, New York in 1935, had Edmund Gwenn, Melville Cooper and Elizabeth Risdon as principals. "Studio One" adaptation is by Charles Gussman.



# WANNA BUY A FARM?

KQV's morning audiences are slightly terrific! They bought a \$13,500 farm and just about rang the 'phone off the desks of a real estate office, inquiring about other properties mentioned on KQV's Singing Stars, three mornings a week at 8:45. Another selling success story that proves KQV's new 5000W voice has a big and responsive audience to go with it.

**KQV PITTSBURGH'S AGGRESSIVE RADIO STATION**  
 Basic Mutual Network • Natl. Reprs. WEED & CO.

# Veteran

Phil Cook, WCBS personality and "man with 1,000 voices" is celebrating his 25th year in radio and his 10th year of affiliation with WCBS this week. It is also Cook's 3rd year as star of station's "Cook's Kitchen" show, heard Monday through Saturday, 8:15-8:30 a.m., EDT. Anniversary date was yesterday.

# LOS ANGELES

By RALPH WILK

**K**ECA will be carrying until further notice transcribed programs on the labor hearings of the motion picture investigation, broadcast nightly Monday thru Friday at 10:45 p.m.

Bill Anson is inviting youngsters to bring their favorite records to his beach broadcasts of "Hollywood Bandstand" Wednesdays and Fridays and he plays 'em on the air.

"The Gangster" sneak preview reaction to Barry Sullivan was so good that King Bros. are trying to sign him for two more pictures. Sullivan stars in "Rogues Gallery" over NBC every Sunday night.

Eddie Cantor trained out for Chicago this week for conferences concerning his upcoming fall NBC radio show. While in the east Canton will continue his personal appearances in behalf of the United Jewish Appeal.

NBC comedian Bob Hope will be the special guest of honor and between-halves emcee when the Los Angeles Dons professional football team clashes with the San Francisco '49ers in San Francisco, August 24. Hope will introduce the players at this first game of the west pro season and will emcee the program at half time. The Hope Show begins the fall season September 16.

Director John Zoller announced that Frank Bingman and Gayne Whitman will handle the announcing duties for NBC's "Cavalcade of America" when the program begins the new season, August 18. Guest stars for the premiere show will be Robert Young and Walter Brennan. Program deals with the development of the first locomotive in America and is entitled "The Iron Horse."

## Deliveries By Air

Capitol Records has formally launched a new daily delivery service to dealers in the Washington, Maryland and Virginia area, it was announced this week. Delivery of platters is made by air express, and company expects to be able to fill orders within a few hours' notice.

Approximately 200 dealers will be serviced in this manner, it was said.

## Will Broadcast Football Game

Annual football classic between the New York Giants and the Eastern All Stars for the Herald-Tribune Fresh Air Fund will be broadcast by WHN from the Polo Grounds Sept. 3 under sponsorship of Old Gold cigarettes. Air time is 8:25 p.m. Connie Desmond will do play-by-play with Stan Lomax handling color.



## Windy City Wordage . . . !

• • • Burl Ives, ballad singer, will inaugurate a guest star policy on his program beginning today, August 15, on WGN. Guests will not necessarily be stars but persons Ives considers typical Americans. First will be Fran Allison, better known as "Aunt Fanny," and

**Chicago** others will include Lily Wall, Sir Launcelot, Clarence Hartzell and Mrs. Kate Chandler. . . . Robert C. Hartman, WBBM continuity editor, wrote "The Secret," radio drama which will be presented on CBS's "Grand Central Station" program Saturday. . . . In MGM's movie "The Hucksters" two Zenith radios are used; the Transoceanic shortwave portable to provide outdoor music for a swimming pool scene, and Model 12H094E for the musical setting as Ava Gardner prepares dinner for two. . . . Bill Larimer of the CBS Los Angeles radio sales office has joined the Chicago radio sales department.

★ ★ ★

• • • A new public service institutional program which should get a welcome will make its debut over WENR on August 17. It is titled "Wanted: A Place to Live." Wayne Griffin will interview 12 persons on each program, allowing them to tell why they need a place to live, incidents experienced in their search for a home, and personal background notes. Griffin will announce a phone number which landlords and other persons with available living space may use in contacting the interviewees. Program will be sponsored by William A. Lewis, women's clothier. It will be produced by Ed Skotch and announced by Don Dowd.

★ ★ ★

• • • Karl Sutphin, sales promotion manager; Jerry Vernon, salesman, and Andy Murphy, of the press department of ABC are at the Illinois State Fair, Springfield, this week in connection with the network's promotion there. . . . A dozen high school girl models from Marshall Field & Co. will parade latest teen-age fashions on ABC's "Junior Junction" program August 16 in the first coast-to-coast network fashion show. . . . All of the network offices here are working with depleted staffs because of vacations. Fortunately, activities are at their summer low, but Fall plans are in the making and the next few weeks will see a sharp step-up in activities of all departments. . . . Jimmie Costello, comic star of Goldblatt Brothers' daily "Let's Have Fun" series on WGN, has left for a three-week vacation, and Hank Grant, who serves as announcer on the show, will pinch-hit for Jimmie, while Holland Engle will take over as announcer. Costello will vacation on the West Coast.

★ ★ ★

• • • When "Terry and the Pirates" moved from New York to Chicago Tuesday it came in with a new cast, with Bill Fein as Terry; Larry Alexander as Pat Ryan; Jonathan Hole as "Hotshot" Charley, and James Wang as Connie. Show will be written by Harry Bingham and Henry Selinger; produced by Fred Kilian, and announced by Jay Arlen. Fein, Alexander and Hole have previously performed as actors on all major networks. James Wang is new to American radio, but for a time he was an announcer in his native China.

★ ★ ★

• • • William R. (Bill) Cline, assistant to the manager of WLS, has been appointed manager of WCAR, Pontiac-Detroit, and will move to Pontiac about September 1. Cline has been associated with WLS for most of the past 16 years. For 18 months, 1942 to July 1943, he was associated with John R. Clarke in Marshall Field's initial investment in radio as vice-president and manager of WHIP-WJWC, Hammond, Ind. Appointment of Cline was announced by H. Y. Levinson, WCAR president and chief owner, who said the appointment of a station manager was to enable him to devote his time to future planning and developments at WCAR in both AM and FM broadcasting.

# SAN FRANCISCO

**B**OB LAWS, KGO-ABC manager of Public Relations, is at Lake Tahoe for a three weeks vacation.

Merwyn McCabe, KFRC sales manager, has been chosen as chairman of the Radio Section of the San Francisco Advertising Club.

Al Curtis has joined the announcing staff of KROW. He was formerly with KRNR, Roseburg and KFJI, Klamath Falls, Oregon.

Clarence Leisure, KPO, newscaster is passing the cigars in honor of a new daughter, Michele, born August 1st.

KROW has a new stunt in which it sticks its neck out and picks a new tune each day which it thinks will make the Hit Parade. The selector is played in its entirety once and choruses are repeated during the day with the announcement that it is a prospective hit tune.

KYA is getting a good listener response to its Sunday night five hour classical music broadcast with Long Hair Disc Jockey Bill Ely doing the spinning.

## WBKB Preps Fall Shows; Sports Heavy Tele Fare

Chicago—Fall television programming at WBKB, the Balaban & Katz station here, is expected to deal heavily with major college and professional football schedules, with the prediction by station officials that "WBKB is likely to telecast more football than any other station in the country." Contract negotiations for grid and other major sports coverage are said to be reaching a "crucial state" and sponsors for top football classics in this area are expected to be signed up and announced very shortly.

The American Tobacco Company, through N. W. Ayer and Son, has reported a few weeks ago to have acquired tele sponsorship of all home games of Notre Dame and Northwestern, a possible total of eight contests. The Keeley Brewing Company last week signed for sponsorship of the Chicago Rockets' professional games at Soldiers' Field.

To cover remote broadcasts, such as those mentioned above, WBKB began equipping an additional mobile unit, complete from cameras to the latest in monitors, controls, etc. Station engineers are also said to be nearing completion of the tele link between South Bend and Chicago, installation of which will considerably widen the facilities coverage of remote contests for the Chicago video audience.

**What Are You Doing  
New Year's Eve**

ev'rybody's SINGING—  
ev'rybody's PLAYING—

**"EV'RYBODY'S BUYING MY  
LOVE SONG"**

(Just to get a picture of you)

**DUBONNET MUSIC PUBLISHING  
1619 Broadway, New York 19, N. Y.**



# EQUIPMENT

## New School Record Player

A record player that meets the specific needs of a classroom is now available to all educational institutions, according to an announcement made recently by H. C. Bonfig, vice-president and director of sales of the ninth Radio Corp. "Hundreds of requests have come to Zenith from schools and parent-teacher groups for permission to purchase the company's record demonstrator, now in use in thousands of record store listening booths throughout the country," Bonfig said in his announcement. The record demonstrator was designed by Zenith to provide record stores with a reasonably priced instrument that would give the customers the full benefit of good phonograph record reproduction and a portable instrument is now available to schools everywhere.

## New Battery Set

A battery radio small enough to fit in the palm of the hand, with telephone reception, is announced by the Modernair Corporation of Los Angeles to sell for \$5.98, less batteries. Broadcast band is from 540 to 1600 megacycles and 100-mile reception is claimed by the manufacturer without any ground connection. Set is equipped with antenna connection wire and a spring clip so that it can be attached to any bare metal object available. Receiver comes in a plastic cabinet in red, white or blue colors.

## Named U. S. Tele Engineer

Appointment of Howard C. Schubert as a senior engineer at United States Television Mfg. Corp., was announced this week by Anthony Wright, chief engineer. Schubert, who was formerly with the Allen B. DuMont Laboratories and WABD for five years, will work in video design and UST.

## Originates At Fair

Everett Mitchell, m.c., of the Town and Farm program (WMAQ, six days, 6:15 a.m., CDST), moved his broadcasting headquarters to the Illinois State Fair in Springfield this week where he interviewed agricultural experts and fair visitors. A special booth was set up near the judging ring on the fairgrounds where Mitchell talked with future farmers, club members, livestock exhibitors and representatives of the Short-Horn Hereford and Aberdeen-Angus breeders Association for programs this week.

IN CLEVELAND IT'S

# WHK

# Tele Sets Draw Crowds In Taverns And Restaurants

(Continued from p. 1)

50 such establishments in the business sections of mid-town Manhattan, parts of New Jersey and Queens this week reveals that proprietors enthusiastically agree that tele has become an important and fixed part of their business operation, based on the rate of increase of business during the time it has been installed.

A few months ago, it is pointed out by several, television was a strong attraction for new customers, primarily because it was sufficiently isolated among taverns to make one establishment stand out among its competitors. With the increase of set production and deliveries in recent months, however, it has become apparent to a significant number of tavern-owners that video entertainment has developed into an important competitive device.

### Gain Is 25 to 30 Per Cent

Business increase in the majority of cases in the New York City area has been at the rate of 25 to 30 per cent, a figure which represents a considerable "dollars-per-customer" increase. In some cases, business has jumped to 50 per cent beyond the previous rate, although this is considered to be a "week-end situation."

The Reeves Restaurant, a rather large spot on 6th Ave. at 45th Street, well populated by the business world throughout the day, reported an average increase of 40 customers during a boxing or baseball telecast. This spot is the only one offering video among six other taverns in a two block area. The Anchor Inn, on 57th St. and 7th Ave., an elaborately "modern" restaurant which has only a small bar and emphasizes a large dining room, has had a tele set in operation for a little less than a month, "but its presence has already been felt." Because it is still a new addition to his business, proprietor declined to discuss its effect percentage or dollar-wise, but anticipated the receiver would pay for itself "within a short time."

### 40 Per Cent Increase Noted

The Central Bar & Grill, located at 1145 3rd Ave.—a spot fairly well removed from the mid-town business district,—reports that its tele set has increased week-end business "up to 40 per cent," with Friday evenings the "big night." Set has been installed a little over 10 months, and the proprietor stated its cost had been taken care of "within a few months." Another East-side tavern, Phil's Cocktail Lounge at 187 3rd Ave., revealed that bar receipts "have nearly doubled" since television became a part of its service, and on one occasion, was forced to "close our doors due to overflow crowds."

Topps Restaurant, 157 West 42nd St., which operates a large bar and still a walk-in cafe-type dining room, reported significant competition. "Bar trade has increased substantially," it was said, but proprietor declined to discuss figures as to why.

Brooklyn restaurants, the Lincoln Hotel, Opinion on the whole, however, was generally favorable.

Brooklyn restaurants, the Lincoln Hotel, Opinion on the whole, however, was generally favorable. The former added, significantly, "for the customer, there is nothing like a ringside seat with a drink." A Nassau tavern owner, Alexander Manning of Gable's Tavern in Franklin Square (L. I.), looked forward with eagerness to the World Series, if played in New York, in anticipation of a windfall of business.

Interesting to note is the manner in which several tavern owners have emphasized the importance of tele to their trade, and the concerted effort made to insure a steady flow of customers after they've first enjoyed the medium.

### Jersey Spots Profit

The Surf Club in Passaic (N. J.), one of the few restaurants using two tele sets operated on a "remote control" principle, reports a definite increase in business during the few weeks the service has been installed. One of the two receivers, each located at one end of a large dining room, draws heavy traffic,—much of it from competing spots equipped with tele in the same district. Another Jersey operator, the Twin City Tavern on Elizabeth, reports that large-scale tele has revamped his business structure. When business was down, other spots in locale recently, his business increased up to 300 per cent—thereby necessitating the erection of "bleachers" around the wall to accommodate the overflow.

Emphasizing the importance of video entertainment in bars, etc., Beverage Media, a trade publication, devoted considerable space in a recent issue to the use of television as a business magnet. It pointed out that tavern owners were now a part of "radio business" and cited specific instances in which enterprising restaurateurs made tele pay off in a hurry. Several of the latter, the trade magazine said, made extensive use of placards, circulars and posters to announce an upcoming telecast, a television buying advertising space in local publications, etc.

### Larger Screens More Popular

While most bar-tele owners seem satisfied with performance and type of sets they've had in operation, several attach a degree of importance to screen size as it relates to the business register. Larger screens are in increasing demand, and in a few rare cases, tavern operators report a business to competitors offering the bigger picture. While tele sets are more expensive, competition is that the investment is a pay-off one and will pay off just as well, comparatively.

# NEW BUSINESS

WMAQ, Chicago: A renewal order for the George Stone news program headed business placed with WMAQ this week, it was announced by Oliver Morton, national spot sales manager for the NBC Central Division. The Borden Company (Instant Coffee), through Young & Rubicam, Inc., renewed the newscast, broadcast Tuesdays and Thursdays from 10:15 to 10:30 p.m., CDST, for 13 weeks effective August 19.

Spot business included orders from Capper Publications ("Capper's Farmer"), through The Buchen Company, for six one-minute live announcements between August 15 and September 1; from the Apex All Weather Products Co. (Rust-Oleum), through Guenther Bradford & Co., for 24 live announcements on the Early Bird program between August 11 and September 6, and from the Mesa County Peach Board of Control of Palisade, Colo. (Colorado Mountain-Grown Peaches), through Conner Advertising Agency, for four one-minute announcements on the Food Magician program between September 8 and 19.

## Toni Co. Buys Segment Of ABC "Breakfast Club"

The 9-9:15 a.m., EDT portion of ABC's "Breakfast Club" will be sponsored by the Toni Company, St. Paul, Minn., beginning September 1. Program will be broadcast over the full ABC network, Monday through Friday for 52 weeks. Agency is Foote, Cone & Belding, Inc., Chicago.

The Toni Co. currently sponsors the last quarter hour of "Ladies Be Seated," ABC's mid-afternoon audience participation program, heard Monday through Friday, 3-3:30 p.m., EDT.

On Sept. 1, program's five times weekly sponsors and agencies in addition to the Toni Co. will be Swift & Co., 9:15 to 9:45 a.m., EDT, through J. Walter Thompson, McCann-Erickson, and Needham, Louis & Brorby and the Philco Corp., 9:45 to 10 a.m., EDT, through Hutchins Advertising of New York. Swift first purchased the 9:30 to 9:45 a.m. portion on Feb. 8, 1941 and expanded their sponsorship to a half hour on June 3, 1946. The Philco Corp. began sponsorship of their present portion of the program on Sept. 3, 1945.

## Named WMRN Program Head

Marion, Ohio—Robert T. Mason, general manager of WMRN, Marion, has announced the appointment of Sanford Marshall, staff announcer, to the position of program director, effective immediately.

**WPDQ's**  
**TIME-BUYERS JACK POT**  
 THIS WEEK'S WINNER  
**THOMAS YOUNG**  
**CALKINS & HOLDEN**  
 Next Week ? ? ? ?

## Leaders To Attend CBA Conference

(Continued from Page 1)

the first organizational conference of the Catholic Broadcasters Association to be held in Keating Hall at Fordham University this week-end, August 15 through 17.

In addition to local and regional programs, various Catholic network and recorded shows will be represented, among them the Queen's Workshop of the Air, Catholic Hour, Hour of St. Francis, Ave Maria Hour, and the Family Rosary Hour.

Purpose of the meeting is to coordinate independent activities into one combined effort "which will improve and increase Catholic air activity," it was said.

In a dispatch from Curacao to Fordham's radio division this week, Rev. Jan Ditok, vice-president of the International Catholic Assn. for Radio and Television, announced that he will delay his return to Fribourg, Switzerland, to attend the conference. Discussion of affiliation with his organization will be held at one of the sessions. Possibility of affiliation with the Catholic Theater Conference will also be discussed, with Rev. Urban Nagle and Helen Purcell, executive secretary of the CTC, on hand for that purpose.

Canadian delegation will be headed by Rev. Matthew Dubee of the Genesius Players Guild of Montreal while West Coast Catholic radio will be represented by the Revs. Hugh Noonan and Eugene Mitchell of the Hour of St. Francis, and Daniel Doran of the Catholic Film and Radio Guild, Los Angeles.

Other panel members will include Vincent G. Hart, assistant attorney general of New York State; Ted Hefron, media director of the National Conference of Christians and Jews; Joseph Errigo, chairman of the Catholic Forum of the Air; William C. Smith, radio director of the National Council of Catholic Men; and Rev. Matthew Hale, East Coast director of the Sacred Heart Program.

Professional radio will be represented by Jay Jostyn; a board member of AFRA; Arthur Hull Hayes, general manager of WCBS; and Bill Bailey of the Frequency Modulation Association.

### 'Cavalcade' Back Monday

"Cavalcade of America" will return to the air via NBC on Monday. Erik Barnouw's script, "The Iron Horse," starring Robert Young and Walter Brennan, will be dramatized. Program is sponsored by Du Pont through Batten, Barton, Durstine & Osborne, Inc.

## Politics, In Addition To Labor, AFRA's Concern, Says Heller

(Continued from Page 1)

a direct bearing upon AFRA wages and working conditions but also open shop laws and amendments voted by state legislatures. "Whether we like it or not," he continued, "AFRA is now going to have to become interested in political matters."

Following a last minute change in agenda plans, convention delegates will discuss the Taft-Hartley law this afternoon and suggest a resolution giving AFRA's official stand. Also on the revised agenda today is a report of the phonograph recording committee and discussion of the Lea bill and interview programs.

Heller's talk touched on the Four A's television committee whose report by the wages and working conditions subcommittee is scheduled tomorrow afternoon. AFRA's secretary pointed out that this is the first time the various entertainment unions have tried to prepare a collective bargaining agreement and that if it is successful it may lead to one big performers union. Heller pledged that during the coming year he personally intends "to press forward with greater determination than ever for the amalgamation of our branches into one big union for all performers."

Heller also let it be known that AFRA's long needed insurance plan,

may become a reality soon. For the production of a series of radio programs, which a certain sponsor has suggested, the AFRA fund would receive \$2,500 weekly in addition to regular talent fees. The sponsor's attorneys are drafting the agreement to be presented to the union's national board.

AFRA members who make more than \$3,000 annually found special interest in one part of Heller's talk. It concerned the endless red tape performers have to go through with in getting refunds from the Treasury Department and the Social Security Agency. Heller advised that the Treasury Department is planning to greatly simplify matters on and after Jan. 1, 1948. He also revealed that the Four A's appeal before the House Ways and Means committee requests a change in the tax law permitting an artist to pay income tax on a "five years averaging period of his income."

The report made to delegates last night by Ben Grauer, AFRA treasurer, disclosed that income of the union during the 12 months ending April 30, 1947, was \$327,677. Total assets on that date were \$188,829. The surplus was \$176,254.91 and surplus liabilities amounted to \$12,574.09.

## Four Navy Games Added To WNBT Football List

(Continued from Page 1)

radio affiliate, WBAL, whose transmitter for television station WBAL-TV will be in operation this fall.

The four Navy contests to be televised by NBC are: Navy-Columbia, Oct. 4, from Annapolis; Navy-Duke, Oct. 11, from Baltimore; Navy-Georgia Tech, Nov. 8, from Baltimore; and Navy-Penn State, Nov. 15, also from Baltimore.

This is the third major football announcement for the fall NBC television schedule. Previously the network announced that games of the Baltimore Colts of the All-American Football Conference would be televised, and recently NBC's New York station WNBT announced signing of all the New York professional Giants home games.

### First Radio Appearance

Los Angeles—Zane Grey, Inc., subsidiary of Telepictures, Inc., administrative structure controlling Zane Grey properties in all fields enters radio for the first time with the premiere of the Zane Grey show for the Mutual network from 8:30 to 9:00 p.m., EST, Sept. 6, Stephen Slesinger, telepictures head, has disclosed.

### NAM Show Shifting To Tues.

The weekly Saturday evening (7-7:15) program sponsored by the National Association of Manufacturers, via WJZ, featuring the Song Spinners vocal group, will be heard every Tuesday at 10:45 p.m., beginning September 2nd.

## Movie Company Buys N. Y. Spot Campaign

(Continued from Page 1)

Bing Crosby makes a 50-second pitch for Fox's new picture, "Mother Wore Tights." The Betty Grable opus opens at the Roxy Theater next Wednesday, Aug. 20, and the radio campaign is scheduled for Aug. 18-21 over WMCA, WQXR, WNEW, WNBC, WCBS, WOR and WJZ. Fox has also set a big exploitation campaign via radio hinging around the tunes "Kokomo, Ind." and "You Do."

In the Crosby transcription, the singer comes on humming the tune "There's No Business Like Show Business" and then goes into a straight pitch about a new technical movie he's just seen which is based on backstage life. Crosby suggests that listeners should have themselves a good time by going to see it. He explains that he's not in it but wishes he was. The recording is being sent to all Fox exhibitors around the country who will use it in local radio campaigns with release of the picture.

Fox will open another picture, "Kiss of Death," in two weeks at the Mayfair Theater, changing it to a first run house, and it may duplicate its heavy four-day radio campaign.

### Extends Tele Sales

Nutley, N. J.—Industrial Television, Inc., manufacturers of large screen direct-view sets operated by remote-control, has extended its sales area to Washington (D. C.), and Baltimore, it was announced this week.

## Norton Gives Report On ABC's Expansion

(Continued from Page 1)

ing markets of the United States by the close of 1947, Norton predicts ABC will have a total of 265 affiliates of which at least 167 will serve the nation's top 200 markets and 167 of them will be 50,000 watt stations.

Supporting his statement, Norton released the following statistics for the period under review:

Year	Total Affiliates	No. of Stations Added in 200 Markets During Year
1942	143	19
1943	174	16
1944	192	8
1945	193	6
1946	219	6
1947	265	32

Explaining ABC's policy in adding new affiliates, Norton said: "ABC is concentrating on people. ABC is concerned with number of stations of power, as such, but rather with coverage of and service to the important markets of the United States which account for more than half of the population of the United States and more than two-thirds of their retail sales."

### More 50,000 Watters

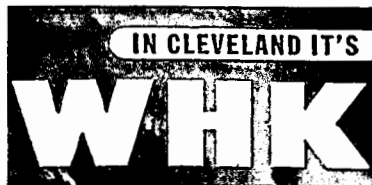
Emphasizing that ABC's growth has been particularly rapid during the past two years, Norton reports that on January 1, 1946 the network had four 50,000 watt stations among the end of 1947 will have 11 of high-powered outlets. These include WJZ, New York, WENR-WLS, Chicago; KXEL, Waterloo, Ia.; WKWB, Buffalo; WLAW, Lawrence, Mo.; KABC, San Antonio, Tex.; KCOI, Kansas City, Mo.; KGO, San Francisco; KFBK, Sacramento, Calif.; KGA, Portland, O., and KGA in Spokane, Wash. WJZ, KGO and WENR-WLS are ABC owned and operated affiliates. In addition, ABC owns and operates WXYZ, Detroit, and KFLA, Los Angeles, Calif.

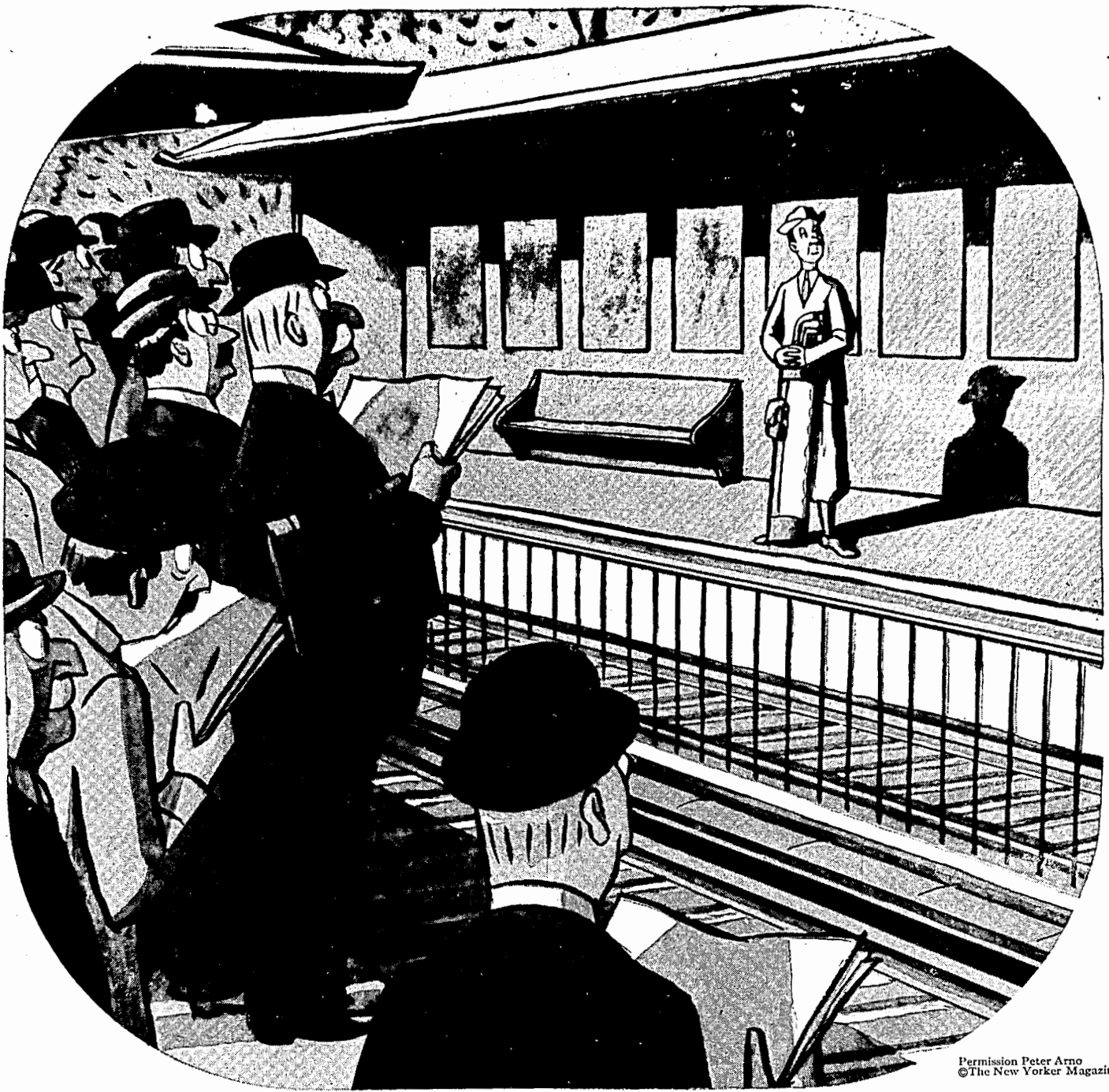
During the two-year period starting January 1, 1946, ABC has had 21 affiliates improve their facilities from 250-watt local channels to regional assignments varying from 500 watt power to 10,000 watts. Fourteen of these 21 facilities improvements took place in stations located in the top 200 retail markets, and all were in the nation's 300 leading market areas.

In addition, ABC has added 71 affiliates of which 21 operate on regional facilities and, since January 1, 1946, 14 ABC affiliates operating on regional channels have improved their facilities either through power increases or improvement in frequency or both, Norton said. Another 14 facilities improvements took place in the nation's 100 leading markets, 12 in the top 200 markets and all were in the 300 leading U.S. market areas.

### WCBS Offers 'Reminder Copy'

WCBS will shortly begin selling reminder copy in a limited number of station breaks to advertisers during its daytime operating hours only.





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©The New Yorker Magazine, Inc.

**PUZZLE:** Station Scene, 1957. Find the man who is getting a steady income from U. S. Savings Bonds. He was smart enough to start buying, back in 1947.

Of all the ways of saving up a tidy sum of money, one of the *easiest* and *safest* ways is to invest your money in U. S. Bonds.

You can buy Bonds either through the Payroll Savings Plan at your place of business—or if the Payroll Plan is not available to you, but you *do* have a checking

account, through the Bond-a-Month Plan at your local bank.

Both ways repay you \$4 for every \$3 you save, by the time your Bonds mature.

Choose the sum you can afford—from the chart on the right—and start saving today!

Save Each Week	AND YOU WILL HAVE		
	In 1 Year	In 5 Years	In 10 Years
2.50	130.00	668.97	1,440.84
3.75	195.00	1,004.20	2,163.45
7.50	390.00	2,009.02	4,329.02
12.50	650.00	3,348.95	7,217.20
18.75	975.00	5,024.24	10,828.74

**Save the easy, automatic way . . . with U.S. Savings Bonds**

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PROMOTION

Contest For Children

Sixteen bicycles, 420 pairs of roller skates and several thousand deluxe model Hi-Li paddles will be awarded as prizes in a city-wide Hi-Li contest to be sponsored by WMAQ on 210 Chicago playgrounds early in September.

Preliminary contests will be held at the municipal, park district and school playgrounds for four weeks, naming a boy and girl winner each week. These eight youngsters then will compete for the boy and girl championships at their respective playgrounds on the fifth week, narrowing the field to 420 contestants. Each of these winners will receive a pair of roller skates.

The 420 finalists will compete during the sixth week in 16 zone contests, the winner of each receiving a bicycle. The paddles will be awarded to the 10 finalists in each playground preliminary contest and ice cream and candy for all contestants will complete the prize list.

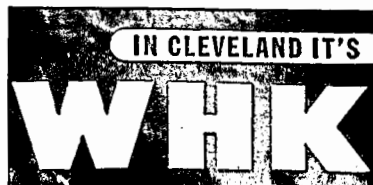
Children 15 years of age and under are eligible to compete and may enter by registering with playground supervisors. Winners will be judged by the number of consecutive hits. Trick shots will not be considered.

CBS Brochure

CBS promotion department has recently released a brochure on the "My Friend Irma" program. Mailed to all CBS affiliates, piece is titled, "Now She's Selling Swan Soap." The copy is written as a letter from Irma's room-mate, Jane, played by Cathy Lewis. The promotion piece shows caricatures of Marie Wilson and Cathy Lewis. Wilson is standing in a swanlike bathtub passing out soap with Cathy Lewis pulling her along on platform. The Columbia show which stars the screen actress goes commercial for Lever Brothers advertising Swan, with the broadcast of August 25. Young & Rubicam is the agency.

WWRL-Laundry Tie-Up

Unique promotion tie-up was launched this week with WWRL and the Fox Square Laundry in which a series of advertisements in Long Island daily and weekly newspapers feature "testimonials" by station's microphone personalities. Ads are appearing in four newspapers, and plans are under way to extend the idea to billboards. Latter, in co-operation with the laundry firm, will plug WWRL and several of its programs. Station, in return, will air announcements in behalf of the laundry.



COAST-TO-COAST

- COLORADO -

DENVER—Exclusive broadcasts, by KOA, of the University of Colorado football games this fall, will be sponsored by the Standard Oil Company of Indiana. . . . When Ray Perkins, KFEL platter spinner vacations, September 1-14, "The Ray Perkins Show" will be emceed by other KFEL staff members and citizens of Denver. Substitutes include Ken White, radio editor for the Denver Post; Jack Fitzpatrick, KFEL's news manager; Ray Perkins, Jr.; Pat Eberhardt, who conducts KFEL's record program, "Teen Time Tempos"; Bob Bugdanowitz, newscaster; Morey Sharp, of Morey Sharp Radio Productions; Ronnie McCoy and Norman Teska, announcers; and Jim Tweeddale, prominent Denver musician.

- ALABAMA -

BIRMINGHAM—Four high school students, home from a citizenship tour of Washington, D. C., had their say about the question of extending the city limits when interviewed over WTNB by Mrs. Alice B. Walker, Birmingham News staff writer. . . . Latest addition to WAPI's staff is Tom Hanserd from Columbia, Tenn., where he got his start in radio. He is handling the late evening dancing sessions and doubling on work on WAFM, this city's first FM station. . . . GADSDEN—WGNH is broadcasting the weekly Rotary Club luncheons as a noon-day feature.

- INDIANA -

FORT WAYNE—This city's fifth radio station, to be operated by Radio Fort Wayne, Inc., is expected to begin broadcasting sometime this fall, announced Merlin H. Smith, president. Station will have 250 watts power and operate on 1450 kilocycles, present frequency of WGL. Latter expects to shift to new frequency of 1250 kilocycles with 1,000 watts power within the next six weeks. New addition to WOWO's staff is Marion P. Kopanski of Chicago, who will act as studio operator. . . . INDIANAPOLIS—WABW, this city's first FM station, has been authorized by the FCC to operate FM on two frequencies, 47.3, its old channel and 94.9, the new assignment.

- MASSACHUSETTS -

LAWRENCE—Frances Castle, graduate of the Chamberlain School of Retailing in this city, has joined the staff of WLAW as a continuity writer. . . . BOSTON—WCOP's singing disc jockey, Bill Hickok, has just completed a week's vocalizing engagement with Ray Borden's orchestra at the Rollaway Ballroom, Revere. . . . WORCESTER—A new "Mystery Voice" contest has been inaugurated by WTAG and is meeting with tremendous audience appeal. Each day four "mystery voices," those of CBS network or local WTAG personalities are played on the station at unscheduled times. The listener correctly identifying the voice, together with the best 20-word description of the program is awarded one of a minimum of 28 prizes per week. In case a voice is not correctly identified, it is rescheduled at a later date with a "jack-pot" of prizes accumulating until it is correctly named.

- MICHIGAN -

DETROIT—A special program uncovering the wondrous work being done by Mercy Hall Hospital, in this city, the only hospital in Michigan devoted entirely to the care of cancer, was recently presented over WJBK. Program included a special interview with Miss Loretamary Gibson, superintendent, treasurer and foundress of the hospital. . . . KALAMAZOO—GRAND RAPIDS—Dr. Willis F. Dunbar, educational director for the Fetzer Broadcasting Co., (WKZO, Kalamazoo—WJEF, Grand Rapids), is back at his desk after a recent conference in Washington, D. C., as a member of the NAB Committee on accrediting colleges and universities for radio courses.

- NEW YORK -

PLATTSBURG—Montgomery Ward, through its Plattsburg outlet, has signed a 52-week contract to sponsor "Art Baker and His Notebook" over WMMF. Programs, 15-minute ETs, are scheduled 12:45 p.m., Monday through Friday. . . . SYRACUSE—After several months of broadcasting together on the program "On The Avenue," Patricia Farrell, director of women's activities at WNDR and Ralph Freeman, chief announcer, have changed the introduction to "Presenting Mr. and Mrs. Freeman Strolling on the Avenue." Following their honeymoon, these two local favorites will return to the airwaves with a change of format, recounting for their listeners their day-to-day problems in starting and maintaining a home in the modern world. In addition to "On The Avenue," Mrs. Freeman will conduct a daily social column of the air.

- FLORIDA -

HOLLYWOOD—New addition to the staff of WINZ which has additional studios in Miami and Miami Beach, is Hilliard Avrutis from New York who was formerly connected with the continuity department of KTUC in Arizona. . . . JACKSONVILLE—Jack Cummins' WPDQ disc jockey and emcee of "Discard at Daybreak," is offering would-be jockeys the chance to come to the studio and try their patter before the live mike.

- ILLINOIS -

CHICAGO—WSBC recently inaugurated a new series of Anglo-Jewish programs as a public service to the community it serves. Featured on the program is Rabbi Solomon S. Hecht, spiritual leader of the Lubavitcher Synagogue and prominent in Jewish orthodox undertakings, who will speak on the philosophy of living as exemplified by Jewish Scriptures. Liturgical music will round out each presentation. . . . EAST ST. LOUIS—"A Promise Kept," an original drama about the lives of sandhogs—the men who dig the tunnels under our rivers, was recently presented by WTMV. Making his debut in this drama written by Roy McCarthy and directed by Dale Douglas, was Jack Davis, station announcer.

- GEORGIA -

AUGUSTA—Fred J. Runde, Jr., who has been a newscaster and announcer on WTNT for some time, has just been made program manager of the station. He succeeds Lee Parsons who has become promotion director.

NEW STATIONS

KRNT To Build Tallest FM Tower

Authorization recently granted by the FCC to KRNT, Des Moines, Iowa, and Tribune station to build the tallest man-made structure in the world, equivalent to 30 floors higher than the Empire State building, 1,530-foot FM tower, is beginning to take shape, according to Manager Hoffman. Station has just acquired 160-acre tract, northeast of Des Moines, near Mitchellville. Land joins the town of Mitchellville to the south and is adjacent to U. S. Highway 6 on the north and state highway 126 on the east.

KRNT-FM will use the tower completed to broadcast with a power of 157,000 watts, which when combined with tower's height, will enable station to provide nearly all Iowa with noise-free high fidelity FM program.

Hoffman further stated that FM chief engineer Charles Quantin had been in Washington for several days conferring with T. A. M. Craven, president of the Cowles Broadcasting Company, completing technical details and data preparatory to circulating bids and letting the construction contract.

After construction is begun, it probably take one year to erect the tower. Meanwhile, plans are under way for completion of earlier building of a modern structure to house transmitter facilities at the FM tower.

CBS' "This Is New York" Set For Video Debut

"This Is New York," daily CBS series emceed by Bill Leonard, featuring the oddities and excitement of "the world's largest city" will be adapted for television as an extra other-week feature starting tomorrow, Aug. 16, at 8:15 p.m.

WCBS-TV will spotlight the human interest element of Leonard's daily reporting. Premiere program will offer a behind-the-scenes visit to a Manhattan telephone exchange which he'll interview typical New York operators and other persons.

Leonard's radio program has been on WCBS for over a year, and he and his staff, equipped with tape recorders and a jeep for spot news coverage, maintain a New York beat hours a day.

Advertisement for 'Send Birthdays Greetings To' listing names and dates for August 15 and 16, including Virginia Arnold, Rose Mar, Helen E. Bennett, Charles C. Hic, Bill Morrow, Mildred Huebn, George Howard, Frederic W. 2, and Claire Glazer, Abram Chasi.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 34

NEW YORK, MONDAY, AUGUST 18, 1947

LIBRARY

TEN CENTS

AUG 21 1947

## Army Sponsoring Football

### Labor Laws To Fore As AFRA Meet Ends

AFRA's eighth annual convention came to a close in New York yesterday after a four day session pretty well dominated by a theme struck by Secretary George Heller on the opening day when he said that AFRA was forced to go into politics because of various anti-union legislation. Friday was given over almost entirely to the Lea bill and the Taft-Hartley bill as Henry Jaffe, counsel for AFRA, made a point-by-point explanation as

(Continued on Page 7)

### O'Connor Lauds Radio For Aid To Red Cross

Crediting broadcasters with a major part in putting over the 1947 fund campaign, Red Cross President Basil O'Connor has expressed his thanks to the radio industry for its "superb cooperation," the NAB has revealed. In addition to thanking the networks and NAB, O'Connor, in a letter to NAB President Justin Miller, said that his thanks be conveyed to each of the more than 1400 individual stations whose help was

(Continued on Page 5)

### RMA Pressing Campaign To Eliminate Excise Tax

The RMA is determined to press a campaign for the lifting of the 10 per cent radio excise tax, President Max Balcom emphasized Friday when he announced that the special tax committee headed by Joseph Gerl, Sonora, has been enlarged. Gerl is re-appointed chairman. George

(Continued on Page 2)

### Peace Proposal

One of the resolutions proposed at the AFRA convention in New York on Friday called for the Chicago local to refrain from calling the Los Angeles local naughty names and vice versa. It was expected that the resolutions committee would table the text and use another method to attain peaceful relations between the two locals.

### Denny NAB Guest

Washington—FCC Chairman Charles R. Denny will be among those addressing the NAB convention in Atlantic City next month, it has been formally announced. He will be heard at a general luncheon meeting Wednesday, Sept. 17. Other speakers will include Rep. Clarence F. Lea and Emilio Azcarraga, Mexican broadcaster and member of the Inter-American Broadcasters Assn.

### KBS Signs Hughes As ET Disc Jockey

Keystone Broadcasting System, transcription network, Friday entered the disc jockey field with the announcement of the signing of Rush Hughes, famed KXOK, St. Louis, platter spinner whose syndicated program is now heard on 72 stations throughout the middle and southwest.

Under terms of the agreement announced by M. H. Sillerman, president of KBS, Hughes will be heard

(Continued on Page 8)

### Lowell Thomas Signed For New CBS Sponsorship

Lowell Thomas has been signed by Procter & Gamble (Ivory soap) for a newscasting program on the coast-to-coast CBS network starting September 29, it was announced Friday. The new program, according to

(Continued on Page 2)

## Changes In NAB By-Laws Approved Overwhelmingly

Washington Bureau, RADIO DAILY

Washington—No more than 10 ballots of the 494 returned registered opposition to any of the 15 by-law changes on which NAB members were polled, NAB has announced. Thus, direct representation on the NAB board is now open to FM, television and facsimile licensees.

Enlargement of the board provides for four new directors-at-large: One each from FM stations in Class A, FM

## U.S.A. Recruiting Service Will Benefit By 19 College Gridiron Broadcasts On ABC And MBS This Fall

### Indiana FM Confab Hears Bailey, Palmer

Columbus, Ind.—Indiana FM broadcasters late last week heard two speakers plead for diversified programming on FM stations to meet public demands. J. N. (Bill) Bailey, executive director of the FM Association, Washington, D. C., and Fred A. Palmer, president of the Fred A. Palmer Company, Cincinnati radio consultants, both urged FM broadcasters to give more serious attention

(Continued on Page 7)

### Bids For Buy Of WQQW Will Be Offered Tonight

Washington Bureau, RADIO DAILY  
Washington—Identity of possible bidders for WQQW, Washington's experimental class-program station, remain a matter for speculation here. Stockholders will meet tonight. After

(Continued on Page 3)

### Philco Sales Increase Adds To Co.'s Income

Philadelphia—Net income of Philco Corp., in the second quarter of 1947 was \$1,626,974 after all taxes and charges, including an inventory re-

(Continued on Page 8)

U. S. Army Recruiting Service will sponsor a total of 18 college football games this fall, plus one other special contest, over ABC and MBS, it was officially announced Friday by both networks and N. W. Ayer & Sons. The Army-sponsored series over ABC, covers seven games from Sept. 27 through Nov. 8, plus the Fresh Air game between the New York Giants and All Stars from the Polo Grounds Sept. 3, and will be known as the "Game of the Week;"

(Continued on Page 5)

## Another Co-op Show Added To MBS Lineup

Mutual added another program to its growing list of co-ops the past week-end with the announcement of the signing of Harry Einstein—"Park-yakarkus"—for a network presentation of "Meet Me at Parky's" starting early in October over the web's 440 stations.

Deal with Einstein was consummated by Phillips Carlin, vice-president

(Continued on Page 5)

## Platter-Spinners Meet, Move to Form Assn.

Chicago—The "National Association of Disc Jockeys" met Friday at the Hotel Sherman, here, and formulated plans for a permanent nationwide organization. The meeting was

(Continued on Page 2)

### Hearings Deferred

Washington—FCC, RMA and NAB all figured in hearing postponements announced here Friday. Date of the FCC's clear-channel hearings has been changed from Sept. 29 to Oct. 14, while the RMA-NAB joint liaison committee meeting scheduled for Aug. 26 has been deferred because several members are unable to attend. A new date will be set later.



★ COMING AND GOING ★

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

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
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LYMAN BRYSON, counsellor on public affairs at CBS, is in Salzburg, Austria, where he is lecturing at the Harvard Seminar on American Civilization.

IVOR KENWAY, director of advertising and promotion for the American network, has left for a two-week vacation in New Hampshire.

JUDITH WALLER, public service director of NBC's central division, is in Denver, Colo., where she is conducting a course in public service at the Denver Radio Institute.

JOSEPH SPADEA, manager of the Columbia network's Detroit office, has returned to the Automobile City following a week in New York.

ANITA ELLIS, singer on NBC's "Red Skelton Show," flew to Montreal last Friday to visit her grandmother.

BILL TAYLOR, production supervisor at WOR, is spending his two-week vacation at Pittsfield, Mass.

BOB LANDRY, director of the program writing division at CBS, left Friday for a holiday in Mexico City.

RICHARD W. HUBBELL, television consultant, is back in New York after having spent several weeks in Cincinnati and Washington.

JAMES MELTON, tenor, was heard on the "Harvest of Stars" program over CBS yesterday from Soldier Field, Chicago, as a feature of the Chicagoland Music Festival.

ARTHUR SIMON, general manager of WLIB, left yesterday on a business trip to Chicago. He'll be gone for several days.

DAVIDSON TAYLOR, vice-president of CBS and director of programs, is visiting briefly in Philadelphia on business.

EDYTHE MESEREND, of the news and special features department at WOR, is sojourning at Camp Idlewild in New Hampshire's forest primeval.

ROBERT HOPE, manager of WSFA-FM and MRS. HOPE, Montgomery, Ala., are back at the station following a short trip to New York.

WILFORD C. DICKSON, formerly of San Antonio, has arrived in Mineral Wells, Tex., and has taken over his new duties as announcer on KORC.

BOB HAWK returns today as quizmaster of his Columbia network program following a six-week rest.

MURRAY ARNOLD, program director at WIP, Philadelphia, is spending his "two weeks with..." at Cape Cod.



Quitting time

They've done a day's work... and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants... but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per dollar-spent, than any station in town.

If Baltimore is in your plans for next year... now's the time to buy time on W-I-T-H!

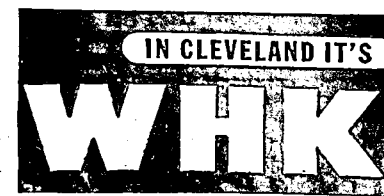


W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Reed

FINANCIAL (Aug. 15)

Table with columns for High, Low, Close, and Net Chg. for various stocks on the New York Stock Exchange and New York Curb Exchange.

Disc Jockey Show Sponsored
The Bee Kalmus disc jockey show over WHN, 1-2 a.m., nightly, direct from Bill Miller's Riviera is sold out to a total of seven sponsors.



Platter-Spinners Meet, Move to Form Assn.

(Continued from Page 1)
made possible through the sponsorship of Deanna Durbin, who portrays a female disc jockey, in her latest Universal - International picture, "Something In the Wind."
Barry Gray, the Mutual network platter spinner, was elected national chairman; Hugh Douglas of WCFL, Chicago, was elected vice-chairman; Bill Leyden, KMPC, Hollywood, secretary.

Lowell Thomas Signed For New CBS Sponsorship

(Continued from Page 1)
Compton Advertising, Inc., will replace both of his present broadcasts now divided between CBS for the western and NBC for the eastern parts of the nation.

FTC Move Against AISI Draws Industry Attention

Manufacturers of studio and transmission equipment relying upon steel for framework and other structural parts will follow with interest the course of the Federal Trade Commission complaint just announced against the American Iron and Steel Institute and its member companies.

RMA Pressing Campaign To Eliminate Excise Tax

(Continued from Page 1)
M. Gardner, president of Wells-Gardner & Co., Chicago, was named vice-chairman of the committee.
Other members are Benjamin Abrams, Emerson; A. A. Brandt, G.E.; R. E. Carlson, Tung-Sol; R. C. Cosgrove, Crosley; A. M. Freeman, RCA-Victor; Paul V. Galvin, Motorola; H. M. Hucke, RCA-Victor; C. E. Maass, Western Electric; Ray H. Manson, Stromberg-Carlson; Arthur L. Milk, Sylvania; E. A. Nicholas, Farnsworth; Richard A. O'Connor, Magnavox; Maurice G. Paul, Jr., Philco; Percy L. Schoenen, Olympic, and Thos. A. White, Jensen Manufacturing Co.

Penn. Radio Executives To Aid Civic Observance

Harrisburg—Pennsylvania radio executives, at a meeting with the State Department of Commerce, named a committee to organize participation by Pennsylvania radio stations in "Pennsylvania Week," October 13-19.
Plans to broadcast some of the major celebrations of Pennsylvania Week and background programs to familiarize radio audiences with Pennsylvania's varied industrial, recreational, and cultural life, were discussed at the meeting.
The committee named includes executives of radio stations located in various regions of Pennsylvania and representing every nationwide radio chain. Leon H. Greenhouse, representing the State Department of Commerce, was named chairman, to be assisted by an executive committee composed of Roger W. Clipp, general manager of WFIL, Philadelphia; J. E. Baudino, general manager of KDKA, Pittsburgh; A. K. Redmond, general manager of WHP, Harrisburg, and Victor C. Diehm, general manager of WAZL, Hazleton.

# AGENCIES

**HENRY A. MATTOON**, manager of the copy department and head of all creative work at Compton Advertising, Inc., has been elected a vice-president of the agency.

**J. WALTER THOMPSON CO.**, for United States Lines, today inaugurates a campaign advertising the shipping company's Atlantic and Pacific service, also its new fleet of cargo ships.

**MORETON ABBOTT** has resigned, effective Sept. 1, as copy head of Baker & Hosking, Inc.

**STANLEY FREEMAN** has been named head of the art department at Herman & Marquette.

**TEL-A-VIX STUDIOS**, Boston, has added to its sales staff Malcolm E. Kennedy, formerly of WBMS. Milton Levy will continue in charge of production.

**GIL ROBB WILSON**, authority on aviation, will be the principal speaker today at the luncheon meeting of the Advertising Men's Post, American Region, which will be held at the Hotel Lexington.

**CONSOLIDATED TELEVISION CORP.** has engaged L. H. Hartman to handle its advertising.

**FORJOE & COMPANY**, national representatives, have moved their San Francisco offices to larger quarters at 607 Market Street. Lawrence Brasner, manager of the company's West Coast operations, will make his headquarters there. Leona Brandes, formerly of the Westwood Agency, has joined Forjoe & Company's Los Angeles office as assistant manager.

**SEIDEL ADVERTISING AGENCY**, Inc., has been engaged to handle the account of Dorothy Gibson, Inc., National manufacturer of bras.

**PAUL H. RAYMER COMPANY**, effective September 1st, will move its Detroit office to newer and larger quarters at 1805 Stroh Building, Detroit.

## Engagement Announced

Announcement of engagement of Robert Wood, operations manager of CBS-TV, to Mrs. Nancy G. Eriksen, widow of Lt. Robert Eriksen, Army, as made in New York Thursday. She is the daughter of Mrs. Clark Urnham of Pelham Manor, N. Y. Mr. Wood is a former AAF captain and graduate of University of Southern California. They plan to wed late in September, followed by a brief honeymoon in Bermuda.

## WDRC Market Wins National Honors

Write WDRC, Hartford 4, Conn., for new Market Study with latest information about Hartford Trading Area.

## FM Audience

Washington—Increasing interest in FM in the Washington area is noted in a survey completed by WINX-FM, which reveals that in June, 1947, there were approximately 14,500 FM receivers in the area. The survey was conducted by the research department of the Washington Post.

## Bids For Buy Of WQQW Will Be Offered Tonight

(Continued from Page 1) eight months operation with limited commercial announcements and a full program of classical recordings, the co-operatively-owned station is definitely on the block.

What the directors will do if they are faced with no acceptable bid today is an open question. It is tentatively understood that the station will cease operating unless it is sold, but no definite decision has been reached.

RADIO DAILY has established that mild interest was shown by MGM and Scripps-Howard—but it is unlikely that either will be among the bidders tonight.

Columnist Drew Pearson was also interested, but he is believed to have cooled off on the proposition.

Reports are that AVCO and Mrs. Eleanor Patterson, publisher of the Washington Times-Herald, are interested.

Other rumors had former vice-president Henry A. Wallace seeking the station.

An attempt to work out a combination of the three major union groups to purchase the station jointly also fell through.

## Improved Farm Homes Object Of WNAX Drive

Yankton, S. D.—Following a meeting in Minneapolis with the agricultural college extension editors of Minnesota, North and South Dakota, Nebraska and Iowa, executives of WNAX, Yankton, announced the inauguration of a long range program for farm homestead improvement in these five states. The program will center around actual physical improvements to the appearance and efficiency of the farm home, the yard and the farm buildings. The objectives of the program, as announced by Chris Mack, Agricultural Director of WNAX, are as follows:

1. To develop county and community pride in attractive farmsteads.
2. To provide an incentive for improvements in farmsteads.
3. To develop farm co-operation and pride in an attractive and comfortable farm home.
4. To reduce loss in time, money and health, due to accidents, carelessness and unfit equipment.
5. To make living on the farms more pleasant.

Tentative plans have already been made and further details will be worked out at a meeting to be held in the near future with members of the agricultural colleges and other interested agricultural groups.



# "Mr. TIME-BUYER, We Love You When You Use Our WMT!"

"We're the WMTland twins. We represent the prosperous farm and urban markets you reach in Eastern Iowa.

"Loyal WMT fans, of course. We count on WMT for emergencies. Like the time Chuck Worcester, WMT Farm Service Director, located 13,000 bushels of badly needed soybean seed supplies, after a terrific flood.

"But even without emergencies we count on WMT for CBS shows and local programs we city and farm Iowans like."

*Mr. Time-Buyer! Take the hint. Capture the twins' affection for YOUR product with the "station of the stars".*



The Station. Built By Loyal Listener ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

## HAWAII

By JOHN WILLIAMS

ELATED with its disc and sheet sales, Metronome Music Store of Honolulu is presenting series of four outdoor musical reviews gratis to this music-happy community. Metronome's popular Wayne Powell will emcee each program which will spotlight proven stars like Mae King of Blonde Atomic Bomb songs; Sugarfoot and Archibald, comedy team; Ike Patton who gets deep down in the blue, and Mike Garcia's Latin-Rhythm Boys who send the Portuguese-Spanish-Filipino elements of the community into 7th heaven. The concerts will be held in Kapiolani Park in the trade-wind shade of iron woods, and with the vast Pacific rolling up Waikiki Beach in the background. At least 2 of the concerts will be aired by KGU and KHON of Honolulu. First is set for Aug. 17.

"Na Mele O Hawaii" (Songs of the Islands), sponsored for 52 weeks by Lewers & Cooke, local merchants, was given its prem Aug. 11 on KGU, Honolulu, and proved again that local talent with local music has widest community appeal. Entirely disc'd, the 15 min. show features Andy Cummings, George Kainapau, Bill Lincoln, Ray Kinney, Al Kealoha Perry, etc. Its spot is tops because it follows the local, national and world news roundup sponsored nightly at 7 by Shell Oil five nights weekly.

Jan Chiapusso, visiting pianist from Uni. of Kansas music dept., was aired by KULA Aug. 10 from the Honolulu Academy of Arts in a lecture-recital which featured the Hammerklavier Sonata, a piece ranking high in piano literature but seldom heard.

Bob Hazleaf of San Francisco has joined KULA, Honolulu, as engineer-announcer. With KSRO, Santa Rosa, and KHNB, Watsonville, before the war, Bob served as a B-24 radio operator and gunner in 63 missions over Italy. Betty Ann, his wife and well known singer on West Coast radio, has arrived to set up house... if and when they can find one!

### Stork News

Bert Mitchell, producer of "Darts for Dough," ABC coast-to-coaster Sundays, and Mrs. Mitchell, are the parents of a girl, born August 12th. The baby has been named Patricia Ann. This is their second youngster. They have a son, Peter, 21 months old.

### Material Gain

Philadelphia—The Poor Richard Club, the oldest advertising club in America, was enriched in a small but significant way last week when WFIL, Philadelphia Inquirer station, presented it with a television receiver. Set, a new Philco projection model, is installed in the Club's "television room." Gift is symbolic, since WFIL-TV will go on the air late this month.



### Mainly About Manhattan. . . !

Reported that Dr. Frank Black lands one of the musical plums of the season—the stick-waving assignment on the Ford dramatic series. . . . With Warner Bros. signed for two 10-minute segments of the Tommy Dorsey WMCA show, four other movie outfits are negotiating for quarter-hour periods. . . . Jerry Colonna is deciding what to do about his own show plus his deal with Bob Hope, which will be ironed out within the next few days. . . . Jack Paar's own show for Luckies will preem Oct. 1st via ABC at 9:30 p.m. . . . Jack Haley, opening at the Roxy on the 20th, will make the east his headquarters next season. . . . Congrats to AFRA on its 10th ann'y this month. Happy birthday! . . . Clifton Fadiman signed for Irving Mansfield's new aircr, "Show Business". . . . Plymouth said to be interested in a package featuring Alan Young and Dotty Lamour. . . . Johnny Broderick, recently retired detective, will be prominently featured in Gene Fowler's biog of Jimmy Walker. . . . Three nat'l mags are doing layouts on the fabulous new addition to Schwab's drugstore in Beverly Hills, said to be the most lavish emporium of its kind ever built. . . . Overheard: He can't be very important. He's not even being investigated. . . . Pete Donald tells of the baby rabbit which had been pestering its mother all day long. Finally, the exasperated parent could stand it no longer. "Okay," she said, "you were pulled out of a magician's hat. Now will you quit asking questions!"

★ ★ ★

Bill Slater almost had his mouth washed with soap the other Sat. nite. On the "20 Questions" aircr, Bill remarked that if the experts guessed the answer to one of the questions, he'd eat it. The subject was soap, natch. When they guessed it on the 19th question, Bill was willing to eat the soap, figuring where would they find any around the studio. Well, Walter Thornton, one of the guesstpers on the show, just happened to have some on him—but Bill somehow fast-talked his way out of that one, too. Talk about your soap operas.

★ ★ ★

SMALL TALK: Producing firm of Corday & Roberts now has 19 shows packaged for sponsorship, with nibbles on several of them. . . . Sammy Harris, former talent scout for Paramount, has joined WOR's Entertainment Division under Nat Abramson. Harris was also a vaude booker and was active in USO Camp Shows. . . . How far can you "romance" a singer dep't: One music firm has offered to provide Ginny Simms with free maid and baby-sitter for the next six months in order to get her to plug their tunes. . . . Woody Herman telling pals he's glad now he gave up the band biz as it gives him a chance to see his wife and child regularly. . . . Jackie Miles calls Elsie, the cow—a beast of Borden. . . . Jack Benny forced to order a new toupee, as his old one was ripped apart by "Truth or Consequences" contestant on a scavenger hunt. . . . Program Productions have inked a contract on radio rights to the "Mickey Finn" cartoon character. . . . Maurice Gosfield, who slunked his army test three times as a driver, seems to be playing nothing else on the airlines.

★ ★ ★

They tell the story about a well-known B'way phony who was just introduced to a musical director. After the customary polite chit-chat, the director excused himself saying he had to go down to J. Walter Thompson agency. "Give my regards to Walter," the phony is reported to have said. "He's a good friend of mine!"

★ ★ ★

LOVE 'N KISSES: The sweettempo of Louis Prima via midnite nets. . . . "Mr. and Mrs. North" and their way of making your hair stand on end. (Gives you a clue haircut). . . . Dean Murphy, dean of the mimics, at the Versailles. . . . Irving Fields' Victor disc of "Donkey Serenade". . . . Slick chick June Christy at the Club Troubadour.

## CHICAGO

By NAT GREEN

OLAN SOULE, who recently vacated his spot as leading man on NBC's "Grand Marquee" to take lead in "First Nighter," has left Los Angeles to look for a house there.

Bob Jones, ABC central division station relations manager, off to visit affiliate stations in Rock Island, Des Moines, Iowa, and Yankton, S.D.

The "Lum and Abner" program moves to CBS on September 29. Marion Claire, prima donna of "Chicago Theater of the Air" program for last seven years, made formal farewell appearance as a singer on August 16 when she co-starred with James Melton in the Chicago Land Music Festival. Miss Claire is retiring from her singing career to devote her time to executive duties as director of WGNB, WGN's station.

Don A. Marcotte, music supervisor of the NBC central division, spent the past week at Fred Waring's chul school at Shawnee-on-the-Delaware Pa.

Genevieve Kaleth of the WBBM transcription department is in West Memorial Hospital recovering from an ankle injury.

Patsy Lee, 20-year-old Oakland, Calif., singer, has been signed for weeks as songstress of ABC's "Bretel, fast Club."

WBBM is making plans for coverage of the gridiron season in the 11 Fahey Flynn, news and sportscaz will present a 15-minute summary of all football news each Saturday following John Harrington's play-by-play broadcasts of important western tilts.

Bruce Bryant, formerly of KTC Tucson, Ariz., has joined the WFL local sales as account executive.

Jules Herbeveaux, NBC central division program manager, will spend this week in New York on network business.

Jane Blythe, product of the Northwestern Summer Radio Institute and writer of the prize-winning substitute script this year, will join the NBC central division continuity department today, August 18.



"It's OK, lady—I'll listen to your favorite soap-opera on WFDF Pk."



# Army Will Sponsor Football Broadcasts

(Continued from Page 1)

with games lined up from week to week. Harry Wismer will do play-by-play.

Eleven games are planned for the mutual series from Sept. 27 through Dec. 6 with the Army team figuring in the first seven. Ted Husing has been signed for play-by-play.

Opponents for Army in games which have been cleared for Mutual are as follows: Sept. 27, Villanova at West Point; Oct. 4, Colorado at West Point; Oct. 11, Illinois at New York; Oct. 18, VPI at West Point; Oct. 25, Columbia at New York; Nov. 1, Washington & Lee at West Point; Nov. 8, Notre Dame at South Bend. This leaves four games on the Mutual schedule to be arranged later.

ABC's football plans, in addition to the games for Army, include a broadcast of the charity game between the professional Philadelphia Eagles and Chicago Bears in Philadelphia Saturday, Sept. 13. This will be sustaining. Joe Hasel will do play-by-play. American is planning another sustainer on Sept. 20 when Kentucky plays Mississippi in Oxford, Miss.

# "Twin Cities" Tele Lab Under Way In Minneapolis

Minneapolis—Organization of a television school here under the name "Twin-Cities Television Lab," got under way this week with initial steps taken to attract talent from Minneapolis and other areas in the locality. In addition, an application for a license to operate a commercial television station on one of Minneapolis' five channels will shortly be made to the FCC.

Sig. J. Dahlquist, representative of the Beck Radio School, which has been in operation for 10 years and has graduated over 2,000 students, recently made a tour of eastern cities, including New York, in an effort to line up teachers in various phases of the field. He explained the new school will offer courses in all phases of video operation with the exception of the purely technical.

Twin-Cities video lab will tentatively begin operation next October with an estimated enrollment of 400 students. Except for Chicago, according to Dahlquist, the lab will be the only video school in the mid-west. On the advisory board are Harvey Barlowe, consultant and producer; Bert Taylor, vice-president of the Television Broadcasters Association; and R. E. Gamble, of Gamble & Haessler, independent video producers.

# FCC Recalls Tele Band No. 1; Curtails Sharing Of Channels

Washington Bureau, RADIO DAILY

Washington — The FCC has announced its intention to recall the present television channel No. 1, and to abolish all sharing of tele with other service channels except for channels 7 and 8. Further changes would limit the assignment of frequencies in the 72-76 megacycle band in order to minimize interference with television operation in channels 3 (66-72 mc.) and 4 (76-82 mc.)

Hoping that oral argument will not be required, the Commission set a date of September 15 for the filing of written arguments opposing these changes. If any such filing appears to warrant oral argument, the Commission said, it will then set a date.

In the meantime, several cities found themselves losing tele channels as a result of the removal of channel 1. Channel 1 had been assigned for community service to Bridgeport, Conn., Canton, O., Fall River-New Bedford, Mass., Manchester, N. H., Racine-Kenosha, Wis., Riverside, Calif., Scranton, Wilkes-Barre, Pa., South Bend, Ind., Springfield-Holyoke, Mass., Springfield, O., Trenton, N. J., and York, Pa.

Fall River would receive instead

channel 8 for community operation; Manchester, channel 10; Riverside, channel 6, and York, channel 8. Canton would receive channel 7 for metropolitan operation, Racine and South Bend channel 13 for metropolitan operation, Springfield, Mass., channel 3 and Scranton channel 3.

As a result of changes necessitated by the reshuffling, Chicago will lose channels 8 and 13, being assigned instead only channel 9; Cleveland will lose channel 7; Columbus, Ohio, channel 8; Harrisburg, Pa., channel 8, being assigned instead channel 10 for community operation; San Diego channel 6, gaining channel 12.

The Commission declared that "possibilities of interference to television from such sources as harmonic radiations, television receiver response to station on intermediate or image frequencies and television receiver oscillator radiations are engineering equipment problems the Commission expects can more properly be solved by equipment development rather than further revisions of frequency allocations."

No station now operates on channel 1, and there is only one outstanding assignment to it.

# Another Co-op Show Added To MBS Lineup

(Continued from Page 1)

dent in charge of program with Mutual with the program scheduled to originate on the west coast.

Mutual stations were notified of the availability of the "Parky" show the past week-end by Bert Hauser, director of co-op programs for the network. Stations have been asked to interest local advertisers in sponsoring the show.

# Dawson Replaces Miller

Washington — The NAB has announced the appointment of James Dawson, veteran radio and newsman, as assistant director of information. He will begin his duties Sept. 2, replacing Ben Miller, who becomes assistant director of the recently created NAB program department.

Dawson now is news editor for WFBC, Greenville, S. C., having gone to that spot following four years as a combat intelligence officer in the Pacific for the Navy. Earlier he operated an advertising agency of his own in Greenville, edited the Augusta, Ga., Chronicle, and worked on the Greenville Piedmont.

# O'Connor Lauds Radio For Aid To Red Cross

(Continued from Page 1)

so generously given to local Red Cross chapters." Said O'Connor:

"The many people making up our great American system of broadcasting can well be proud of the record they helped make for us and the aid this will enable us to give to our fellow-men. It is an accomplishment which pays high tribute to your industry by demonstrating the great contribution which a free radio has made to our democratic way of life.

"A survey just completed shows that national radio messages allocated by the Advertising Council provided nearly one billion listener-impressions. During March, 608 national network programs carried Red Cross messages with 164 programs aired on 'Red Cross Radio Day' alone. Besides this, 850 stations carried a special series of programs featuring Helen Hayes.

"One thousand, three hundred and fifty stations co-operated by broadcasting announcements, Hollywood star appeals, and many local live programs. One hundred and ninety-eight of our foreign language stations also told the Red Cross story in French, Spanish, Italian, Polish and Yiddish . . .

"The many people making up our great American system of broadcasting can well be proud of the record they helped make for us and the aid this will enable us to give to our fellow men. It is an accomplishment which pays high tribute to your industry by demonstrating the great contribution which a free radio has made to our democratic way of life."

# Commission Report Soon On Finance Questionnaire

Washington Bureau, RADIO DAILY

Washington—Publication of the results of the FCC's questionnaire regarding the financial experience of new licensees is looked for before August draws to a close, it was learned here Friday. Almost a 100 per cent response to the questionnaires sent out in April to post-war licensees is reported unofficially, and the tabulation of their replies is nearly complete.

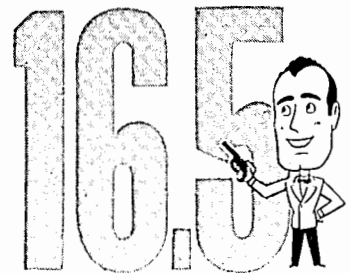
Although detailed information is not now available, indications are that the results will prove to be encouraging to applicants awaiting the FCC nod to go on the air.

Although the experience of some newcomers has not been profitable, the overall picture is good and few of the new licensees are ready to offer their stations for sale today, RADIO DAILY has been reliably informed.



# "BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!



# IN MINNEAPOLIS

C. E. Hooper October-December, 1946

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE



Hollywood New York • Chicago

IN CLEVELAND IT'S **WHK**

## NEW STATIONS

## KSEI Power Boost

KSEI, Pocatello, Idaho will take to the air today with an increase to 5,000 watts day and night, with directional antenna at night, according to general manager Henry H. Fletcher, making it Idaho's first full-time 5 kw., station. Station first took to the air on September 23, 1926 and has been operating on 930 kc., with 250 watts night and 1,000 watts day. KSEI is an NBC affiliate.

New installation includes a modern, fire-resistant building of brick, concrete and steel, located six miles north of Pocatello. Antenna system consists of two Lehigh 250-foot towers, completely new transmitter, including an RCA BTA-5F 5 kw., and RCA associated equipment. Interference-free coverage will add 50 per cent to the daytime audience and 60 per cent to nighttime coverage as well as bringing greatly improved reception to thousands of other listeners remotely located from any radio service.

KSEI-FM is taking to the air at the same time, using an RCA two-element Super-Turnstile antenna, an RCA BTF-1C FM transmitter, with effective radiated power of 1.8 kw. Frequency is 96.5 mc., or channel 243.

Present plans are to duplicate about 50 per cent of the KSEI broadcast schedule. An 18-hour daily schedule is planned. Both KSEI and KSEI-FM are housed in the same transmitter building with FM antenna erected atop one of the AM towers.

## WCCM On Air

WCCM, Lawrence-Lowell, Massachusetts, new 1 kw., daytime station operating on 800 kc., is on the air according to an announcement by George H. Jaspert, president of the Lawrence Broadcasting Company, station licensee.

The station's executive personnel includes: Gordon S. Ley, treasurer and general manager; William C. Engel, commercial manager; Arthur (Roxy) Rohafel, program and promotion manager; Nelson Lawson and Paul Hurd, engineers.

Announcers are Tom Frank, Nick Caruso, Louis Rocke, and William Moglia.

Offices and studios are located at 54 Essex Street, Lawrence, and 11 Kearney Square, Lowell, with a daily schedule originating from both.

The station is operating as the New Voice of the Merrimack Valley and reports enthusiastic reception by the people of the area as attested by the many telephone calls, telegrams, and letters received since its opening on August 6.

Large Shift In Population  
Noted In U. S. Census Report

Approximately 3,281,000 Americans have "migrated" to California, Washington and Oregon since 1940, according to a report issued over the weekend by the Bureau of the Census, with the result that some local, regional and network stations have experienced a marked change in audience-size during that time.

According to the Census, a great westward movement of the civilian population took place in the period between the last census in April 1940 to the middle of 1946. The over-all national population increased from 131,669,275 to 139,894,406 during the time, with the West Coast states realizing the heaviest amount—an increase of 33.9 per cent.

California, with an increase of 2,485,000 or 36.2 per cent, showed the greatest individual gain of the several states. Others with large increases were Michigan, with a gain of 797,000, or 15 per cent; Ohio, with 594,000 or 8.6 per cent; Washington with 435,000, or 25 per cent; Texas, with 419,000,

or 6.6 per cent; Oregon with 361,000 or 33 per cent, and Florida, with 358,000, or 19 per cent. The Dakotas in the West North Central region and some of the mountain states suffered the largest relative losses in civilian population, according to the Bureau. Exodus in 29 states amounted to more than 4,500,000 persons.

At least part of the movement could be attributed to the wartime trend away from the farms toward industrial areas, especially toward the growing industries of the far West, the Bureau said. Another factor is believed to be an exodus from less desirable climates to those of both coasts.

Total civilian population for New York as of mid-1946 was estimated at 13,693,244, compared with 13,462,417 in 1940, for a gain of 1.7 per cent. Similar statistics for New Jersey were 4,217,108 and 4,156,594 a gain of 1.5 per cent, while for Connecticut they were 1,957,837 and 1,706,854, a rise of 14.7 per cent.

88 Stations Subscribe  
To BMB New Program

Broadcast Measurement Bureau membership may eventually be as important to a station as Audit Bureau of Circulations identification is to newspapers and magazines, is the off-the-record opinion of agency time buyers and station reps, it was disclosed over the week-end.

Group met last week at BMB headquarters under auspices of the advertising industry relations committee and exchanged opinions and information on their respective usage of BMB data. Meeting followed an earlier get-together last spring and is expected to aid in co-ordinating time buyers and station reps' use of BMB statistics.

Meanwhile BMB announced that 88 outlets have subscribed to the 15-point plan as of August 14, an increase of 54 over the previous week. New members are:

KUOA, Siloam Springs, Ark.; KICO, Calexico, Calif.; KWSB, Mt. Shasta, Calif.; KFXJ, Grand Junction, Colo.; KGHF, Pueblo, Colo.; WIOD, Miami, Fla.; WDAK, Columbus, Ga.; WMLT, Dublin, Ga.; WMAZ, Macon, Ga.; WRGA, Rome, Ga.; WTGC, Savannah, Ga.; WCNT, Centralia, Ill.; WGN, Chicago, Ill.; WMBD, Peoria, Ill.; WCVS, Springfield, Ill.

WDZ, Tuscola, Ill.; WIBC, Indianapolis, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; WGM, Ashland, Ky.; KFE, Wichita, Kan.; WLAW, Lawrence, Mass.; WTAG, Worcester, Mass.; WJEF, Kalamazoo, Mich.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; KFPU, Columbia, Mo.; KCMO, Kansas City, Mo.; KXOK, St. Louis, Mo.; KRJF, Miles City, Mont.

WJAG, Norfolk, Nebr.; WOW, Omaha, Nebr.; WBAB, Atlantic City, N. J.; WGVA, Geneva, N. Y.; WWNC, Asheville, N. C.; WCKB, Dunn, N. C.; WILX, North Wilkesboro, N. C.; WAIR, Winston-Salem, N. C.; KSJB, Jamestown, N. D.; KFCU, Mandan, N. D.; WHIO, Dayton, O.; WFMJ, Youngstown, O.; WIP, Philadelphia, Pa.; WOSC, Charleston, S. C.; WDSC, Dillon, S. C.

WJZM, Clarksville, Tenn.; WKPT, Kingsport, Tenn.; WBIR, Knoxville, Tenn.; KFDK, Beaumont, Tex.; KXYZ, Houston, Tex.; KONO, San Antonio, Tex.; KXRO, Aberdeen,

Network Independents  
Will Discuss Organization

Plans for formation of an association of independently-owned NBC affiliated stations at a meeting to be held at Atlantic City on September 11 are being fostered by Harry Bannister, general manager of WWJ, Detroit, who is chairman of an organizing committee which met last week in Chicago.

Bannister, who claims 70 of the network's 129 independently-owned affiliates are already on record in support of such an organization, explained "this is not a rebellion or rump movement and is a sincere effort by the loyal NBC stations to better serve their listeners and their communities."

Associated with Bannister in the organizational move are the following committee members: John J. Gillin, Jr., president and general manager of WOW, Omaha; Walter J. Damm, vice-president in charge of radio for the Milwaukee Journal stations; Nathan Lord, general manager of WAVE, Louisville; Ralph Edwards, vice-president of the Palmer School of Chiropractic which owns WHO, Des Moines, and Dean Fitzer, general manager of WDAF, Kansas City Star station.

It is known that NBC opposes the formation of such an association as being unnecessary and one which would affect the whole relationship between affiliates and the networks.

## Jostyn, Davis To Guest

Jay Jostyn, NBC's "Mr. District Attorney," and Beryl Davis, English radio and recording artist, will be guests on the "Tex and Jinx" show on NBC Wednesday, August 20, 9 p.m., EDT.

Wash.; KHQ, Spokane, Wash.; KUJ, Walla Walla, Wash.

## PROMOTION

## RCA Sales Aid Catalog

The RCA Tube Dept., is offering new sales aid folder, illustrating and describing the complete line of promotional pieces and displays prepared for radio dealers and servicemen. The handy catalog allows dealers and servicemen to select store display material or mailing pieces, otherwise plan a complete business getting program. New folder describes 32 separate items ranging from counter and window displays to material for newspaper advertising. Folder available free from all RCA distributors.

## "Touchdown Tips"

NBC Radio-Recording division mailed out a folder containing detailed information on their fall program entitled "Touchdown Tips With Sam Hayes" which is available in transcribed form. Cover of the green and black folder contains a picture of a football player kicking off, with words "The Kick Off For Touchdown Tips With Sam Hayes Fall 1947." accompanying cover letter, over signature of Willis B. Parsons, manager of NBC's Thesaurus and Syndicated Sales, explains the NBC offering.

## "For Women Only"

As a follow-up to its promotional piece, "The Welcome Mat Is Out to the City of Homes," which WCMA mailed to all agency contacts July 1946, the Philadelphia station has issued another brochure on Creight Stewart and his "For Women Only" program. Using theme, "Here's Your Key to the City of Homes," it is done in two colors, the inside spread carrying a gold embossed key imprinted with the program's title, "For Women Only."

## Cub Player To Get Tele Set

Stan Hack, third baseman for the Chicago Cubs, and member of the team for 16 years, will be presented with a television set by the Cub employees at Stewart-Warner Corporation, during "Stan Hack" ceremonies August 30, at Wrigley Field. Announcement of the presentation was made by John E. Rickard, Chicago restaurateur and committee member. Henry Pearson, a veteran of 32 years with the company and president of the Stewart-Warner Quarter Century Club, will represent the employees at the presentation. The set will be installed without charge to Hack in his Sacramento, Calif., home by Stewart-Warner Corporation.

Moving to Hollywood? Will exchange 4-bedroom furnished house Hollywood for 3-bedroom furnished apartment Manhattan for eight months. RH 4-321 RE 7-0880.

IN CLEVELAND IT'S  
**WHK**

# Indiana FM Confab Hears Bailey, Palmer

(Continued from Page 1)

anced programming than have AM brethren the past few years. Bailey traced FM's rapid development the past year and declared that broadcasters will have an opportunity to serve their respective communities.

"Radio as a whole has lost sight of community spirit," said Bailey, "local organizations have become fewer, the result that many of our fine stations have lost their community identity altogether and have become network stations, with record files.

Whether the criticism of radio is justified I leave to your judgment, but I do not mistake about it—the fellow who has to please is your neighbor. It is your opportunity to prove that FM can render a community service."

### Urges Local Talent

Bailey urged broadcasters to develop local talent and program to meet the needs of their own communities.

"I do not believe we can brush to the side the criticism of radio today," said Palmer. He assailed repetition of spot announcements as poor programming and declared spot announcements should be informative, not repetitious, and added:

"If you're going to make radio the equivalent of billboards, you are asking for trouble and you'll get it. We need more competition and less imitation. If we should bring to FM a revival of the early days of AM radio when there was competition in programming, we would be doing something startling."

WCSI, Columbus, which will go on air October 16, will be one of the 260 FM stations to begin operation at its full authorized power (1 watt). The station is owned by Theatrical Theaters, Inc. All but a few of the 260 FM stations now in operation operate with interim low power. Thursday's meetings, an organization session of the Indiana FM Association, was presided over by Paul Palmer, general manager of WCSI. Other speakers were: Paul W. Castner, National Radio Service, Columbus; Bill Lindley, William H. Block, Indianapolis; E. E. Alden, D. C. Park, Indianapolis; Harry Skornia, Indianapolis; C. Johnson, Indiana University; F. X. McMennamin, R. P. O'Banion, Corydon; George S. Tatman,

## ★ THE WEEK IN RADIO ★

### NAB Measures Sustaining Time

By JIM OWENS

**A**N NAB survey of member stations revealed that over one-third of total broadcast time was devoted to sustaining programs. Survey, which was made last November, is the first of a two-year series planned by NAB . . . BMB reported 88 stations in the fold since the new 15-point plan went into effect . . . Broadcasters Advisory Council committee is expected to make its first report this month, with first formal meeting set for early September.

Eighth annual convention of AFRA held forth at the Hotel Astor (N. Y.), with several turbulent issues on the agenda. Delegates from 29 cities heard arguments re AFRA's position on Taft-Hartley bill, Lea act, others. George Heller, association's national exec. sec'y, told the opening meeting that AFRA will become interested in politics . . . WNBT added four Navy football games to its schedule of sports telecasts. Web's Washington outlet, WNBW, will pick up Naval Academy contests for relay to New York . . . Jack Paar signed by American Tobacco for a new show on ABC, starting Oct. 1.

FCC warned broadcasters against the sale of time to advertising agencies direct for co-op or participating programs. Commission said the practice may result in the possible "sur-render of responsibility" by the licensee . . . NBC renewed its contract with the Scherwin Research Corp., for pre-testing of shows and commercials. New deal permits Scherwin to sell its service to other webs and stations, if desired . . . General Foods Corp., will sponsor a six-week try-out of "Leave It To The Girls" on WNBT, starting Aug. 21 . . . Garry Moore will replace Phil Baker on "Take It Or Leave It" on August 31.

FCC renewed the license of WTOL, Toledo (Ohio). Station had previously been under fire for "over-commercialism" under Commission's Blue Book standards. Renewal gave the stamp of approval to the four of five stations cited in the Blue Book . . . Radio industry will have its own "Os-

cars" for outstanding performance in various categories. Radio Writers Guild will present "Golden Mikes" at its annual ball next February.

Radio waxed reminiscent with heavy schedule of V-J Day (Aug. 14) anniversary pickups throughout the world. Networks and stations spotted special programs throughout the day . . . Mutual signed up "Information Please" as a co-op show starting Sept. 26. Show will have same format and personalities . . . NAB and RMA will go all-out to make National Radio Week (Oct. 26-Nov. 1) a success. Both organizations revealed co-op plans.

Survey of restaurants and taverns in the metropolitan New York area shows television is considered a "necessity" to maintain a steady flow of business . . . CBS acquired a 45 per cent interest in KQW, San Francisco outlet, and relinquished the same amount of stock in WAPI, Birmingham, Ala. . . NBC announced renewals of "The Great Gildersleeve," "Sheaffer Parade" and "National Farm and Home Hour." . . . ABC has doubled its coverage in the nation's top 200 markets during the past five years, according to a report issued by John H. Norton, veepee in charge of stations . . . NAB announced that a day-long program clinic will be among the new features at the Atlantic City confab next month.

Report that New York fight managers and Madison Square Garden officials would shut the door on tele because of dwindling gate receipts was summarily denied. NBC-Garden contract runs to next May . . . Paramount's video outlet KTLA (L. A.) undergoing heavy expansion with set-market rapidly increasing . . . CBS aired a special one-hour documentary "We Went Back" to report on the situation in Europe and the Pacific. Screen Star Robert Montgomery handled the narrative . . . Crawford Clothes launched a heavy radio campaign yesterday to run for a full year. Clothing chain will use 175 programs ranging from five minutes up to an hour.

### Para. Given More Time To Sell Video Interests

The FCC has extended for 60 days the time during which Paramount may file a plan for disposal of its interest in three of eight projected television stations. Construction permits or licenses are now outstanding for five of the eight, with Paramount expected to hold its interest in these five, and applications are pending for the other three.

The latter three include the applications of the Interstate Circuit, Dallas, Texas, United Detroit Theaters, Detroit, and New England Theaters, Boston. Of the other five, three are the Du Mont stations in New York, Washington and Pittsburgh, one is the Balaban and Katz station in Chicago and the fifth is assigned to Television Productions, Inc.

# Labor Laws To Fore As AFRA Meet Ends

(Continued from Page 1)

to how the laws might affect the union. Delegates from the various chapters also asked for strict interpretation as it would affect them on a local basis.

Because of the lengthy sessions on new Congressional statutes, the question of interview programs was sidetracked from Friday until Saturday. This particular issue on which there is very divided opinion was instigated by a group in AFRA's New York local who are said to have an antipathy toward disc-jockey programs. According to reports in the trade, there is a feeling among some that the growing importance of record shows, in program structure, is a menace to full employment and what they particularly don't like is for disc jockeys to grow in stature and prestige by having outstanding names on their shows as guests. This is a practice they would like to stop ultimately.

### Much Smaller-City Talent

However, there are a lot of record emcees outside such big talent centers as New York, Chicago and Los Angeles who can snag off a name personality for their shows at only infrequent intervals and they don't feel they should suffer just because of a new policy high pressured by a minority in one locale.

As for the work of the phonograph recording committee, it is likely that AFRA will soon begin its first negotiations with the record companies. Union has had some form of jurisdiction over this industry, but so far has never exercised it.

A brand new introduction at the convention was a song titled the "Taft-Hartley-Blues," sung at Friday's political session by Betty Molnar. It was written by Norman Lubov, an AFRA member.

Main social event of the conclave on Friday night, in the Astor's grand ballroom, was emceed by Peter Donald. Performers included Ginny Simms, Lucy Monroe, Willie Howard, Barry Wood, Patsy Kelly, Paul Winchell, Deep River Boys, Calgary Brothers, the Cracker Jacks and Gautier's Steeplechase. Orchestras of Meyer Davis and Manuel Ovando furnished music. Show was staged by Sam Rauch, talent director of the Roxy Theater.

### Long Shot

Law of averages took a beating last week on "Quiz of Two Cities," weekly audience-participation show aired on WOL (Wash.) and WFBR (Baltimore). A woman contestant appeared before the miko to take a whack at a question sent in by a listener,—one of thousands submitted to the show each week. She answered it with rapid efficiency—since she had sent it in!

### Visitor

Salt Lake City — Keith Engar, WYLL staff announcer, in the midst of a serious program—lips close to the mike as he softly read a commercial, suddenly saw a spider emerge from the microphone. Both he and the miko looked at each other and finally, Engar, without a break, tore off a bit of the script and shoved the spider out of his way, then disposed of it. He assured it was no time for a shriek, but sweat.

Emmett Jackson, Connersville; W. Addington Vance, Crawfordsville; Ed Brant, UP, Chicago; Carl W. Spiess, William H. Block Co., WHMC-FM, Indianapolis; Norman C. Peterson, S. W. Pozgay, General Electric Co., Syracuse; Marlon Ayers, Shelbyville; Gardner Thomas, Marion; Norman Thurston, Leo M. Kinman, Harry Gourley, Shelbyville; Mr. and Mrs. Martin Leich, WBOW, Terre Haute; George C. Biggar, WIBC, Indianapolis; B. B. DeMarcus, WIBC, Indianapolis; E. H. Maynard, E. J. Davenport, W. A. Merly, John S. Meek Industries, Plymouth; Raymond J. Kearns, G. F. Lee, WTHI, Terre Haute; Fred A. Palmer, Cincinnati; Truman Rembusch, Indianapolis; Ben Irwin, Ray Spellman, Noblitt Sparks Industries, Columbus; Paul Wagner, K. O. McGlome, Ray Dougherty, Graeme Zimmer, Harold M. Arthur, Russell Newman, WCSI.



## NAB By-Law Changes Overwhelmingly OK'd

(Continued from Page 1)

be nominated and elected, by referendum, only by members in the category which they would represent. Previously, all active members had been entitled to nominate and vote in all elections to fill these posts. Elections in 1947 will be held, as customary, at the annual convention.

Hereafter, too, district directors may be nominated by mail prior to district meetings. Elections will continue to be held only at district meetings.

Also, the geographical boundaries of the 17 districts, which were fixed by the old by-laws, may now be changed at the discretion of the board of directors.

### Income-Rule Affected

Another change readjusts the income brackets upon which the dues of member stations are based, "to produce a parity between the various classifications of stations and to eliminate sudden increases in dues which had previously occurred. The amount of dues to be paid by stations in the various categories will continue to be fixed annually by the board of directors.

"Provision is also made for combining station incomes for the purpose of determining dues brackets where the same firm or individual owns an AM station and an FM station in the same city."

## Philco Sales Increase Adds To Co.'s Income

(Continued from Page 1)

serve of \$1,200,000 and reserve for future research expenditures. The announcement by John Ballantyne, president, said this was equivalent, after preferred dividends, to \$1.12 per share of common stock.

Philco's net income for the first quarter of 1947 was \$1,609,754, equivalent to \$1.10 per share of common stock. Sales in the second quarter of this year, including excise taxes, were \$57,754,000 compared with \$50,187,000 in the first quarter of 1947.

Sales of Philco radios and radio-phonographs continued at record high levels, Ballantyne said, and the total volume is being substantially increased by the introduction of Philco television receivers. He added that television already represents an important new phase of Philco operations and that all the corporation's attention and resources should be used for its development and expansion.

IN CLEVELAND IT'S  
**WHK**

## COAST-TO-COAST

—OHIO—

**CINCINNATI**—The Cincinnati Food Show, annual affair held at the Cincinnati Zoo, will be the scene of five WLW shows, August 22, 23 and 30, according to Eldon Park, vice-president in charge of programming.

**STUEBENVILLE**—The WSTV "Field and Stream Club" which slants itself toward the true sportsmen in the Tri-state Area is now running a contest, awarding prizes for the best solution to the problem of purifying the Ohio River so that it will once again abound with game fish. Prizes are subscriptions to several magazines devoted to outdoor life, plus cash and, for the ladies only, membership in the Jefferson County Sportsmen's and Farmers' Association.

—NEBRASKA—

**LINCOLN-KOLN**, broadcasting on a frequency of 1400 kilocycles, recently aired its premier broadcast before well-wishers who crowded the Cornhusker Hotel in this city. Speakers during the full-hour inaugural show included John K. Morrison and Paul R. Fry, president and vice-president, respectively, of the Inland Broadcasting Company; Ernest L. Smith, president of the Lincoln Chamber of Commerce; Mayor Clarence Miles, of Lincoln, and Hugh Beder, the new station's manager. Master of ceremonies was Don French, station production manager. . . . **OMAHA**—Claude Thornhill's late arrival for a dance date in this city necessitated a KOAD wire-recorder interview. Between numbers at Peony Park, Thornhill ad-libbed show for station's "Star Time."

—NORTH CAROLINA—

**CHARLOTTE**—J. B. Clark, program director of WAYS, will soon be heard as narrator on the Carolina Newsreel, a monthly showing of Carolina happenings. . . . **DURHAM**—"Meet the People in Radio," a series featuring gimmicked interviews, re-

cently wound up over WDUK, Show featured the better-known voices of competition station in this city and most of the men interviewed by Johnny Dean, handled platter and chatter stints. Participating stations were WDNC, WTIK and WHHT.

—CONNECTICUT—

**HARTFORD**—The first contest in the world among children to see who could blow the largest permanent bubble was arranged and broadcast recently by WDRC in Pope Park. Prizes awarded were a wrist-watch to the winning boy and a bracelet to the girl. . . . **WONS** station manager, Ralph D. Kanna, has been named by Mayor Allen of this city to serve as a member of Hartford's United Nations Committee to plan for United Nations Week beginning September 14.

**MERIDEN**—WMMW, with studios in Middletown, has planned a series of broadcasts from Cheshire Academy, Cheshire, where the New York Yankee Football team is training. Sportscaster Sam Cohen will interview such famous football stars as Frankie Sinkwich, Buddy Young and Coach Ray Flaherty. To insure complete coverage, the station has installed a permanent line into the field house at the Academy.

—TEXAS—

**HOUSTON**—Jim Saunders, the man with many voices, brings them all to KTHH, starting August 24. Taking over the role of the old time-keeper, he'll feature the best in western and hillbilly music as well as Lothar, Alexander and all the other voices that Houstonians know so well. . . . **SAN ANTONIO**—Frequency modulation station KISS will increase its program service by extending its schedule from 9 to 13 hours daily, beginning with the occupancy of the 27 new studios and offices which are now under construction. Present operating schedule is from 8:00 to 11:00 a.m.; 1:00 to 4:00 p.m. and 6:00 to 9:00 p.m., Monday through Saturday, and from 6:00 to 9:00 p.m. Sunday.

## Harris, Of KPRC, Joining Radio Journalism Council

Jack Harris of KPRC, Houston, Tex., has been named by the NAB to the Council on Radio Journalism, which will meet at Atlantic City during the NAB convention next month. President is Wilbur Schramm, director of the School of Journalism of the University of Iowa.

### Other Members

Other members are: Kenneth G. Bartlett, director, Radio Workshop, Syracuse University; Floyd K. Baskette, assistant professor of journalism, Emory University; William Brooks, vice-president, NBC; Mitchell V. Charnley, professor of journalism, University of Minnesota; Fred S. Siebert, director, school of journalism, University of Illinois; E. R. Vadeboncoeur, vice-president, WSYR, Syracuse; Karl Koerper, vice-president and managing director, KMBC, Kansas City, Mo., and Arthur Stringer, NAB, secretary-treasurer.

## 100th Baseball Telecast Marked By WPTZ, Philly

Philadelphia—WPTZ, the Philco station last week marked its 100th telecast of a baseball game in this city when it aired the Phillies-New York Giants contest from Shibe Park. Station airs all home games of the Phillies and Athletics under the alternate sponsorship of Atlantic Refining Company and Philco Distributors, Inc.

### Station Execs Enthusiastic

Station executives declared that baseball telecasts have "proved an important stimulant to television interest here," with about 8,000 video receivers in use "compared with less than half that number at the start of the season." Conversely, WPTZ officials state, television has "undoubtedly stimulated attendance at Shibe Park." They point out that paid admissions for the Athletics have surpassed the figure for the entire 1946 season, and a full month's play is scheduled for the home park.

## KBS Signs Hughes As ET Disc Jockey

(Continued from Page 1)

on 300 stations beginning in September. The first programs will be launched as a sustainer with the Hughes platter show available for either national or local sponsorship.

Hughes, who first broke into radio in San Francisco in 1927, recalled using records on KFRC in those days as an entertainment innovation. It was not until five years ago that Hughes took up platter spinning seriously and since that time he has enjoyed a high Hooper in the St. Louis area.

The new Keystone program will be titled, "Song and Dance Parade" and sponsorship of the new co-show is being offered at the rate of 65 cents per station per program for the show and \$2.00 per station per broadcast time. All or part of the KE network can be used one or more times a week. The network will require sponsors to take a minimum of 50 stations.

## Sparton Enters Battle For Radio Set Business

Sparton entered the growing competition in the retail radio field in New York last week by an advertising splash in Metropolitan dailies which they offered an AM, F. Phonograph combination for \$199 "with your old radio." Advertisements point out this offer is an allowance of \$30 on old receivers based on the advertised price of \$229.95 which was carried in Life and the Saturday Evening Post. Selection of the models is offered in the deal.

## Carl L. Rieker

Carl L. Rieker, vice-president in charge of personnel for N. W. Rieker & Sons who joined the agency in 1900, died in a Philadelphia hospital Aug. 14 after a short illness. He was appointed a vice-president in 1936. He is survived by his wife, M. Ida Virginia Byrnes Rieker, and daughter, Mrs. George E. Schwab, Jr., of Philadelphia.

Recording?



on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 40, No. 35

NEW YORK, TUESDAY, AUGUST 19, 1947

TEN CENTS

## HF Radio Confab Opens

### Alaska Outlets Sold; Other FCC Activities

Washington Bureau, RADIO DAILY  
Washington—The FCC was asked yesterday to approve the sale of two Alaska stations by Edwin A. Kraft and William A. Wagner for a total price of \$140,000. The two stations are in Anchorage (KTKN) and Juneau (KJY) operating, respectively, on 1030 and 1460 bands.

In addition, the Commission released yesterday details on several applications for new AM stations. T.

(Continued on Page 6)

### Harsch, Guest Of Honor, At CBS Luncheon In N. Y.

Joseph C. Harsch, CBS correspondent just returned from a 10 weeks tour of Europe, was the guest of honor at a press luncheon given by the network at the Waldorf-Astoria Hotel in New York yesterday. Harsch, who was presented by Davidson Taylor, vice-president and director of public affairs of CBS, gave his impressions of Communist-dominated countries in the Eastern section of Europe, black markets in Berlin, and the present economic conditions in England.

### Hagen Forms Company To Handle 'Cal Interests Corp.'

West Coast Bureau, RADIO DAILY  
Los Angeles—Edgar Bergen yesterday announced formation of Cal. Interests Corporation to handle his personal radio and personal appearance engagements. Murray Bolen has been named manager of the new corporation. Bolen until recently was with

(Continued on Page 6)

### "Giant" Schedule

New York Giants' return to their home park, the Polo Grounds, today marks the beginning of a long haul for the WNBT crew covering the games. Giants, making last-ditch attempt to stay in the first division, will play nine games in six days, including a couple of doubleheaders. NBC's tele outlet will cover them all—day and night.

### First Co-op Sponsor

Chicago—ABC's "Abbott and Costello" co-op program will be sponsored by the Sprague Warner Co., division of Consolidated Grocers, for Richelieu food products for 39 weeks beginning October 1; it is announced by Roy McLaughlin, WENR station manager. Program will be heard Wednesdays at 8 to 8:30 p.m., CDT. Under terms of the five-year contract recently signed with ABC, Abbott and Costello will be sponsored on co-op basis.

### 'Irma' Buy Nets Lever Big CBS Time Block

Acquisition of CBS' "My Friend Irma" by Lever Bros. for Swan Soap, effective next Monday, August 25 (10-10:30) wraps up all but a five-minute block for Lever on the network's Monday night 8:30-10:30 time. "Irma," it's understood, will fill out the Joan Davis schedule which runs to December. Latter show bowed out last June.

Previous to "Irma," and since Nov.

(Continued on Page 5)

### Bendix Ups Ad Budget For Heavy '47 Campaign

Baltimore — Bendix Radio Corporation's advertising expenditure on radio and television receivers for the coming year will be sharply increased, featured by heavy dealer usage of a new transcribed program.

(Continued on Page 5)

## AFRA Expansion Indicated In Resolution At Convention

One of the resolutions passed by AFRA delegates during the last sessions of their New York convention, just concluded, was a recommendation to expand and organize stations and areas outside the union fold. The national executive board will map out a campaign within the next 90 days, based on a study by Frank Reel, assistant executive secretary. Reel is expected to lead the expansion project which will probably be

## William Benton Of State Dept., Reveals Status Of Shortwave Broadcasting At High Frequency Meeting

### Nominations Of IRE Announced In N. Y.

B. E. Shakelford, manager of the license department of the RCA International Division, has been nominated for the presidency of the Institute of Radio Engineers for the year 1948, it was announced this week along with other nominations for officers and directors of the organization. Election returns will be final October 24, 1947.

R. L. Smith-Rose, superintendent of

(Continued on Page 7)

### Weber Resigns Civic Post; Heads Coast Broadcasters

San Francisco—Harold D. Weber, general manager of the Oakland (Calif.) Chamber of Commerce for the past 10 years, has resigned to accept the position of general manager

(Continued on Page 2)

### Richardson On Leave From NBC For UN Post

Stanley Richardson, assistant to William F. Brooks, NBC vice-president in charge of News and International Relations, is on temporary

(Continued on Page 2)

Describing the situation that now exists in the international high frequency broadcasting field as a "fantasy of frequencies," William Benton, assistant secretary of state for Public Affairs, told the International High Frequency Broadcasting Conference at Atlantic City the past weekend that the

(Continued on Page 7)

## Trinidad Station Goes Commercial

Commercial broadcasting will make its premiere in Trinidad early next month over Radio Trinidad, located in Port-of-Spain, following a commercial franchise recently granted by the government to Trinidad Broadcasting Co., Ltd. Contracts already placed by local and international advertisers include Raleigh cigarettes, Shirriff's of Toronto, Nestle's, Longines, Coca-Cola, Movado watches, Pepsodent, Victor Records,

(Continued on Page 2)

## Detroit Radio Listeners Pick Musical Favorites

Detroit radio listeners were polled the past week by "Jack the Bellboy," disc jockey heard on WJBK, in a contest to pick the most popular

(Continued on Page 2)

### "Five With Father"

In order to make Eddio Cantor feel at home, when he takes over the defense on "Leave It To The Girls," Friday, 8:30-9 p.m., EDT over the Mutual net, program has arranged to have five girls present instead of the usual four. Included in the group will be one of Eddio's five daughters, Marilyn. Mama won't be present at the program. It was announced.



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

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★ COMING AND GOING ★

RICHARD W. DAVIS, general manager of WELI, New Haven, Conn., is in New York for conferences at the headquarters of the American network, with which the station is affiliated.

ED GRIEF, of Banner & Grief, publicists, has left for Chicago, where he will deliver a series of six lectures on public relations at the University of Chicago.

HENRY UNTERMAYER, special events director at WCBS, has returned from a holiday spent at Crystal Lake, Ill.

ARTHUR TRACY, The Street Singer, arrives today by plane for a guest shot on CBS. The appearance will be themed to his well-known song "Marta."

IRVING FEIN, director of public relations for Amusement Enterprises, Hollywood, to New York on company business.

GENE HAMILTON, American network announcer, is in Washington today, and will be in Chicago on Friday to record forthcoming chapters of "Doctors Talk It Over" for the network and the program's sponsor, the American Cyanamid Company.

EDGAR KOBAK, president of the Mutual network, and PAUL JONAS, sports director for the web, off to Chicago to attend the College All-Stars vs. Chicago Bears football game, which Mutual will broadcast. Jonas will make the technical and broadcasting arrangements for the contest.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is cooling off at his fishing camp in the Maine woods.

OTIS MORSE, program director of WSBA, American network outlet in York, Pa., is in town on a short business trip.

JOHN MAYO is "home from the hills." The plenipotentiary of the Lang-Worth Library has completed a nation-wide trip of seven months. After a short breathing spell he'll head for Atlantic City and the NAB convention.

FRED LYNCH, JR., personnel manager at ABC, is back at his desk following a vacation in Ridgefield, Conn.

ABRAM DAVEGA, retail radio executive, is spending some time at Lake Tarleton, Pike, N. H.



Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below the chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spender than any of the four other stations in town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?



AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-R...

Richardson On Leave From NBC For UN Post

(Continued from Page 1) leave from his network duties to act as consultant to United Nations Deputy Secretary General Byron Price, it was announced yesterday.

Richardson is assisting in drawing up a study of UN requirements for its own international radio broadcasting activities. The study will be submitted to the General Assembly in mid-September along with management surveys of other phases of the Secretariat.

Weber Resigns Civic Post; Heads Coast Broadcasters

(Continued from Page 1) of the recently organized \$10,000,000 Pacific Broadcasting Company with headquarters in San Francisco.

Speaking of his new connection Weber said, "Present plans call for the construction of an FM transmitter in this area with studios in San Francisco." Later the company plans to add television broadcasting to its operations.

Renew Nick Carter

Nick Carter program Sundays 6:30 to 7:00 p.m., EDT., on Mutual has been renewed for the fall season starting with the September 14th show. Cudahy Packing Co. is the sponsor; Grant Advertising, Inc., is the agency. Lon Clarke and Charlotte Manson play the leads of Nick Carter and Patsy, his secretary.

RCA Leases Fair Space

Radio Corporation of America, through its Belgian distributors, Societe Belge Radio Electrique, has taken space to exhibit its products at the International Fair of Flanders, 1947, it was announced this week. Fair will be held at Ghent from Sept. 20 to Oct. 4, according to G. E. Orley, president of The American Merchandising Mart, Inc., U. S. agents for the exposition.

Trinidad Station Goes Commercial

(Continued from Page 1)

MGM, RKO and Paramount Pictures. Trinidad's first station will broadcast simultaneously on 1295 kc., and 9625 kc., with 2,000 watts power. William A. MacLurg, formerly of BBC, is general manager and Gerald V. De Freitas, formerly with ZFY in British Guiana, is program director. Station's U. S. representative is Pan American Broadcasting Co.

In addition to originating its own shows and training local talent, Radio Trinidad will rebroadcast programs by BBC and CBC and selected sustaining shows from the U. S. There are over 9,000 licensed radio receivers on the island plus an estimated 2,250 which are unlicensed.

Detroit Radio Listeners Pick Musical Favorites

(Continued from Page 1) dance orchestra, male singer, female singer and small combo.

Tex Beneke and the Glenn Miller orchestra, captured first place in the dance band field with 6,866 votes, according to Bob Anthony, promotion director of WJBK. Second honors went to Stan Kenton and third to Harry James.

Frank Sinatra ranked first among the male vocalists and Margaret Whiting led the female singers. King Cole trio were the top favorites among the small combinations.

WLIB Claims News Beat

WLIB claimed a news beat last Saturday in reporting the end of the 30 day strike against the Brooklyn Trust Co., the first in the country against a major bank. First word that the strike was over came from the president of the financial guild and a labor arbitrator who made the announcement over WLIB. Union headquarters are only a few blocks away from the station. Feat was engineered by two station staff members, Don Martin and Sam Elfort.

FINANCIAL (Mon., Aug. 18)

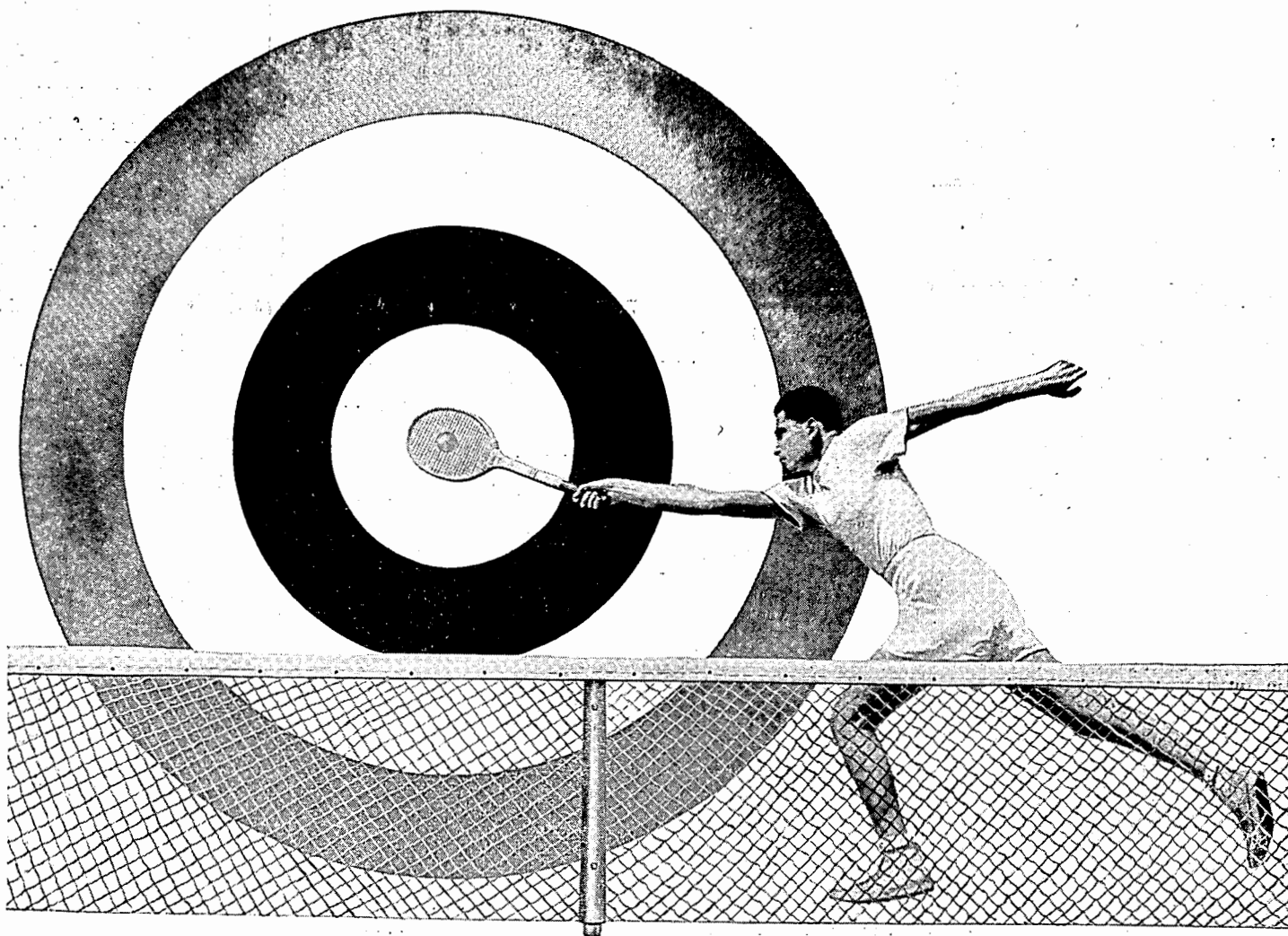
Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd., Zenith Radio.

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

Wedding Bells

Pittsburgh — Paul Long, KDKA newscaster, and Elaine Kinder will be married here Thursday. Miss Kinder is one of the "Kinders Three." Following the wedding they'll leave on a motor honeymoon to Long's native Texas.

WHHT Most Powerful FULL TIME station in DURHAM N.C. MBS 1 Kw Day — 1 Kw Night



# ON TARGET

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

# CHICAGO

By NAT GREEN

**ETHEL KIRSNER**, of the CBS publicity staff in New York, is spending two weeks' vacation in Chicago. Dutton-Lippold, press representatives, have been assigned by the Biow Agency to handle publicity for "The Big Break" when the show salutes Chicago September 7.

Harold C. Hunt, newly appointed general superintendent of the Chicago public schools, participated in yesterday's broadcast of "Northwestern Reviewing Stand" over WGN and Mutual, when the subject "Are We Getting Our Money's Worth Out of Education?" was discussed. Adopting a new policy in programming, the "Reviewing Stand" will repeat four outstanding broadcasts of the year on successive Sundays starting Aug. 24.

Beginning today Marty Gould and his orchestra will be heard on WBBM broadcasting from the Chez Paree, and Charlie Ventura and his orchestra from the Sherman Hotel.

A television set will be presented to Stan Hack, Chicago Cubs third baseman, on behalf of Cub fan employes of the Stewart-Warner Corporation, during "Stan Hack Day" ceremonies on August 30 at Wrigley Field.

Margaret Merrick, 19, former Quiz Kid, was married on August 16 to Edward Scheffelin of Coshocton, Ohio, a fellow student at Ohio State University. Margaret is a junior at Ohio State.

While Gloria Van and the three men who compose WBBM's "Cinderella and Her Fellas," singing foursome, are on vacation, Gloria is substituting in a solo role on WBBM's Monday-through-Friday quarter hour program at 3:30 p.m.

Ernie Simon, who for some time has had a disc jockey show on WJJD, made his bow on a new 15-minute program titled "Foolish Questions" on August 18. The program will be aired five days a week, Monday through Friday, at 11:45 a.m., in front of the Telenevs Theater on State street. Marian Hutton, sister of Betty Hutton, was one of Simon's guests on the opening show. Program is sponsored by the Lee Rose Clothing Co.

## ANNOUNCER-OPERATOR

WHBW, a 250 watt ABC station in Anderson, Indiana, is in need of an announcer-operator with either a first or second class license. We have a small well-knit organization that will welcome a willing worker. If you have done sports, especially basketball, you will have a chance for sports work and additional earnings. We have little turnover and positions have usually been permanent. You must meet certain standards before we hire you, so we will welcome complete information as to your ability and expected starting salary. Wire or air mail John R. Atkinson, Manager, at once.



### Notes From An Aisle Seat. . . . !

• • • Will the new ruling at ABC regarding the use of staff announcers of other networks bring about a change in announcers when the Walter Winchell program resumes in the Fall? . . . Robert Weenolsen, formerly with Young & Rubicam, has been named head of Sherman & Marquette Radio Department. . . . A local network engineer has just invented a new device which should cause a mild sensation . . . a perfect prop for comedy programs, this gadget is called "Talking Microphone". . . . Walter Craig, veepee at Benton & Bowles, leaves next week to line up new programs and talent on the Coast. . . . Ray Heatherton and his orchestra will close its Biltmore Roof stint Sept. 13 to open on the 19th at the Edgewater Beach Hotel in Chicago with beaucoup air time. . . . Bob Coe of Robert Coe Associates became a daddy for the second time Saturday . . . the nine-pound bundle will be named Candice Hilary. . . . Bob Kerr has reorganized the Hi, Lo, Jack and the Dame Quartet . . . group is currently in Denver and will head East next month. . . . The "NBCan You Top This?" series switches from Saturdays to Fridays 8:30 to 9 p.m. starting October 3.



• • • Accidental crossing of telephone wires last Friday in Cleveland resulted in WJW listeners to "This Is Your FBI" hearing a hot three-minute debate between an outraged tenant and his landlord (such language!) . . . Elated at the success of its ABC campaign to plug its Wednesday programs—Jack Paar on "Lucky Strike" (9:30 to 10) Bing Crosby on "Philco" (10 to 10:30) and Henry Morgan on "Eversharp" (10:30 to 11) that network will start a series of national plugs to gain the ears of serious-minded public on Tuesdays when George V. Denny's "Town Meeting of the Air" and Koussevitsky's "Boston Symphony" are heard. . . . Lenny Herman orchestra returns to Astor Hotel Lounge September 30. . . . Judy Canova will resume her merry madcapers via NBC Saturday, August 30. . . . Fred Vandeventer, WOR staff newscaster, has just been awarded a Doctor of Letters Degree at Rider College. . . . Elliot Lawrence and His Orchestra open at the Palladium in Hollywood Nov. 18 . . . lad has come a long way since his radio debut on the "Horn & Hardart" program a few semesters ago on WCAU.



• • • Roger Pryor will emcee next week's CBSession of "We, The People" . . . replacement for Milo Boulton still undecided. . . . Mutual NetWORKERS quite excited about its new sustaining series of psychological thrillers, "Quiet, Please" heard Sundays via the Net and Mondays on WOR. . . . Carter and Bowie, the terrific piano team at Cerutti's will get their own television show this fall. They'll call it "Seein' Is Believing". . . . Larry Finley opening branch offices in Atlanta, Ga. . . . Youngest disk jockey in the land is five-year-old Vicki Gold, who rides the platters every Saturday morning at WMID, Atlantic City. . . . Caught Jack Kilty's fine NBTelevision stint last Friday . . . a preview of future telecasts. . . . Crooner-Composer Jack Lawrence says those radio commercials are enough to make one hucksterical. . . . Dean Martin and Jerry Lewis will be screen-tested by Bob Goldstein. . . . Press luncheon CBS tossed yesterday for Joseph Harsch at the Waldorf-Astoria proved a high mark in the Crandall cuisine. . . . Publicist Walter Kamer says the Howard Hughes probe reminded him of the horns on a steer . . . a point here—a point there—and a lot of bull in between. . . . The Dennis Day series returns to the NBCycles Aug. 27 with Barbara Eilers his new girl-friend. . . . The trend continues with McGinnis' Broadway Bistro making plans for a disk-jockey show in the Fall. . . . Woody Herman has bought the Humphrey Bogart house in Hollywood. . . . Ray Carroll of WHOM would like to star Jack Benny, Bing Crosby and Phil Baker on a program titled "Can You Toupee This?"

# HAWAII

By JOHN WILLIAMS

**S**ALES power of radio spots was proven by Philippine Air Line of Honolulu to boost its traffic between Hawaii and Manila. Line sponsored a beauty contest for Hawaiian girls in 18-25 age group. Beam Milici, Honolulu agency, handled the account and drew more'n 200 entrants within two weeks by placing one-half minute spots in English pidgin and Filipino with local stations KGU, KPOA & KULA.

From 15 finalists, Remedus Labo, 21, who was voted Queen of University of Hawaii campus last year won the PAL prize of free round-trip flight to Manila plus two weeks PAL's guest at swank Manila Hotel formerly General MacArthur's headquarters. Remedus, as Miss Honolulu, meets finalists of South-East Asia contest also sponsored by PAL who has chosen beauties from Hong Kong, Bangkok, Guam, Shanghai & Manila. Winner of this contest will be Miss Pacific. Prize: Aerial voyage to Hollywood for screen test and two weeks rubbernecking. KZRH, NBC outstation at Manila, is handling the campaign.

Started as a feeler in 1938, Imperial Record Co., Ltd., of Honolulu, which incorporated in 1946, has hit jackpot with branches now in Hollywood, Chicago & N. Y. handling the national demand for Hawaiian music. Its sales in Hawaii alone now total more'n 60,000 monthly, while its three branch offices total more than 40,000. Bell's catalog now totals 260 records with 10 new ones being added monthly. Favorite former artists are Bill Aliloo Lincoln & Hawaiians; Andy Cummings and Hawaiian Serenaders; George Kapau; George "Tautu" Archer, the French-Tahitian; Edwin Sawtellet, local organist; and Bill Akamuhia, Nautical Hawaiians.

### Davis Cup Matches On WNYC

Davis Cup play at the West Tennis Stadium, Forest Hills will be broadcast on Saturday, August 23, Sunday, August 31 and Monday, September 1 over WNYC. The scheduled station broadcasts of the Davis Cup play is: Saturday, August 30, 4:30 p.m.; Sunday, August 31, 4:30 p.m.; and Monday, September 2: 05-4:30 p.m.

*John*  
**SALES DOLLARS TRAVEL FAR . . .**  
*Ben Ludy,* GEN'L. MGR. . . when you use them on  
**WIBW**  
 The Voice of Kansas  
 TOPEKA



# AGENCIES

**RICHARD E. HACKENGER**, program director during the past four years of the sponsored New York Philharmonic broadcasts, has resigned as radio director of Campbell-Ewald Co. of New York, Inc.

**WESHERMAN & MARQUETTE**, Inc. announced this week two major changes in its radio department. Robert Weenolsen, recently of Young & Rubicam, took over the job of supervisor of radio, with headquarters in New York. Joe Rines, for the past two and one-half years under contract to the agency as a free-lance director of the Judy Canova show, has joined the agency as director of radio in Hollywood. Rines will continue as a part of his duties the production and direction of the Canova show.

**JAMES E. HAGEN**, BBD&O radio executive for the past three years, has joined the public relations staff of U. S. Steel Corporation.

**LOUISE JOHNSON**, ex-Abraham & Straus copywriter and formerly on the staff of Ladies' Home Journal, has joined the New York office of the Gordon M. Day Radio Advertising Service to specialize in retail radio, minute commercials co-operatively launched by manufacturers and dealers, and musical commercials for cosmetic advertisers.

**GEORGE GRABIN**, manager of the Milwaukee office of Arthur Meyerhoff Company Advertising Agency, delivered the final and closing lecture of the University of Wisconsin Summer School Course in Radio at Madison, Friday, August 15th, on the subject, "Radio and The Advertising Agency."

**DETROIT LIONS**, through Schwimmer & Scott, Inc., have released a substantial radio schedule of one-minute spot announcements plugging the sale of their season tickets. Over 10 spots a week have been purchased on every Detroit station, to run for a two-week period starting Sept. 8.

**JOSEPH HERSHEY MCGILLVRA**, Inc., national station reps announce the appointment of Roberta Rountree as administrative assistant to its president, Joseph H. McGillvra, effective immediately. Miss Rountree previously was associated with the Mutual Broadcasting System for a period of eight years, during six of which she acted as administrative assistant to Edward W. Wood, Jr., who was general sales manager. More recently she was associated with the New York office of the M. H. Hackett Advertising Agency.

Does Ad Agency Radio Head need right-hand man with plenty of know-how? Do not want to be Show Producer. Want to relieve you of those myriads of details: supervising time buying; synchronizing copy; casting; cutting discs (can get you quality here). I'm the man for you. Write Box 389, Radio Daily, 1501 Broadway, New York 18, N. Y.

# AFRA Expansion Indicated In Resolution At Convention

(Continued from Page 1)

York. Norman Field, Los Angeles, was elected recording secretary and Alan Bunce, New York, was named treasurer.

### Will Fight Legislation

After voting to co-operate with the AFL in a fight to repeal the Taft-Hartley law and the Lea bill, "with every possible means," AFRA delegates recommended that the AFL institute pro-labor programs on major stations and networks. The shows, as suggested, should be of first magnitude with entertainment and informative value.

It was also agreed by the convention that hereafter all AFRA members who appear as guests on network interview shows shall be paid minimum scale. This rule applies to networks only and in the case of local programs, AFRA's local board has the right to waive the ruling or make its own decision. The matter of visits by AFRA members on disc jockey shows and other types of local programs was not acted upon by the convention and is still being studied.

Delegates went on record as "upholding the right of radio commen-

tators freely to express their opinions on the air and that AFRA believes that no station operator has the right to discharge a commentator for pro-labor activity of broadcasting."

The convention definitely decided that AFRA should negotiate contracts with phonograph recording companies and negotiations will begin possibly within a month. Sessions are expected to be held only in New York and contracts drawn with major companies will set the pattern for the industry.

AFRA delegates accepted the tentative television fee scale as drawn up by the wages and working conditions subcommittee of the Four A's. Details were not announced, pending consideration by other Four A members, but minimum fees are said to be about the same as those now being paid, at least in the case of commercial television shows.

As for the international broadcasting, AFRA went on record in support of the "Voice of America" and urged that adequate funds be provided to conduct the programs. Before adjourning, delegates voted to hold their 1948 convention in Boston.

# Bendix Ups Ad Budget For Heavy '47 Campaign

(Continued from Page 1)

gram to be heard on more than 300 stations, it was announced yesterday by J. T. Dalton, general sales manager. Increase will be outlined to the Bendix national sales organization meetings at the Company's headquarters here this week.

Dalton said that Bendix distributors are now booking airings of the new transcribed program "Real Moments of Romance," appealing to the woman listener through the songs of Johnny Thompson with Earl Sheldon's music. Stations in principal U. S. markets will be used, he added.

In addition, various publications have been added to carry both Bendix "class" and "mass" campaigns, with heavy radio activity starting in September. Dalton described the increased merchandising program as evidence of the corporation's attitude toward becoming a "dominant" factor in a "competitive" industry.

# 'Irma' Buy Nets Lever Big CBS Time Block

(Continued from Page 1)

'44, Lever Bros. had the 8:30-10 p.m. time solid, with exception of the Bill Henry news show at 8:55 p.m., and with the added half-hour extends to an hour and 55 minutes.

Lever Monday night lineup on CBS is: 8:30-8:55 "Arthur Godfrey's Talent Scouts"; 9-10 "Lux Radio Theater"; 10-10:30 "My Friend Irma."

"Irma" is written by Cy Howard and Parke Levy, with Y&R handling the account.

### Safety Campaign Committee

Springfield, Mass. — A publicity committee for the Hampden County Council for Accident Prevention has been set up, with the following radio station representatives: H. E. Randal, WBZ; F. Turner Cooke, WMAS, and Howard S. Keefe, WSPR, all of Springfield; Jack Lloyd, WACE, Chicopee, and Jay Heiten, WHYN, Holyoke.

# NEW STATIONS

### WJPG-FM On Air

WJPG-FM northeastern Wisconsin's pioneer FM station, went on the air August 13 after two years of planning. The station is sponsored as a public service by the Green Bay Press-Gazette. It operates at 101.1 mc., in the 88 to 108 band. The station, which is sending out the first FM signal in the area, is headed by John Walter, manager, and Russ Wideo, program director. It has one of the first RCA pylon antennae in the state and is planning, officials said, to give top news and sports coverage.

At present WJPG-FM is located in temporary studios, but officials expect the new \$150,000 studios to be ready shortly after the first of the year. They are now under construction. Officials of the newspaper expect to open an AM station next year.

# NBC 1st General Meeting Of Affiliates On Sept. 12

First general convention of affiliates of NBC will be held on September 12 and 13 at the Claridge Hotel in Atlantic City, it has been announced by Niles Trammell, network president.

Plans for the confab were started some time ago when the NBC prexy contacted station owners and managers about the Atlantic City meet which he hopes will strengthen "not only the network but the individual station in its local community with the net result being the enlargement of service to the radio audience."

Speakers will include Kent Cooper, executive director of the Associated Press; Sigurd S. Larmon, president of Young & Rubicam; David Sarnoff, president of RCA and chairman of the board of NBC; Charles G. Mortimer, chairman of the Advertising Council and vice-president of the General Foods Corp.; Trammell will preside.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
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## FINLEY TRANSCRIPTIONS, INC.

8983 Sunset Boulevard

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EQUIPMENT

Alaskan Asks Permit To Sell 2 Outlets; Other FCC Activity

PROMOTION

Crosley Organizational Changes

A series of organizational changes in the Crosley Division, the Avco Manufacturing Corporation, were announced yesterday by R. C. Cosgrove, general manager.

Norman C. MacDonald, who has been vice-president and general manager of the Crosley Distributing Co., New York City, since November 15, 1945, will become general sales manager of Crosley Division of Avco, effective September 2.

Bert Cole, who has served under MacDonald since October 1, 1944 as general sales manager, will become general manager.

Sydney D. Mahan, former head of both sales and advertising, will head up to an expanded advertising, sales promotion, and public relations department.

Corley W. Kirby has been appointed domestic sales manager of Crosley, Cosgrove announced. Lee Straton, whom Kirby succeeds, will head a new section on home freezers.

In addition, Cosgrove announced the appointment of Charles Marshall Hogan as resident patent counsel in charge of radio and electronic patents of the Crosley Division, Avco Manufacturing Corporation. Hogan replaces Robert L. Spencer, who will join Alden D. Redfield, former Crosley patent counsel, who now heads the patent department of the Avco Manufacturing Corporation, in Detroit.

New FM Converter

Headquarters of the FM Association, Washington, D. C., announced a new FM converter designed to retail for \$19.95. The converter makes it possible to receive FM programs over any make of ordinary radio receiver. Designer of the new device is the John Meck Industries, Inc., Plymouth, Ind. Meck stated that deliveries of the converter in large volume has been scheduled for September.

Bendix To Present New Models

Bendix Radio distributors' sales forces meet with the factory in Baltimore in two 2-day sessions on August 21, 22, 25 and 26. At that time additional models and current plans for increased merchandising, advertising and promotion will be announced. Meeting will be guided by J. T. Dalton, general sales manager for radio and television. Malcolm P. Ferguson, president of the Bendix Aviation Corporation and W. P. Hillard, general manager for the radio division, will address the meetings.

BERNARD DUDLEY

ANNOUNCER IN WASHINGTON, D. C. Columbus 7200 ALSO AVAILABLE AT LA. 4-1200—HILLSIDE 8321

(Continued from Page 1)

E. Brown and Neal Chalmers are seeking daytime hours with one kilowatt on the 930 band in Woodland, Calif., while in Gallatin, Tenn., the Sumner County Broadcasting Co., seeks the same hours and power on the 920 band. Power of 250 watts daytime, only, on the 1600 band is sought for Cuere, Texas, by A. M. Respondek, while Paul Leroy Romsburg seeks the 1480 band with one kilowatt, unlimited, in Frederick, Md. power of 100 watts unlimited on the 1450 band is sought for Beatrice, Nebr., by the Blue Valley Broadcasting Co.

D. O. Kinnie has applied for operation on the 1470 band with 250 watts, daytime only, in Coalinga, Calif., while in Jacksonville, Fla., Frank L. Denton and L. Frank Jones seek the 1050 band with 250 watts, daytime. The same power and hours on the 1220 band are sought also by Owen W. Ware and G. T. Owen, the Community Broadcasting Co., in Baton Rouge, La.

Applying for FM stations were Stephen Detzer, Hermosa Beach, Calif., Radio Station Des Moines, Inc., Des Moines, Iowa, and Radio Station WSUA, Inc., Bloomington, Ind. The application of Jack B. and Philip N. Bladine, McMinnville, Ore., for an FM permit was returned because it was not signed.

Application of Hoyle Barton Long for an AM station on the 670 band with five kilowatts daytime was dismissed at the request of Long's attorney.

WFEC, Miami, Fla., applied to change its frequency from 1220 to 1230 kc., and its hours from daytime to unlimited. WDAE, Tampa, Fla., applied to change its frequency from the 1210 band to the 810 band, upping its power from five to 10 kilowatts.

E. P. Nicholson and John Wallbrecht, Middlesboro, Ky., applied to turn over its construction permit for WWPV to Elmer Dennis Smith and Tom Crutchfield.

Additionally, a construction permit for a new station in Pottstown, Pa., was granted recently by the FCC to Radio Anthracite, Inc. Operation will be on the 1370 band with one kilowatt daytime only.

eration will be on the 1370 band with one kilowatt daytime only.

The Commission also okayed the request of the Southeastern Broadcasting Company, Clanton, Ala., for modification of its construction permit to change its assignment from 760 kc., 500 watts daytime to 980 kc., with one kilowatt daytime.

Hearing was ordered on the application of the Johnson County Broadcasting Corp., Iowa City, Ia., for a new station on the 800 kc., band with one kilowatt daytime. Parties will include KCMO, Kansas City, Mo., and WBBM, Chicago.

The Wilmington Tri-State Broadcasting Company, seeking a new AM station in Wilmington, Delaware, has petitioned the FCC to alter its request from the 650 to the 1380 band, power from 250 watts to one kilowatt and hours from daytime to share with WAWZ, Zarephath, N. J.

Oklahoma Application Revised

Two other changes were also filed, the Bastrop Broadcasting Co., Bastrop, La., changing its request from the 1240 to the 900 band, from 250 watts to one kilowatt and from unlimited hours to daytime only. The Eastern Oklahoma Broadcasting Corp., Muskogee, asked to change its application from the 990 to the 1380 band, and its power from one kilowatt, unlimited, to 500 watts, night, and one kilowatt, day.

In addition, Stephen Detzer applied for a new station on the 1430 band with 250 watts daytime only in Hermosa Beach, Calif. This application is contingent upon the grant of the petition of KWKW, Pasadena, to change frequency. The Southern Radio and Equipment Company, Jacksonville, Fla., applied for a new AM station on the 1360 band, with one kilowatt daytime.

Application for the sale of the construction permit for WVOS, Liberty, N. Y., was filed last week. Seller is Bernard K. Johnpoll, former Washington newspaperman.

The Commission also dismissed the application of James R. Williams, Salina, Kansas, for an AM station on the 1230 band.

Bergen Forms Company Named 'Cal Interests Corp.'

(Continued from Page 1)

the Compton agency and prior to that with Ruthrauff and Ryan, formerly producer of the Jack Benny and Amos 'n' Andy Shows.

Bergen now has a permanent basic radio stage company consisting of Anita Gordon, Pat Patrick and Eddie Mayhoff.

The Cal. Interests company plans to keep Bergen and his company active on the ether lanes in addition to their regular weekly chores, the Edgar Bergen-Charlie McCarthy shows. Bolen begins his new duties immediately.

FM Inaugural Party Set By KAGH, Pasadena

Los Angeles—Andrew G. Haley, owner of KAGH in Pasadena, is holding an inaugural presentation for his FM station on August 26, at the Pasadena Civic Auditorium, starting at 6 p.m., and open to the public.

FM sets will be on display and an hour film on transmission and receiving will be shown. Live talent set so far consists of Ken Niles, Frank Graham, David Street, the Mello-Larks, Ernie Felice Quartet and Don Forbes.

Rev. Epner Engstrom, Rt. Rev. Joseph T. McGucken and Rabbi David Cohen also will appear.

WINK "Treasure Hunt"

The promotion department WINK, Fort Myers, Fla., launched its first campaign of the fall season with a "Treasure Hunt." 100 fancy bottle decanters were released off the coast of Ft. Myers Beach, in which were notes, when returned to WINK, redeemable for treasure. Tied into the current "Treasure Bottles" was a note about WINK's CBS show, "Give A Take," sponsored by the Town of Ft. Myers on which a treasure hunt is being featured. George T. Case, station general manager announced that 40 bottles were released on Aug. 7, already half a dozen have been found at various points along the Florida coast line.

WHBC Circular

Informing recipients that "Busine will be brisk 'cause Marty's pluggin' Frisk," the dealer co-operation department of WHBC, Canton, Ohio, effected a circular mailing for the area. The mailing piece, an 8 1/2" x 11" insert, described the product, Frisk a detergent, and pictured Marty Alexander, conductor of "Marty Party," WHBC morning feature, which the product is being pushed. Promotional piece reads: Your customers who make requests for records will make record requests for Frisk.

Thomas F. Smith Joins KFVB Executive Staff

Thomas Freebairn Smith has been signed as production manager at program director of KFVB, Hollywood, Harry Maizlish, general manager of the station announced yesterday. Smith entered radio on the staff of KOIN in Portland as an announcer. Later he doubled as writer-director and at times as a technician. He went to Hollywood in 1939 becoming announcer, director of KNX.

The versatility of Smith has been proven by the wide range of shows he has directed and even at times written and produced. Musical shows as Nelson Eddy's, carried on Jeanette MacDonald when Ed joined the service; straight drama in Edward G. Robinson's "Big Town" comedy with the "Bob Burns' Show" and even quiz programs. He also worked with Alfred Wallenstein at the Los Angeles Philharmonic Orchestra on "Symphonies for Youth."

Other shows directed by Smith include "Ceiling Unlimited" which he worked with such stars as Charles Grant and Ronald Colman. The antics of Charlotte Greenwood in "Charlotte Greenwood Show". The swashbuckling career of the "Colonel of Monte Cristo" and the comic reminiscences of Donald Crisp as "John than Tribble, Esq."

This week also brings another change in the staff of Warner Brothers' KFVB. (Bill from the ranks of William V. (Up) Ray to take over as assistant manager for the station.

# Frequencies Situation Criticized By Benton

(Continued from Page 1)

...ure of international broadcasting ...ges on their conference actions.

## "Immense Job To Be Done"

There is an immense job to be done here at Atlantic City the next few weeks," Benton declared. "Sixty-eight countries have delegates here to undertake this job. It is not too much to say that the future of international broadcasting—the future of the world's most potent instrument for increasing understanding among peoples—can hinge on your wisdom, your persistence and patience during the coming weeks.

The International Radio Conference will shortly make an allocation of spectrum space for broadcasting. It is now your job here, at this critical phase of the High Frequency Broadcasting Conference, to lay a solid foundation for a basic frequency plan for this spectrum space and to formulate an agenda for the second phase of the conference.

In less than two decades—two hectic decades—international broadcasting has grown from a speck on the horizon to a hurricane that surges through the heavens."

## 739 Transmitters Operating

Benton revealed that there has been no substantial reduction in the volume of international high-frequency broadcasting since the war's end. He said that as of August 1 of this year, 739 high-frequency transmitters were in operation around the globe. The United States State Department, he added, estimates that there are today 28,700,000 receiving sets outside the United States capable of receiving shortwave signals.

Characterizing the confusion that now exists in the international high-frequency broadcasting field, Benton declared:

There is one point on which we can agree in this conference in complete agreement: shortwave broadcasting today a confused entertainment enterprise. The confusion has been characterized as the 'fantasy of frequencies.'

## Would Share Frequencies

At one point Benton declared: "It may become necessary for some nations to reduce their operations somewhat. The United States is willing to reduce its transmitters and we are willing to accept fewer frequencies than we are now using. If other nations will do the same, all of us should be able to obtain a fair and equitable share in the available frequencies."

Charles R. Denny, chairman of the conference and Francis Colt de Wolf, vice-chairman by acclamation, moved the motion of Carlos E. Arboleda, chairman of the Colombian delegation to the Conference. Both Denny and de Wolf hold similar positions in the International Radio Conference and the International Telecommunications Conference.

Two committees were organized during the opening session on Saturday. They are the credentials committee and a working group.

# NETWORK SONG FAVORITES

The 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., Dr. John G. Peatman, Director.

Survey Week of August 8-14

TITLE	PUBLISHER
Across The Alley From The Alamo.....	Capitol
Ain'tcha Ever Comin' Back.....	Sinatra Songs
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Long As I'm Dreaming.....	Burke & Van Heusen
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
Come To The Mardi Gras.....	Southern
Count Me Out.....	Martin Block
Don't Tell Me.....	Robbins
The Echo Said "No".....	Lombardo
Every So Often.....	Harry Warren
Feudin' And Fightin'.....	Chappell
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Ivy.....	Burke & Van Heusen
Je Vous Aime.....	Crawford
Just An Old Love Of Mine.....	Campbell-Porgie
Lady From 29 Palms.....	Martin
Love And The Weather.....	Berlin
Midnight Masquerade.....	Shapiro-Bernstein
Oh My Achin' Heart.....	Mood Music
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
Stella By Starlight.....	Beverly
Tallahassee.....	Famous
That's My Desire.....	Mills
When You Were Sweet Sixteen.....	Shapiro-Bernstein

## Second Group

All Of Me.....	Bourne
All My Love.....	Harms
Deep Down In Your Heart.....	Triangle
Deep Valley.....	Remick
For Once In Your Life.....	Dreyer
I Believe.....	Sinatra Songs
I Had A Wonderful Time In Columbus.....	Hudson
I Have But One Heart.....	Barton
I'm So Right Tonight.....	Leeds
Kate.....	Berlin
Lazy Mood.....	Capitol
Lolita Lopez.....	Encore
My Adobe Hacienda.....	Southern
Old Devil Moon.....	Crawford
On The Avenue.....	Leeds
Red Silk Stockings And Green Perfume.....	E. H. Morris
Tennessee.....	Stevens
There's That Lonely Feeling Again.....	Mellen
Time After Time.....	Sinatra Songs
Tomorrow.....	E. H. Morris
When Tonight Is Just A Memory.....	Oxford
You Do.....	Bregman, Vocco, Conn
You're Not So Easy To Forget.....	Feist

# Nominations Of IRE Announced In N. Y.

(Continued from Page 1)

the radio division of the National Physical Laboratory, Teddington, England, has been nominated for the vice-presidency of the IRE. Two directors-at-large will be elected for the period 1948-50 from the following nominees: B. deF. Bayly, of Oshawa, Ontario, Can., consulting engineer at the University of Toronto; A. B. Chamberlain, chief engineer of the Columbia Broadcasting System; J. E. Shepherd, research engineer for the Sperry Gyroscope Company, Inc.; J. E. Stratton, professor of physics and director of the research laboratory of electronics, Massachusetts Institute of Technology, Cambridge, Mass.

One regional director will be elected for each designated region from the following nominees for 1948: (North Atlantic Region) J. V. L. Hogan, president of Faximile, Inc., New York; F. A. Polkinghorn, Bell Telephone Labs, Inc., New York; H. P. Westman, associate editor of "Electrical Communication", IT&T; (East Central Region) W. A. Dickinson, Sylvania Products; P. L. Hoover, Case School of Applied Science, Cleveland, Ohio; J. A. Hutcheson, Westinghouse Electric, Pittsburgh, Pa.; (Southern Region) Ben Akerman, WGST, Atlanta, Ga.; A. E. Cullum, Jr., consulting engineer, Dallas, Tex.; (Canadian Region) F. S. Howes, McGill Univ., Montreal; F. H. R. Pounsett, Stromberg, Carlson Ltd., Toronto.

One regional director will be elected for each designated region from the following nominees, for 1948 and '49: (North Atlantic Region) L. E. Packard, Technology Instrument Corporation, Waltham, Mass.; H. J. Reich, professor of electrical engineering, Yale Univ.; (Central Atlantic Region) J. B. Coleman, RCA-Victor; (Central Region) T. A. Hunter, Hunter Mfg. Co., Iowa City; W. O. Swinyard, chief engr. Hazeltine Research, Inc. (Pacific Region) F. E. Terman, Stanford Univ.

## Stork News

Bob Holleron, KTSA, San Antonio, Tex., sportscaster, is the father of a boy, Barry, born July 8th.

## Educational FM

Belton, Tex.—A \$50,000 FM station will be put into operation here by Christmas by the 103-year-old Mary Hardin-Baylor College, a liberal arts school for girls. Additional courses will be offered by the school in speech and journalism employing radio techniques. Call letters of the station will be KMHB, initials of the school. According to Dr. Gordon G. Singleton, president of the school, station will broadcast six hours per day, giving students an opportunity in program planning, direction and participation in the broadcasts.



# COAST-TO-COAST

## —ALABAMA—

**BIRMINGHAM**—Edward L. Norton, head of WAPI, was chosen president of the \$30,000,000 Coosa River Newsprint Company project being developed in a wartime plant at Childersburg. . . . **MOBILE**—The Alabama Broadcasters Association met here in two-day session to discuss state legislation affecting radio industry. . . . Fifty members represented the state's 48 licensed stations. . . . **BREWTON**—WEBJ, Alabama's newest station, went on the air with a dedicatory address from the Lovelace Hotel followed by a regular program. . . . Station will be on the air daily from 6 a.m. to 11 p.m. on a frequency of 1240 kilowatts with 250-watts power and unlimited time. Station is owned by W. Emmett Brooks, newspaper publisher, and members of the staff are his son, W. Emmett Brooks, Jr., associate; Howard Gilreath, station manager; J. C. Williams, chief engineer; Charles Herman and Joseph Cobb, engineer-announcer; Frank Tucker, announcer and Mrs. Catherine Cosgrave, traffic director.

## —DISTRICT OF COLUMBIA—

**Washington**—The Sinclair Refining Co. and Diamond Cab Co., sponsors of the Washington Senators baseball game broadcasts, eliminated all commercials in the game between the Senators and Philadelphia Phillies yesterday afternoon in order to aid the Damon Runyon Cancer Drive, according to Ben Strouse, general manager of WWDC. . . . Beginning tonight at 7:30 p.m., WOL will air a new series of programs entitled "Our Land Be Bright," produced and sponsored by the Veterans of Foreign Wars. Beginning August 21, station will air another new series, "Lest We Forget—The American Dream," which will be heard each Thursday evening for thirteen weeks. Produced by the Institute for Democratic Education, program is offered as a public service.

## —INDIANA—

**KOKOMO**—WKMO's audience-variety show, "Kokomo Kafe," returns to the air Sept. 2, with Frank Gregory as emcee; Libby Evans in the housewife department; Jim Newman, announcer; Ruth Flagler, pianist and the WKMO trio. This will mark beginning of the program's second year. Betty Benson will be featured in the vocal department. . . . **INDIANAPOLIS**—George C. Biggar, formerly general manager of WIBC, will take over the general management of KCRG and KCRG-FM, of the

Cedar Rapids Gazette, Cedar Rapids, Ia., on Aug. 25. KCRG, now under construction, expects to be in operation this fall. Station will be an MBS affiliate. Biggar is succeeded at WIBC by Kenneth W. Church, formerly executive vice-president of WCKY, Cincinnati.

## —ARIZONA—

**PHOENIX**—Through the facilities of KTAR and KYCA, a broadcast of the Smoki Ceremonials at Prescott was aired over the western network of NBC. The Smoki Indian dance is an annual event, and the participants are the white townspeople of the mile-high Arizona city. J. Howard Pyle, KTAR's program director, took a crew of announcers, commentators and technicians to Prescott for the broadcast. . . . **TUCSON**—J. R. (Dick) Heath, president of the Sun Country Broadcasting Co. of Arizona, announced the appointment of Dallas G. Hall as auditor of the Sun Country Network. Hall will be in charge of auditing for KPSC and KPSC-FM, in Phoenix, KTSC and KTSC-FM, Tucson, KYSC and KYSC-FM in Yuma, and the proposed Sun Country stations at Flagstaff, KFSC and KFSC-FM.

## —CANADA—

**EDMONTON**—CJCA recently concluded a Babies' Prize Portrait contest for Goertz Studios, one of this city's leading photo houses, and sponsor of the contest. Two hundred and fifty portraits of children (6 and under) were displayed. All entries in the contest were submitted through the medium of two quarter-hour programs a week, over a period of three months. Station carried a special broadcast of all proceedings in final selection of winners. . . . **PEMBROKE**—The week of August 25-30, CHOV will celebrate its Fifth Birthday Anniversary with special programs aired all during the week; birthday gifts to listeners; the election of "Miss Pembroke of 1947," special shopping values in all sponsors stores, and on the wind-up day, station will invite all listeners to a big Community dance.

## —COLORADO—

**DENVER**—Lee Fondron, KLZ promotion manager, was one of the official judges who selected "Miss Colorado" from ten city contestants in recent show to pick the beauty to represent the state at Atlantic City on Sept. 2, when "Miss America" will be crowned. . . . Gene O'Fallon, manager of KFEL, has provided all station employees with KFEL letterheads plainly marked "Personal Correspondence From . . ." for personal use. Envelopes have also been supplied to members of the staff which eliminates use of business stationery for personal correspondence.

## —CONNECTICUT—

**HARTFORD**—The Hartford Area Rent Director, James T. Sullivan congratulated station manager Walter Haase of WDRC, for an outstanding "public service" by the station in "educating the public fully in all phases" of the new Federal Rent Control Law. "Without the radio," said Sullivan, "this task would be utterly impossible to accomplish."



## THOMAS FREEBAIRN SMITH



### Yes, There IS Action at KFWB!

It is with pride and pleasure we announce, THOMAS FREEBAIRN SMITH as our new Production Manager and Program Director. Who in radio doesn't know of Thomas Freebairn Smith? For years the producer of Edward G. Robinson's "BIG TOWN" the BOB BURN'S SHOW" "CEILING UNLIMITED" etc. No need to go further. Well, Tommie is now Production Boss at KFWB.



### And our new Assistant Manager BILL RAY.

The name of Bill Ray and radio itself is almost synonymous in Hollywood. Few in radio have more ideas and are more capable of promotional radio than our own Bill Ray.

**Disk Jockeys . . .** The entire nation is now talking and listening to Disk Jockeys and NO OTHER STATION in the entire country can boast of a galaxy of disk jockeys such as we have on KFWB . . . MARTIN BLOCK (tops of them all) BILL ANSON . . . FRANK BULL . . . MAURICE HART . . . LOU MARCELL, GENE NORMAN and PETER POTTER . . . What a combination!

**Special Features . . .** too many to mention . . . but, the talk of the town is our "PREVIEW THEATRE OF THE AIR." No idea has caught on as has this feature. Ideas . . . Talent . . . Novelty Radio . . . now made available to you, the listener and to you the prospective sponsor! Tune in every Friday at 9 PM . . . It's always new!

**So, for MUSIC, for ENTERTAINMENT, for SPECIAL EVENTS** in the interest of Public Service...it's

# KFWB

WARNER BROS.

980 on your dial

★ and for SPORTS too! . . . the full home and road schedule of the Dons Foot-Ball games . . . with **DICK FISHELL!**

Send Birthday Greetings To —

August 19

Marcus Bartlett Bob Kerr  
Don Bernard John M. Ouller, Jr.  
Anice Ives Jimmy Shield



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

PL. 40, NO. 36

NEW YORK, WEDNESDAY, AUGUST 20, 1947

TEN CENTS

INDIANA UNIVERSITY  
LIBRARY  
AUG 23 1947

## No Net-FM Music—AFM

### QW Stockholders Continue Operation

Washington Bureau, **RADIO DAILY**  
Washington — Stockholders of QW, local daytime station aiming at a "class" audience, refused Monday night to go along with the wishes of the station's board of directors who voted overwhelmingly to "exclude" possibilities of keeping the station on the air until another meeting September 3. The station, which operates on the 570 band with 500 watts daytime, has been on the air for more than a month. Practically all of the reported cap-

(Continued on Page 3)

### Disc Jockey Debuts On WJJD, Chicago

Chicago — Two new shows made their debut on WJJD this week. On Monday, August 17, "Get Me Out of This" a new type quiz show, was broadcast at 11:15-11:45 a.m. and will be heard at that time each Sunday. The show will be recorded at 3 p.m. each day, on the street at 63rd and 125th, with Claude Kirchner, emcee, interviewing passersby and presenting embarrassing situations for his viewers to solve. Merchandise

(Continued on Page 3)

### Full-Hour Film Series Debuts On WABD Thurs.

New series of full-hour film programs, featuring a collection of well-known "oldies" under the title of "Melodeon," makes its debut over WABD tomorrow night, under direction and production of Bob Emery. Series will use a collection of

(Continued on Page 3)

### Personal Call

Washington—Following the close of the "Meet the Press" program last Friday over WOL-Mutual, on which Sen. Claude Pepper of Florida was principal speaker, a letter called and congratulated the Senator on the views expressed concerning provisions of the current British loan. The message came from the White House; the sender was President Truman.

### Record Reception

London—What amounts to a new record in television range has been attained by a radio amateur at Auxerre, some 100 miles south-east of Paris. With home-made television receiver the amateur, Maurice Bernard, has picked up this week a complete television programme from Alexandra Palace, London, 310 miles away. The picture was obtained with great clarity—fading only for short intervals. The normal range of the BBC television transmitter is regarded as 40 miles.

### WOR Lays Tele Plans For Debut Next Sum.

Plans for WOR to have its television station, WOR-TV, on the air by next summer are indicated with the announcement this week that General Electric is building a high-power television transmitter at its Electronics Park plant. Station will operate on channel nine.

Contracts for the transmitter and

(Continued on Page 2)

### "Vox Pop" Slated For ABC With Express Co. Sponsor

Sponsorship of "Vox Pop" on the full ABC network by the American Express Co. starting Wednesday, Oct. 1, 8:30 to 9 p.m., was announced yesterday by the J. W. Mathes agency representing the sponsor.

Parks Johnson, who originated the

(Continued on Page 2)

### WNBC Plans Anniversary With Special Program Series

A survey of the housing problem in the Greater New York area consisting of a series of four or five half hour programs will highlight the 25th anniversary observance of WNBC, key station of NBC which started as WEA, James M. Gaines, manager of WNBC, announced yesterday. The series will start on or about September 1. Aiming their 25th anniversary observance at constructive program-

### Union, Meeting In Chicago, Addresses Refusal To 4 Network Presidents; FMA Suggests Legal Action

### State Hookup In N. Y. For Ithaca Labor Meet

Ithaca, N. Y.—With 250 delegates prominent in both management and labor due at Cornell University's New York State School of Industrial and Labor Relations today for a three-day conference on "Working Together in a Democratic Society," WHCU, the Cornell station in Ithaca had to solve the problem how to keep its listeners posted on

(Continued on Page 7)

### Abbott-Costello Co-op. Lines Up 36 Sponsors

ABC's Abbott-Costello transcribed co-op program, set to debut Wednesday, October 1 (9-9:30 p.m.) has a total of 36 local advertisers signed up with approximately 45 days remaining till the starting date, it was

(Continued on Page 2)

### Garod Radio Corp. Sold For "Over \$1,000,000"

Entire stock of the Garod Radio Corporation, manufacturers of radio receivers, phonographs, etc., for the past 20 years, has been acquired by

(Continued on Page 2)

Chicago—Holding that FM broadcasting is separate and distinct from AM broadcasting, The American Federation of Musicians, at a meeting here yesterday, refused to sanction the broadcasting of network AM musical programs over FM outlets. In a wire sent to Mark Woods, president of the American network; Frank Stanton, head of CBS; Niles Trammell, of NBC, and Edgar Kobak, president of Mutual, the music union wrote:

"Since our meeting of July 31st in Chicago, at which time we discussed

(Continued on Page 5)

### Air Features Reveal Some Radio Statistics

When "Mr. Keen, Tracer of Lost Persons" returns to CBS on Thursday, August 28, Air Features will begin its twelfth year as program administrators for the Hummert shows with a total of 19 network programs, 15 of them dramatic and four musical.

Ten dramatic programs, nine of which are five-a-week daytime and

(Continued on Page 7)

### Catholic B'casters Set Temporary Exec. Comm.

A temporary executive committee to explore the possibility of organizing a Catholic Broadcasters Association was appointed this week at

(Continued on Page 3)

### Fair Coverage

Boston—The first postwar showing of New England's most famous fair, the Eastern States Exposition Sept. 14-20 in West Springfield will be the scene of several radio pickups by WBZ and WBZA starting on opening night when at 8:30 p.m., Chick Morris will describe the grand pageant and parade of the Exposition and bring the voices of Eastern Governors.



★ COMING AND GOING ★

Vol. 40, No. 36 Wed. Aug. 20, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief
6417 Dahlonga Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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., Aug. 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

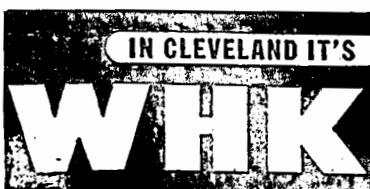
Table with columns: Nat. Union Radio, Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit). Columns include Bid, Asked.

"Vox Pop" Slated For ABC With Express Co. Sponsor

(Continued from Page 1)

show 16 years ago in Houston, Tex., and Warren Hull will be featured on the program which was heard last year on CBS.

Acquisition of "Vox Pop" adds another name web show to the ABC Wednesday night lineup for fall. Others to be heard on that night will be Lionel Barrymore, Abbott & Costello, Jack Paar, Bing Crosby and Henry Morgan.



G. A. RICHARDS, president of WJR, WGAR and KMPC, has left Los Angeles by train on a business trip to the Middle West and East. He is accompanied by ROBERT O. REYNOLDS, vice-president and general manager, and HERBERT H. WIXSON, assistant general manager and sales manager of KMPC.

PHILIP P. ALLEN, manager of WLVA, Lynchburg, Va., affiliate of ABC, is in town on station and network business.

H. L. CHERNOFF, general manager of WCHS, Charleston, West Va., has joined the executive contingent currently in Gotham on business.

LOU SPOSA, Irene Murphy and IRINE PETROFF, of the RCA-Allied Stores "Television Caravan," open today in Dallas, Texas.

ELSIE DICK, Mutual's director of educational and religious programs, has retired for the nonce to a cooling covet in the Canadian woods.

LES RYDER, station and promotion manager of WCED, Dubois, Pa., paid a call yesterday at the station relations department of CBS, with which the station is affiliated.

ELLA LOGAN, vocalist, has returned to New York, for an engagement at the Roxy Theater.

JOE BERNARD, commercial manager of KOMA, Columbia network outlet in Oklahoma City, is in New York on a short business trip.

HERB LANDON, radio publicity director of Kenyon & Eckhardt, is trying to attract the small mouthed black bass in the fishing waters of Canada.

DOROTHY ANN KEMBLE, director of continuity acceptance for the Mutual network, is another who has chosen Canada for this year's vacation.

D. B. VAN HOUTEN, office and personnel manager for the American network, is cavorting at Guilford Lake, N. Y.

SIDNEY ASCHER, publicist, has returned from Washington, D. C., where he spent a few days in the interest of Joe Louis Punch

JOCKO MAXWELL, sportscaster on WWRL, and JOHNNY LOTAS, station announcer, have returned from their vacations, the former from Brewster, N. Y., the latter from Talcottville, Conn.

MARGARET ARLEN, women's commentator on WCBS, is back from Bermuda, where she spent about 10 days.

Garod Radio Corp. Sold For "Over \$1,000,000"

(Continued from Page 1)

the Leonard Ashbach Company of Chicago, it was announced yesterday by Leonard Ashbach, president. Cash transaction was said to "greatly exceed" a million dollars, although actual figures for the sale were not disclosed.

Ashbach announced that the Garod Corp., which was established in 1922, will continue to operate under the new ownership from its headquarters and plant in Brooklyn (N. Y.), with Barney Trot, present Garod exec., continuing as chief engineer. Max Weintraub, president of Garod, will retire from active participation but will act as metropolitan New York distributor for the Garod line through Belle Electronics Corp. It's understood he'll invest "a large part" of the proceeds of the sale in Belle Electronics, which has thus far committed itself to "more than \$4,000,000 worth" of Garod receivers.

Ashbach announced that a "new and greatly increased advertising budget" would be appropriated for the 1948 line of Garod sets, which were shown to distributors in the area recently.

Wedding Bells

Joel Herron, WHN musical director, was married to Trudy Meyer on Saturday, August 16 at the Waldorf-Astoria Hotel. Miss Meyer is a non-professional. Besides his WHN chores, Herron is currently playing at Bill Miller's Riviera.

Announce ET Sales

Los Angeles—Finley Transcription Company set deals recently for sale of "Flight With Music" starring Marion Hutton to stations in Framingham, Mass., New Haven, Reading, Pa., Dallas, and Oklahoma City; "Myrt and Marge" added Jacksonville, Fla., and Portland, Ore., boosting its number of stations to 46.

Abbott-Costello Co-op. Lines Up 36 Sponsors

(Continued from Page 1)

announced yesterday by Murray Grabhorn, supervisor of the network's co-op program sales department. The comics were signed recently to a five-year contract which marked the first top-comedy show to be aired on a co-op basis.

Grabhorn said that results of the web's newest co-op programming experiment were "highly gratifying," and added that "orders are coming in daily and the 36 sponsors signed to date indicate that the Abbott and Costello program will be sponsored in the nation's smaller cities as well as the major markets of the country." Sprague Warner Co., division of Consolidated Grocers, for Riche-lieu Food Products, was revealed by RADIO DAILY yesterday to have bought the show on WENR, Chicago ABC outlet. Other advertisers will be announced by the web this week, it was said. Grabhorn added that the breakdown of classifications of orders already received for sponsorship of the show "indicate that the major industries will be well represented."

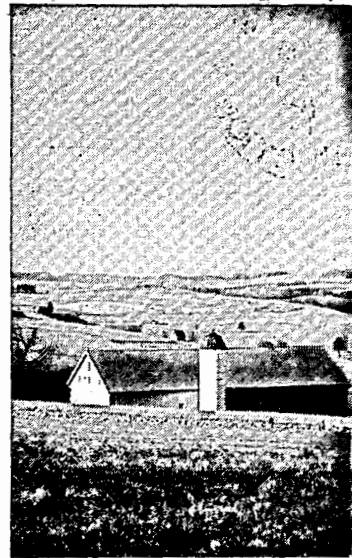
Among those already signed are brewers, petroleum products merchandisers, drug stores, jewelers, dairies, apparel stores, candy manufacturers, auto dealers, department stores and radio dealers.

WOR Lays Tele Plans For Debut Next Summer

(Continued from Page 1)

studio, and field pickup equipment were signed last week by Jack R. Poppele, vice president and chief engineer of WOR, and C. A. Priest, manager of the GE transmitter division.

WOR's tele transmitter, rated at 5-kilowatts, will be designed as to permit higher-power additions when needed with extensive changes to existing equipment, it was said.



PEACEFUL

Peace is wonderful in the country. That picture proves it. But a long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States... this is a 5-station network town.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-R

# WNBC Plans Salute To 25th Anniversary

(Continued from Page 1)

"World's Greatest Novels" last year. Guy Daniel will produce the series and D. L. Provost, program manager, will supervise production. Fred Plywood, WNBC news and special events director, will handle the broadcast interviews with housing leaders.

### Gaines Comments

In commenting on the series Manager Gaines said: "We decided on this method of observing our 25th anniversary rather than resorting to the usual nostalgic program. We do not propose to solve our local housing problem but we do think we can shed light on a very clouded situation and perhaps make a few recommendations."

# Half-Hour Film Series Debuts On WABD Thurs.

(Continued from Page 1)

and comedies and newsreels that were popular fare during the days of the nickelodeon movies. Highlights of the series, which will run for 13-weeks, will be newsreels of the inauguration of President McKinley, the 1900 Easter Parade, a William S. Hart western, Keystone comedies, the Dempsey-Willard fight, and a Ruth Rawlins "thriller."

### Experimental

Houston, Tex.—As an experiment to further the FM type of broadcasting here, Jack Harris, manager of KPRC hold a special broadcast recently with the Houston Symphony Orchestra. Program was heard on KPRC and KPRC-FM with listeners invited to the studio to make a comparison of the broadcast. During the airings the set was turned on the AM and then switched off and the FM set turned on.

# Half Hour Documentaries Cover Displaced Persons

A series of four half-hour documentary radio shows has just been released to more than 150 independent stations throughout the country. Entitled "Our Delayed Pilgrims," the newsreel-type series, through dramatic sequences, vividly tells the story of immigration from the days of the Pilgrim fathers to the present, pointing up similarities between the situation of the pilgrims of yesterday and the displaced person of today.

Featured in these programs are contributions made to our American way of life by Carl Schurz, Father Duffy, Mother Cabrini, Eugene Ormandy, Leopold Stokowski, Dmitri Mitropoulos, Joseph Pulitzer, David Sarnoff, Albert Einstein, Major Severki, Arde Bulova and many others.

# Catholic B'casters Set Temporary Exec. Comm.

(Continued from Page 1)

The final meeting of the organizational conference at Fordham University.

Committee, representing all parts of the U. S. and Canada, consists of the following: Rev. Matthew D. Dubee, St. Genesius Guild, Montreal; Rev. Francis X. Salloway, Essex County Radio Council, Mass.; Rev. Eugene Murphy, "Sacred Heart Program," St. Louis; Mother Margaret, O.S.U., College of New Rochelle, N. Y.; William C. Smith, radio director, National Council of Catholic Men; John Hinkle, public relations director, Notre Dame U.; Paul Taggart, Catholic Forum of the Air, Wilmington, Del., and William A. Coleman, chairman of the radio division, Fordham Univ.

Over 100 representatives of Catholic groups attended the sessions and discussed common problems and made plans for future activity. Provisional committee announced that a news letter would be instituted in the near future to provide for exchange of script information and other items of interest to Catholic broadcasters. For the present, two informational centers have been established, it was said, one at Fordham, and the other at the St. Genesius Guild in Montreal.

# WQQW Stockholders To Continue Operation

(Continued from Page 1)

Capital of \$180,000 is gone now, after eight months operation—but better than half that figure is reported to have been spent before the station got on the air. Rates were set so low that experienced radio men here predicted as soon as they learned the rates that the station could not even with its entire daytime schedule sold—break even.

At various times in the past month interest in the property has been exhibited by Drew Pearson, MGM, Scripps-Howard and several other potential buyers—but no firm bid with a deposit was outlined to the stockholders Monday night, RADIO DAILY was informed.

A number of the stockholders are frankly anxious to carry the station on, but its future was uncertain yesterday.

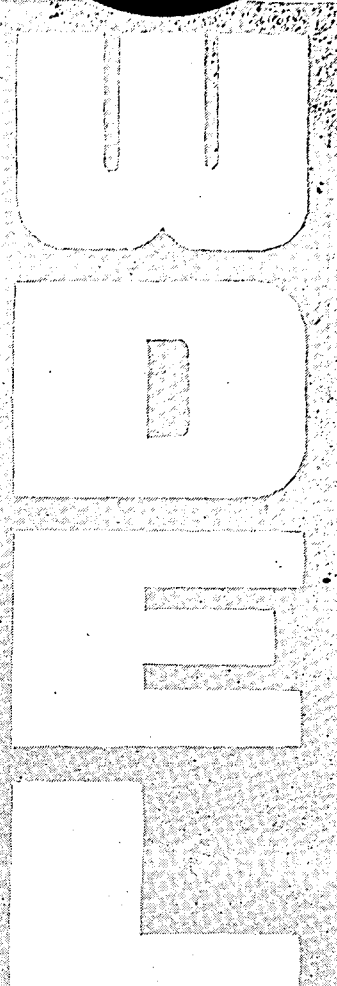
# Colored Disc Jockey, Debuts On WJJD, Chicago

(Continued from Page 1)

Certificates will be given as prizes. Show is sponsored by the Englewood Fur Shop.

On Monday, August 18, Al Benson, young Negro disc jockey, inaugurated a new half-hour daily program at 12:15 p.m. Benson, who has been appearing on a small Chicago station for the past two years, has built a sizable following for his "Re-Bop," "Swing" and popular music. Program on WJJD, has been sold on a participation basis and first sponsors are Canadian Ace Brewing Co. and the Michigan Motor Mart.

A Steinman Station



Wilmington Delaware

SELLS

5,000 WATTS DAY & NIGHT

Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago San Francisco



Children's CHOICE



TILLIE LOU

"THE TALKING BIRD"

7:45-8:00 a.m. Monday through Saturday

Write WGY or NBC Spot Sales for your participation SCHENECTADY, N.Y.

WGY GENERAL ELECTRIC

## SOUTHWEST

**JACK HARRIS**, general manager of KPRC, Houston and former Chief of the radio branch of the War Dept., effective as of July 1 was renamed special consultant to Maj. Gen. Floyd Parks, director of Army Public Relations. An Army Reserve Colonel, Harris served in that capacity during the last war after being placed on the inactive list to return to radio.

A poll was conducted last Thursday, the anniversary of V-J Day by the news staff of WOAI, San Antonio and the Fort Worth Star Telegram among 49 Army Combat Officers who served in World War II concerning the opinion of what the future holds for America.

**E. A. McGee**, past commander of the Dallas Disabled American Veterans, Chapter 31, presented a gift membership to three of the members of the Dude Ranch Buckaroos heard on WFAA 820 Dallas. **Lewis Cook**, "Buss" Burnham and "Cotton" Wittington received the awards for their personal appearances at the nationally famous Ashburn Hospital at McKinney, Tex.

Newcomers to the staff of K TSA, San Antonio include **John M. Holland** and **Mildred Wehmeyer**. Holland joins the engineering staff and was formerly with KVOF, KVOU and KABC, all in Texas. Miss Wehmeyer replaces **Billy Whittaker** in the accounting department.

**Eddy Arnold** and members of his WSM, Nashville, Grand Ole Opry troupe scheduled to make a personal appearance at Dallas on Sunday, Aug. 17. Members of the troupe included **Rod Brasfield**, **Roy Wiggins**, the **Oklahoma Wranglers**, and **Lillie Belle** with the **Tennessee Plowboys**.

**Anne Schuler**, former WAC announcer, and now a member of the Dallas News amusement staff, discussed "Army Women in Radio" during a recent "Healys At Home" broadcast over WFAA-570, Fort Worth.

**Lanny Ross**, stage, screen and radio tenor, is appearing in the title role of the current presentation of "The Student Prince" at the Fair Park Casino Operetta in Dallas.

**Austin Williams**, news editor of WOAI and **Bob Ferrie**, newscaster for KABC, will appear on the KONO Radio Forum in San Antonio discussing the subject "Do We Have Free Access to Good News?" **Clyde Wantland**, publisher of the Alamo Heights News and **Lois Johnson**, member of the staff of the San Antonio Light were the other members of the panel. **Jack Shoemaker** is moderator of the series heard over KONO, San Antonio, each Sunday evening.

### NOW AVAILABLE

Top calibre salesman with excellent network and agency contacts—broad over-all knowledge of all phases of show business including publicity and promotional background. Write Box 371,

RADIO DAILY,

1501 BROADWAY, NEW YORK 18, N. Y.



### Manhattan Memoranda. . . !

• • • The Gardner Agency will sponsor the new **Paul Whiteman Show** when that half-hour musical variety series debuts September 10th via ABC for the National Guard. . . . The September issue of *Salute* will carry an interesting profile on **Lou (Andrews Sisters manager) Levy**. . . . Don't be surprised if **Gene Carroll** (formerly of the team of **Gene & Glenn**) joins the **Eddie NBCantor** program this fall. . . . Gene is currently disk jockeying an across the board series at **WJMO** in Cleveland. . . . It cost baritone **Phil Brito** \$13,500 to buy out his contract with **Irving Romm**. . . . **Emcee Win Elliott** used practically every means of locomotion (but ox-cart) last week when he had to get to **Skowhegan, Maine** whence the "Betty Crocker Magazine of the Air" originated. . . . his train to Boston was three hours late, he flew from Boston to **Augusta**, took a bus to **Waterville** and then a taxi, arriving at the studio 240 seconds before air time, 10:25 a.m. . . . **Bob Stephan**, radio columnist of the **Cleveland Plain Dealer** in town with his two-year-old son for a look-see at local radio row. . . . **Bill Hanson**, formerly with the **Fred Waring Office**, and currently vee-pee of **Republic Records**, has signed **Jimmy Blair**. . . . the **ABCancary** rates the build-up the waxery plans for him. **Sam Slate's** recorded documentary half hours for **BBC** on **Americana** are worthy of U.S. network programming—recent ones on "Summer Theaters" and "Jazz Music" are among his best.

★ ★ ★

• • • General Electric will again be on the nets and from here it looks like they'll re-sign **Art Linkletter's "House Party"**. . . . Producer-emcee-writer **Herb Polesie** has been on the air for years and never heard his voice until last Saturday nite when, upon getting home, his wife surprised him by playing on their new wire-recording machine, the **MBSponsored** program, "Twenty Questions." . . . **Pat Weaver** has succeeded **Tom Lewis** as **Radio Head** of **Young & Rubicam**. . . . **Lewis** may produce packages independently. . . . "Life With Father" for radio is available through **Time On The Air, Inc.**. . . this comedy is a natural for the ether. . . . Due to his wife's ill health, **Michael Davidson**, executive Secretary of the Eastern Region of the **Radio Writers Guild** will soon transfer to the Guild's West Coast. . . . **James Stabile** will succeed him here. . . . **Nat Harris**, owner of the **New Harem Club** (which will open on the site of the **Vanity Fair**) will install a television set backstage to entertain the performers at the bistro. . . . **Jean Paul King**, out of uniform and back on the nets via "Patterns in Melody," heard Mondays over **NBC**. . . . **Barry Gray** informs us that the recent meet of **Disk Jockeys in Chicago** picked **Johnny Green's "Body and Soul"** as 'number one all-time popular love song' with **Hoagy Carmichael's "Stardust"** the runner-up. . . . Actress **June Knight** has invented a plastic toy microphone soon to be marketed. . . . **Herman Chittison Trio** **MBS**tints from the **Piccadilly Hotel Lounge**, a musical treat. . . . **Petrillo** won't grant any more recording licenses.

★ ★ ★

• • • **Jimmie Brown**, co-star with **Jean Tigue** on the **WOR "Angostura Bitters"** series, received a call from **CBS** for a singing job. . . . he was told to learn the song "Illusion" and then sang it with full orchestra in that outfit's numerous studios. . . . seems they merely wanted to test the acoustics. . . . **Newscaster Red Barber** says "Whether **Brooklyn** wins the pennant is in the lapse of the Cards." . . . **WWRL** eyeing **New Jersey** sites for its new 5,000-Watt Transmitter. . . . **Perry Como** resumes his **NBC**chesterfield series Sept. 8 with **Lloyd Shaffer** again making with the baton. . . . During the past five years it's been on the air, "Guess Who" has received over a thousand letters from fans insisting the title should be **CORRECTLY** called "Guess Whom." **Comic Happy Felton** sez, "Whom cares, so long as we're on the air." . . . **Jerry Lawrence** and **Bob Lee**, producers and scripters of the **Fred Ziv** series "Favorite Story" starring **Ronald Colman**, are in from **Hollywood** to confer with vee-pee **John L. Sinn**.

## CHICAGO

By NAT GREEN

**A. W. KANEY**, station relation manager of the **NBC** central division; **John McCormick**, network salesman, and **Roy Porteous**, of the **NBC** advertising and sales promotion department in **New York**, spent the week-end in **Minneapolis** on business.

**Ed Begley**, who was the original radio **Charlie Chan**, is now again that role on the new series. **Begley** started the character in 1944 and resumed it on August 11 of this year.

**WBBM** is conducting a contest to find a new name for **Cliff Johnson's** half-hour morning show "Music Clock," which presents recordings and reports on time and temperature. Prizes totaling \$200 in cash are being offered.

**Virginia Haskins**, coloratura soprano, and **George Tozzi**, baritone, will be co-starred on the "Chicago Theater of the Air" when it presents another of its summer series broadcasts on August 23.

**Allen Prescott** will emcee **Don McNeill's "Breakfast Club"** show on August 25 and 26 while **McNeill** takes a two-day vacation.

**Dorothy Reynolds**, **Mutual's** Chicago office manager, and **Myrtle Goulet**, traffic manager, back on the job after vacationing.

Members of an advisory board headed by **Elizabeth Wolcott** of the **WBBM** department of education will meet Wednesday to formulate plans for another season of dramatic broadcasts by the **Northwestern University Radio Guild** on **WBBM-FM**.

Announcer **Lee Bennett** and **Doc (Two-Ton) Baker** will appear in today, August 19, at the annual community musical festival at **Kalbfell, Ill.**

At the close of the **NBC-Northwestern University Summer Radio Institute** full scholarship honors were presented to **Helen Pepper**, freelance radio writer of **Oxford, Ohio**, and **Jack Angell**, of the **Stuart Williams Advertising Agency**, **Chicago**. Half scholarships were given to **Eleanor Goodrich**, **Battle Creek, Mich.**, and **Robert Banner**, a pre-graduate student at **Northwestern**. **Miss Goodrich** has accepted a radio writing job with **Montgomery Ward & Co.**, and **Banner** will serve as graduate assistant in the radio department at **Northwestern**.

1906 1947

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**

- LUNCHEON DINNER  
COCKTAIL BAR

*Famous French Candies*

15 East 52nd St.



**BOSTON**

FORMAL discussions between five Boston University students and their professor, Dr. Willem J. Pinard of the Department of Psychology have become a part of the Lowell Institute educational series over WOP—a procedure identical with that often followed in Dr. Pinard's office or his B. U. classroom.

Demonstrating how people use learning in everyday life, Dr. Pinard questions his students on their experiences and the problems, and then explains the causes of their behavior and their actions.

Loise Parker Broeg (Mother Parker) director of WEEI's Food Hour (Monday through Saturday 9:30-10:45 a.m.), had a field day at the Ambake of the Grocery Manufacturers' representatives of New England last week at Warrick Inn, Nantucket, winning in addition to 10 lbs. of sugar the Grand Prize of a Philco Junior radio.

Kingsley F. Horton, assistant manager and director of sales for WEEI in Boston, Aug. 17 for his quarterly executive trip to Chicago to contact executives of Radio Sales, Inc., returning to Boston, Aug. 22.

In Boston for a performance in "The Ghost Train" at the New England Summer Theater, Arthur Teacher as guest on Bill Hickok's WOP record show last week resisted the usual practice when he appeared bored with being interviewed and insisted on asking Bill the questions.

The Sunday afternoon commentaries by Bill Cunningham, Boston Herald feature writer have been reviewed by John M. Pray & Sons Co., former WNAC, the Yankee and Mutual networks for 52 weeks on a co-op basis from 2:30 to 2:45 p.m. Pray is represented by Chambers & Wiswell.

Clinton Clothing Manufacturing Co., has signed with WNAC, key station of the Yankee Network to renew their current "Tello-Test" quiz series Tuesday and Thursday from 5 to 7:30 p.m., for an additional 52 weeks. Clinton has been sponsoring this telephone quiz since early 1945 with Fred Lang as quizmaster. C. Dowd, Inc., is the agency handling the account.

A new series of one-minute announcements for a 52-week period has been signed by the New York Central R. R., with WAAB, Yankee network outlet in Worcester to be aired at 6:14 p.m., following the Monday edition of the locally originated Yankee Network News Service broadcast.

**AFM Nixes Web-FM Music; FMA Suggests Legal Action**

(Continued from Page 1)

AM and FM broadcasting, consideration has been given to your request to permit members of the American Federation of Musicians to render service for both AM and FM programs simultaneously.

"The Federation holds that FM broadcasting is separate and distinct from AM broadcasting. The Federal Communications Commission licenses each FM station separately, assigns individual call letters and channels, and the station is required to comply with all FCC regulations. Many FM stations have no affiliation with either an AM station or a network and could not possibly enjoy the benefits of AM programs even if the Federation were willing to permit this dual service. Certainly, the FM station with no AM affiliation is just as deserving and should not have to suffer this competitive disadvantage, neither should the Federation be a party to such discrimination.

"We must bear in mind that the number of FM stations will eventually number into the thousands and the present network facilities could not possibly feed all of these stations.

"The locals of the American Federation of Musicians are ready and willing to negotiate wage scales and conditions for FM broadcasting. At the present time, there are a number of FM stations employing musicians and it would not be sound policy for the Federation to eliminate this employment and potential employment in other stations, by agreeing to service both AM and FM simultaneously.

"The Federation does not insist that FM stations employ musicians, but if they do need musicians, locals will be ready and willing to negotiate contracts. This would give the FM station the benefit of live music, also give the public the chance to hear FM and in return, musicians will have employment opportunities."

Washington Bureau, RADIO DAILY

Washington — James C. Petrillo's announcement refusing radio permission to duplicate musical programs on AM and FM stations simultaneously brought from the FM Association a statement that the Department of Justice will be asked to investigate for "possible violations of the Lea Act and Taft-Hartley Law."

In a prepared statement Tuesday night, J. N. (Bill) Bailey, FMA executive director, said:

"Our legal counsel is studying all aspects of the situation with a view to asking both the Department of Justice and the FCC to probe thoroughly into the reasons why network and other live musical programs, now available to AM stations, are denied FM on the same basis."

Bailey said he and Leonard H. Marks, FMA general counsel, have an appointment Thursday with Justice Department officials and that the FMA would "leave no stone unturned" to see that "favorite programs are

made available to the FM listeners."

Bailey said he had invited the four major networks to join with the FMA in a conference with Justice officials at 10:30 A.M. Thursday (Aug. 21). His statement discounted network contentions that present AFM-network contracts preclude duplication of musical programs on FM.

"The FM Association contends that the network-AFM contracts now in force do not, on their face, preclude the duplication of musical programs on AM and FM stations simultaneously," he added.

Referring to Petrillo's statement that duplication to network affiliates would place independents at a disadvantage, Bailey stated:

"We feel that the issue at stake is far greater than the mere pitting of independent FM stations against those with network or AM affiliations. It is a question of depriving the public of a service. Just as it is the listener's right and privilege to tune in Kate Smith, Bing Crosby, Jack Benny, the NBC Symphony and other programs on ordinary radio, it should be his right and privilege to enjoy these programs over the better facilities of FM transmission and reception. The FM Association pledges itself in the public interest."

**Radar Now Being Used By Great Lakes Shipping**

Montreal—A new era of safety for Great Lakes shipping was inaugurated this week with installation of the first commercial radar set aboard a lake-bulk-carrier.

Following several years of experimentation on the Great Lakes, the Colonial Steamships 13,000-ton S.S. Mathewson is the first lake boat to have the wartime developed electronic "eye" installed. The radar set is contained in a compact, easy to operate cabinet standing five feet high.

Capt. Clayton Misener, veteran Great Lakes skipper, who piloted the Mathewson on a trial run with the radar, said he was able to prevent collision of two other ships on the test run. Approaching the St. Mary's river in a fog, the captain noticed in the radar screen that the paths of two other lake vessels would converge and warned the skippers by radio telephone.

**Becomes ABC Regional**

Los Angeles — "Hollywood Holiday," night-time audience participation ailer starring Jack McElroy as master of ceremonies, which bowed in on KECA last week, goes regional on Sept. 1. ABC will carry the program on its Pacific Coast net.

Originating at Tom Breneman's Restaurant at 11:30 p.m., P.T., Mondays through Fridays, "Hollywood Holiday" features the music of Dale Cross and his Orchestra.

**IT TAKES ALL KINDS OF PEOPLE ...to run a radio station**

caricature by **BASIL WOLVERTON**  
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



**GLENN SHELLEY**

Assistant to the Musical Director

Although firmly grounded in the classics, Glenn Shelley is definitely not a "long-hair" musician. With Glenn the "show's the thing" and he takes Bach or boogie woogie in stride. Shelley is a showman by instinct and by training. At age 14 and still in knee pants, our hero was playing piano accompaniments for silent movies in the pit of Portland's Alhambra theater. He switched to pipe organ and was soon giving concerts for theater audiences on that instrument. This background in show-business has proved invaluable during Shelley's radio career. He has been with KGW since 1931 and has carried a great deal of the load on many a successful live-talent program. You've heard it said, "markets are people." Radio stations are "people," too, and Shelley is definitely one of the people who has helped make KGW one of the great stations of the nation.

Next Week—FRANK COFFIN  
Public Relations Director

**KGW**  
PORTLAND, OREGON  
AFFILIATED WITH

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

IN CLEVELAND IT'S

**WHK**

## AGENCIES

**STARDUST, Inc.**, through Norman S. D. Waters & Associates, will include radio from coast to coast, in addition to other media, for its forthcoming advertisements, which will feature Joan Murray, Harrison, N. Y., chosen as "the most photogenic girl in the country" in a contest sponsored by Stardust.

**ERWIN WASEY & CO.** has opened an office in Los Angeles, Cal.

**EUGENE S. THOMAS**, president of the Advertising Club of New York, has again appointed Horace H. Nahm, president, Hooven Letters, Inc., chairman of the Advertising and Selling Course Committee.

**EUGENE LESSERE** is the latest addition to the radio copy department at Compton Advertising, Inc. He formerly was associated with the Al Paul Lefton Co., Inc.

**GENERAL FOODS CORP.**, Maxwell House division, has engaged Ralph S. Butler, Jr., as sales and advertising assistant.

**INTERNATIONAL SILK GUILD, Inc.**, through Abbott Kimball Co., Inc., will resume its pre-war activity in publicizing silk products of the industry.

**ELIOTT D. ODELL**, advertising director of Fawcett Publications, Inc., announces the appointment of Raymond Ellis as resident advertising representative in New England for Today's Woman and True, The Man's Magazine.

**J. P. MCKINNEY & SONS**, station representatives, have engaged Carl Jewett as sales manager of their Chicago office. Jewett formerly was commercial manager of WKAN, Kankakee, Ill.

**KOLO**, Reno, Nev., a CBS outlet, announces the appointment of Western Radio Advertising, Inc., San Francisco and Los Angeles, as its Pacific Coast representative. Adam J. Young, Jr., Inc., continues as representative of KOLO on the east coast.

**RAY D. WILLIAMS**, radio director of Prater Advertising, St. Louis, left Friday, August 15, for a two-week vacation at Lake Vermillion and for a visit to Duluth, Minn.

### Leaves WNAX For KWWL

**Yankton, S. D.**—Gene P. Loffler, program director of WNAX, has resigned, effective Sept. 1st, to accept a position as program director and director of the artists' bureau of the Blackhawk Broadcasting Company's station, KWWL, of Waterloo, Iowa.

A member of the Cowles organization for over eight years, Loffler came to Yankton as WNAX program director in July 1944. A successor has not been named.

## CALIFORNIA COMMENTARY

• • • Maurice Hart, KFWE's early morning emcee, celebrated his fifteenth wedding anniversary Aug. 9th, and like all men did not know what to give his charming wife. In last minute desperation, he turned to his early risers to help him out and offered a Philco radio for the best suggestion. Mrs. Margaret Dippert of Arcadia, Calif., suggested a set of crystal glassware of various sizes and shapes—and Maurice carried out her suggestion. . . . Tommy Dorsey and Charlie Barnet working side by side in Samuel Goldwyn's "That's Life," compete at rival box offices nightly. Dorsey is playing at his Casino Gardens and the Barnet orchestra is performing but ten yards away, at the Aragon Ballroom, both in Ocean Park. . . . A guest shot with Tony Martin on August 24 will prep Judy Canova for her return to the air on her own show August 30. . . . Columnists Walter Winchell and Leonard Lyons have named Bob Hope and Frank Sinatra as West Coast directors of the Damon Runyon Cancer Fund drive. . . . Jack Meakin, maestro-star of NBC's "Summerfield Bandstand," observes that with a black market, a gray market and a red scare, it's no wonder so many citizens are in a blue funk. . . . From Dale Evans comes word of an unfinished apartment building in Hollywood, which wears the sign, "120 per cent rented."

★ ★ ★

• • • Peter Potter will celebrate his ninth year of KFWE broadcasting in October and plans are already under way for a special radio birthday party. . . . Now that their costuming has been completed, the Pied Pipers will begin their M-G-M "Luxury Liner" shooting any day now. They have been rehearsing their specialties for three weeks already! . . . There are fans who write in for autographs, others for old clothes, and still others with proposals of marriage. But Judy Canova recently received the weirdest request on record. An Oklahoma gal who fancies herself as a songwriter wants Judy to arrange for her an audition in the Rose Bowl. As left tackle, maybe? . . . KCMJ, Palm Springs station, reports that "it's hot here in America's Foremost Desert Resort right now, but the biggest summer population yet is causing acute parking problems—especially where there's any shade." By the way, business on KCMJ is 20 per cent up over last summer.

★ ★ ★

• • • Larry Finley reports excellent demand for the transcribed "Myrt And Marge" series. It has a 4.7 rating over KRLD, Dallas, and has been renewed over KNX, Los Angeles, by Thrifty Drugstores. It has also been renewed in Providence and has been bought by WMBR, Jacksonville, Fla., and KTKC, Visalia, Calif. Finley also reports the sale of "Flight With Music" to Glade Candy Co., for use over KOMO, Seattle, and to WKY, Oklahoma City, and KTKC, Visalia. . . . Announcer Bernard Dudley is spending his vacation doing some good bass fishing in his private lake in New Hampshire. He is due back in Hollywood with a new car before the month ends. . . . John Slott incorporated real-life experiences recently presented over KHJ. Slott, who has won the Carnegie award for radio writing, is returning to radio after some years in the motion picture field. . . . George Fisher, ABC's movie reporter, has returned from Lake Tahoe, where he had Mr. and Mrs. Sonny Tufts as his guests.

★ ★ ★

• • • Lou Holzer, producer-director of the much discussed "California Caravan," a Sunday half-hour epic heard over ABC's California network, always takes a poll of control booth quarter-backs following completion of his opus. To date he has batted 1,000 per cent on the comment, "Good Show." Frank Lovejoy and his cute wife, Radio Actress Joan Banks, have a very co-operative "director" whenever their little daughter visits them during a rehearsal of "Murder And Mr. Malone." The tot sits in Director Bill Rosseau's chair during "breaks" and makes announcements to the ABC cast over the director's "mike." Calling her Daddy's attention in a very director-like voice, she suddenly softens down to "Uh-nothing, Daddy—except I love you."

## EQUIPMENT

### WE Supports RMA Plan

The Home Radio Division of Westinghouse Electric Corp. have formulated advertising and sales promotional plans to support the new public relations and merchandising program of the Radio Manufacturers Association, it was announced. J. H. Stickle, Westinghouse advertising manager. Program is now being presented at twelve distribution meetings being held around the country. Among the corporation's plans are "packages" for fall release, signed around the RMA's program of a radio for every member of family. These are scheduled for September and November. October promotion is on the living room family radio set. Campaigns were developed by Fuller & Smith & Barney agency. September promotion keyed to the annual return to school Magazine advertising, radio spots, operative dealer newspaper ads, window displays and counter pieces declare that radio is "good fun at school."

### Magnavox Radio-Phonograph

The "Mayfair," a new Magnavox radio-phonograph which utilizes mahogany, or white oak in its modern cabinet design is the feature of the company's latest instrument. Model has a 10-watt power output, a 12-inch Magnavox Duosonic speaker, eight tubes plus rectifier for sensitive reception. Its fully automatic record changer has the Magnavox pianissimo pickup. Cabinet contains storage space for records. The "Mayfair" is listed at \$198.50 at \$263.50 with Armstrong FM, combining 14 amplifier tubes, two rectifiers and one tuning tube. Instrument is designed so the FM chassis can be added at any time.

### Capital Interview Show To Be Picked Up By WNBT

"Capital Citizen," a new series of television interviews which started last week in the nation's capital will be carried on the NBC television work and aired locally over WNBT starting tonight (9-9:30 p.m. EST).

Guest on the program tonight will be Clark Griffith, president of Washington Senators baseball team. Griffith will be interviewed by Bill Herson, emcee of the new series which originates in WNBW, Washington.

### Wins Script Contest

San Francisco—Martin Nelder of the Stanford-NBC Radio Institute script contest with a comedy-drama titled "Scotch and So Dividing." The play was broadcast on the NBC network from the studios last Saturday, under the direction of John Grover, by students of the Radio Institute.

# Rate Hookup In N. Y. for Ithaca Labor Meet

(Continued from Page 1)

conference that was not open to the general public.

The meatiest portion of the conference, a number of group discussions on the relationship of "wages, prices, profits and production" was touched by both sides asked they not be aired. Even newsmen were asked to hold off on quotes from these discussions until the particular quote had been cleared with the union making it.

WVCU, with Cornell paying the charges, put together a statewide network of WKBW, Buffalo; WYR, Syracuse; WHAM, Rochester; WGY, Schenectady; WWCN, Binghamton; WHN and WNYC, New York, and WVCU. These stations will take a special 30-minute show, being produced by WVCU, with a special panel of labor and management men who sat through the discussion groups and discuss the same topic "Wages, Prices, Profits and Production." This show will be piped Thursday, August 21, at 7 p.m. for either live or via transcription at first available time.

CBS Show to Ithaca  
When WVCU, a CBS affiliate, got the network to originate "In My Opinion" from Cornell on Thursday evening at 6:15 p.m. Again the subject, "Can We Expect Lower Prices with Current Wages?" will be referred to what is being thrashed out in closed meetings.

Finally WVCU assigned a newsman to full-time coverage of each session and will air bulletins and repetitions throughout its newscast schedule. The station also is transcribing each speech at the conference. Copies of these platters will be sent into the university files, to the makers of the speeches, and will be available for interested listeners.

## New Bergen Format

Los Angeles—Edgar Bergen will inaugurate a new format for his Case and Sanborn radio series beginning Sept. 7, over NBC, when he will air personalities from the popular, scientific and professional world as his guest stars.

Bergen will not abandon the star system used in past shows, but the present setup will favor non-professionals who are outstanding in their particular fields.

Ray Noble, Anita Gordon, Pat Brick, and Eddie Mayhof, in addition to Charlie McCarthy and Mortimer Snerd, will again be regulars on the Bergen-McCarthy show.

# ★ P R O M O T I O N ★

## CBS' Fred Beck

The Western Division of CBS has come up with a fine promotional piece in the form of a ten-page booklet entitled "The Myopic Gargoyle," who is none other than Fred Beck, famous on the west coast as the gent who "helped turn a 10 acre weed patch into a million dollar business called the Farmers Market in Los Angeles." The booklet contains gay little caricature drawings of Beck, with sprightly copy accompanying them, telling of his activities and great listening audience on the coast. Included with the book is an 8 inch cardboard record that one can play, just to get a sample of what Beck says on the radio. A small tab on the front of the folder reminds potential sponsors that "it's too late to buy Beck" since "he has just started to work for Alka-Seltzer," but nevertheless urge you to listen to the show.

## Plugs Disc Jockey

A two color attractive four page 6 x 9 inch folder has been prepared by the Merchandising and Promotion Department of KTSA, San Antonio hailing the virtues of South Texas' outstanding disc jockey-comic, Fred Bennett heard three times daily Monday through Saturday over the station. The front page deals with a picture of Bennett in an informal pose in front of the KTSA microphone. On one of the inside pages are two pictures of Bennett in the characters that he impersonates, two of a host of voices he employs. One is of him as "Professor Muchmore" holding one of the singing ducks and the other is that of "H. Kalt Venborn" the news commentator standing in front of the news teletypes. The opposite page deals with pertinent information concerning Bennett and his programs. There is also an outline of the programs which are "Fred's Merry Go Round" heard from 7:45 a.m., to 8:30 a.m. Monday through Saturday, "Fred's 550 Follies" heard from 4 to 4:30 p.m. Monday through Friday and "Bennett's Dance Parade" heard 4:30 to 5 p.m., Monday through Friday. Back page sums up the sales message of the programs with "to brighten your sales in San Antonio and South Texas . . . use KTSA and Fred Bennett." Station call letters, dial setting and power with "CBS for 18 years in San Antonio" round out half of the page with the remainder reserved for the national sales representative, Taylor-Howe-Snowden Radio Sales and where its various offices are.

## Promotes Neighboring Town

WHKK, Akron, Ohio, is devoting 45 minutes to its mid-morning schedule to promote the neighboring city of Barberton, New program, "Listen Barberton" is sponsored solely by the merchants and business organizations in Barberton and is beamed directly to the home-makers and home-owners of the city. Spot announcements are interwoven between the recorded and transcribed tunes.

## Jack Carson Campaign

An extensive exploitation campaign for Jack Carson, radio comedian, and the "Seal Test" program on which he will be the star, starting September 11 on NBC, is under way. Carson is a former Milwaukee boy, and Ed Thompson, publicity man from the Bernie Milligan office in Hollywood, is arranging a series of events for the star, to take place in Milwaukee August 21 and 22. The Milwaukee Junior Chamber of Commerce is co-operating and a reception and parade have been arranged to welcome Carson "back home," and he will be made mayor for a day. The comedian will appear at the Wisconsin State Fair as "Ambassador of Good Will for America's Dairyland" on August 22, which will be designated Jack Carson Homecoming and Dairy Day at the fair. He will choose the Dairy Queen. Various other stunts and parties are being arranged for the two days.

## WMT 25th Anniversary Revue

Before a packed grandstand of 10,000 persons, station WMT climaxed its 25th anniversary with an anniversary revue on August 12, during the All-Iowa Fair in Cedar Rapids. Crowd was largest ever to witness a night show during the Fair. Highlighting the show were the "Harmonicats," brought to the WMT show before opening at the Roxy Theater in New York. Other feature attractions included WMT stars; Gloria Van from CBS in Chicago; the recently crowned "Miss Iowa," who will compete in Atlantic City; 15 bathing beauties and two comic dancers attired in bathing suits of 25 years ago; and several aerial and acrobatic acts. Climaxing the two hour production was a tremendous fireworks anniversary salute.

## China Ambassador On WWRL

Ambassador T. F. Tsiang, acting head of the Chinese Delegation to the United Nations, will discuss "The Far East Two Years After VJ Day" when he appears as guest on "Let's Look at the U.N." over WWRL on Monday, August 25, at 10-10:15 p.m. Ambassador Tsiang, who assumed his new post with the U.N. on August 1, will discuss the present situation in China and his nation's fight against inflation and poverty. He will be interviewed by Meade Davidson, WWRL news commentator.

*Send Birthday Greetings To —*

August 20  
Andre Baruch Ted Donaldson  
Jack Copeland Alan Rood  
Don L. Davis Day Wyant  
Jack Teagarden

# Air Features Reveal Some Radio Statistics

(Continued from Page 1)

one nighttime, and four musicals are produced for clients of Dancer-Fitzgerald-Sample, Inc., while the other five daytime serials are for accounts of Duane Jones Co., Inc. Frank and Anne Hummert as Hummert Radio Features, supervise all the programs.

Statisticians of Air Features report that during the year ending June 30, the company broadcast a total of 3,675 network shows and it is anticipated that the year ahead will be as good if not better. In producing these shows the company used an aggregate of 1,119 people, actors, singers, musicians, announcers, writers, directors and arrangers. The statisticians also reported that 32,893 separate individual appearances were made by artists appearing on the shows and that the script processing department turned over 10,500 pages of dittoed material every working day of the year.

Starting in September, Air Features will resume their open door policy on auditions with sessions planned for Tuesdays and Thursdays of each week. Since 1939, more than 6,500 newcomers have been given auditions and out of this number over 800 were given professional radio engagements.

## Gum Co. Starts Series Of "Contests" On WPTZ

Philadelphia — Bowman Gum Co., makers of "Bub" bubble gum and Warren's Mint Cocktail Chewing Gum, started a new 15-minute series over WPTZ, the Philco station, this week which is described by station execs as a possible pattern for youngster - participation programs. Show revolved around a father vs. son competition in blowing bubble gum "bubbles."

Company's video show on WPTZ is the first to use the medium as follow up to the national "Bub" bubble gum contests which have been featured in a score of large cities this summer.

**42** OF THE TOP

**45** HOOPER-RATED PROGRAMS\*

IN WORCESTER ARE ON

**WTAG** —

— WORCESTER

\* Ratings from Oct. '46 to March '47

IN CLEVELAND IT'S

**WHK**

# COAST-TO-COAST

## —LOUISIANA—

**SHREVEPORT**—Hacker Milling Co. of Oklahoma has signed for five 15-minute programs weekly on KWKH, featuring Johnny Bailes and the West Virginia Homefolks. . . .

**NEW ORLEANS**—Former program director of WEAR, Jim Young is the new special events director of WDSU. . . . A new show, entitled "Jive Five," recently made its debut over WWL. Program is broadcast Mondays thru Fridays at 2:30 p.m. and features Irving Fazola, clarinetist; Godfrey Hirsch, harpist; Johnny Senac, bass player; Freddy Neumann, pianist, and Pinky Vidacovich, leader and clarinetist.

## —MASSACHUSETTS—

**NORTH ADAMS**—WKOB, owned by the Citizens Broadcasting Co., has begun broadcasting here, on a frequency of 860 kc., during daylight hours. . . .

**PITTSFIELD**—WBEC was 23 minutes late in going on the air recently, when the sound engineer, still under the sandman's spell, forgot his keys to open the station. Delay forced the staff to forego its opening morning program—"The Lazy-Bones" show, consisting of "wakes-you-up" music. . . .

**HOLYOKE**—Harry Dumais, WHYN announcer, is currently appearing in summer stock at Charlestown, N. H. with the Old Fort Players, under the direction of Ben Sweet, former music director at WMAS, Springfield.

## —MICHIGAN—

**DETROIT**—The new public relations and publicity manager of WWJ is Richard S. Spencer, Jr., it has been announced by Harry Bannister, general manager of the station. . . . A citation for meritorious service was recently awarded to Christina Erdman, traffic manager of the Fort Industry station WJBK, for voluntary efforts and outstanding achievement within the 5th Army area in behalf of the U. S. Army Recruiting Service. Scroll was signed by Col. Walter C. Cole, AAF, and was awarded from the Michigan Recruiting District headquarters by Major Stanley.

## —MINNESOTA—

**MINNEAPOLIS**—The Minneapolis City Council recently unanimously adopted a resolution commending WCCO, CBS outlet, for its series of programs, "Neither Free Nor Equal." The six half-hour evening broadcasts were a point-blank attack on racial and religious discrimination in the Northwest. . . .

**ST. PAUL**—On a recent "scorching" Sat. night in this city, so much water was being used for the traditional Sat. night baths, plus showering the lawn, that Fire Chief W. J. Sudieth called WCCO asking an announcement be made for reduced use

of water, particularly in the eastern section of the city. The Chief reported later that within an hour after the broadcast, pressure began to build up again and shortly thereafter service in that district was practically normal.

## —NEW YORK—

**JAMESTOWN**—Jean Slade, former director of the Speech and Drama Department at Endicott Junior College, and a Syracuse University grad, has been appointed head of the community interest department at WJTN. Miss Slade will be in charge of forthcoming public service shows. . . .

**SCHENECTADY**—Mary Young, stage and screen actress will debut before the tele cameras of WRGB on Sept. 24 in a playlet she has arranged, titled "The Little Countess." . . .

**WHITE PLAINS**—The Greenwich Playhouse, Greenwich, Conn., is using weekly spot announcements on WFAS to apprise Westchester residents of its attractions.

## —NEBRASKA—

**NORFOLK**—Nebraska's Congressman Karl Stefan, acted as guest newscaster on the noon news period over WJAG, as part of station's 25th anniversary celebration. Stefan conducted the program he started in 1922 when he was chief announcer at the station. . . .

**OMAHA**—YOAD's 426-foot tower is now erected. Temporary guy-wire broke, toppling tower to the ground without injury to workmen, when first section was up. Later sections were installed without mishap. Square-loop antenna is now being installed.

## —NEW HAMPSHIRE—

**KEENE**—Yodelin' Slim, who does western ballads over WKNE has surprised his listeners by the revelation that he turns out oil paintings of commercial caliber. . . .

**BERLIN**—In observance of the recent 40th anniversary of the founding of the USAAF, WMOU presented a studio-to-plane two-way interview with 1st Lt. Victor LaChance, USAAF Res., local recruiter for the Army. The Lt. circled the city and answered questions from Wilbur Small, special events department, who spoke from the studios.


## —NEW JERSEY—


**NEWARK**—WAAT carried Gov. Alfred E. Driscoll's address to the N. J. State Convention of the American Legion on August 9, direct from the War Memorial Building in Trenton. . . .

**PATERSON**—In celebration of its "Most Popular Mailman" contest and the overwhelming esteem in which they are held by the people of Northern N. J., Prentis Clothes of Paterson, and WPAT, its sponsors, will conduct a "monster block party and square dance" in this city on the evening of August 28, to make the presentations to the winners.

## —MISSOURI—


**ST. LOUIS**—On Aug. 14, KXLW, 1000-watt independent, put into service a completely new \$6,500 transmitter, seven months after station made its bow on the kc's. Station first debuted on second-hand transmitter borrowed from WTAD, Quincy, Ill.





**YES, there is action at KFWB and**

**I**t is with pride we announce the appointment of **THOMAS FREEBAIRN SMITH** as our new **Production Manager and Program Director**. Who in radio doesn't know of Thomas Freebairn Smith? For years the producer of Edward G. Robinson's "BIG TOWN," the BOB BURNS "SHOW," "CEILING UNLIMITED" etc. No need to go further. Well, Tommie is now Production Bass at KFWB.




**And our new Assistant Manager BILL RAY.** The name of Bill Ray and radio itself is almost synonymous in Hollywood. Few in radio have more ideas and are more capable of promotional radio than our own **BILL RAY.**

**Disk Jockeys . . .** The entire nation is now talking and listening to Disk Jockeys and NO OTHER STATION in the entire country can boast of a galaxy of disk jockeys such as we have on KFWB . . . **MARTIN BLOCK** (tops of them all) **BILL ANSON . . . FRANK BULL . . . MAURICE HART . . . LOU MARCELL, GENE NORMAN and PETER POTTER . . .** What a combination!

**Special Features . . .** too many to mention . . . but, the talk of the town is our "PREVIEW THEATRE OF THE AIR." No idea has caught on as has this feature. Ideas . . . Talent . . . Novelty Radio . . . now made available to you, the listener and to you the prospective sponsor! Tune in every Friday at 9 P.M. . . . It's always new!


**So, for MUSIC, for ENTERTAINMENT, for SPECIAL EVENTS** in the interest of Public Service . . . it's



**980 on your dial**

**And for SPORTS too! . . . the full home and road schedule of the Dons Football games . . . with DICK FISHELL!**

IN CLEVELAND IT'S





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 37

NEW YORK, THURSDAY, AUGUST 21, 1947

TEN CENTS

INDIANA UNIVERSITY LIBRARY  
AUG 24 1947

## Radio News Space Gains

### General Harbord Dies At Home In Rye, N. Y.

Leut. General James Guthrie Harbord, 81 years old, former president and chairman of the board of Radio Corporation of America, died early yesterday morning after a brief illness at his home, Dogwood Lane, Rye, N. Y.

Gen. Harbord, because of failing health, recently requested retirement from his position as chairman of the RCA board of directors and on July 11, the board granted to his request. He was named temporary chairman and continued as such.

(Continued on Page 3)

### West Coast Coaxial Cable Slated For Installation

San Francisco—Construction of a "coaxial" cable between Los Angeles, Oakland and Sacramento will be completed within 12 months, according to an announcement made by the Pacific Telephone & Telegraph Co. Upon completion of the project this cable will be tied in with a transcontinental underground network which can transmit a maximum of 100 television programs simultaneously.

By laying the coaxial cable from Los Angeles to Sacramento.

(Continued on Page 3)

### The A Billion \$ Business By '52, Poppele Predicts

Philadelphia — Approximately 36 television stations may be on the air by the end of 1948, and the rapid growth of the medium itself may give it the status of a billion dollar industry in the next five years, it was predicted last night by Jack R. Poppele, president of the Television Industry.

(Continued on Page 8)

### Multiple Click

A Chinese typewriter, which can check off 90,000 characters, will be introduced on W. W. Chaplin's "News of the World" over NBC at 7:15 p. m. tonight. It will be operated by its inventor, Lin Yutang, famous Chinese novelist and philosopher. He stresses that the new machine can be operated with the greatest ease—provided you know Chinese well.

### Safety Campaign

Following the successful pattern established for the Memorial Day and Fourth of July week-ends, ESSO Marketers are sponsoring a solid week of safety reminders to motorists preceding the long Labor Day week-end. R. M. Gray, manager of ESSO's advertising-sales promotion department, announces that about 800 safety plugs will be aired over 40 ESSO Reporter stations from Maine to Louisiana. Marschalk and Pratt is the agency.

### "American Heritage" Campaign Planned

A national public service advertising campaign sponsored by the American Heritage Foundation to "raise the level of active citizenship in the United States," and expected to approach in scope and importance any drive held during the war with the exception of bonds, was announced yesterday by the Advertising Council.

Under the title "The American Heritage Campaign,"

(Continued on Page 3)

### Screen Guild Set on CBS; Bob Hawk Show To NBC

"Screen Guild," sponsored by Camel cigarettes, will debut on CBS on Monday, Oct. 6, at 10:30 p. m., with Bing Crosby and Ingrid Bergman in "The Bells of St. Marys," tentatively set as the first of the series of half-hour shows.

(Continued on Page 2)

### Webs "Regret" AFM Ruling; FMA Pushes Its Probe Plan

The networks "regret exceedingly" the action of James C. Petrillo and the American Federation of Musicians in refusing to lift the current ban on the broadcasting of AM network musical programs over FM stations. The opinions of the webs were announced last night in a telegram which a spokesman for the four major networks said has been sent to Petrillo in answer to his wire of yesterday containing his refusal to lift the

### Survey Of Network And Cities Indicates Growth Of Editorial Interest In Radio News Features

By VAL ADAMS,  
Staff Writer, RADIO DAILY

Newspaper space allotted to radio news is not only on the increase but at least 17 daily radio columns have been added within the last year, according to a survey made by RADIO DAILY. Details of the survey were gathered from networks, ad agencies, wire services and correspondents in key cities. Increase in radio coverage by the dailies has been highly noticeable in New York, Chicago and the West Coast. Although the percentage increase on the Coast might be lower than other areas, it probably stands out as the most newsworthy since most editors there are still thumbs down on radio. As for the new daily columns within the last 12 months, they've popped up in the four corners of the country.

That radio coverage can be of more than passing value to newspapers, particularly the advertising departments, is pointed up by the current issue of Editor & Publisher. E&P states that

### Suggests Co-operation Between Tele And Pix

West Coast Bureau, RADIO DAILY

Hollywood—Motion picture industry's contribution to the growth of television "must not be underestimated" and the two industries "should play a give-and-take game," in order to guide its development on both coasts, Warren R. Goldsmith told the Society of Television Engineers at its monthly dinner meeting here last night. Goldsmith is the son of Dr. Goldsmith.

(Continued on Page 8)

the New York Daily News "has put a 10 per cent premium on ads sold for the pages which contain Ben Gross' radio column and program listings." A survey made by the News

(Continued on Page 7)

### Four CBS Programs Renewed For Year

Four 52-week renewals for half-hour weekly programs, one of which is already effective, are announced by CBS. All shows are carried on the full network.

Cream of Wheat Corp. has renewed "Let's Pretend," heard Saturdays, 11:05-11:30 a. m., EDT, through BBD&O's Minneapolis office. Renewal is scheduled for next fall.

(Continued on Page 3)

### Early Takers

Despite the fact that no rate schedule has been set yet for the "Information Please" co-operative show over Mutual, 22 local advertisers have already signed to sponsor the show over MBS affiliates. Burt Hauser, director of co-ops, indicates that more than 200 local sponsors will be signed before the premiere broadcast, Friday, Sept. 25, 9:30 to 10 p. m.

# RADIO DAILY

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

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### WEST COAST OFFICES

Ralph Wilk, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief Manning Clagett  
6417 Dahlonega Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg, 155 N. Clark St.  
Phone: State 2332

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., Aug. 20)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/2	7 1/2	7 1/2	— 1/8
Am. Tel. & Tel.	155 7/8	155	155	— 1/2
CBS A	27 3/8	27 3/8	27 3/8	— 1/2
Farnsworth T. & R.	6 3/4	6 1/2	6 1/2	— 1/4
Gen. Electric	36 3/4	36 3/8	36 3/4	+ 3/8
Philco	28	27 3/4	28	+ 3/8
Philco Pfd.	95 1/2	95 1/2	95 1/2	+ 1/2
RCA Common	8 1/2	8 3/8	8 3/8	+ 1/8
RCA First Pfd.	76	76	76	— 1
Westinghouse	28 1/4	28	28	+ 1/8
Westinghouse Pfd.	105	104 1/2	105	+ 1/2
Zenith Radio	21 3/4	21 1/4	21 1/4	— 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp	15	15	15
Nat. Union Radio	2 5/8	2 5/8	2 5/8

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 3/4	7 1/2
Finch Tele Comm.	5 1/4	6 1/4
Stromberg-Carlson	12	13 1/2
U. S. Television	2 5/8	2 7/8
WCAO (Baltimore)	39 1/2	40 1/2
WJR (Detroit)	13 3/4	14 1/2

### Stork News

Ernest Theiss, ABC's guest relations manager, became the father of a five-pound, 11-ounce boy on Friday August 15 at the Boulevard Hospital, Queens. Name, Michael John.

**WHHT**  
Most Powerful  
**FULL TIME**  
station in  
**DURHAM**  
N. C. MBS  
1 Kw Day — 1 Kw Night

## ★ COMING AND GOING ★

**EASTON C. WOOLLEY** director of the stations department at NBC, left last night on a business trip to WROL, Knoxville, Tenn. He'll be back at his desk Monday.

**JACK A. BURNETT**, commercial manager of KUTA, American network affiliate in Salt Lake City, Utah, is in town for conferences at the headquarters of the web.

**JERRY LEE**, special events director at WOAI, San Antonio, is back at the station following a visit to Fort Knox, Ky., where he recorded interviews at the experimental camp established there under the universal military training plan.

**ROSALIE KRAUSE**, of the continuity acceptance department at WHN, is back at work following a two-week vacation.

**SAMUEL YANKOLOVICH**, of Radio Belgrano, Argentine network, is in New York. He visited yesterday at the shortwave department of the Columbia network.

**RODNEY ERICKSON**, program director at WOR, is back on the job after having spent a few days at Fitch Bay in Canada.

**RUDI BLESCH**, master of ceremonies on Mutual's "This Is Jazz," has arrived by plane from Los Angeles after having originated several of the broadcasts of the program from the West Coast.

**CLYDE MOSTELLER**, formerly of the engineering staff at WFAA, Dallas Tex., has arrived at Oklahoma City, Okla., to take over his duties as chief engineer at KBYE, a new station.

### Screen Guild Set on CBS; Bob Hawk Show To NBC

(Continued from Page 1)

hour motion picture dramatizations. In placing "Screen Guild" on CBS, the William Esty agency, is moving the Bob Hawk Show to NBC with the Hawk show scheduled to be heard on Thursdays from 10 to 10:30 p.m., starting October 9. The Hawk show previously occupied the spot which is being taken over by "Screen Guild."

Deal for "Screen Guild" will bring to CBS many of the top names of the motion picture world in dramatizations of some of the greatest movie successes. The stars, according to reports, work at scale with picture companies giving the rights to radio presentation. Screen Guild broadcast fees will go in their entirety to the Motion Picture Relief Fund and other industry sponsored charities in Hollywood.

### All Top ABC Officials To Attend NAB Confab

Official list of American Broadcasting Company executives who will attend the NAB convention at Atlantic City, Sept. 15-18, was released over the week-end. ABC quarters will be located at the Traymore Hotel.

Headed by Edward J. Noble, chairman of the board; Mark Woods, president; and Robert E. Kintner, executive vice-president, ABC is sending top representatives from all phases of its operations to the forthcoming convention.

Robert H. Hinckley, vice-president in charge of ABC's Washington office; C. Nicholas Prialoux, vice-president and treasurer; E. R. Borroff, vice-president in charge of the network's Central Division, and Don Searle, vice-president in charge of Western Division, will be in the network group attending the NAB convention.

John H. Norton, Jr., vice-president in charge of stations, will head a group from his department that includes Ernest L. Jahncke, Eastern Division station relations manager; Robert Jones, Central Division manager; Francis Conrad, Western Division manager, and Otto Brandt, James Connolly and Alfred Beckman, of the New York Station Relations dept. Other department heads who will

### RCA Fellowship Award Goes To Camden Engineer

Camden—First RCA-Victor employe to be awarded an RCA Fellowship under a new graduate plan established by the board of directors of RCA went to Harry J. Woll, advance development engineer at the plant here, it was announced this week by Frank M. Folsom, executive vice-president. Fellowship plan was established in January of this year for the purpose of encouraging RCA engineers to obtain advanced degrees and to help in the recruiting of young engineers for research and development, Folsom explained.

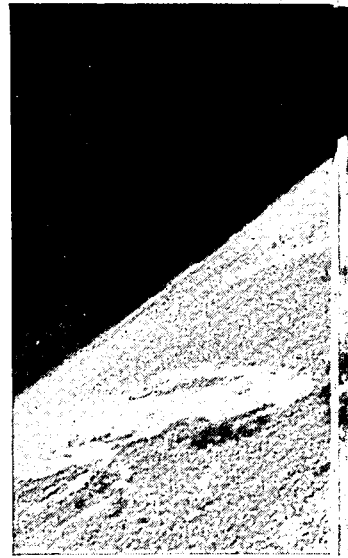
Under the plan, Woll will devote the '47-'48 academic year to graduate studies at the University of Pennsylvania, working toward the PH.D. degree. During this period he will be on leave of absence from RCA-Victor to give full time to study and research. Fellowship provides a contribution by RCA of \$1,800, in addition to approximately \$600 for tuition, fees and other expenses.

Woll joined RCA-Victor as an engineer in 1941, working for five years in the advanced development lab of the sound section in the Indianapolis plant and later at the Camden plant, where he is said to have demonstrated outstanding work in the development of circuits and filters. He is a graduate of North Dakota Agriculture College.

RCA Fellowship plan, providing for graduate work in electronics leading to the Ph.D. degree or equivalent, supplements the RCA Scholarship Plan for undergraduates. Under this latter plan, established in June 1945, 11 students have received benefits at Harvard, Yale, Princeton, Minnesota, Wisconsin, Purdue, Washington and California Tech.

be making the trip include Frank Marx, director of general engineering; George O. Milne, director of technical engineering operations; Ivor Kenway, director of advertising and promotion; and Ted Oberfelder, assistant director of advertising and promotion.

Also attending will be Murray Grabhorn, manager of owned and operated stations and manager of WJZ, New York key outlet for the network, and Roy McLaughlin, manager of WENR, ABC's Chicago outlet.



## 65 MILES UP

That's a view of earth . . . about 65 miles up. But who went there to take the picture? No body.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you that is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station is this sixth largest city, that delivers more listeners-per-dollar spent than any other station town!

**W-I-T-H**  
AM and FM  
**IN BALTIMORE**  
TOM TINSLEY, President  
Represented Nationally By Headley-R

# "American Heritage" Campaign Planned

(Continued from Page 1)

"American Heritage" drive will support the work of the Foundation in promotion of "community re-dedication weeks" in 306 cities in 48 states. Campaign will run concurrently with the Freedom Train which is touring officially in Philadelphia on Constitution Day, Sept. 17. It will carry approximately 150 original U. S. documents such as the Bill of Rights, Declaration of Independence, etc., on a tour the 306 cities, taking about a year to do so.

Three Radio Committees Busy  
Extensive radio support is being provided by three radio committees headed by William Lewis, radio chief of Kenyon & Eckhardt, Inc., with Philip Cohen, director of radio at Waban, Stauffer, Colwell & Bayles, Inc., as New York chairman. E. R. Hoff, vice-president of ABC, is Chicago chairman and Lewis Allen, chairman of the board, Mutual Broadcasting System, is Hollywood chairman. Radio committees are working in co-operation with George P. Ludlam, vice-president of the Advertising Council. Solicitation of sponsorship by national advertisers will be handled by a volunteer committee under the chairmanship of Roy Kenway, director of advertising and promotion of ABC.

Newspapers, magazines, outdoor, signs and window posters will also be used in a program described as probably the greatest mobilization of mass communication channels in America's peacetime history.  
The tire campaign, first advertisement which was released yesterday, will be paid for as a "community contribution" by the advertising industry and business in the same way as other national ad programs have been distributed through the mechanism of the Council. Business contribution on such current campaigns as buying bonds, European relief, etc., is now running at the rate of \$100,000 worth of radio time and space per year, the Council estimates.

Statement By Brophy  
The sole objective of the American Heritage Campaign," said Thomas Brophy, president of the Foundation and president of Kenyon & Eckhardt, "is to help raise the level of citizenship in this country. To accomplish this we expect to bring about a greater awareness and keen appreciation of the great advantages we have in this country, emphasizing the relationship of our hard-earned civil liberties to our development, as the greatest nation of free people in the world's history."

### AVAILABLE

transcription salesman with successful sales record seeking change for the better. Will also consider broker deal. Write Box 390, RADIO DAILY, 1501 Broadway New York 18, N. Y.

# General Harbord Dies At 81; Burial Friday At Arlington

(Continued from Page 1)

a member of the board of directors. At the same time, David Sarnoff was elected to serve the RCA as its chairman as well as its president.

Joining RCA on January 1, 1923, Gen. Harbord served as president of the corporation until 1930 when he was elected chairman of the board of directors.

### Rose From Ranks

Gen. Harbord rose from the ranks to become a lieutenant general in the United States Army. He entered the Army as an enlisted man in 1889 and

### Memorial

*In memory of General Harbord, WJNB, NBC tele station, last night aired a special 15-minute newsreel program recalling some of the high points of his distinguished military career. Shots of Harbord with General Pershing were featured.*

had seen service in Cuba, the Philippines and on the Mexican border, before the fateful day in May, 1917, 28 years later when Gen. John J. Pershing selected him as Chief of Staff of the first American Expeditionary Forces in France.

### Connections Listed

Gen. Harbord's executive connections included: chairman of the board of directors of RCA Communications, Inc.; chairman of the board, RCA Institutes, Inc.; director of the National Broadcasting Company; director of Marconi Telegraph Cable Co., Inc.; director of Bankers Trust Company; director of the Atchison, Topeka, and Sante Fe Railway and director of the New York Life Insurance Company.

He was also a member of the executive committee of the Atchison, Topeka and Sante Fe Railway; member of committee of directors of Western Railroads; member of execu-

## West Coast Coaxial Cable Slated For Installation

(Continued from Page 1)

Angeles to Oakland will cost about twenty million dollars, or about five thousand dollars a mile, according to company officials. This includes construction and purchase of right-of-way land, which is now being done.

A test section of cable was laid from Sacramento to Marysville, Calif., last year. This is now being completed to Portland and will eventually extend to Seattle.

Laying of a coaxial cable from the east coast to Los Angeles is now being completed, company spokesmen said.

Three San Francisco network stations are planning television broadcasting as soon as transmission facilities are available, but from present indications these may not be completed before the end of 1949.

tive committee of the Employers Liability Assurance Corp., of London, England. He was a former chairman of the New York Chapter of the American Red Cross.

Gen. Harbord was a 32nd Degree Mason K.T., and a member of the Army and Navy Club, Washington, D. C., the Knickerbocker and Century Clubs of New York; the Apawamis Club of Rye, N. Y., the Union League Club of New York, the National Republican Club and the Blind Brook Club of Port Chester, N. Y.

He received the following degrees: Bachelor of Science, Kansas State Agricultural College, 1886; Master of Science, Kansas State Agricultural College, 1895; Doctor of Laws, Trinity College, 1924; Doctor of Laws, Colgate University, 1926; Doctor of Laws, Marietta College, 1927; Doctor of Laws, Yale College, 1928, and Doctor of Laws, Washington and Jefferson College, 1938.

Gen. Harbord was married on Dec. 31, 1938, to Mrs. Anne Lee Brown, who survives. Also surviving are two step-children, Lieut. Colonel Lewis Brown and Mrs. Anne Brown Whiting, both of Rye.

### Burial At Arlington

Burial will be at Arlington National Cemetery, Arlington, Va., with full military honors, Friday afternoon, August 22, after services at 3:30 a.m., Friday, at St. Bartholomew's Church, Park Avenue and 51st Street, New York City, and military ceremony in Chapel at Ft. Myer, Va., at 3:15 p.m.

# Four CBS Programs Renewed For Year

(Continued from Page 1)

effective Sept. 20. Bowey's, Inc., makers of Dairy-Rich Products, has signed again for "Stars Over Hollywood," effective Sept. 20, through Sorensen & Co. agency. Program is broadcast every Saturday from 12:30-1 p.m., EDT.

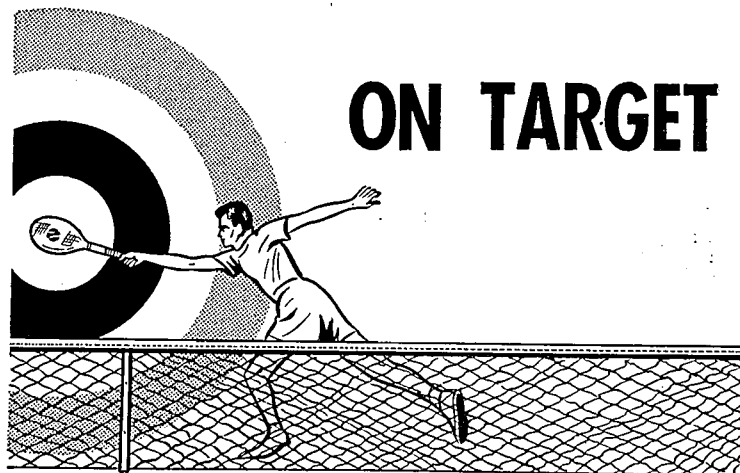
Hall Brothers, greeting card manufacturer, has renewed "Readers Digest—Radio Edition" effective Sept. 11. Show is heard 10-10:30 p.m., EDT, Thursdays. Agency is Foote, Cone & Belding's Chicago office. Borden Co. is continuing sponsorship of "County Fair" for another year, the renewal dating from last July 5. Show is aired Saturdays from 1:30-2 p.m., EDT, and is handled through Kenyon & Eckhardt.

### Renew Sports Series

Bayuk, Inc. has renewed its current five-a-week series, "Inside of Sports" (7:45-8 p.m. EDT) over 101 MBS stations, effective with the broadcast of September 8, it was announced by Jess Barnes, MBS vice-president in charge of sales.

### Baseball Movies Shown By WMT

Radio station WMT is co-operating with Hanford Post of the American Legion in Cedar Rapids which is host to the National Sectional American Legion Baseball Tournament being held in Cedar Rapids August 20, 21 and 22. The station is presenting motion pictures of "The World Series of 1946" at a local theater on all three mornings for the thousands of baseball fans and Junior American Legion players who are in town.



Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

**HE'S THE FUNNIEST**





# NEW SOUND IN AMERICA (...they tell us!)

Three months ago, a young man named Robert Q. Lewis started unloading the contents of an amiable but zany personality into a CBS microphone.

The critics went overboard.

*"He has suddenly emerged as one of the bright new hopes of radio,"* said the World-Telegram.

*"...a wealth of laughs...strictly wonderful stuff..."* said Billboard.

*"After only seven weeks on the air (he) has become one of the most buzzed-about comics in radio,"* reported *Time*.

And *Variety* printed a couple of hundred words that would be music to the ears of the greatest comics of all time. It credited Lewis with *"easily the top running gag of the season...a top production job by Goodman Ace...one of the fresh new notes in radio...sapient delivery,"* and so on.

Each Saturday night (8:00 EDT) on Robert Q.'s "Little Show," his girl-friend Ruthie says:

*"Let's not fight this, Robert—it's bigger than both of us!"*

It's a line worth remembering. A big *new* comic voice is big news to the *people* of this country, to *radio* — and to any *advertiser* who effectively wants to get his message across to millions. You can prove it to yourself very easily. Listen to any recording (or broadcast) of THE ROBERT Q. LEWIS LITTLE SHOW. *And then give it a selling job to do!*

## **A CBS PACKAGE PROGRAM**



## SOUTHWEST

CARR P. COLLINS, of Dallas has applied to the FCC for a construction permit to build a new standard broadcast station at Corpus Christi. Last week, Collins, vice-president of the Century Broadcasting Co., which controls KWBU, 50,000-watt outlet at Corpus Christi, announced that the Baylor University of Waco might soon buy all the stock in the company and then move the station to Houston.

The FCC has granted KEYS, Corpus Christi, an increase in power and change in dial position. Station will move from 1490 to 1440 kilocycles and increase power from 250 watts to 1,000 days and 500 watts night. The FCC also granted license to the Nacogdoches Broadcasting Co. for a new standard station.

Bill Shomette, Farm Director of WOAI, San Antonio prepared a special salute to the Texas Angora Goat Raisers' Association when the group held their annual show and sale at Fredericksburg. A special salute was prepared for presentation over the National Farm and Home Hour over the NBC network as well as broadcast over the WOAI Farm and Ranch Roundup which consisted of special wire recorded interviews of persons attending the show and recordings of the show's highlights.

KGZE, voice of the San Antonio Police Department will observe its 15th anniversary in the fall, according to Vic Gallagher, superintendent of communications. Station was among the first three in the country.

Gene Palmer, engineer for KMAC, San Antonio and announcer Gene Marshall were being credited with averting a serious fire last Saturday at the Gunter Hotel. Palmer, at his controls in KMAC, was looking down on the Gunter Roof when he noticed flames. He shouted to Marshall to telephone in a fire alarm, the fire department responded and put out a fire in a small storeroom atop the hotel.

KABC, San Antonio aired a special broadcast last Thursday from in front of the Majestic Theater which was the scene of the premiere of the motion picture "The Red Stallion." KABC Special Events director Jim Wiggins interviewed Robert Paige, Billy House, Benny Rubin, Don "Red" Barry, Mary Mead and Mary Beth Hughes, all from Hollywood who were here for the premiere.

The "Mrs. Tucker Money Mint Man" has made his appearance in San Antonio. Each week day between 10 and 11 a.m. he calls on some San Antonio housewife wanting to buy a Mrs. Tucker's Shortening package. If the housewife has it he will pay five dollars or more for the package. A report is aired each day over KTSA, San Antonio. If no one wins the daily award it increases by five dollars until it is won.

### Guest Starring

C. Aubrey Smith, veteran British stage and screen actor, will guest on Tommy Bartlett's "Welcome Traveler" on WJZ tomorrow.



### Windy City Wordage. . . !

● ● ● It looks as if WENR's new show "Wanted: A Place to Live" is going to be of real public service. Before the initial broadcast ended Sunday night, 29 telephone replies had been received over the station switchboard from landlords offering apartments or homes to people who had been interviewed on the program. . .

### Chicago

Eddy Howard and his ork will be the featured talent on the "Sheaffer Parade," replacing Carmen Cavallaro. After Howard's September 28 broadcast from the Coconut Grove in L.A., where he is now appearing, he will move to Chicago to originate his air series from the Aragon ballroom, where he is set for a long engagement. . . Jerry Vernon, ABC account exec, off for a two-week vacation in New England. . . John T. Flynn, noted author and economist, will be speaker on the August 23 broadcast of the "Chicago Theater of the Air" over WGN and Mutual. . . For the premiere of his new WBBM-CBS network show Saturday, August 23, Lee Adams, "curbstone philosopher," who uses no script, will dilate on whether marriage is a partnership or a debating society—if he doesn't, as often happens, get off on some wholly unrelated subject.

★ ★ ★

● ● ● Starting next Monday, Robert (Bob) Savage becomes continuity director of ABC's central division, succeeding Chris Ford, who has resigned to join the radio department of Needham, Louis & Brorby. . . Jules Herbeuoux, NBC program director, back from a business jaunt to New York. . . The American Radio Warblers will return to the air via Mutual on October 19, marking the 20th consecutive year of broadcasting for these canaries, and American Bird Products, Inc., will resume sponsorship for 26 weeks. . . Virginia Gracious, NBC continuity department writer, well on the way to recovery from head injuries received in a bus accident recently. . . John Harrington will be at the WBBM mike for his eleventh season of football-casting when the season opens, starting September 27 with Vanderbilt at Northwestern; and working with him will be Tom Foy of WBBM's sports department, and Charles Barnhart, WBBM engineer.

★ ★ ★

● ● ● Carl Haverlin, president of BMI, heard Sgt. Paul Siegel's composition "Symphonic Diary," which was given its world premiere on August 12 over WGN and Mutual by the Chicago Philharmonic Orchestra, and was so impressed that he has asked Jack Paige, Mutual's special events director, to inform the sergeant, now in Vienna, that he is interested in looking at all his unpublished compositions with a view to U. S. publication. Which looks like a break for Sgt. Siegel, who has been pounding on the Tin Pan Alley doors without success.

★ ★ ★

● ● ● Willard Motley, Chicago author of the novel "Knock On Any Door," has accepted WBBM's invitation to become a member of the station's speakers' bureau which is being set up in connection with the current radio series "Report Uncensored," juvenile delinquency program which has an unprecedented response from the public. . . RMA held a meeting Tuesday to consider export plans for the coming year, but deferred any concrete action until the directors meet in New York some time in September. . . Ed Reynolds and Dorothy Miller of the WBBM publicity department; Marianne Briskas of the education department, and Bob Meyer of the engineering department, left Monday for vacations. . . ABC's "Darts for Dough" program, just renewed for 13 weeks by Dr. Pepper beginning October 2, will move from 4 p.m. Sunday to 8:30 p.m. Thursday. . . Jack Carson, who is having a busy time in Milwaukee this week, with parades, receptions and what not in his honor, will be back in Hollywood in time to take over "Village Store" on September 11.

## LOS ANGELES

By RALPH WILK

JACK EDWARDS, JR., who plays the top male role in several radio shows, will play the leading role of "Clyde" in the Alex Gruenberg stage production of Theodore Dreiser's "An American Tragedy." Gruenberg and Edwards recently did play on the air. Bob Hope has chosen Les Brown and his orchestra to supply the music for the coming Pepsodent series starting September 16.

Jack Johnstone, director of "The Man Called X," which is heard every Thursday night over CBS, coast-to-coast, is one of the most prolific men in radio. His writing ability runs the gamut from fantasy of the "Buck Rogers" variety all the way through to horror and dramatic stories.

Frank Bingman will be commercial announcer on "My Friend Irma" when it tees off for Lever's Swan August 25. He handled pitches last season on Joan Davis Show for same sponsor.

Ed "Archie" Gardner of Duffy's Tavern disembarked from his yacht for the first time in several weeks to guest on the Tony Martin Show Sunday over CBS.

Milton Samuel, Young & Rubicam publicity director, taking second half of Summer vacation this week.

Edward A. Starnes, producer-director of New York, and now president of Radiotele Productions, Inc. of Hollywood has just completed the greatest production of his career. The 10-entitled Gaylin Joy, weight-unit pounds-1 ounce. However, Edward says that all the credit goes to wife Joyce for such an excellent job of casting.

Although nothing definite has been set, three different independent motion picture producers have been "feeling out" writer-producers Jack Somers and Jesse Goldstein as well as Eddie Albert on the possibility of making a series of motion picture patterned after ABC's Wednesday night chuckler, "The Eddie Albert Show."

KMPC announced the appointment of John Baird as the station's chief announcer. John, who has been on the KMPC staff for the past three years, also holds the position of night supervisor of the station. In addition to his staff duties, John also conducts the "Western Federal Music Hour" for Western Federal Savings and Loan Association; "Green Light Revue" for Rexall Drug Company; as well as announcing "The Woman's Voice" and "Parade of Sports."

### Koehler Heads WROV

Frank E. Koehler has been appointed general manager of WROV, Roanoke, Va., it was announced by Leo F. Henebry, president of Radio Roanoke, Inc., which operates WROV. Mr. Koehler, who has been serving as commercial manager of the station, succeeds Lambert J. Beeuwkes, resigned. Mr. Beeuwkes will announce his future plans after a short vacation in New York at the middle west.

# AGENCIES

**MENYS SCOTT** has been named by J. Walter Thompson Co. to be manager of the agency's office in Bombay, India.

**BENTON & BOWLES, Inc.**, for Procter & Gamble, has extended to 15 more cities a series of test campaigns for Tide, new detergent powder produced by P. & G.

**VIKING ADVERTISING, Inc.**, has been formed, with offices at 130 West 42nd Street, New York. Principals are Dolph Franklin, LeRoy V. Bertin and Morris Tragerman.

**SHULTON, Inc.**, has named A. J. Brodin general art director. The agency also announced that Jack Russell has joined the organization to handle the layout and art department, and that Gertrude E. Kerner now is a member of the production and traffic staff.

**ADAM J. YOUNG, JR., Inc.**, has been appointed as the exclusive national representative for WPIC, Sharon, Penn.

**VIDEO ASSOCIATES, Inc.**, television packaging agency has engaged 10 new staff members. Joan Usoskin, formerly assistant director and news writer at CBS, has been appointed script-writer-editor. Besides her radio work, Miss Usoskin's short stories and poetry have been published in Good Housekeeping Magazine and various literary periodicals. Joanna Neilson has joined the publicity department as assistant, and staff photographer. A graduate of Parsons School of design, Miss Neilson fits the decorating field to go overseas with the American Red Cross.

**SEIDEL ADVERTISING AGENCY, Inc.**, has appointed Bradshaw Thurston as account executive. Thurston was formerly with Hunter Screen Unit and the New York World-Telegram.

**JOHN E. GIBBS CO.**, radio production firm, has been appointed eastern representative of Berglenberg, Hollywood radio-motion picture talent agency.

# Radio Gains In News Space Indicated In Wide Survey

(Continued from Page 1)

revealed that the radio column out-draws any other features except those which give away something.

Newspapers which have started radio columns within the last year include the following: San Diego Daily Journal, Los Angeles Daily News, Orlando, Fla., Sentinel, San Francisco Chronicle, New York Times, New York Herald Tribune, New York Post, New York PM, Den-

sonality sketches and quotes radio comedians. The Tribune uses probably twice as much air stuff as it formerly carried, although Larry Wolters, radio ed, turns out no regular column. The Sun, which for a time had no radio column, now uses two, but not the same days. Ulmer Turner writes locally several times a week and on the other days Crosby's syndicated column is run. Herald-American has not carried a radio column in the city edition for several years but Harry Munbell writes one for the out-of-town editions. Aside from the columns, special stories on television are frequent in Chicago papers.

## Announce New Column

**Salt Lake City**—The Salt Lake City Tribune is now carrying a weekly column titled "The Lively Arts" and bylined by Jack Goodman, news editor and assistant manager of KALL, local Mutual outlet. More than half of each column is devoted to local and network radio news, with other segments dealing with music, drama, motion pictures and the dance. Column may expand into daily form if the Salt Lake newspaper situation relaxes.

## Boston Situation

A check up in Boston revealed that no papers are contemplating allotting additional space to radio this Fall. Al Hughes of the Christian Science Monitor runs program news daily and features at intervals while Howard Fitzpatrick of the Post writes a Sunday radio review column titled "Radio Listening." All other papers carry only logs and best bets.

While there are a number of daily columns in the Southwest, local stations in Texas report that on the average the weeklies are far more co-operative in printing radio news. Among this group are the Blanco County News, Fredericksburg Radio Post, Eagle Lake Headlight, Stockdale Weekly News, Matthis News and the Pearsall Leader.

Speaking of weeklies, the New York metropolitan area got a premiere six months ago of a radio column written for weekly papers by Maxine Keith. Feature started in four papers located in various communities of the five boroughs and is now carried by 14 plus a few outside New York. Incidentally, this columnist begins a regular radio department in September for a new women's magazine titled "The Valiant."

## Many Syndicated Columns

In the way of syndicated radio columns, another has been added to the list, that of Ben Gross of the New York Daily News. This column was first offered to out of town papers just a few weeks ago and is now being run by the Orlando Sentinel. John Crosby's column is run by more than 30 papers. Total number of papers consistently using the feature written by Charley Butterfield, who will soon celebrate 20 years on the AP radio desk, is not known but the figure is estimated to hit 300 over a period of time. Radio column written by Ruby Juster for INS, which took a Summer hiatus, returns again Sept. 1. Column is turned out three times a week and will step up to six or seven when more newsprint is available.

Several instances are definitely known among newspapers where only the lack of newsprint is holding up the running of a daily radio column. Increasing inroads that radio has

ver Post, Dayton News, Minneapolis Star Journal, Port Huron, Mich., Times Herald, Tampa Tribune, San Fernando Valley Times, Vancouver Sun, Fort Worth Star Telegram, Latrobe, Pa., Bulletin and the Cincinnati Inquirer.

## Carry Crosby Column

On the west coast, the Los Angeles Daily News now carries John Crosby's syndicated column while the San Diego Daily Journal prints a local column written by Neil Morgan under the pen name of "Terry Nolan." As for other radio editors and columns in Southern California, there is Allen Rich of the San Fernando Valley Times and Bob Holdorf of the Westwood Hills Press, the latter paper appearing three days a week.

Biggest exception to the anti-radio attitude by the press in San Francisco is the Chronicle. Paul Speegle writes a daily column of comments, criticism and plugs which is gaining a large audience throughout northern California. On Sunday, Speegle does a page of quips, comments and interviews with radio personalities for the This World feature section of the Chronicle. Across the bay in Oakland, the Tribune carries John Crosby's column. Both the Chronicle and the Trib are home owned while the other three dailies in San Francisco belong to Hearst and Scripps-Howard. Latter run little more than radio logs. Most papers, however, give definite assignments to reporters to cover radio press conferences and big broadcasting events.

## Chi. Papers Increase Space

Chicago papers have gradually increased their space for radio news during the last two years, due in part to the growing interest in television and FM. The Times, afternoon tabloid, formerly devoted its radio column to notes on current programs but the policy was recently switched so that radio ed Bill Irwin does per-

# PROMOTION

## Drug Store Windows

WISN, Milwaukee, Wis., has redesigned and expanded the WISN-Milwaukee County Pharmaceutical Association window display plan. Greater eye appeal and selling power is incorporated in the new type displays, which permit more extensive use of dummy merchandise and more effective grouping of colored background signs featuring drug programs sponsored by the station. Each display has three background signs. Center sign publicizes the "Know Your Druggist Better" show and outer panels feature sponsored programs. New displays have been placed in 25 strategically located Milwaukee drug stores and are changed periodically.

## KLZ-FM Dealer Promotion

Using a distinct point of sale tie-in, KLZ-FM has mailed to every radio dealer and repair shop in the Denver area, an attractive silk-screened poster size 14 in. by 22 in. reading: "Missing! Something? Enjoy FM radio reception now. Six hours daily—KLZ-FM—3 to 9 p.m.—92.1 meg. channel 22.1—FM radios only—free demonstration here." Poster followed letter advising radio dealers and repair shops that KLZ-FM now operates on "interim" commercial and programs six hours daily seven days weekly. Letter promised poster and pointed out advantages of tie-in to help make public "FM conscious" . . . build more audience for station and sell more sets for dealers.

made in obtaining press coverage is proof that it warrants as much reader interest as sports, fashions, theater and other features. As Jack Ryan of NBC's Chicago office pointed out, "The fact that there are more than one million radio sets in the Chicago area is automatic insurance of reader interest in a radio column."



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5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
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CIRCLE 6-0951

# Tele A Billion \$ Biz By '52, Poppele Says

(Continued from Page 1)

Broadcasters Association, at dinner meeting of the newly formed Television Association of Philadelphia.

Poppele, who is also vice president and chief engineer of WOR, New York, said: "Television is fast moving into the million dollar class. Predictions that it will be a billion dollar industry within a five-year span are certainly warranted."

Already, the TBA prexy pointed out, the industry is pushing forward into the upper brackets. Assuming that a half-million figure in production of video receivers will be reached and exceeded by June 1848, and with the average cost and installation charges put at \$500, the industry will gross a 250 million dollar income that early, he added.

### Sees Technical Progress

The industry has progressed more rapidly technically than entertainment-wise, however, Poppele asserted. The prime need of television today, he added, is good programming, although this bears no reflection on the attempts of those presently operating a station. "Technically speaking," he said, "television has been on the way for nearly a half-century—in one form or another. Program-wise, it has been here for less than a decade." Furthermore, programming may continue to lag, he added, "until there is as much warm effort and cold cash poured into it as there is in top-flight radio broadcasting today."

The TBA prexy, recalling the condition of the entire industry, declared it to be "seething with activity." He explained there were about 60,000 receivers on the market, with most of them concentrated in New York, Philadelphia, Chicago, St. Louis and Detroit, and predicted that by June of next year "there should be at least 500,000 homes wired for television." Much of this growing demand, he said, will come from public places—hotels, cocktail lounges, theater lounges and taverns. He guessed that set production for this year will approximate 250,000.

### Discusses Network Video

Regarding the arrival of a nationwide network, Poppele said: "Radio broadcasting never attained sound commercial stature until network operations were instituted. There is no reason to believe that television will be an exception to this rule." Micro-wave relay systems will soon be in use between New York City and Boston, the TBA prexy believes. By January, he added, the east coast stations will be tied in a network from Richmond, Va. to Boston. Also, he added, AT&T has 3000 miles of coaxial cable laid underground with an experimental New York to Chicago micro-wave relay system under construction. Poppele said that AT&T revealed at a recent FCC hearing that it will have web facilities ready to tie-in all but one of the 54 stations currently holding construction permits before the end of 1951—a space of only four years.

# Webs "Regret" AFM Ruling; FMA Pushes Its Probe Plan

(Continued from Page 1)

as soon as possible to bring about a solution to this problem."

Executives of the FM Association are planning to meet in Washington today with Department of Justice officials in an effort to investigate possible violations of the Lea Act and the Taft-Hartley law in the AFM decision declining to permit duplication.

Plans for the conference were announced yesterday by J. N. Bailey, executive director of the FM Association, who was in New York seeking network support in the movement to continue the fight for FM recognition.

Network officials, however, will not be present at today's meeting between FMA executives and officials of the Justice Department. It is expected that a later meeting between web officials and Justice Department representatives will be arranged.

### Statement By Bailey

Bailey, in a statement yesterday, declared:

"It is our contention that under the Lea Act and the Taft-Hartley law, neither Mr. Petrillo nor any other individual corporation or organization can lawfully deprive FM of live musical programs which are available to radio stations affiliated with networks."

Continuing, Bailey declared:

"The major networks, now serving the ordinary radio stations and a few FM stations, take the position that their contracts with the American Federation of Musicians do not include nor do they provide for the duplication of musical programs on FM. On the other hand, network programs without music are made available to FM stations.

"The FM Association contends that the network-AFM contracts now in force do not, on their face, preclude the duplication of musical programs on AM and FM stations simultaneously.

"The contracts provide for the employment of musicians for 'radio broadcasting purposes.' FM is broadcasting, in an advanced stage. The network-AFM contracts do not restrict the music of musicians on commercial or sustaining programs to any specific number of radio stations.

"We do not feel, as does Mr. Petrillo, that making network or other live music available to FM stations affiliated with networks or AM stations, would place independent FM stations with no affiliations at a disadvantage. Of the more than 1,000 ordinary radio stations on the air today, less than two-thirds are affiliated with networks, yet those independent stations are performing a public service and in many instances are employing live musicians and other talent."

Washington Bureau, RADIO DAILY

Washington—Reaction to the move by the AFM leader, James C. Petrillo, to block duplication of network musical shows on FM outlets was greeted here with a mixed reaction. There were those in the trade who supposed

all along that it was too much to look for a relaxation of the harsh non-duplicating policy from Petrillo, although others were taken by surprise in view of the optimism of Rep. Carroll D. Kearns, (R., Pa.) who had been advising that the matter would be taken care of.

Others felt that the Petrillo decision might in the long run prove to be a beneficial thing for FM, on the theory that it will force separate programming and that separate programming will mean greater sales of FM sets and combinations.

The reasoning is that although the financial job for FM-AM licensees might be tougher in the immediate future, non-duplication would pay off in the long run. FM licensees who do not have AM facilities and network contracts are pleased, on the theory that they are being kept on an equal footing competitively.

The Petrillo move was of interest also in connection with the alleged breakdown of application of the FCC's "Blue Book." Both Commissioner Durr and Chairman Denny have made no secret of their feeling that the Blue Book has been ignored in recent months when it comes to license renewals.

### Durr Comments

Denny is in Atlantic City, but Durr yesterday referred this reporter to his dissenting statement of April 16, in connection with the grant of FM permits for Chicago. Durr here hit at the theory that AM licensees are entitled to FM. "The Commission's primary statutory responsibility," he said, "is in the public interest. It should not permit an excessive concern with the financial interests of the broadcasters to overshadow its concern for the listening public."

Asked specifically about the renewal earlier this month of the license of WTOL, Toledo, Ohio—one of the six examples cited by name in the Blue Book, Durr said he had no complaint to make that the renewal was authorized in his absence. As for his general feeling, he said, he will "stand on my opinion in the Chicago case."

# WNBT To Set New High With 11-Day Programming

Eleven-day programming schedule for WNBT starting tomorrow (Fri.) will surpass all records of the NBC tele outlet in number of remote pickups and hours on the air. Station will be on the air a total of 77 hours, approximately 7 hours each day, from Aug. 22 through Labor Day, Sept. 1.

Pickups during that time will include 10 games of the New York Giants, 3-day schedule of the Davis Cup matches at Forest Hills Stadium, two Friday night boxing bouts from Madison Square Garden, trotting races from Roosevelt Raceway, and meetings and parade of the American Legion Convention.

# Suggests Co-operation Between Tele And Pix

(Continued from Page 1)

Alfred N. Goldsmith, veteran radio and tele consulting engineer.

Reviewing the role of motion pictures in video, Goldsmith said the former was "largely responsible for some major factors in the growth of television, since without the photographic, optical, and film contributions . . . television's development would have been spasmodic and most difficult." He estimated that film will constitute 20 to 30 per cent of a program, and that "it will play a relatively more necessary part in television than do transcription programs in present-day radio."

Declaring that television has reached the point of "young manhood" Goldsmith predicted that its development will constitute one of the most ingenious types of entertainment "ever contrived by the human mind." He added the hope that video will be "worthy of his older brother—the motion picture."

# Facsimile Demonstrated To Chi. Publicity Club

Chicago—Technical aspects of facsimile newspaper transmission and its future possibilities were demonstrated last week at a meeting of the Publicity Club of Chicago when special edition of the Chicago Tribune was transmitted via facsimile as was described by Joseph H. Turner of the WGN engineering staff. While the group watched the transmission a photographer took a picture of the luncheon meeting, rushed it to Tribune Tower where it was developed and transmitted to the Wedgewood Room of Marshall Field & Co., on facsimile sending machine. By the time dessert was served the members were viewing a facsimile picture themselves.

Ken Clayton, of the Tribune business survey department, said facsimile has advantages as a means of swift transmission of maps for military and government use, and of transmitting immediate information of important events, details of which could be learned later in the regular edition of newspapers.

Operation of a facsimile set is comparable to that of the machine which produces wire photos, Turner said. Cost of a recorder and receiver is between \$150 and \$200, but Turner said if mass production is realized the cost will be reduced to about \$75.

Send Birthday Greetings To —

August 21

Don Albert	Bob Haring
Ken Carpenter	Thomas Hudson
Howard W. Friedman	
Bob Jellison	Carlton Kadell





# Tele Loop, FM Advanced

## FMA Leaders Ask Inquiry By D. Of J.

Washington Bureau, RADIO DAILY  
 Washington—The Department of Justice yesterday asked FMA to prepare a complaint concerning the blocking of network music for FM outlets. J. N. (Bill) Bailey, executive director, and counsel Leonard Marks were closeted with Peter C. Bawn, acting head of the criminal division, and other department officials for a lengthy session yesterday.

Refusal by AFM President James Petrillo to sanction duplication of  
 (Continued on Page 7)

## Mutual Execs. To Attend Atlantic City Convention

The Mutual network will hold a Board of Directors Meeting in Atlantic City on Friday and Saturday, September 12 and 13, and on Monday evening, September 14. Mutual affiliates will gather at the Ambassador for their annual confab. In addition to attending their own Board of Directors Meeting, the following Mutual executives will attend the three-day session of the NAB convention,  
 (Continued on Page 2)

## RCA Crew Displays Tele At Canadian Exhibition

Toronto—RCA Victor demonstrated television here yesterday with the "barnstorming" crew of engineers and technicians which recently displayed the new medium at the Milan and the Milan International Exposition, and Mexico City early this year. Occasion was the opening  
 (Continued on Page 7)

**Record Crowd**  
 An attendance of around 2,000 is forecast by C. E. Arney, Jr., secretary-treasurer of NAB, for the 25th annual convention of the broadcasters organization at Atlantic City on September 15-18. Arney, now in Atlantic City taking care of the preliminary convention plans, reports unprecedented interest in this year's convention.

## Two Ex-FCC Chairmen Counsel In Ga. Case

Atlanta, Ga.—Two former FCC chairmen, James Lawrence Fly and Paul Porter, will be opposing attorneys Sept. 10 when a preliminary hearing begins in Federal Court on charges by the State Board of Regents that CBS and the Liberty Broadcasting Co. violated anti-trust laws in conspiring to change Columbia's local outlet from WGST to WAGA. Fly will represent Liberty Broadcasting Co. and George B. Storer, its president, while Porter is retained  
 (Continued on Page 7)

## 'Pete' Wasser Leaves KQV; Jim Murray Succeeds Him

Pittsburgh—G. S. "Pete" Wasser, general manager of KQV, Mutual outlet in Pittsburgh, announced his resignation yesterday. James F. Murray, former Pittsburgh Press sports writer, who has been associated with Wasser in the development of the station  
 (Continued on Page 8)

## FCC Okay Of AT&T's Cable-Building Brings Video Webs Near Actuality; 179 Class B Frequencies Set

Washington Bureau, RADIO DAILY  
 Washington—The FCC yesterday issued a complete list of frequency assignments for Class B FM stations, granted several new FM applications, authorized completion of the southern route of the AT&T trans-continental television cable, which also brings the projected tele loop in the eastern part of the country much closer to actuality, and okayed the sale of two stations.

Hereafter, the Commission said, specific frequency assignments will  
 (Continued on Page 6)

## "Parade Of Stars" Announced By NBC

NBC's annual promotional campaign titled, "Parade of Stars" got underway yesterday with a press cocktail party at the Waldorf-Astoria Hotel at which Charles P. Hammond, the web's director of advertising and promotion, presented Sam Berman, artist, who created a new series of caricatures and impressionistic drawings of all of NBC's stars.

The drawings, Hammond revealed,  
 (Continued on Page 8)

## Miles Labs Renews Quiz Kids Program

Chicago—Chicago "Quiz Kids" program which begins its ninth year of Alka Seltzer sponsorship on September 28 has been renewed by Miles Laboratories, Inc., for 52 weeks over  
 (Continued on Page 2)

## NBC's "News Of World" Will Offer Two Editions

"News of the World," NBC's global pickup program, will be presented in two separate editions nightly beginning Monday, Sept. 29, it was announced  
 (Continued on Page 2)

## Small-Market Station Agenda Set By NAB

The multiple problems which will confront radio station management, in the vigorously competitive new year of 1948, will be tackled with renewed seriousness by industry leaders during the general session on "Radio Management Tomorrow — Problems of Service and Survival" at the NAB convention in Atlantic City (Sept. 15-18). This program, un-  
 (Continued on Page 7)

## To Salute Tarrytown, N. Y. For Its UN Campaign

WNBC has selected Tarrytown and North Tarrytown, N. Y., as the first honor city of the new season, when Salute to Cities campaign resumes on Sept. 18. James M. Gaines, manager  
 (Continued on Page 7)

## University Women Survey Radio In San Francisco

San Francisco—The San Francisco Branch of the American Association of University Women has taken up the challenge of radio broadcasting stations who have been answering criticism of programs by asking "What Do You Want?"

Following a lengthy survey and research project by their Radio Listeners' Committee the AAUW group has issued a four page report under the title "The Listener Speaks." The report is addressed to three groups: 1. Those responsible for the contemporary radio scene who have frequently challenged "What Do You Want?" 2. Those critics whose negative approach has failed to produce a constructive plan for the future. 3. The growing listening audiences who feel that our contemporary radio should reach a maturity equal to the high standards of living of the American people.

Thirty-three specific recommendations  
 (Continued on Page 5)

## Beauty Quiz

Mutual has set an exclusive pre-finals broadcast of "The Miss America Contest" to be held at Atlantic City. "Beauty Versus Brains," a quiz between beautiful state entries will be aired Saturday, September 2, 10:30 to 11:00 p.m., EDT, with Win Elliott, emcee of MBS Sunday quiz feature, "Quick As A Flash," as the man who will preside.

## First Sponsor

Washington—George's Radio and Television Stores have the distinction of being the first commercial sponsor to buy time on WNBW, NBC's television outlet, in the nation's capital. Sponsor has signed for a "Let's Learn to Dance" program which will feature Arthur Murray dancers. Robert J. Enders agency set the show which debuts tonight at 7:45 p.m., EDT.



★ COMING AND GOING ★

Vol. 40, No. 38 Fri., Aug. 22, 1947 Price 10 Cts.

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

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

G. A. "DICK" RICHARDS, president of WJR, WGAR and KMPC, is in Chicago, where today he will be host to executives of his three stations who are in the Windy City for the All-Star Game. Harry Wismer, Richards' assistant, will do the network broadcast of the contest.

ERLING BOGGILD, Mutual network correspondent in Copenhagen, Denmark, is in New York for conferences with officials of the web.

MARTIN FLEER, radio director of the Morison & Norrell Agency, is back at his desk following a 10-day vacation.

BILL BLOOMINGDALE, of WABF(FM), leaves today for some serious fishing at Wedgeport, Nova Scotia. He has his eyes on the Ruppert Fishing Trophy.

MARGARET and TRAVIS JOHNSON, of the "Song Spinners" vocal group, have left for a week in Dallas and Troupe, Texas.

JANE DULO, radio actress, is filling a one-week engagement at the Lake Tarleton Club in New Hampshire.

RALPH AUSTRIAN, president of RKO Television, leaves today on the Century for Hollywood, where he will spend two weeks making a survey of the video situation.

ERNEST E. STERN, editorial staffer of RADIO DAILY, is communing with Mother Nature deep in the Maine woods.

ED GRIEF, of Banner & Grief, publicist, has returned from Chicago, where he delivered six lectures on public relations at the University of Chicago.

SEENA HAMILTON, publicist for MGM Records, will leave Monday for Richmond, Va., to inaugurate the company's promotion campaign which will initiate a nation-wide tie-in with the forthcoming film, "Unfinished Dance," scheduled for a premiere in Richmond. Miss Hamilton will return next Thursday.

JONNY GRAFF, writer-producer at Donohue & Coe, Inc., has returned from Nantucket, Mass., where he soaked up sunshine for two weeks and—he claims—dreamed up a terrific new radio idea.

NBC's "News Of World" Will Offer Two Editions

(Continued from Page 1)
nounced by William F. Brooks, vice-president in charge of news and international relations.

The program is currently heard on the full network Mondays through Fridays at 7:15 p.m., EDT. Effective Sept. 29 it also will be heard at 11:15 p.m., EST.

Brooks emphasized that this second edition will not be a "repeat" broadcast, and that although first program's format will be maintained, with Morgan Beatty presiding from the news desk in Washington, calling in NBC correspondents throughout the world, second edition will be completely revised up to air time in order to incorporate reports of latest developments. Program will be made available to the full NBC net, with many stations expected to air both programs.

Both editions, together with the "World News Roundup" (network except WNBC, Mon.-Sat., 8 a.m., EDT.; NBC, Sun., 9 a.m., EDT.), will utilize for direct reports NBC's staff of 53 reporters and correspondents and 79 editorial employees supplemented by the news staffs of its 167 affiliated stations.

Richard Harkness, NBC's Washington political analyst, whose "Harkness of Washington" program is now heard at 11:15 p.m., EDT., will broadcast Mondays through Fridays at 12:15 p.m., EST., beginning Sept. 29, (full net except WNBC).

Sign Labor Agreement

The RCA Victor Division of Radio Corporation of America and the United Electrical Radio & Machine Workers of America (UE) announced yesterday the signing of a two-year national agreement covering RCA Victor plants where local UE units are established as recognized bargaining agencies for hourly workers.

Another MBS Co-op.

"Alexander's Mediation Board," will become a co-operative feature over the Mutual network on Sunday,

Mutual Execs. To Attend Atlantic City Convention

(Continued from Page 1)
September 15-18, in Atlantic City: Edgar Kobak, president; Robert D. Swezey, vice-president and general manager; E. P. H. James, vice-president in charge of adv. promotion and research; Robert D. Schmid, vice-president in charge of station relations; Charles Godwin, director of station relations; Norman Knight, Robert Carpenter, Don Ioset, James Mahoney, station relations; Earl M. Johnson, director of engineering; Jess Barnes, vice-president in charge of sales; Phillips Carlin, vice-president in charge of programs; A. A. Schechter, vice-president in charge of news, special events and press; Francis X. Zuzulo, assistant director of press.

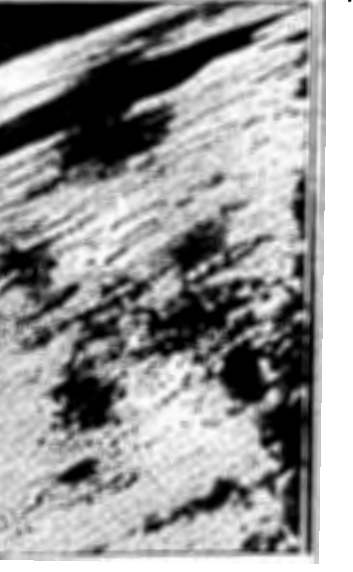
Ascrap Licensing Method For Theaters Is Revised

Radio circles are noting with interest the announcement by Ascrap outlining a new method of licensing the use of music in the 17,000 theaters of the nation. Effective Oct. 1, Ascrap will scale license fees according to a theater's admission price and its seating capacity.

The present scale, based on seating capacity, was adopted in 1934. That scale, says Ascrap in its announcement, was adopted in the depths of the depression. Rising costs, says the Society, makes it imperative that the licensing scale be revised.

Deems Taylor, Ascrap president, in describing the new method, said: "We merely ascertain the potential income from the capacity sale in the theater for a single performance, and use that as the amount of the annual license fee. Since there usually are well over a thousand performances a year, it is simple mathematics to estimate that the Society will receive about one-thousandth of each admission dollar."

October 5, (8 to 8:30 p.m.), Bert Hauser, MBS Director of Co-Ops announced yesterday.



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up."

Scientists placed a camera in V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey. Now they tell us of one taken last the same way, this time at 100 miles up.

We don't know whether the new group of scientists took both pictures or not. But the fact is, no matter what you do—what helps you attain—if you don't stay there working, competition will strip you in no time.

It's especially true in radio. And smart radio time buyers know W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition in the 6th largest city.

Put W-I-T-H on that next list that delivers more listeners-per-dollar spent.



W-I-T-H
AM and FM
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY

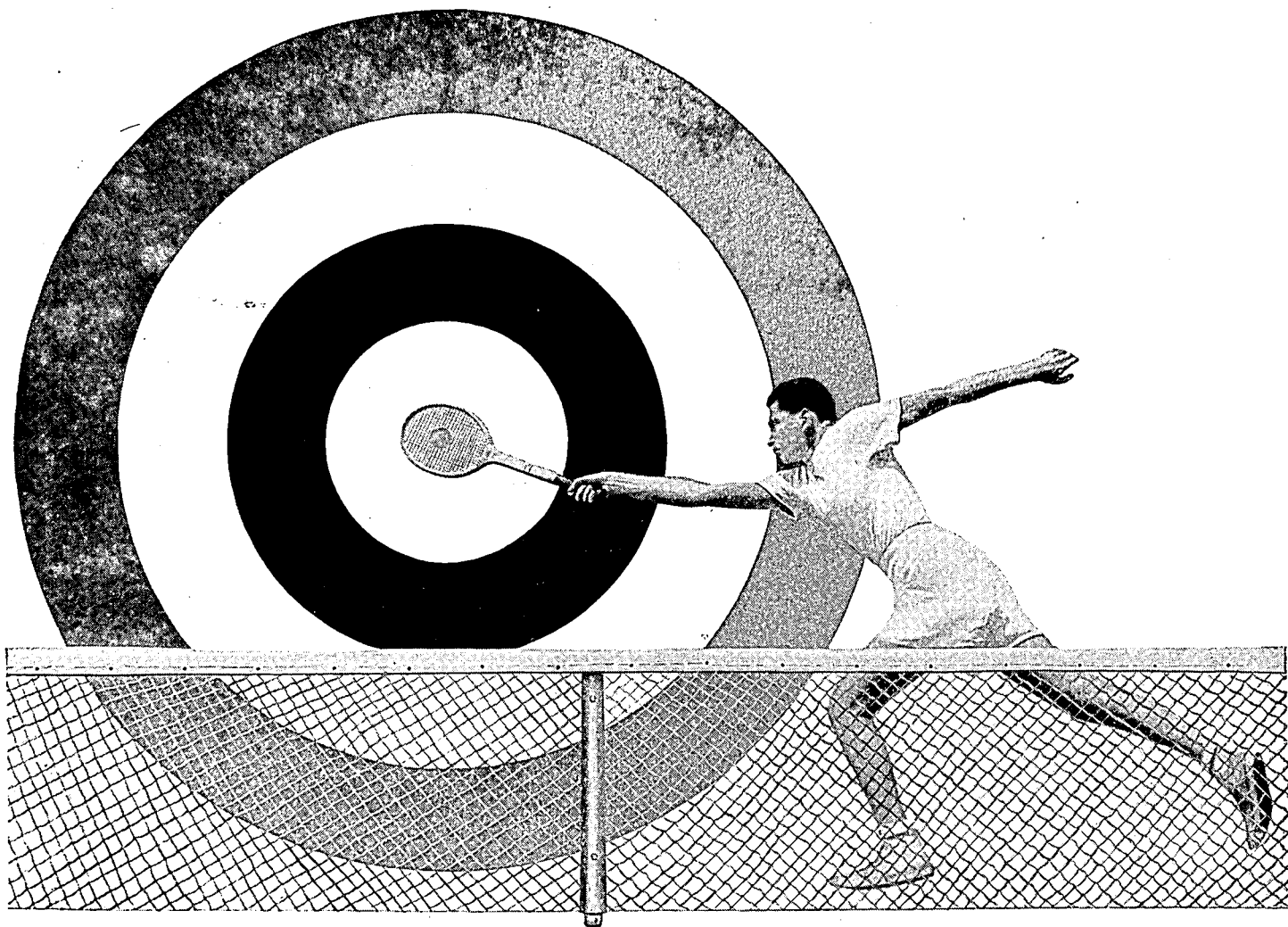
FINANCIAL (Thurs., Aug. 21)

Table with columns: NEW YORK STOCK EXCHANGE, Bid, Asked, Net Chg. Rows include Am. Tel. & Tel., Farnsworth T. & R., Gen. Electric, Philco, etc.

Miles Labs Renews Quiz Kids Program

(Continued from Page 1)
full NBC network it is announced by Paul McCluer, manager NBC network sales department. "News of the World" also sponsored by Miles Lab., and currently heard on full NBC network on Mondays, Wednesday and Fridays will be expanded from 33 stations to full network on Tuesdays and Thursdays starting September 30. In addition a second edition of the program will be inaugurated September 29 at 10:15 p.m., and will be available to full network Mondays through Fridays thereafter.

IN CLEVELAND IT'S WHK



# ON TARGET

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

**WEED**  
**AND COMPANY**  
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

# LOS ANGELES

By RALPH WILK



## Broadway Bulletin Board . . . !

● ● ● Each of the four networks will have a press staff member at the NAB meet next month at Atlantic City to assist that org's press relations job. . . . Rumors are flying that Clarence L. Menser, former NBC veepee, will join the Biow Agency. . . . Starting October 2, the Dr. Pepper ABCommercial "Darts For Dough" switches from Sundays to Thursday nites at 9:30. . . . Ehret Beer thinking about putting on a sports program to supplant its current "Murder At Midnight" series currently heard via WJZ . . . or it may buy spots to augment its present whodunit. . . . Contrary to reports, Clifton Fadiman has not signed to appear on Irving Mansfield's new aiter "CBSHow Business." . . . Ed Fadiman states that several other sponsors are dickering for Clifton's services. . . . Co-Op sponsorship of programs isn't a recent development as many believe . . . back in 1938 there was a CBSeries called "Trommer's Troupers" featuring Lou Holtz, Kay Thompson, Connee Boswell and Dick Himber's Orchestra which was co-sponsored by several beer manufacturers with middle and open ends open for local plugs in various cities. . . . Winston R. (Red) Dustin will resign his post as commercial manager of WSM Sept. 1 to join the Brandau-Craig-Dickerson Company of Nashville, Tenn.



● ● ● Bill Mogle, scripter of Paul Whiteman's "Forever Tops" and World's "Sing America Sing" shows, has been named Radio Head of the Rockmore Company. . . . A new series of musical programs, "In Little Old New York," will be launched by the East Side Chamber of Commerce . . . program will star baritone Charles Jordan and will be heard via WJZ for 26 Sundays at 4:30-5 p.m. . . . Our recent item that "Life With Father" is available for the ether appears slightly premature. . . . Oscar Serlin phoned to advise us that, according to the contract with Warner Bros., air rights to the great comedy cannot be sold until two years after the release of the flicker of the same name . . . so you anxious sponsors will have to wait until August 15, 1949. . . . Joe Seiferth, formerly promotion manager at WJZ is now Talent Head at the H. D. Rickert Co. . . . Phil Clarke did a bang-up job stage-managing the AFRA Ball . . . and he is still recuperating from a four-week siege of bursitis. . . . Radiolite patrons who enjoyed Joe Marks' Ding Ho eatery will be glad to learn that Joe has opened his own Chinese bistro, Old China, located on W. 52nd St.



● ● ● After more years than he cares to remember as a sportscaster, Ted Husing will end his sports chores after next football season to devote himself entirely to his disk jockeying. . . . Starting Sept. 1 Rayve Creme Shampoo will pick up the checks three times a week at the "Luncheon with Maggi McNellis and Herb Shelton" stanzas via WJZ. . . . Chicago Times columnist Irving Kupcinet and Bill K. Hollander, advertising chief of B & K Theaters of Chicago, telling a group of awed listeners at Toots Shor's of their three-week fact-finding trip on the D-P situation in Europe and Palestine . . . mission was headed by John Balaban. . . . Tony Martin renewed for 26 more weeks and Evelyn Knight for 13 additional weeks on their CBSunday niter. . . . At Gilmore's Peter Donald cracked, "That fellow's such a half-wit that when he has a streak of hard luck he winds up behind the four-ball." . . . Radiorole Mary Small a terrific click at Atlantic City's Steel Pier. . . . Did you know that at the age of 23, Tom Belviso, manager of NBC's Music Library Division, was general musical director of 100 New England Theaters operated by Paramount-Publix? . . . Maestro Archie Bleyer, ace CBStaffer, was one of the most-sought-after arrangers in Tin Pan Alley ten years ago. . . . Ralph Edwards has cooked up a stunt for the fall "T or C" which he believes will capture more space than did his "Mrs. Hush" consequence last season. . . . The Webster Baking Co. of Fayetteville, Ark. is the 300th sponsor on the Kate Smith "MBSpeaks" sessions, an all-time record.

# SOUTHWEST

A 24-HOUR newsbeat was secured by the newsroom of WOAI, in Antonio of Howard Hughes' subpoena before the Senate War Investigating Sub-Committee. The news beat is engineered by newsman Austin Williams and Ray Bried who were content with the usual wire story. With a little ingenuity and some long distance calls, they contacted Ray Davis, head of Byer Associates, firm handling public relations for Hughes, and Senator Brewster, along with other newsmen in Washington. And with their information were able to report to Texas listeners Senator Brewster's actions.

Proud father is Jim Wiggins, announcer for KABC, San Antonio. Boy arrived on Aug. 12, and is a boy. The Frederic W. Ziv Co., he opened two new offices in Texas, one is in Houston to be managed by L. Coulbourn who will handle south and east Texas and the other will be in Dallas to be managed by William Shoemaker who will handle north Texas and Oklahoma.

Lee Segall, originator of many novel radio programs including "Dr. I. Q." will soon air a new original program over his KLBB, Dallas. Program is aimed at the children and will offer a "Treasure Map" to locate buried treasure-money which is being spotted all over the city.

Lt. Aubrey M. Davenport of the San Antonio Police Department received a \$100 cash award as a result of being cited on the NBC "Call the Police" series of broadcasts. Lt. Davenport is head of the Finger Print Identification Division.

## WMAQ Business Report

Chicago—A renewal order for the George Stone news program heard business placed with WMAQ the past week. Program was renewed by the Borden Company (Instant Coffee) through Young & Rubicam, for 3 weeks.

Spot business for the week included Capper Publications, six one-minute live announcements between August 15 and Sept. 1; Apex All Weather Products Co., 24 live announcements on the "Early Bird" program, and Mesa County Peach Board of Colorado of Palisade, Colo., four one-minute announcements on the "Food Market" program between Sept. 8 and 9.

**STUCK IN TOWN!**

**VACATION ON THE ROOF AT GOODWIN'S**

SWEDISH MASSAGE  
VAPOR CABINETS  
SOLARIUM  
MILD EXERCISE  
ELECTRICAL APPARATUS  
ETC.

**MEN** TUESDAY—THURSDAY  
SATURDAY

**WOMEN** MONDAY—WEDNESDAY  
FRIDAY

**GOODWIN'S GYM**

1457 BROADWAY (42nd STREET)  
WISCONSIN 7-8250 ON THE ROOF

## Flying High

A recent hookup between NBC's "Take It Or Leave It" program, with Phil Baker in their Hollywood studios asking questions of a passenger aboard an American Airlines Flagship over L.A., netted Helen Daily not only the \$64 question, but the jackpot as well, for a total take of \$386.



# HAWAII

By JOHN WILLIAMS

ULA of Honolulu, which features spot news, went to town on loss of B-17 bomber, flying from Japan to Washington, D. C., into Pacific Ocean 100 miles from Honolulu last week-end. Tipped by ABC, Washington, acting on direct request from State Department, KULA's Curt Butler, Vic Ecklund & Wayne Collins formed a team which kept Hawaii's Sunday listeners glued to their sets.

Butler winged over wreck location in naval search plane and aired live description on return to Pearl Harbor. Ecklund set up ship-to-shore link and interviewed captain of destroyer Loran which was racing Pearl Harborwards with three survivors. Capt. Ecklund gave vivid description of how the guard cutter Hermes responded to midnight alarm and located three survivors in water. With her higher speed, Rowan went flat out for the survivors.

Survivors, one gravely injured, were navy hospitalized. Ecklund covering their dramatic impressions with a live recorder. Collins met the survivors when she docked and got a rather graphic account.

ABC web took total of three pick-ups, emphasizing Ecklund's wired features.

Volunteer electronics companies of U. S. naval reserve are constructing a network of naval reserve short-wave stations through the Territory of Hawaii. Control station will be at FORT at Bishop's Point near Pearl Harbor. Other units will be on the outer islands of Maui and Hawaii. Lt. Albert L. Briand, USNR, heads the program. He wants assistance of interested amateurs.

Ernest A. Tavares, Honolulu born musician and radio engineer, has invented an electric steel guitar which fits it in the electric organ class. This week he clicked with an audition and has been signed to appear at the funky Royal Hawaiian Hotel with his newly-formed band.

After two weeks of honeymoon on the beach at Waikiki, radio script writer Jess Oppenheimer, who worked on Edgar Bergen, Charlie McCarthy and Jack Benny shows, claims that salubrious Hawaii is tops for radio ideas.

Marion A. Mulrony, station manager and chief engineer of KGU, Honolulu, has one month to go of three months' tour of West Coast, using his time in town, Tacoma, Wash., as headquarters. Last stop will be Hollywood where Mulrony will see what's cooking for the new fall and winter shows. KGU is NBC network outlet for Hawaii.

# University Women Survey Radio In San Francisco

(Continued from Page 1)

tions for bettering radio are contained in the report to these three groups.

Among them are the following: (1) Transcriptions of outstanding programs should be made available for rebroadcast to eliminate the great waste in radio. Week-end programs as well as good programs which overlap in the evening are often missed by the public. One station maintained for continuous rebroadcasting would help eliminate this waste.

### Would Improve Children's Programs

(2) Children's programs; a. There should be daily story-telling hours for children. Dramatizations of the classics such as Treasure Island, Robin Hood, and King Arthur should be presented with all the appealing elements of the thrillers but with more realistic motivations and characterizations. b. There should be historical dramatizations of early exploration, colonization, and the lives of such men as Kit Carson, Fremont, the Pony Express drivers, Daniel Boone, and other persons who would appeal to the young. c. There should be a short daily program of recordings of the many excellent children's records now on the market—stories, poems, and simple music. d. Between 5 and 6 p.m., daily there should be news for children including activities of children's organizations such as Scout and Campfire. e. We suggest that mysteries be relegated to the hours after nine o'clock when children are in bed.

3. News programs: Among the suggestions for improving news programs were these—more programs of international understanding with a conversational give and take between the people of different countries such as the recently deceased "Yours Sincerely"—more well conducted discussion programs of current interest such as Meet the Press, such discussions not to be limited to half an hour—there should be on file in every radio station a complete biography and background of every news commentator, analyst, and newscaster. These should be easily available to the public.

### Seek More Full Length Plays

4. Drama and Narration: a. We would like to hear full length plays such as those presented so successfully in England on the Third Program. We should also like more great plays both modern and classical in the daytime to replace the Daytime Dribble we now hear. b. In mystery drama there should be a more careful and fuller analysis of the crime and its solution rather than emphasis on the sordid details of the crime itself. c. Instead of the soap operas, we should like chapters read from best sellers, the classics, or short stories told in the manner of Nelson Olmsted. We should also like continued novels and good poetry read aloud without too much musical background.

5. General Information: a. Men and boys are calling for more science,

puzzles, and popular mechanics. Two well liked programs of this type are "Exploring the Unknown" and "Signposts for Young Scientists." b. We recommend more regular hobby programs with more emphasis than is now given on men's hobbies—photography, gardening, nature study, amateur sports, and the like. An example popular with the men was "The Hunting and Fishing Club" program. c. There should be a greater improvement in women's programs—better recipes given by experts, household hints, short cuts to housekeeping, more practical menu suggestions, help in interior decorating, sewing, handcrafts, and flowers arrangement. Also describing to the radio audience new products and inventions. d. We should like to be able to tune in on courses of study such as are being given every day in the colleges and universities. e. For quiz programs with juvenile participants we recommend the use of different children each week rather than the exploitation of a small group.

### Would Eliminate Audiences

6. General Entertainment: a. As audience participation programs seem to be here to stay, we suggest that they be less sensational and personal and of a higher caliber. b. We should like more controlled studio audience reaction to humorous programs and more experimentation without the studio audience.

7. Music: We want more complete musical programs—complete symphonies, operas, and light operas. For a model we again call attention to the "Third Program" of the BBC.

8. Commercials: a. Commercials should be brief and in good taste. As a model of the refined and dignified advertisement, we recommend the announcement at the beginning and the end of the Goodyear Tire and Rubber Co.'s program "The Greatest Story." b. Commercials should be given by the announcer and never by any participant in the program itself.

9. Professional Training: Radio should not depend upon other art forms. Schools for professional training of radio personnel both administrative and creative should be established. These schools should be staffed by men and women who meet definite professional qualifications for the job they have to do.

### Local-Station Suggestions Included

There were other recommendations relating specifically to local stations, but the foregoing were aimed at broadcasters nationally. The plan of the report was to not just criticize and find fault, but to offer plans and ideas for the betterment of radio. Where criticism was given it was of a constructive nature. The main idea is to give broadcasters something definite to shoot at in their program planning, to answer the challenging question "What Do Radio Listeners Want?"

# AGENCIES

**WALTER KANER ASSOCIATES** have been named to handle promotion and advertising for Garrison's Restaurant, New York. Radio and newspapers will be used.

**ALBERT LEFCOURTE** has resigned, effective Sept. 15, as art director of Buchanan & Co.

**CECIL & PRESBREY, Inc.**, for British Travel Assn., will release in October the first of a series of advertisements based on the theme, "Come to Britain in 1948."

**RHODA BANDLER RAIDER** has been named radio director of the Alvin Epstein Agency, Washington, D. C. Formerly traffic manager and continuity director of WINX, Mrs. Raider more recently was associated as radio copy chief with Kal, Ehrlich & Merrich Agency, also in the Nation's Capital.

## Stork News

Larry Lesueur, CBS news analyst, is the father of a seven pound, three ounce girl, born Wednesday in New York Hospital. The baby, first for the Lesueurs, is named Lorna. Mrs. Lesueur is the former Priscilla Bruce, of London, England.

**TALK to the SOUTH'S EAR ZONE**

through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hoop-creating proves that honoring local institutions creates high listener loyalty.

**NEW ORLEANS WDSU ABC Affiliates**  
1280 kc 5000 Watts

IN CLEVELAND IT'S

# WHK

# Tele Loop, FM Advanced

## Okay By FCC Also Granted For Sale Of 2 Stations

(Continued from Page 1)  
 be given when construction permits for Class B FM stations are handed down. This has been the practice with Class A stations for the past two months. Frequency assignments for 179 Class B stations were announced yesterday.

The Commission authorized additional construction by AT&T affiliates in Augusta-Atlanta, Minneapolis-Des Moines, St. Louis-Memphis and Frankfort, Ky., cable sections. Cost is estimated at \$10,940,000, and the work in the Augusta-Atlanta sector will compete the southern route of the trans-continental cable, according to AT&T. Completion of the circuit, which will permit relay of television programs across the country, may be one, two, or more, years off.

The Augusta-Atlanta coaxial cable will complete the trans-continental cable route from New York to Los Angeles via Atlanta and Dallas. The St. Louis-Memphis coaxial cable will be the first link in the St. Louis-New Orleans coaxial cable which, when completed, will provide a Chicago-New Orleans coaxial cable route. Upon completion of these facilities, Memphis will be connected to the coaxial cable network, making it possible to have a television network loop of New York, Chicago, St. Louis, Memphis, Jackson, Atlanta, Charlotte, Washington and New York.

**Conditional Grants Listed**  
 Conditional FM grants were announced for Hobart Stephenson, in Centralia, Ill., for Channel 243, and for the Southwest Iowa Broadcasting Company, Creston, Iowa, for Channel 297. Both are Class B stations, and the first channel was deleted from Herrin, Ill., and the second from Shenandoah, Iowa.

The Commission also announced that it has taken Channel 299 from Oil City, Pa., substituting Channel 253, and that it has taken Channel 254 from Waterloo, Iowa, substituting Channel 289. Assignment of Channel 243 to the San Diego Union Tribune also was announced.

Construction permits for FM were awarded Radio Broadcasting, Inc., Memphis, Tenn., Channel 246; KREL-FM, Goose Creek, Tex., Channel 211; KROW, Inc., Oakland, Calif., Channel 239, and KXEL-FM, Waterloo, Iowa, Channel 289.

Conditions were removed in the

construction permits of WLAD-FM, Danbury, Conn.; WBNU, Aurora, Ill.; WDSI, Columbus, Ind., and WLWA, Cincinnati, O.

A consolidated hearing was ordered in the applications of the Rhode Island Broadcasting Company and the Inter-City Broadcasting Company, both seeking Class B operation in Providence, R. I.

The Commission also refused to reconsider its earlier turndown of an application by WFCI, Pawtucket, R. I., to move its main studios to Providence.

Two station sales were approved yesterday, involving sums of \$50,000 and \$52,941, respectively. The first is the sale of KBNE, Boulder City, Nev., the construction permit for KELN, Ely, Nev., a relay station and an application for a new station in Las Vegas, Nev., from J. C. Mannix, et al, to Edward J. Jansen, Melvin O. Larsen and Truman B. Hinkle.

The second is the sale of 54.5 per cent of the voting stock in WHUM, Reading, Pa., by G. F. and Betty Landon, Lucinda Converse, Dorothy Woodall, Patricia Bacon and Maz Orell Truit to Humboldt J. and Jessie P. Grieg, Robert C. Magee and Thomas F. Robinson.

**Consolidated Hearings Ordered**  
 Three sets of consolidated hearings were ordered in the case of three pairs of applicants, all seeking the 1230 band with 250 watts unlimited. They include KOSA, Odessa, and KBST, Big Springs, Texas, the Mississippi Broadcasting Company and the Starkville Broadcasting Company, both in Starkville, Miss., and the Lockport Union-Sun and Journal, Lockport, N. Y. and the Erie Broadcasting Corp., Buffalo, N. Y.

The FCC yesterday announced receipt of two commercial television applications—from CBS for Chicago's Channel 11, and from the Lacy-Potter Television Broadcasting Company for Channel 8 in Dallas, Texas.

New AM stations were requested by Carr P. Collins, Jr., for operation with 10 kw., daytime, on the 1010 band in Corpus Christi, Tex.; by the Inland Broadcasting Corp., Charles City, Iowa, for the 1580 band with 250 watts, daytime; by the Lebanon Broadcasting Co., Lebanon, Mo., for the 1230 band with 250 watts, unlimited; by The University City Broadcasting Co., Norman, Okla., for the 1400 band with 250 watts, unlimited, and by Russell Eversole, Petersburg, Va., for the 1340 band with 250 watts, unlimited. Collins is the son of a widely known broadcasting pioneer.

Frequency changes were sought by WROM, Rome, Ga., from 710 to 1400 kc., cutting power from one kw. to 250 watts but extending hours from daytime to unlimited, and by WWXL, Peoria, Ill., to change frequency from 1590 to 1290 kc., and increase its power from one to five kilowatts.

A date will be set shortly by the FCC on the matter of licensing WIBK, Knoxville, Tenn., a station which al-

ready holds a construction permit and is now on the air testing. At the same time, the application of the same party for an FM permit will be heard.

The unusual step of posting for hearing on operation of a station which has been permitted to erect its facilities and prepare to go on the air was taken, according to Commission sources, as the result of widespread local protest against the most prominent individual in the applicant group, the fundamentalist, Rev. J. Harold Smith. WIBK has been assigned the 800 kilocycle band, with one kilowatt power, daytime.

Smith is known as an intimate of the Rev. Harvey Springer, of Colorado Springs, Colo., and appeared with Springer last year when Springer went to the Capitol to protest that the FCC was being unfair to religion because it was not licensing people like himself. The group enjoyed the support of the Rev. Gerald Winrod of Wichita, Kansas, indicted for sedition, and Gerald L. K. Smith.

In the meantime, the FCC still has applications pending from other fundamentalist groups. In Minneapolis the Northwestern Theological Seminary and Bible Training School seeks a station. Head of this group is Rev. W. B. Riley, 86-year-old editor of the "Northwestern Pilot." The Pilot has been a vigorous editorial ally of such people as Elizabeth Dilling and Father Charles Coughlin, and has adopted a violently anti-semitic tone at times.

Another applicant is that of Rev. Wendell Zimmerman in Kansas City, Mo., also the subject of alarmed protests from local residents, who charge him with anti-semitism.

**Late Applications Received**  
 Additionally, the FCC yesterday announced receipt of seven new applications for AM stations including a new request for the facilities of WOKO, Albany, N. Y., from the Joseph Henry Broadcasting Company. The Motor State Broadcasting Company, Ypsilanti, Mich., applied for the 1240 band with 250 watts unlimited, contingent upon the grant of the request for a new assignment now pending from WJIM, Lansing, Mich., which is now on the 1240 band.

The Pottery Broadcasting Company, East Liverpool, Ohio, is asking for one kilowatt daytime on the 1570 band, while the Three Rivers Broadcasting Company seeks an assignment to the 1400 band with 250 watts unlimited in Kennewick, Washington. New stations were asked also by the Gulf Shares Broadcasting Corp., Crestview, Fla., on the 1010 band with one kilowatt daytime; the Continental Broadcasting Company, Albuquerque, N. M., on the 1340 band with 250 watts unlimited, and by the Hopewell Broadcasting Company, Hopewell, Va., for the same frequency, power and time when the frequency is vacated by WGH, Newport News, Va.

The Commission was also asked to

## Many Applications Ask Commission For New AM

approve the sale of stock in WRUI, Eau Claire, Wisc., from John I. Kiser to Keith Werner.

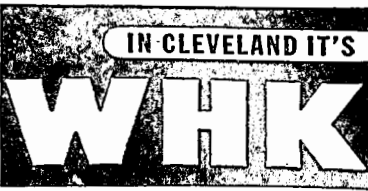
Contingent upon the grant of application of WJBK, Detroit, to its assignment, WABJ, Adrian, Mich., has applied to change from the 10 to the 1490 band, changing its hrs. from daytime to unlimited. KCS, Enid, Okla., applied to up its power on the 1390 band from one kilowatt day and night to five kilowatts day and one kilowatt night, while KA, Astoria, Oregon, seeks to raise its power from 250 watts to one kilowatt and change its frequency from the 1230 to the 1370 band. Winstor, Ward, Mt. Pleasant, Texas, has asked to amend his application for a station to change the frequency sought from 1340 to 960 kc., the power from unlimited to daytime only and the power from 250 watts to one kilowatt.

KXOA, Sacramento, Calif., applied to change its frequency from 10 to 1480 kc., upping its power from 250 watts to one kilowatt.

The FCC yesterday received applications for new FM stations from Evanston and Moline, Ill., as well as for Manchester, N. H. The applicants were the Lake Shore Broadcasting Company, the Moline Broadcasting Company and the Greater State Broadcasting Co.

In addition, the Commission received requests for extension of the following: KFPW-FM, Memphis, Tenn.; KLX-FM, Oakland, Calif.; WFMV, Augusta, Ga.; WRUC-FM, Columbus, Ga.; WBML-FM, Macon, Ga.; WGNB, Chicago; WBO-FM, Terre Haute, Ind.; WSYR-FM, Syracuse, N. Y.; WMGM, New York; WOPT, Oswego, N. Y.; WEA, Poughkeepsie, N. Y.; WNNY, Watertown, N. Y.; WBRE-FM, Williams Barre; KXYZ-FM, Houston; KGB-FM, Tyler, Tex.; WCFC, Beckley, W. Va.; WWCF, Greenfield, Mass.; and WMAW-FM, Milwaukee, Wis.

**Renew 'Skippy' Show**  
 "Skippy Hollywood Theater" contracts have been renewed with stations KDAL, Duluth; WHO, Des Moines; WTAQ, Green Bay; WCCO, Minneapolis; WNAX, Yankton, S. Dak.; KIRO, Seattle; WFLD, Portland, Me.; and WTAM, Cleveland, through sponsor's advertising agency, Garfield & Guild, San Francisco.



ev'rybody's SINGING—  
 ev'rybody's PLAYING—  
**"EV'RYBODY'S BUYING MY LOVE SONG"**  
 (Just to get a picture of you)  
**DUBONNET MUSIC PUBLISHING**  
 1619 Broadway, New York 19, N. Y.

## Two Ex-FCC Chairmen Counsel In Ga. Case

(Continued from Page 1)

by the State Board of Regents and the Georgia Tech station.

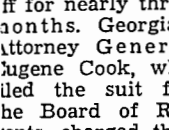
The suit was filed last June, with U. S. District Judge

Marvin Underwood granting a temporary restraining order, but a preliminary hearing has been put off for nearly three months. Georgia's attorney General Eugene Cook, who filed the suit for the Board of Regents, charged that when CBS sought a 50,000 watt outlet in Wheeling, W. Va., the Liberty Broadcasting Co. offered the network a package deal consisting of WWVA, Wheeling; WGBS, Miami, and WAGA, Atlanta. The Wheeling and Miami stations joined CBS last June 15. Present two-year contract between CBS and WGST expires next Dec. 15.

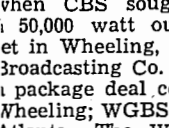
When the case comes before the court next month, Porter, in behalf of the State Board of Regents, will ask that the injunction be continued, thus barring a change of CBS affiliates. On the other hand, Fly, speaking for Liberty Broadcasting Co., will move for a summary judgment. Liberty Broadcasting is a subsidiary of the Fort Industry Company.

Fly was FCC chairman for a five-year period starting in Sept., 1939, and was succeeded by Porter in late 1944. Although Porter will oppose CBS in the coming case, he was a member of the legal staff of WTOP, Washington, Columbia owned, from 1937 to 1942.

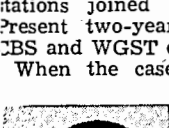
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COOK



PORTER



FLY

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## Small Market Stations Group Sets Agenda For NAB Meet

(Continued from Page 1)

under auspices of the NAB Small Market Stations Division, is scheduled for Tuesday afternoon, September 16, 2:30 to 5:00 p.m.

A reproduction of a huge dollar bill, labelled "station income," will be hung in the center of the mammoth stage of Convention Hall, at the shore resort. This bill will be perforated into various sections identified as services purchased by the station. Glamorous John Powers model graduates, wearing brief and colorful costumes with identifying signs, will rip off pieces of the dollar to signify "that's where the money goes." The girls will be dressed as Miss Ascap, Miss BMI, Miss Sesac, Miss BMB, Miss News Service, Miss Transcription Service, etc., etc.

Participating broadcasters will be Wayne W. Cribb, KHMO, Hannibal, Mo., chairman, small market stations exec. committee, who will preside; Michael Hanna, WHCU, Ithaca, N. Y.; Simon Goldman, WJTN, Jamestown, N. Y.; John Meagher, KYSM, Mankato, Minn.; Robert T. Mason, WMRN, Marion, Ohio; Sanford Guyer, WBTM, Danville, Va.; Hugh Higgins, NAB; A. E. Spokes, WJOY, Burlington, Vt., and Marshall H. Pengra, WBOM, Oak Ridge, Tenn.

Importance of "community leadership" by station management and staff will be covered in a presentation

by Hanna, who will outline a program to follow for increasing a station's services and prestige on the local level; "Co-Ordinated Programming" by Goldman will cover effective techniques for increasing acceptance of a station in its area.

Meagher will offer "A Formula for Creative Selling." "Music's Importance in Broadcasting" will be discussed by Mason, and Guyer will speak on "Office Management."

New ideas in "Sales Promotion" will be presented by Higgins, who will also put the spotlight on outstanding radio campaigns that have paid big dividends for sponsors.

Programming and selling of local and national news and their effect on the station's popularity will be included in a discussion to be led by Spokes, and Pengra will review the subject of operator requirements and offer an analysis of the current status of the FCC's "Proposed Revision of Operator Licenses and Requirements."

George Sterling, chief, FCC engineering section, has been invited to participate in the operator discussion.

Chairman Cribb has arranged a dinner Sunday, September 14, 6:30 p.m., at the Ambassador Hotel for members of the small market stations executive committee and the 17th district small market chairmen.

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## FMA Leaders Ask Inquiry By D. Of J.

(Continued from Page 1)

network music programming for FM was seen by Marks and Bailey as a possible violation of the Lea Act. They asked the Department to investigate this angle, as well as to look for any possible agreement, written or verbal, between the AFM and the networks to prevent program duplication. They raised the point that such an agreement might be in restraint of trade and thus in conflict with the anti-trust laws.

Bailey said he has no evidence of any such agreement, but pointed out that he has had no answer to his request several weeks ago for information as to how the networks were bound to consult Petrillo before permitting duplication.

The Petrillo ban has also been brought to the FCC, where officials of the legal department have promised to study it to determine if the FCC has any responsibility or authority in the matter.

Brown refused yesterday to discuss the matter in detail, beyond admitting the interest of the Department in the problem.

It was understood here that a protest may be lodged also by television interests — perhaps by TBA — against the AFM contracts with Hollywood producers. These contracts flatly and specifically ban the use of any footage either showing AFM members or containing their music for television purposes.

Willie Bryant's Birthday

WOR-Mutual's "Harlem Hospital-ity Club," Saturdays, 2-2:30 p.m., EDT., on August 30, will celebrate the 40th birthday of Willie Bryant. Birthday party will be featured on the program as well as off the air and among the guests attending will be Bill Robinson, Lena Horne, Canada Lee, Eddie Vincent and the Deep River Boys.

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## RCA Crew Displays Tele At Canadian Exhibition

(Continued from Page 1)

of the Canadian National Exhibition which will continue through September 6.

Two RCA image orthicon video cameras and a large number of modern RCA receivers have been brought here for use in the show. Included in the lineup is the company's new "all-purpose" receiver which combines television with AM, FM, phonograph and shortwave radio.

Heavy schedule of programs will originate in the Government Building at the exhibition park, one entire wing of the building having been converted into a radio and television studio, complete with sound-proofing, a large stage, a viewing room, and a control room. Broadcasts will include televised radio programs, sporting events, industrial exhibits, interviews, and a wide variety of other program material.

Richard A. Hooper, RCA Victor promotion manager, is in charge of the demonstration group, assisted by Joseph Jenkins, exec. producer, and Frank Helgerson, chief engineer.

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## Seek Tele License For Chicago Station

Chicago — The Johnson Kennedy Radio Corporation has filed a second application for a television license for WIND, first Chicago independent station to apply. WIND's first application for color television was withdrawn when the FCC decided to postpone licensing of color television until later date.

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## To Salute Tarrytown, N. Y., For Its UN Campaign

(Continued from Page 1)



COAST-TO-COAST

PICTURE OF THE WEEK

PROMOTION

—NORTH CAROLINA—  
**SHEVILLE**—WLOS, new AF-FM station went on the air August 11 as an MBS affiliate with power of 5,000 watts day and 1,000 watts night, plus a maximum FM signal strength of 8,000 watts. . . . **JACKSONVILLE**—Lester Gould, manager of WJNC, has been appointed Onslow County chairman of the ARC. . . . Ray Sinclair, WJNC staffer, has been appointed musical director of the station. He succeeds Ed Cox who departed to work at a new station opening at Southern Pines. . . . **CHARLOTTE**—Charles Crutchfield, WBT general manager has announced the appointment of Miss Jean Brown as assistant to WBT's promotion director, J. R. Covington.

—OHIO—

**CLEVELAND**—"That These May Live," one of a series of public service programs designed by WTAM to help the fight against cancer was presented by the station last Sunday night at 10 p.m. Clarence Kavanaugh of the Cleveland Players appeared in the cast with Brooke Taylor as narrator. Series was written and produced by Thomas Edward O'Connell. . . . **CINCINNATI**—WLW will carry the remarks of Gov. Thomas J. Herbert when he speaks at ceremonies honoring the late Sen. James H. Kyle at Cedarville College, Ohio on Labor Day. Sen. Kyle was instrumental in designating Sept. 1 as Labor Day.

—OKLAHOMA—

**OKLAHOMA CITY**—WKY has bolstered its Sunday public service schedule with the presentation of a weekly broadcast by Dr. Waldo Stephens, member of the Commission to Study the Organization of Peace and active member of the Foreign Policy Association. . . . **TULSA**—Key sales representatives of Swift & Co. in Oklahoma met at KVOO to hear a closed circuit talk from Swift executives in Chicago and a special preview of the Archie Andrews show which made its bow for Swift at 8:30 a.m., Aug. 9.

—OREGON—

**PORTLAND**—Wallace L. Kadderly, KGW farm program director, has resumed his Monday through Friday morning "Farm Time" broadcasts upon his return from 25,000 miles of travel through Australia and New Zealand, where, at the request of ABC, he represented the U. S. State Department and Department of Agriculture as special consultant on farm broadcasts "down under." . . . C. S. Young, manager of KEX has announced the appointment of Charles L. Burrow to the position of promotion manager of the station. Burrow assumed his new duties August 18, in charge of station advertising and promotional activities.



Mrs. Oscar Serlin, wife of the producer of "Life With Father," and Mrs. George Washington Cavanaugh, New York socialite, joined with Arthur Simon, general manager of WLIB, New York, in discussing the opening of the "Life With Father" motion picture on Broadway. WLIB, incidentally, covered the premiere.

**'Pete' Wasser Leaves KQV; Jim Murray Succeeds Him**

(Continued from Page 1)

tion has been named to succeed him as general manager.

Wasser came to Pittsburgh in 1939. He was manager of WJAS-KQV until the FCC directed that there could be no dual ownership of stations in the same service area. H. J. Brennan, who owned KQV and WJAS sold the former station to a group of business men who retained Wasser as general manager and executive vice-president.

Murray, who has been serving as commercial manager of KQV, is a Pittsburgher. He left the Pittsburgh Press to join WJAS as publicity director. He later moved to WCAE, then to New York where he was associated with the Blue Network, now ABC. When Wasser became general manager of KQV, Murray returned to Pittsburgh as his chief aide and commercial manager.

**Kanaga Promoted By RCA**

Lawrence W. Kanaga, has been named vice-president of the RCA-Victor Distributing Corp. and general manager of the company's Detroit branch, it was announced yesterday. Kanaga has been engaged in sales.

**"Parade Of Stars" Drive Again Announced By NBC**

(Continued from Page 1)

have been distributed in color and in black-and-white to the promotion managers of NBC's 167 affiliated stations and have been sent in glossy and mat form to more than 1,000 newspapers throughout the country.

In addition to the drawings the stations are receiving "Parade of Stars" promotion kits. They were sent by air freight to the affiliates last Friday to coincide with the broadcast last Monday of the first returning NBC fall program, "Cavalcade of America." Included with the Berman caricatures, the kits contain complete sets for all NBC sponsored programs of newspaper advertising mats, glossy pictures, the biographies of featured stars, press releases and other program data. In some instances transcripts for station breaks were included.

Roy Porteous, NBC audience promotion manager, is credited with production of the kit material.

**Joseph Goodman**

Los Angeles — Joseph Goodman, father-in-law of Harry (Parkyakarkus) Einstein, passed away Monday, at the age of 70.

**Soap Flake Promotion**

Posters, postcards to wholesale retail outlets and displays of product were combined to introduce the new "Hint Hunt" series of broadcasts heard from the CBS network through KTSA, San Antonio for Chiffon Soap Flakes. Merchandising and promotion department KTSA, headed by Owen Johnson set out more than 200 postcards calling attention of the trade to the program. This was followed up with displays of the soap flakes in various stores throughout the city. Posters were part of the display and called attention to the household hints offered to the ladies as well as nature of program, time, station call letters and dial setting and program personalities.

**"Today's Big Story"**

A clever promotional piece is currently being used by KLZ, Denver, Colo. On a 7 x 10 inch card of heavy stock appears the picture of a teletype machine out of which flows a 27-inch strip of yellow paper 1 1/2 inches in width. Intended to appear as news coming in on a teletype machine, copy is devoted to furnish the station's outstanding news stories; Sheldon W. Peterson, director of news and special events; Luc Hastings, women's news editor; William Parker, night news editor; James Bennett, morning news editor. Strip tells a bit of the background of each of these newscasters.

**WFIL's Sports Clinic**

WFIL's Sports Clinic entertains different Philadelphia boys' club in its program every Saturday morning which covers everything from baseball to bowling in a half-hour grand-take between Tom Moorehead and Don Kellett, WFIL sportscaster and the studio audience. A four-page two-color folder prepared and issued by The Katz Agency, Inc., gives details of this sports discussion, the buying facts and pictures of the guest stars as Bob Feller, Phil Carretta and Ed McKeever.

*Send Birthday Greetings To*

- August 22  
 Carroll Carter Don Prindle  
 Ernest Hackworth Martha Raye  
 Faye Parker Lee Wallace  
 Lesley Woods  
 August 23  
 Michael Bartlett Lawrence Marks  
 Bob Crosby John McCarthy  
 Wendell Hall Forrest Wallace  
 August 24  
 Phil Baker Jimmie Fidler  
 Arlene Black Dennis James  
 George M. Burbach  
 Helen Russell

IN CLEVELAND IT'S

**WHK**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 39 NEW YORK, MONDAY, AUGUST 25, 1947 TEN CENTS

## Special Events' Survey

### Special Features for NAB Convention

Washington Bureau, RADIO DAILY  
 Washington — The NAB's proposed standards of practice will be the subject of general floor discussion at NAB convention in Atlantic City next month, it was revealed Friday. NAB announced a complete agenda for the four-day session.  
 It was revealed also that Emilio Arraga, scheduled as a speaker, will be unable to attend the sessions. Mestres, vice-president of the  
 (Continued on Page 5)

### 20th Century-Fox Continues Use of Prominent-Person ETs

20th Century-Fox is tossing another \$1,000 a day, for five days, second time within a week, for a promotion campaign on five New York City stations to advertise its latest release, "Kiss of Death." For "Mother Wore Tights" radio campaign last week Fox used an ET by Crosby and this one features Erich Winchell passing out a "hot" to movie goers.  
 The total of 74 spots on "Kiss of Death," starring Victor Mature,  
 (Continued on Page 6)

### WBAL Plans Opening Of Station Quarters

Baltimore — WBAL's new ultramodern home, housing seven radio and two television studios, will open to the public on Labor Day, Sept. 1, according to Harold C. Burke, station manager. WBAL is owned by Hearst and is the NBC outlet in Baltimore. The new studios were designed by  
 (Continued on Page 6)

### Long Termers

Dayton — A three year contract for a half hour transcribed show was entered into by the Dayton Power and Light Company with WJIO. The contract covers the new Ronald Colman "Favorite Story" program which is produced by the Frederick W. Ziv organization. Terms call for the weekly half hour dramatizations to run 56 weeks, starting Sept. 30.

**Sideline**  
 Washington — NAB President Justin Miller, who came to his post from the Federal bench here in Washington, will again be a judge at Atlantic City, N. J., next week. He will be one of those to cast a ballot to choose Miss America from among the beauties at the annual pageant next week.

### Facsimile Showing For Atlantic City

NAB convention delegates in Atlantic City next month will have a chance to see just how a small independent station can turn out a facsimile edition and also how it may be handled by a large newspaper and its FM station. WAAT Newark, and the Newspaper Publishers' Facsimile Service will have a joint three-man editorial and art staff demonstrating the medium throughout the  
 (Continued on Page 5)

### G. E. Signs Waring Show For New Half Hour On NBC

Fred Waring, his orchestra and entertainers have been signed by General Electric Company for their new half-hour show which will be heard over NBC starting Monday, October 6, 10:30 to 11 p.m., EST. The program will be presented as an institutional offering by G. E., with BBD&O agency handling the production and commercials.

## Radio Cover For Legion Meet To Set Record For This Year

The 28th national convention of the American Legion, opening a four-day series of events here on Thursday at noon, and expected to attract a record-breaking attendance, will occasion perhaps the most extensive network and station coverage of any event thus far this year.  
 Scheduling of top speakers for the four-day sessions, including the more important business meetings and dinners of the Legion, was completed

## Webs Increase Coverage Of Events As Interest In Foreign Pickups Declines; Expansion Seen

### Alexander Apologizes For Criticism Of BMI

Perry Alexander, chairman of the BMI Small Publishers Committee, has retracted his strong critical charges leveled at the organization early this month and has gone on record with an apology for accusations he made against Sydney Kaye, Merritt Tompkins and Robert Burton, BMI officials. Alexander's detailed letter of retraction and apology, in which he ad-  
 (Continued on Page 6)

### Caribbean Broadcasters Hold Meeting In Trinidad

Port of Spain—Harwood Hull, Jr., general manager of Station WAPA, San Juan, represented Puerto Rican broadcasters at a meeting of radio directors of seven Caribbean islands held last week at Port of Spain,  
 (Continued on Page 2)

### Stewart Warner Sales Show Sharp Increase

Sales of the Stewart-Warner Corp., Chicago, for the first six months of 1947 totaled \$40,178,000, which was 71 per cent greater than for the corresponding period last year.  
 (Continued on Page 2)

By JIM OWENS  
 (Staff Writer, RADIO DAILY)  
 Special events broadcasts, developed to an unprecedented height during the war years, have maintained a formidable position in the lineup of post-war network programming, and indications point to a continued expansion in this department.  
 Equally important, in the  
 (Continued on Page 5)

## 45 More Broadcasters Sign For BMB Service

Forty-five more broadcasters have subscribed to the Broadcast Measurement Bureau service the past week bringing the total number of new subscriptions up to 133, it was announced at New York headquarters of BMB. In analyzing the BMB subscribers, the statement declared:  
 "Present subscribers represent 35 states. Stations with net billings un-  
 (Continued on Page 6)

### Hayes Gets Fulltime Post With Radio Relay League

Appointment of Albert E. Hayes, Jr., prominent radio amateur of Baltimore, to the full time post of National Emergency Co-ordinator for  
 (Continued on Page 6)

**Appraisal**  
 Spokesman for AFL, CIO, NAM and the U. S. Chamber of Commerce will give their appraisal of "The Outlook for Labor" during the broadcast of "Cross-Section, U. S. A." on CBS Saturday, August 30, 5 to 5:30 p.m., EDT. Producer-narrator Dwight Cooke will call in interview team from New York, North Carolina, Michigan and one other point.

late last week, after several days of uncertainty regarding the ability of government officials to attend. Legion headquarters were in hopes, up to the week-end, that President Truman might possibly deliver an address but White House reports appeared to nullify this. If the Chief Executive does appear, however, all major networks will probably carry his talk. NBC has scheduled several "pre-  
 (Continued on Page 8)



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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 8607
WASHINGTON BUREAU
Andrew H. Oiler, Chief Manning Claggett
6417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(Aug. 22)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

Adams Heads Co-op. Dept. Established By NBC

Burton M. Adams has been named manager of co-operative programs for NBC, Harry C. Kopf, administrative vice-president, announced Friday.

In announcing the appointment, Kopf stated that this new division of the Stations Departments was created to meet increased activity in co-operative programs in network broadcastings. Adams will report to Easton C. Woolley, director of the stations' department.

IN CLEVELAND IT'S WHK

COMING AND GOING

M. H. SHAPIRO, who for the past two weeks had been one with the merry villagers of Cornwall Bridge, Conn., is back in town and has resumed his post as managing editor of RADIO DAILY.

CLIFFORD M. SHAFETY, general manager of WEEU, American network affiliate in Reading, Pa., is in New York for conferences at the headquarters of the web.

JOAN MEYERS, director of the 'Movie-Go-Round' program over WCAU, Philadelphia, will leave early in September for Hollywood, where she'll visit several of the studios and observe some of the films in the process of production.

JACK YOUNTS, president of WASP, Southern Pines, S. C., soon to go on the air, is in Atlantic City observing station operations at WMID.

BOB HENRY, program director at WABF (FM), is back at his desk following three weeks at Pike, N. H.

EDGAR KOBAK, president of the Mutual network, returns today from a short business trip to the Middle West. He attended the all-star football game in Chicago Friday night with officials of Wilson Sporting Goods Co., sponsors of the broadcast.

LILLIAN SCHOEN, currently at Thetrock, Vt., enjoying a three-day respite from her scripting of 'Grand Slam,' 'Johnny Thompson' and other shows, tomorrow will be back with her Roget and Remington.

BRUCE RAEBURN, singing satirist of the Hotel Elysee's Monkey Bar, also a familiar figure before the tele cameras, leaves today for a short holiday in upstate New York. He'll return Friday.

MARGUERITE DANIELS, news reporter at WSFA, Montgomery, Ala., has returned from a trip to the Gulf Coast resorts and New Orleans, La. ESTHER MAHONEY, her contemporary at the station, still is in Florida. She's expected back momentarily.

Caribbean Broadcasters Hold Meeting In Trinidad

(Continued from Page 1)

Trinidad. The conference called by the Caribbean Commission was held at the Secretariat of the Commission, at Kent House, and was unique in many respects. For the first time since broadcasting stations have been operating in the Caribbean, it brought together those primarily responsible for this most vital branch of communication in their respective territories.

The Conference, which eventually resolved itself into the Caribbean Commission Broadcasting Conference, completed plans for a series of broadcasts for the Commission, which will commence Sunday September 6, and will be known as "Caribbean Review."

The policy agreed upon so far implements the decision taken at the fourth meeting of the Caribbean Commission held recently at Jamaica, and has been framed to meet immediate needs.

Several other important matters dealing with future developments of broadcasting policy and related activities of the Commission were also discussed.

The conference was attended by the following managers or representatives of broadcasting stations or organizations in territories covered by the Caribbean Commission: Denis Gick, Jamaica; J. M. Laing, Barbados; A. A. Gagan, British Guiana; E. R. Weeseels, Dutch Guiana; M. Villeneuve, Martinique; Harwood Hull, Jr., Puerto Rico; William MacLurg, Trinidad; G. DeFreitas, Trinidad, and A. F. Raymond, Information Officer representing the Trinidad Government, by invitation.

Henri de Mauduit, Deputy Secretary General of the Commission, presided at the Conference with D. F. Greening, of the Secretariat, as translator.

Joins WHLI Staff

Tony Wilson formerly chief announcer of WCBT in Roanoke Rapids, North Carolina and attached to the Armed Forces Radio in Manila, has joined the announcing staff of Station WHLI in Hempstead, L. I.

Stewart Warner Sales Show Sharp Increase

(Continued from Page 1)

responding period of 1946, it is announced by James S. Knowlson, chairman of the board and president. Total net earnings carried to surplus was more than three times that of the first six months of 1946, amounting to \$1,366,872 in 1947 compared with \$408,712 in 1946, or \$1.05 a share of \$5 par value common stock compared with 32 cents a share.

Evaluating business prospects for the remaining months of 1947, Knowlson said the outlook "is at best uncertain." The company's backlog of orders remains substantial, however. "Many lines are resuming their seasonal pattern," said Knowlson, "and if the summer lull in business is not reversed, it seems questionable if the present profit rates will continue."

Hollywood RDG Support National Group's Stand

Hollywood local of the Radio Directors Guild, following in the footsteps of the New York local, has also granted authorization to the national negotiating committee to take any action it deems necessary, including a strike, to force network contracts covering free lance directors. The Chicago local is expected to vote on the issue shortly after Labor Day.

Following a series of two meetings last June between the RDG committee and the four major networks, the webs refused to recognize the guild as bargaining agent for contracts covering free lance directors. RDG then referred the matter to their locals for further instructions. The Guild's national negotiating committee includes Ed Byron, chairman; Thomas Freebairn-Smith, Lyle Barnhart, Earle McGill, Nicki Burnett and Ben Meyers.

Winchell Returns To ABC

Walter Winchell, absent from the ABC airwaves for the past six weeks while vacationing, will return to WJZ-ABC for his 16th consecutive season on Sunday, August 31, 9 p.m.



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 store, 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 10 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 BY HEADLEY-RE...

★ THE WEEK IN RADIO ★

Petrillo Nixes FM Duplication

INDUSTRY'S hopes that FM stations could pick up network musical programs were shortlived. Petrillo and the AFM refused to lift the ban on FM rebroadcasts, describing it as separate and distinct from AM. Four network presidents "regretted" the action, urged a further meeting to discuss the problem. Frequency Modulation Association got irate, urged the Department of Justice to look into the matter.

International High Frequency Broadcasting Conference opened an extended meet at Atlantic City, with clarification of existing standards the chief topic. William Benton, Assistant Secretary of State for Public Affairs, told the group a "tremendous" job awaited their consideration, and that the future of international broadcasting hinges on their decisions. . . . E. E. Shakelford, RCA International Division exec., has been nominated as next president of the Institute of Radio Engineers. . . . Lever Bros. bought CBS's "My Friend Irma," thereby wrapping up almost a two-hour block on that web's Monday night lineup.

One of the major developments of the AFRA confab was a resolution to launch an ambitious expansion drive, organizing stations outside the union fold. . . . Radio Trinidad goes commercial early next month. Already in the sponsor lineup are such American advertisers as Coca Cola, Victor records, Pepsodent and Raleigh Cigarettes. . . . FCC petitioned to approve the sale of two Alaska stations, KTKN, Ketchikan, and KINY, Juneau. Total asking price for both is \$140,000. . . . Abbott-Costello co-op ET show on ABC wrapped up 36 sponsors in less than two weeks following announcement of the deal.

WOR signed a pact with RCA and NE for two television transmitters for its New York and Washington stations. Both are expected to start operation during the summer of '48. . . . Garod Radio Corp. was bought by the Leonard Ashbach Company, Chicago firm, for over \$1,000,000. . . . WNBC will celebrate its 25th anniversary with a series on the housing

problem in Greater New York. . . . When "Mr. Keen, Tracer of Lost Persons," returns to the air this week, Air Features will begin its 12th year as program producers for Hummert. . . . WQQW, Washington outlet, will continue operating at least until the early fall, as voted by stockholders. Station has been on the block for over a month.

Newspaper space devoted to radio continues to increase as indicated by the addition of 17 daily columns the past year, according to a RADIO DAILY survey. . . . Advertising Council announced plans for a national public service campaign to hpyo interest in "American Heritage." Radio's expected to lend a helping hand, as in other national drives of this calibre.

U. S. Army Recruiting Service will sponsor 19 college grid contests on ABC and Mutual this fall. . . . Latter network added another to its co-op list: "Meet Me at Parky's," to start in October. . . . J. N. (Bill) Bailey, FMA exec., and Fred Palmer, radio consultant, urged "diversified" programming to meet public demands. . . . Keystone Broadcasting System, ET web, entered the disc-jockey field with the signing of Rush Hughes, KXOK, (St. Louis) platter spinner.

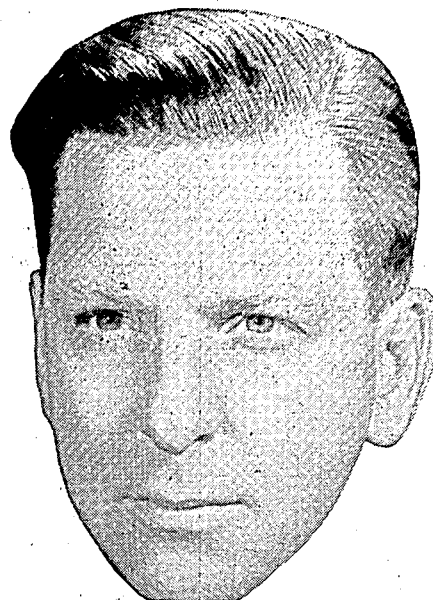
Lt. Gen. James G. Harbord, former president and chairman of the board of RCA, died at his home in Rye, after a short illness. . . . Jack R. Poppele, TBA prexy and WOR exec., predicted television to be a billion-dollar business "in the next five years". . . . "Let's Pretend," "Stars Over Hollywood," "Readers Digest-Radio Edition" and "County Fair" all renewed for 52 weeks on CBS. . . . NBC began its annual promotion campaign on its "Parade of Stars."

FCC came through with sweeping approvals on FM stations, and authorized completion of AT&T's coaxial cable for television. . . . NAB set the topic of small market stations high on the Convention agenda. . . . Miles Laboratories, for Alka Seltzer, renewed the "Quiz Kids". . . . San Francisco branch of the American Association of University Women issued a four page report on radio under the title "The Listener Speaks". . . . Two former FCC chairmen, James L. Fly and Paul Porter, will oppose each other in a federal hearing in Atlanta, Ga.

Tele Caravan In Texas Plays To Heavy Audience

San Antonio—Arrival of the RCA-Allied Stores Television Caravan at Joske's of Texas here this week,—the 13th stop on its nation-wide tour—resulted in unprecedented interest in a wide area which got its first glimpse of the medium. Group was met by a motorcycle escort on the outskirts of the city and led through the main artery to the Menger Hotel, which stands between Joske's and the Alamo—"Shrine of Texas Liberty."

Fulton Lewis, jr.



Tenth Year On the Air With "Mutual"

One significant day in 1937, ten years ago this fall, Fulton Lewis, jr. took his nose for news out of WOL's Washington transmitter and extended his field of operations to Mutual, U. S. A. Since that time he has dug out a lot of news beats—and adhered faithfully to reporting the news as he sees it.

His policy pays off in devoted listeners. The proof? He's currently sponsored on 262 stations!

If you need a program with a loyal following, get in touch with us immediately. Maybe F. L. jr. is available in your community.



COOPERATIVE PROGRAM DEPARTMENT  
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

"Working-Music"

London—Through the Colonial Office in London several firms, such as Pyo-Radio and the General Electric Company, have received substantial orders from plantation-managements in the West Indies and Malaya for public address-systems. Plantations are to start regular "music-while-you-work" programmes for native workers. Managements and Welfare Department of the Colonial Office are to share in the expense of buying the equipment. The address-system will be on the lines of the "loud-hailers" used during the war by the Navy for convoy duties.

## PROMOTION

### Lever Bros. Campaign

Lever Bros. through agency Foote, Cone & Belding, for Pepsodent Tooth Paste, is using two MBS stations, WCPO, Cincinnati, and WEBR, Buffalo, for an eight-week campaign starting Sept. 15, during which time each week-day on the "Hop Harrigan" strip (5:30 to 5:45 p.m. local time), "Hop" will offer a beautiful compass ring to each junior listener sending in 15 cents and a Pepsodent Tooth Paste box top. "Hop" Harrigan show also has ambitious future lineup to promote the program. Glenn Martin, president of the airline, will guest in Sept., and when Bill Odom flies to both North and South Poles in November one of his passengers will be a Boy Scout selected by Harrigan program listeners and a board of judges.

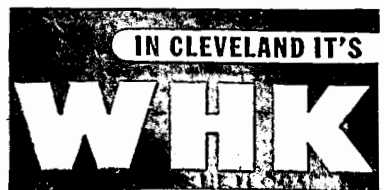
### RCA Music Appreciation Books

RCA Victor is currently promoting six books on music appreciation for use in schools and homes via a new folder offered to record distributors by the company's Educational Sales Department. Two-color folder, 3 1/2 x 8 1/4 inches in size, opens to an 11 x 8 1/4 inch sheet on which are described six different music appreciation books. Cover features an original music signature design, and space is available on back of folder for dealer imprint. Suggested uses include distribution to summer schools, teachers' institutes, and general mailing as an envelope stuffer.

Books promoted by the folder are "What We Hear In Music," "Form in Music for the Listener," "Music and Romance," a booklet on the use of RCA Victor records in the high school choral training program, "The Victor Book of the Opera," and "The Victor Book of the Symphony."

### Announce WGN Renewals

Chicago—Business reported by station WGN during the past week included E. J. Brach & Sons, Inc., renewal of their contract for 52 weeks for the "Crimes of Flamond," effective August 24; Rosendale Knitting Mills, contract for three weekly participating spot announcements on the "June Baker" program, Monday through Friday; Linco Products Co., renewal of contract for "Happy Birthday" program, Monday through Friday, for 13 weeks beginning September 15, and Colgate Palmolive Peet Co. (Ajax Cleaner), order for five one-minute transcribed announcements per week on the "Melody Memos" program, for 19 weeks starting August 18.



### California Commentary. . . !

● ● ● Producer-Director Gordon T. Hughes pulled a smart cross-promotion stunt in conjunction with his two programs, "The Couple Next Door" and "Your Hope Chest," heard on Sundays over the Columbia Pacific network. In the absence of Emcee Harry Von Zell, who has been in the East at the AFRA confabs, Hughes and Barbara Luddy and Tony Barrett, the leads of "The Couple Next Door," interview the participants on the "Your Hope Chest" program Aug. 17. . . . Mike Kurlan, West Coast manager of Mercury Records, tossed a farewell cocktail party in honor of Frankie Laine prior to Frankie's engagement at the Million Dollar Theater, Los Angeles, and the start of his Eastern tour. . . . KLAC will rebroadcast the official welcome to Babe Ruth and members of the four teams which will play in the Junior World Series, direct from the City Hall steps Aug. 27. Ruth, consultant to the American Legion's world series, will be greeted by Mayor Fletcher Bowron in the civic ceremonies. By the way, KLAC also broadcast the Los Angeles-Hollywood Pacific Coast league exhibition game played Aug. 18 for the benefit of the Damon Runyon Memorial Cancer Hospital fund.

★ ★ ★

● ● ● Ike Carpenter and his band, back from their Northwest trip, are playing at the Los Angeles Million Dollar Theater. Ike, it is reported, was responsible for the biggest fan turn-out in the history of Spokane, when 4,500 attended to secure his autographed pictures and records. The crowd was so large and appeared so suddenly that it became necessary to call out the local gendarmery. . . . NBC corridors in Hollywood saw a reunion t'other day of a couple of radioites who hadn't met since their salad days 20 years ago when, as high school pals, they had a clog dance they swear shook Salt Lake City to the core. They're not clogging now, but they're pretty well known for other accomplishments—Jack Meakin, one of radio's top musical directors, currently handling "Summerfield Bandstand," and Joe Kearns, one of the most versatile actors on the air.

★ ★ ★

● ● ● Jerry Devine and Stacy Harris, of "This Is Your FBI," depart for a three-weeks' vacation in New York when they board the "City Of Los Angeles" Aug. 30 from Hollywood. . . . The September programs are being cut in August. Jay Stewart takes his "What's Doin', Ladies" program on the road again Sept. 1 to 6, when the show will broadcast from the state fair in Sacramento. . . . Although they refuse to divulge any names as yet, Jesse Goldstein and Jay Sommers, the writer-producers of the Eddie Albert show, are being queried by three different film producers on the idea of doing a series of flickers patterned after the zany, laugh-provoking program. . . . When Lionel Barrymore moves into the ABC network outlets Oct. 8, the web will be in a solid position as far as "office-holders" are concerned. For, that will give ABC the "Mayor of the Town" as well as its own "Mr. President," who is Edward Arnold, of course. . . . Ted Bliss, who has been vacationing, has resumed production of "What's Doin' Ladies" for Young & Rubicam.

★ ★ ★

● ● ● Jinette Gilmore, of Young & Rubicam's Hollywood publicity department, is on a six-weeks auto-trek across country to New York. . . . Evelyn Harclerode, secretary of "Duffy's Tavern," is on a fortnight's tour of San Francisco, Tahoe, Yosemite and Las Vegas. . . . Janet Waldo is vacationing in La Jolla preparatory to her return in "Adventures Of Ozzie & Harriet" August 31.

## EQUIPMENT

### Tele Receiver For Public Place

The United States Television Corp. has designed a new large-screen television receiver for public place according to an announcement by Hamilton Hoge, president of the corporation. The new 1948 PIC model has a 475 square inch screen, 19 inches by 25 inches. New unit is an advanced model of the UST television set which has proved popular in public places, and provides for increased brightness and greater visibility for large crowds. Set stands 72 inches high, three inches higher than the tavern model, and the screen is placed nearer the top of the set, making it narrower and more compact. Model is listed at \$1995 with Federal tax included. Installation is free. Shipments will be made within a week of the order time and price are FOB New York.

### RCA Educational Sales Dept.

Frank M. Folsom, executive vice president in charge of RCA Victor Division of the Radio Corp. of America has announced the creation of a new Educational Sales Department at RCA Victor, which will spearhead the company's expansion of activities in the manufacture and sale of audio-visual equipment for the educational field. At the same time, Folsom announced the appointment of William H. Knowles, as general manager of the new department. Harry E. Edson, specialist in audio-visual equipment, has been appointed sales manager of the newly created department. Gordon W. Butler has been named merchandise manager.

### Crosley Distributor Buys Space

Jules Alexandre, Inc., Crosley distributor in Harrisburg, Pennsylvania, have purchased offices, showrooms and warehouses at 619-621 Walnut Street. Buildings consist of approximately 30,000 square feet of space and were purchased from the Pennsylvania Railroad.



"It's an idea I picked up WFDF Flint, for home decorat"



## List Special Features For NAB Convention

(Continued from Page 1)

Inter-American Broadcasters Association, will be heard instead.

A special feature announced Friday will be the joint meeting of the boards of directors and executive officers of NAB, ANA and AAAA the evening of Sept. 17. This meeting is mainly to enable the various individuals to get to know one another.

Although the convention opens officially Tuesday, Sept. 16, convention activity will make Monday a busy day. Four special clinics, covering broadcast advertising, employee-employer relations, engineering, and programming, are scheduled.

Another Monday feature will be the presence of Samuel Ganz, assistant director of the Wage and Hour Division, Department of Labor, who will answer questions involving the application of overtime and other wage and hour regulations to bonus plans, talent fees, salesmen's compensation, and other related matters. In addition to participating in the employee-employer relations clinic, Ganz will be available at the employee-employer relations department headquarters in Convention Hall for personal consultation with broadcasters before and after the clinic.

### Retail Adv. Clinic Set

First event scheduled for Monday is the retail advertising clinic, to be followed by the program clinic, the joint broadcast advertising-program clinic luncheon, the broadcast advertising clinic, the broadcast engineering conference and the employer-employee relations clinic. There will also be meetings of NAB standing committees.

President Miller will keynote the first general session the next morning, with Mestre also to be heard. Rep. Clarence Lea will address the general luncheon Tuesday, and the afternoon will be turned over to a seminar on cost and operating problems under the auspices of the NAB small market stations committee. The annual NAB banquet will be that evening.

On Wednesday the general session of the morning will feature discussion of BMB. FCC Chairman Denny will address the luncheon and Richard P. Doherty, NAB employee-employer relations director, will speak at the afternoon session. There will also be a broadcast advertising panel discussion.

The membership meeting will be held Thursday morning, a general luncheon Thursday noon and the membership meeting again in the afternoon.

(Continued on Page 8)

## Special Events Broadcasts Maintain Their Popularity

(Continued from Page 1)

opinion of network execs, is that fact that the special events scene has changed from foreign to domestic, despite the relatively high pace of developments overseas. The American public is more interested in the price situation of meat, coal and rents than they are in political issues in Europe, newsmen aver.

Clearly defined comparison of network operation in this regard is occasionally obscured by individual interpretation of the term "special events." In some cases news programs using outside pickups as part of the regular format, are classified as "special events"—a conclusion which does not, however, alter the fact that "specialty booked" shows continue to increase.

### Webs Give Figures

According to available figures, total number of special events aired during the first six months of this year, exceeds the like period of 1945 when top news events were breaking virtually every hour. During the January-June period of '45 such events as the end of the war with Germany, the death of President Roosevelt, inauguration of President Truman, and 7th War Loan took place, all of which demanded extraordinary web coverage on the shortest possible notice. Roosevelt's death, occasioning a three-day memorial, probably outstripped other single incidents as the basis of special broadcasts.

Total special pickups for CBS, ABC and Mutual up to June of this year is put at 446 as compared with 393 in '45. NBC figures were made available on a typical one-month basis, rather than six months, and that of March for both years. Web's '47 figures fell behind the '45 level numerically, when it aired 24 events as compared to 44, although total time allotted to these broadcasts differed by slightly more than one hour in '45. NBC's program analysis department points out, however, that 34 special pickups were made of the Moscow Conference of Foreign Ministers during March of this year, and although several were included in regular news broadcasts, they are nevertheless classified as special pickups.

### Web Policy Outlined

Web's policy is to put a special event feature in regularly booked programs, and cites, for example, "News of the World" which airs events here and abroad. News value of a special event is uppermost, according to William F. Brooks, vice-president in charge of news and special events. Included in NBC coverage during the month of March were the Princeton Bicentennial, New York Herald-Tribune "American Youth Forum," three addresses by President Truman, one each from Washington, Mexico City and Waco, Texas and House Foreign Affairs Committee hearings.

Sharpest numerical increase in special events occurred at Mutual

with 82 such pickups aired during the first six months of this year over '45. Web aired 133 during that time, 181 during the first half of '46 and 215 during this year.

### Foreign Pickups Off

Foreign pickups were down 80 per cent at MBS this year, with domestic U. S. activities dominating the scene. Listed among the major events specially aired by the web were the recent Howard Hughes-Senate hearings from the Capital, John L. Lewis' battle with the Labor Department, his trial and "conviction" etc., the railroad strike, Mississippi flood pickups, etc.

Also high on the MBS' list this year was a special series of three broadcasts dealing with the food and farm situation in 17 major U. S. cities. This show aired special round-table talks headed by the mayors of each city plus business and civic leaders dealing with specific food and labor problems in their own towns. Web labeled the show a "public service" as well as special event, since it was designed to inform the public of the latest developments in their own community. Jack Paige, network's director of special events, feels "there's definitely room for more special events and on-the-scene pickups of news events." The listening public, he points out, is as interested in news as ever, except they're more concerned with conditions in their own country right now.

### 92 On ABC

ABC special events for the first six months of this year totaled 92 as compared with 100 in '45, although these figures do not include news broadcasts, such as "News of Tomorrow" and "Headline Edition" which frequently feature special pickups. For example, the network made 35 pickups of the United Nations' San Francisco conference between April and June of 1945, and had a total of 464 news programs which aired special pickups throughout the six-month period. High spots of this period were 58 hours of air time during which a large portion was allotted to the death of President Roosevelt, nine and one-quarter hours of V-E programs, and the Big Three meeting June of this year was ABC's heaviest special events month with a total of 22, three over the highest previous month of 19 in March. Mike Roshkind, ABC's manager of special events, is of the opinion that this type of program will continue to expand, and with the leveling off of war and political news, "we'll return to the stage of 'stunt broadcasts.'"

### Changes Noted By CBS

During the first six months of this year CBS aired a total of 139 special events, as compared with 160 from January to June '45, and in addition to the numerical change, there is a "character" change in this type of broadcast. Ted Church, web's director of news broadcasts, feels that the

## Facsimile Showing For Atlantic City

(Continued from Page 1)

convention in addition to preparing two special editions daily of four pages each. News copy contained in the latter will be direct from the wires of Transradio Press Service.

Philadelphia Inquirer's WFIL-FM will have its own six-man editorial facsimile staff at the convention making up an eight page edition daily. Copy and photos will be transmitted by radio from the General Electric booth in Convention Hall and picked up by two recorders there and two on the boardwalk.

The Inquirer's WFIL-FM, which held a public demonstration of facsimile in Philadelphia a few months ago, and WAAW, the FM affiliate of WAAAT, Newark, will begin regular facsimile service this fall. Both are using equipment licensed under the Hogan patents.

"old fashioned" type of special event, such as parades, etc., "is on the downgrade." CBS, he adds, is attempting to give some definite meaning to this type of program as it relates to national or world conditions. Network's airing of the National Air Races, for example, Church says, provides emphasis on aviation as it affects the future of our country. This approach, he believes, gives a new character to the "old-fashioned" special event.

### Documentaries Popular

Some of the top special broadcasts on the CBS air during this year are of the documentary and public service type which appear to bear out Church's contention. Included here, at a random choice, are such as "World Day of Prayer," "Wendell Willkie Awards for Journalism," "The Eagles' Brood" (documentary on juvenile delinquency), New York Herald-Tribune's "Youth's Stake In the UN"; "Before Their Time," documentary on accident prevention; Charles Luckman talk on "Low Cost Peace"; Chester Bowles "How To Avoid a Recession, and "Operation Nightmare," in connection with the United Jewish Appeal.

## Recording?



on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

IN CLEVELAND IT'S

WHK

## 45 More Broadcasters Sign For BMB Service

(Continued from Page 1)

der \$100,000 account for 40 per cent of subscribers, those between \$100,000 and \$250,000 account for 30 per cent and those with \$250,000 or more represent 30 per cent.

"Sixty per cent of the stations that had subscribed to Study No. 2, now superseded by the 15-point program, have signed the new contracts. Sixteen per cent of the present subscribers are stations which started operation following BMB's 1946 survey."

Subscribers not previously announced are: KBTM, Jonesboro, Ark.; KLZ, Denver, Colo.; WMAL, Washington, D. C.; WSPB, Sarasota, Fla.; WGPC, Albany, Ga.; WRBL, Columbus, Ga.; WDAR, Savannah, Ga.; WTAD, Quincy, Ill.; WMT, Cedar Rapids, Ia.; KANS, Wichita, Kan.; WLCS, Baton Rouge, La.; KSIG, Crowley, La.; KCIL, Houma, La.; WDG, Minneapolis, Minn.; KHMO, Hannibal, Mo.

KFBB, Great Falls, Mont.; KOJM, Havre, Mont.; KGCX, Sydney, Mont.; KFOR, Lincoln, Nebr.; KODY, North Platte, Nebr.; KOIL, Omaha, Nebr.; WELM, Elmira, N. Y.; WSYR, Syracuse, N. Y.; WAYS, Charlotte, N. C.; WBT, Charlotte, N. C.; WDUK, Durham, N. C.; WSJS, Winston-Salem, N. C.; WRRN, Warren, O.; KFMI, Tulsa, Okla.; KRUL, Corvallis, Ore.

KGW, Portland, Ore.; WESC, Greenville, S. C.; WOPI-FM, Bristol, Tenn.; WKRM, Columbia, Tenn.; WTJS, Jackson, Tenn.; KFDA, Amarillo, Tex.; KEYS, Corpus Christi, Tex.; WFAA, Dallas, Tex.; KRLD, Dallas, Tex.; KVKM, Monahans, Tex.; KVOF, Plainview, Tex.; WNVA, Norton, Va.; WRNL, Richmond, Va.; WSL, Roanoke, Va.; KVR, Rock Springs, Wyo.

## 20th-Fox Continues Use Of Prominent-Person ETs

(Continued from Page 1)

Coleen Gray and Brian Donlevy, will be aired on WOR, WJZ, WMCA, WNEW and WHN. Campaign starts today, Monday. The picture opens Wednesday, Aug. 27, at the Mayfair Theater which simultaneously switches to a first run house. The Walter Winchell transcription was recorded from a trailer sound track which Fox produced to exploit the picture in movie houses around the country. Winchell's radio testimonial has already been aired by Los Angeles stations where the picture is now showing.

With Fox's heavy booking schedule coming up this fall, it's reported that the Company may consider unit purchases of radio time. Studio has experimented a long time in seeking the most successful formula for radio campaigns and feels that it has come up with something good in using personalities for transcribed plugs.

Fox has made no claim to being first with the idea but feels it is a new field of exploitation. Whether or not the Company carries it fur-

## PICTURE OF THE WEEK



Theodore C. Streibert (left) president of WOR and J. R. Poppele, vice-president in charge of engineering at WOR, discuss the station's television plans with A. Josephsen of Radio Corporation of America, RCA, it was revealed, has been commissioned to provide a 5 kw television transmitter for the broadcasting company's video outlet in Washington—WOIC. Another contract was also signed for a new GE transmitter for WOR-TV, the station's New York television outlet. Both transmitters are for March, 1948, delivery.

## Hayes Gets Fulltime Post With Radio Relay League

(Continued from Page 1)

the purpose of supplying communications in time of disaster was announced Friday by Francis E. Handy, communications manager of the "hams" American Radio Relay League. Hayes, licensed by FCC as W3LVY, was formerly an engineer with the Bendix Radio Corporation.

Whether it depends not only on the success of the present two ETs by Crosby and Winchell but whether or not personalities can always be lined up to make air pitches. It'll be interesting to see, for instance, what big name would voluntarily step up to the mike and tell 80,000,000 Americans they should go see that great epic "Forever Amber."

## WBAL Plans Opening Of Station Quarters

(Continued from Page 1)

James R. Edmunds, Jr., local architect, with NBC's engineering department acting as consultants. Visitors calling at the receptionist's desk in the front corridor can look right inside the station's newsroom whose walls are made of plexiglass. Giant illuminated maps decorate the walls of the main first floor corridor, showing Baltimore and the station's listening area.

There are four radio studios on the first floor with two larger ones on the second floor. One of the auditoriums will seat 160 people. The other, the "Modernistic Studio," is designed after an NBC studio in New York. WBAL's television studios will be in operation this fall.

## Alexander Apologizes For Criticism Of BMI

(Continued from Page 1)

mitted his "own personal error" was received by Carl Haverlin, BMI president, last Friday, the day following a meeting between the two. The letter has been mailed to all BMI licensees.

The issue began three weeks ago when Alexander wrote letters to BMI board members charging misdeeds and malpractices made by BMI. He claimed an "iron curtain" surrounded the executive business offices of BMI. He referred to the executives as his "cabinet." Some station owners promptly forwarded these letters to Haverlin who made a public denial of the charges, adding that Alexander had been constantly dissatisfied with payments received.

The letter of apology and retraction which Haverlin received from Alexander read in part: "At the time I wrote this letter (the one of renunciation), I felt that I was armed with sufficient proof to substantiate the accusations and statements made. But in checking further, I have discovered that my source of information was not as infallible as I thought it to be, but most unreliable. I have found after painstaking effort that I was indeed the victim of gross misstatements."

Some Charges "Debatable"

Alexander went on to say, "The accusations that I made against BMI, Sydney Kaye, Mr. Robert Burdette, Mr. Merritt Tompkins have proved to be so grossly untrue, that in taking this means to publicly apologize to these gentlemen for the damage and embarrassment I surely have caused them."


As for his former charge that BMI have been met with rudeness, arrogance and downright insults," Alexander said he now sincerely believes this to be debatable. Also debatable, he added, was his statement that "several hundred thousands of dollars have been grossly wasted." He said that losses in all businesses are inevitable.

The meeting between Haverlin and Alexander was held at the request of the latter after his friends urged that he reconsider his original claims and check further for accuracy. Commenting on the apology, Haverlin said: "Whatever we may think of Mr. Alexander's original error in judgment and procedure, all of us agree that he deserves the full commendation for the courage and honesty of his attempt to make amends. By it, Mr. Alexander has grown in my estimation."

## Andrews Shifts Time, Adds

Johnny Andrews, baritone, formerly on WNEW during the past six months is now broadcasting 8:35-9:00 p.m. daily instead of 9:35 a.m., and has added an extra day's song set to his schedule, now being heard on Saturdays in addition to Monday through Fridays.


**The 25th ANNUAL CONVENTION**  
**OF THE**  
**NATIONAL ASSOCIATION**  
**OF**  
**BROADCASTERS**



**News While It's News**

RADIO DAILY will give its readers and the convention delegates up-to-the-minute and on-the-spot news of the doings at the NAB Convention.

Four days of complete coverage to be read at the convention or at your desk.



**SEPTEMBER 15-16-17-18**

**CONVENTION HALL, ATLANTIC CITY, N. J.**

Advertising forms close for all RADIO DAILY convention issues on September 10th.

COAST-TO-COAST

PENNSYLVANIA

PHILADELPHIA—Amos Kirby, farm editor for WCAU, who has a farm service booth at the principal fairs in Penn., Southern N. J. and Del. areas, acting as judge in vegetable and live stock competitions, making wire recordings for use in his daily Rural Digest broadcasts, and conducting a poll on what the farmers like to hear on a farm program, uses a helicopter to take him direct to the various fair grounds. . . . HARRISBURG—On August 15, WHP scored a scoop when Dick Redmond, WHP's program director placed the first call to WHP from the Penny's R.R., "Congressional Limited" as it left Newark station. Conversation was between Dick Redmond on train and Abe Redmond, station's general manager at their studios in Harrisburg. By keeping receiver of telephone close to mike, listeners were able to hear both sides of conversation.

SOUTH CAROLINA

COLUMBIA—Frank Harden, veteran of 12 years in radio, and since March 1946, sports director of WIS, has been promoted to program director of the station, it has been announced by G. Richard Shatto, general manager of the Surety Life Insurance Co. radio interests. . . . CHARLESTON—In desperation for a house, WFAK's program director, Jim K'osky aired a 30-word-want-ad. Thirty seconds later a long distance call came in from a resort town 30 miles distant, and lady who claimed she lived all alone in a big house and wanted companions, invited the Klosky family (Jim, wife and child) to move in with her immediately—rent free.

TEXAS

SAN ANTONIO—Peter Paul Candy Co., will sponsor 52 weeks of the 8 a.m. news over WOAI each Monday, Wednesday and Friday. They have also given a 52-week renewal to the 7 a.m. news on Tuesday, Thursday and Saturday. . . . EL PASO—Robert C. Hughes has been named general sales manager of the Southwest Network. He succeeds Carl Dunbar who has assumed the management of KSL, Silver City, New Mexico. . . . Bill Marshall is now being heard as announcer on KISS-FM, owned and operated by Howard W. Davis.

UTAH

SALT LAKE CITY—Will Wright, KDYL's farm service director, scored an exclusive interview with Secretary of Agriculture Clinton Anderson when he packed up station's portable recording gear and drove 40 miles into Utah's mountain country to record the Secretary's address before the National Assoc. of County Officials.

Radio Cover For Legion Meet To Set Record For This Year

(Continued from Page 1)

convention" programs today and tomorrow, one of which is a documentary presented by the Women's Auxiliary titled "Ghost of the Bell," which deals with little known facts of leprosy. Program, to be heard tonight at 10:30, will feature top Legion execs. On Aug. 28th, network and its key station WNBC will air an address by Gen. Eisenhower from the 71st Regiment Armory at the Legion's business meeting (3:30-4 p.m.). Paul H. Griffith, national commander, will introduce Ike. WNBC, in addition, will pick up the Legion parade on Saturday, Aug. 30, (1:15 p.m.). On Wednesday, station will air a special show titled "Calling CQ," (6:20-6:45 p.m.) a description by Ray Barrett on the "ham" radio network setup of the Legion at the Hotel Pennsylvania. Another WNBC show, "Salvation Army Salutes the Legion" will feature the Army band with a Negro choir Thursday, (6:20-6:45 p.m.). Station will also record several speeches at the Madison Square Garden sessions for rebroadcast on Saturday, August 30.

Official Opening Thursday

On Thursday, official opening ceremonies of the Convention, with welcoming addresses by Mayor O'Dwyer and Governor Dewey, will be aired by WJZ-ABC. Network will make parade pickups on Saturday, at 12:15 and 2:45 p.m. with Gordon Fraser and George Hicks handling description from a mobile unit and the main reviewing stand. Web will also devote "Headline Edition" news broadcasts to the Convention coverage on Friday and Saturday (7-7:15 p.m.).

Mutual has set four special shows in connection with the Convention, first of which will be the address by Secretary of Defense James V. Forrestal from Madison Square Garden on Thursday (4:30-4:45 p.m.). Following day MBS will pick up the talk by Lt. Gen. Carl Spaatz, commanding general of the Army Air Forces (4:30-4:45 p.m.) from the 71st Regiment Armory. Network will also make two pickups of the all-day Legion parade on 5th Ave., on Saturday, at 9:45 a.m. and 4:30 p.m. Broadcasts will be made from the Empire State Building, marquee of the Savoy Plaza Hotel, and from a Douglas Leigh blimp over the parading units. In addition, MBS's "Better Half," on Saturday night (8:30-9 p.m.) broadcast from the Longacre Theater, will be open to Legionnaires and their wives only.

CBS-WCBS will devote several of its news broadcasts throughout the four-day period to Legion events, reports of highlights of prominent speeches, etc.

Indie stations are also planning special broadcasts of Convention activities, ranging from speeches to on-the-spot descriptions. WNYC will air Eisenhower and Nimitz talks, and several other top speakers from Madison Square Garden. Station will de-

scribe segments of the Saturday parade, from various points throughout the city as well as from a blimp, plus the final business session from the 71st Armory. WHN will air, in addition to news broadcasts dealing with the confab, a presentation at the Hotel Pennsylvania of the "Americanism Medal" to Frederic Woltman of the World-Telegram by Legion officials of the Fur Post 1049.

Television coverage of the Legion meet will also be extensive, with WNBT and WCBS-TV scheduling several special pickups.

CBS tele staff will air the opening ceremonies of the Convention on Thursday at 12:30 featuring addresses by Dewey and O'Dwyer. Station will then switch to the Dodger-Chicago Cubs game at Ebbets' Field, which on that day, will be "sold out" to the Legionnaires. Sections of the "40 and 8" parade will be aired that night at 6 p.m. with WCBS-TV staffers shooting from the marquee of Madison Square Garden. Station will also air talks by Eisenhower, Nimitz and Spaatz from the 71st Regiment, and on Saturday night, the gala "Celebrity Night" at Madison Square Garden which will feature virtually every top entertainer in town.

Bob Bell, public relations exec. for the Legion, acquired AFM clearance of tele pickup of the Garden show for that night on the grounds that several thousand disabled vets would not otherwise be able to see the show.

NBC television will cover the American Legion "40 and 8" parade Thursday, Aug. 28 (6:00 p.m., EDT) and the American Legion Commander's dinner from the Waldorf-Astoria (9:10 p.m., EDT). On Friday, Aug. 29, there will be three pickups of American Legion meetings, including the business meeting from the 71st Regiment Armory (at 12:00 noon and again at 2:00 p.m.) and the Legion Drum and Bugle Corps finals at Randall's Island (4:00 p.m., EDT). On Saturday, Aug. 30, NBC's television station WNBT will cover the American Legion Parade from 9:30 a.m. to 3:00 p.m. and again from 6:00 p.m. to its conclusion. The final pickup of the American Legion Convention, will be Sunday, Aug. 31 from the 71st Regiment Armory at 9:25 a.m. for the American Legion business convention.

ABC Skeds Sec. Forrestal

Secretary of Defense James Forrestal's address at the banquet of the National Encampment of the Veterans of Foreign Wars at the Hotel Cleveland, in Cleveland on Thursday, September 4, will be broadcast by the American network and its affiliated stations from 10 to 10:30 p.m., EDT. Louis E. Starr, National Commander-in-Chief of the Veterans of Foreign Wars will introduce Secretary Forrestal.

AGENCIES

ROBERT M. LAMBE, general manager of WNCN, ABC affiliate in Asheville, N. C., has announced the appointment of Forjoe & Company as national representatives of the station.

WILLIAM S. MILLER has joined Geyer, Newell & Ganger, Inc., as copywriter, H. W. Newell, executive vice-president has announced. Miller previously was associated with the Merrill Anderson Company as copywriter and account executive. Before that he wrote copy for the Columbia Recording Company of Bridgeport, Conn. During World War II he was a lieutenant in the United States Navy and saw active service as a commanding officer aboard minesweeper.

ROBERT D. C. MEEKER, general manager of Radio Advertising Company announces the addition of WDWX, Columbia affiliate in Champaign, Ill. to the company's list. Radio Advertising Company will be the exclusive representative of WDWX starting Sept. 1st.

List Special Features For NAB Convention

(Continued from Page 5)

afternoon, with the election of directors-at-large.

Importance of "pre-campaign surveys" to determine audience preferences will be stressed during the retail advertising clinic scheduled for the NAB convention by L. H. Foster, sales promotion manager for the Chicago department store, The Fair. The Fair has had great success with radio in the past.

Foster, in a letter to Hugh Higgins, assistant director of the NAB broadcast advertising department, declared last week that "The Fair selects certain type programs for their radio promotion because from 65 to 80 per cent of our men listeners are approximately 75 per cent of our women listeners listen to, and prefer, these programs. This is most important since department stores desire to reach both the male and female audience."

Foster for six years was associated with the wholesale and retail advertising departments of Marshall Field & Company, Chicago, and was for seven years in various advertising and merchandising capacities with Henry C. Lytton & Company, Chicago.

Send Birthday Greetings To — August 25 James M. Carroll Edward Davies Ken Christie Harry R. Lubcke John Rarig

IN CLEVELAND IT'S WHIK



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 40, NO. 40

NEW YORK, TUESDAY, AUGUST 26, 1947

TEN CENTS

## ET Business Boom Noted

### Top Radio Salaries For 1945 Released

Washington Bureau, RADIO DAILY  
Washington—Top earner among radio and advertising executives included in the list of personal-service earners above \$75,000 for the calendar year 1945, as released this morning by the Treasury, was RCA President David Sarnoff. Sarnoff's \$100,000 was followed by NBC prexy Charles Trammell's salary of \$80,218.33, plus of \$15,000 and other compensation of \$200 adding up to \$95,418.33. Raymond Rubicam of Young and Rubicam reported salary and bonus

(Continued on Page 2)

### Enter Division Chairman of Amer. Heritage Found.

James Sauter, radio executive and well known for his activities during the war as executive director of the United Theatrical War Activities Committee and currently a member of Mayor O'Dwyer's Entertainment Committee, has been named national chairman of the public relations and special events division of the American Heritage Foundation, it was announced

(Continued on Page 3)

### High Hat Disc Jockey Set For WQXR Airing

A new type of program for WQXR is scheduled Oct. 1 when Jacques Hany, brought to this country in 1930 by George Gershwin and who was a member of the Fray and Braggiotti no team, begins a disc jockey show on Monday and Wednesday evenings from 7:30-8 p.m. Fray will

(Continued on Page 2)

### New Client

Camden, N. J.—For the first time in the history of racing, Garden State Park is taking its radio advertising directly to women. Ruth Chilton, former President of the AWB, for years the conductor of various women's programs on Philadelphia radio stations, has been engaged by the track to record a series of spot announcements.

### Pinch Hitters

Baseball fans listening to WHN, long accustomed to following Brooklyn through the eyes of sportscasters Barber and Desmond, heard two real live Dodgers over the week-end calling play-by-play. They were Eddie Stanky and Pee-wee Reese, both of whom were spiked in the Cincinnati game Saturday. Sidelined with injuries, they repaired to the radio booth.

### OIC Limits 'Voice' Pacts To NBC And Columbia

Washington Bureau, RADIO DAILY  
Washington—The "Voice of America" has notified the seven licensees with whom it has affiliation contracts, and ABC and Mutual, that no new contracts for programming for the international broadcasts are to be let for the present. Present contracts are with CBS and NBC, and it is likely that the two networks will do prog-

(Continued on Page 4)

### Mutual Signs Two Sponsors For Fall Network Programs

Mutual network business took another hike yesterday with the signing of the R. B. Semler Co., for a \$1,250,000 worth of straight web time, concluding a deal that has been in the making for some time. Musterole Co., also figures for a sizeable sum in the complete deal.

Semler Co., for Kreml hair tonic

(Continued on Page 8)

### NAB's FM Dept. Sets Policy For Programming, Business

Washington Bureau, RADIO DAILY  
Washington—Frequency modulation broadcasting has achieved standards of engineering excellence and acceptance as a technical improvement in the art of radio broadcasting which make it advisable for the NAB's FM department to concentrate its efforts in behalf of FM member stations into business and program channels. This policy was agreed upon unanimously yesterday by

members of the NAB's FM executive committee, meeting for the first time under guidance of Leonard Asch, WBCA, Schenectady, N. Y., who was recently appointed to the committee chairmanship.

The committee recommended that this policy guide activities of the new director of NAB's FM department, Arthur C. Stringer. Stringer's appointment to this position was announced

(Continued on Page 3)

### Transcribed Package Show Producers Register Unprecedented Sales Of Disc Programs

### Set-Production Down For 5-Week Period

The nation's radio receiver production in the five-week period ending August 1 fell off again for the third straight month, according to RMA figures just released. The drop was called "seasonal" by RMA, which also mentioned plant vacations as a factor.

High month of post-war production was April, when the overall total

(Continued on Page 3)

### CBS' "Strike It Rich" Bought By Ludens, Inc.

Ludens, Inc., manufacturers of cough drops and candy bars, has bought "Strike It Rich," CBS cash-quizz program aired Sundays at 10:30-11 p.m., EDT, and will start spon-

(Continued on Page 4)

### Armour & Co. To Sponsor Pickups Of 'Queen For Day'

Armour & Co., has purchased two weekly 15-minute periods on "Queen For A Day," Mutual network program, Tuesdays and Thursdays 2-2:30

(Continued on Page 3)

With keen sales competition prevailing throughout the Summer months, the transcribed package show business looms as one of radio's most important sources of revenue during the coming Fall and Winter season.

The ET leaders, flushed with some important Summer sales and geared to a high selling

(Continued on Page 5)

### TBA's Board Meets; Mulls FCC Tele Action

Board of directors of the Television Broadcasters Association met at the organization's headquarters yesterday to discuss, among other matters, the recent proposed changes in television allocations by the FCC.

Earlier this month Commission announced proposed changes in rules and regulations governing the sharing of video channels and the assignment

(Continued on Page 5)

### Red Barber Relinquishing Giants Football On WHN

Red Barber, who did play-by-play of the New York Giants football team over WHN for Old Golds since 1939, is giving up the job because of its conflict with his duties as CBS director of sports. The plan is for Con-

(Continued on Page 2)

### Sleepy Sign-off

San Antonio, Tex.—Local listeners are intrigued by an announcement broadcast over KCOR every night just prior to the time the station signs off. Station operates from sunrise to sunset. Audience is informed the next 10 hours and 45 minutes of silence are sponsored by a local mattress company, and "dedicated to your rest and sleep."



★ COMING AND GOING ★

Vol. 40, No. 40 Tues., Aug. 26, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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HARRY MAIZLISH, general manager of KFVB, Los Angeles, leaves the West Coast today on a business trip to New York.

MARGARET ARLEN and JOE KING, of WCBS, leaving for Asbury Park, N. J., where tomorrow they will broadcast a special program as a salute to the 50th anniversary of the seaside resort town.

CLIFFORD M. CHAFEY, general manager of WEUU, affiliate of ABC in Reading, Pa., is in New York for a few days on station and network business.

IRVING DUBOIS, one of the KDKA (Pittsburgh) district winners chosen for an appearance on Eddie Dowling's "Big Break" broadcast, is planning a trip to New York.

HAROLD KRELSTEIN, vice-president of WMPA, American network outlet in Memphis, Tenn., is spending this week in Gotham.

ROBERT A. SIMON, chairman of the program committee at WOR, and GENE KING, daytime program manager of the station, have returned from their vacations.

RAY MORGAN, of the Hollywood agency bearing his name, has arrived from the West Coast on a short business trip in the interest of "Heart's Desire" and "Queen for a Day." He conferred yesterday at the headquarters of the Mutual network.

SHEILA BARRETT, mimic well known to television audiences, is spending a holiday at Lake Tarleton in New Hampshire.

JAN MINER, radio actress featured on "Crime Photographer," has withdrawn for a while to her farm at Meredith, N. H.

ALAN GALE, comedian, off to Buffalo for an engagement at the Chez Ami Club in the up-state city.



....Like Off A Duck's Back

That's a new fabric called Silane. It's waterproof.

Pour water on it . . . and the liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities . . . but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town.

When you make up that list remember the call letters—W-I-T-H.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

Red Barber Relinquishing Giants Football On WHN

(Continued from Page 1)

nie Desmond, who worked the pro gridiron circuit with Barber, and Stan Lomax to take over.

Ever since Barber joined CBS last year there has been speculation in the trade as to how long he'd wear double harness—the year round network job plus baseball and football over WHN. Last fall was Barber's first experience reporting college football every Saturday afternoon from various parts of the country and then catching a plane to pick up the New York Giants at some distant point the next afternoon. To lighten the load, Barber asked to be released from Giant coverage this year. His contract with Old Gold for coverage of the Brooklyn Dodgers runs for one more year and he expects to complete the agreement. However, Barber has made no decision at all to end the baseball association at any point.

Desmond and Lomax will air 12 season games of the New York Giants over WHN starting Sept. 29 from Boston. The new team has its premiere Sept 3 at the Polo Grounds when the Giants play the All Stars for the Fresh Air fund.

Goebel To KQW

San Francisco—Richard F. Goebel has been named sales manager of radio station KQW, CBS affiliate for the San Francisco Bay area.

Goebel was formerly the head of Pacific Coast Advertising Company, San Francisco, and for many years has been identified with the advertising agency field on the West Coast. In his new position he will direct all activities of the KQW sales staff. He succeeds D. M. Greene, who recently resigned.

Moving Coast Offices

San Francisco — According to an announcement made by Eustace Wynne, Western district manager of Farnsworth Television & Radio Corporation, the Farnsworth Western headquarters will be moved from Seattle to San Francisco in the near future.

High Hat Disc Jockey Set For WQXR Airing

(Continued from Page 1)

spin not only classical records but popular and concert as well. Between records he'll comment on composers and their works such as Gershwin, Porter and Kern. Series may become an across-the-board strip but there are no plans at present.

Piano team of Fray and Braggiotti did 1500 broadcasts over CBS from 1930 to 1938 when they left the air to go on a concert tour. Fray served in the army and with the OWI during the war.

Top Salaries In Radio For '45 Are Released

(Continued from Page 1)

totaling \$92,500.16, while R. C. Cosgrove of the Crosley Corporation reported a total of \$89,999.92. An even \$90,000 was reported by Frank Folsom.

Paul Kesten of CBS reported \$85,-529.76, while Mark Woods and Chester LaRoche of ABC reported, respectively, \$85,000 and \$84,375.

These figures bear no relation to stock or investment earning—they are listed simply as "for personal services."

BBC's Classics For WNYC

The BBC's widely acclaimed Third Program full-length broadcasts of five classical and contemporary dramas in the "World Theater" series will be heard via recordings over the Municipal Broadcasting System, beginning Friday, September 12, as a result of arrangements just completed between the BBC and Seymour N. Siegel, acting director of the Municipal Broadcasting System.

Rostand's "L'Aiglon" will inaugurate "BBC World Theater" time on WNYC Friday, September 12, at 8:30 P.M., to be followed on successive Friday evenings by Christopher Marlowe's "Doctor Faustus" September 19, Euripides' "The Trojan Women" September 26, Ibsen's "Hedda Gabler" October 3, and George Bernard Shaw's "The Man of Destiny" on October 10. The first three run approximately an hour and a half, the last slightly over an hour.

FINANCIAL

(Mon., Aug. 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, Westinghouse Pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

Crosley Requests FM Permit

Washington—The FCC yesterday announced receipt of an application from the Crosley Corporation for a new FM station in Dayton, Ohio. Crosley is now listed as seeking FM operation in Dayton, Columbus and New York City and already holds a license for WLWA-FM outlet in Cincinnati.

WHHT Most Powerful FULLTIME station in DURHAM N.C. MBS 1Kw Day — 1Kw Night

## Set-Production Down For 5-Week Period

(Continued from Page 1)

al reached 1,759,723 sets, after a previous high of 1,564,171 in January. The May total of 1,316,373 sets was the lowest of the year at that time. June registered only 1,213,142 sets, while the July figure fell off to 1,155,56 sets. Of these only 70,649 were M-AM combinations, and only 10,077 were television sets.

However, said the RMA, a sharp increase in total set production occurred during the last week of July. In the work week ending August 1 a total of 357,240 receivers were produced, as compared with 269,530, 37,723, 138,030 and 202,933 sets manufactured in the preceding work weeks.

Television receiver production in July was slightly below the June record of 11,484 sets, but well above the total of any other month reported this year. July's television receiver output was classified as follows: 5,546 radio table models, 2,591 radio consoles, 1,862 radio phonograph combination consoles and eight television converters.

FM-AM receivers included 14,176 table models, 485 consoles, 55,987 radio-phonograph combination consoles, and one table model radio-phonograph combination. July's FM-AM output was below that of 76,624 such sets in June, as might be expected with the decline in overall set production.

So far this year RMA set manufacturers have produced more than a half-million AM-FM and FM receivers—the July total bringing the seven months aggregate to 516,212.

Total radio set production by RMA member-companies for the seven-month period through July was 9,76,100.

## WOR And UOPWA Sign New Employee Contract

Contract signed by WOR and Radio Guild of the UOPWA covering reporters, page boys and studio attendants grants a \$5 to \$8 weekly wage increase and sets up a wage scale ranging from \$34 to \$42 a week. Contract retroactive to last June 15 and extends for two years.

Agreement between the Radio Guild and WMCA, covering white collar employees, has been extended two years, from last Aug. 5, and grants a \$5 weekly pay increase.

### Banner Days

Paul B. Unterman, assistant manager of the RCA Exhibition Hall in Radio City, has a profitable week lined up for himself starting Sept. 1. On that day he starts his vacation; the next he takes possession of a '47 Plymouth; on the third he gets a new apartment; on the fourth he gets married, and on the fifth he joins an RCA distributing house!

## NAB's FM Dept. Sets Policy For Programming, Business

(Continued from Page 1)

nounced at the close of the committee meeting. He has previously served as director of special services at NAB, and some of his activities in this capacity will be continued.

Following up recent by-law changes which provide for direct representation for FM stations on the NAB board of directors, the FM committee recommended that elections for this purpose be held at the annual NAB convention next month. FM stations of both classes, A and B, television and facsimile stations are entitled under the new by-laws to one director-at-large each whenever there are 25 members from each category within the membership of NAB.

### Four-Point Plan Outlined

To implement its policy of emphasizing business and program aspects, committee recommended these specific projects:

(1) A study by the FM department, in co-operation with the NAB's director of research, to devise a simple, economical method of measuring FM receiver ownership in a given area—a method which would be acceptable to advertisers and agencies as means of determining potential listening to FM stations. An outline of the mechanics for conducting such survey would be made available to all NAB member stations. In making this suggestion, the committee pointed out that information desired from this study covered only set ownership and would not conflict with the type information provided by BMB and existing program rating services.

(2) A survey of current rate practices among FM stations. A report to the membership based on results would outline the most prevalent practices within the industry.

(3) Encouragement by the NAB-FM department of more extensive daily schedules than the minimum for FM stations now provided by FCC regulations. The committee felt that additional hours on the air are required adequately to demonstrate FM and to more quickly establish it as a mass medium.

(4) Careful scrutinization by the FM department of all material sent to new NAB members to see that they apply to FM stations equally as well as to AM operation. The FM director has been instructed accordingly by the NAB management to work with all departments to bring about any changes that are necessary.

### AM-FM Duplication

After lengthy discussion of background and the current situation with respect to the American Federation of Musicians ban on duplication of AM live musical programs over FM facilities, the committee urged the NAB to continue its efforts to find a means of making such duplication possible. The committee expressed the unanimous opinion that an arrangement whereby programs of all types may be transmitted simultaneously by both FM and AM trans-

mitters is necessary to the full development of FM. The AFM ban retards FM's development, the committee said, and is contrary to the public interest.

In this connection, the committee expressed the opinion, unanimously also, that FM is not a separate and distinct service, but rather an advancement in the art of broadcasting. By motion, the committee stated:

"Because the dual broadcasting of any given program over AM and FM channels merely gives the listener a choice of available systems and does not in itself enlarge the total listening audience of the program; and, furthermore, because such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate AM and FM program and production personnel are economically justified."

### Convention Demonstration

The NAB, at the committee's suggestion, will invite Maj. Edwin H. Armstrong to demonstrate, at the forthcoming NAB convention, his new relay system for connecting stations. Time for this purpose, the NAB announced, will be set aside one evening during the annual meeting.

Members of the committee who attended yesterday's meeting were: Chairman Asch; Matthew Bonebrake, KOCY-FM, Oklahoma City, Okla.; Everett Dillard, FM station KOZY, Kansas City, Mo.; Clarence Leich, FM station WMLL, Evansville, Ind.; Cecil Masten, WBNF-FM, Binghamton, N. Y.

NAB was represented by President Justin Miller, executive vice-president A. D. Willard, Jr., Stringer, Richard P. Doherty, David Farber, director and assistant director, respectively, NAB employee-employer relations department.

## Armour & Co. To Sponsor Pickups Of 'Queen For Day'

(Continued from Page 1)

p.m., EDT., effective Sept. 2. Stations bought are mostly Southern affiliates not used by Philip Morris cigarettes. Tobacco firm sponsors same program at alternate times with Miles Laboratories for Alka-Seltzer.

Philip Morris and Miles will continue with Armour spotting the time, opposite each other on occasion, according to markets used. Philip Morris does not use the Southern stations.

## Columbians Write Song

Robert Kalaidjian, employment manager at CBS, and Ruth Herscher, of the program clearance department, are joint composers of a new song, "Honeydew," which is being published by Bell Publishing Co., of Hollywood.

## Researchers To Gather At Coming Conference

Radio researchers will be among the public opinion analysts from 23 countries attending the second International Conference on Public Opinion Research at Williams College, Williamstown, Mass., Sept. 2-5. Some 300 delegates are expected to attend the opening dinner meeting at which William Benton, Assistant Secretary of State, will be the keynote speaker.

Two important round table discussions on international surveys and polling techniques are scheduled for the conference with Elmo Wilson, director of research for CBS, serving as chairman of the first panel group. This group will concentrate on problems of setting up surveys of world opinion.

Other radio researchers who will attend the conference are Hugh Beville, NBC director of research, Kenneth Baker, NAB, Archibald Crossley, and Joseph Kenas, BBC. One purpose of the conference is to mark the formation of a new national organization of opinion researchers while devoting the final session to plans for an international association.

The touchy pre-election year question of polling is scheduled for a dinner forum with the following participants: George Gallup, Elmo Roper, Archibald Crossley and Paul Lazarsfeld. Session will be chaired by Stuart Chase.

## Sauter Division Chairman Of Amer. Heritage Found.

(Continued from Page 1)

nounced yesterday by Thomas D'A. Brophy, president.

In co-operation with the office of the U. S. Attorney General, the Foundation is sponsoring the forthcoming national tour of the Freedom Train, which starts next month in Philadelphia. Tour, which will be a year long, will cover over 33,000 miles and will visit cities in all the 48 states.

Sauter is also connected with the American Theater Wing and the American National Theater and Academy.

### Vallee Variation

Los Angeles — Rudy Vallee has announced that he is taking an active part in the promotion and distribution of a new musical toy, the Pick-a-Note, invented by Harry Solloway, internationally famous violinist currently appearing as concert master and soloist for the new Monogram Pictures combine.

Solloway, in collaboration with soloist Tod Bonkowski, has adapted the musical principle of the violin or guitar to the toy, which is the first of its kind to provide a range of 20 notes that includes half tones. He plans to distribute the instrument both as a toy and as medium of occupational therapy.

LOS ANGELES

By RALPH WILK

HENRY FLYNN, Los Angeles manager for Radio Sales, the Spot Broadcasting Division of CBS, left for a one-month visit to the New York headquarters of Radio Sales and Radio Sales offices in Boston, Washington, Chicago, St. Louis and Minneapolis. Included in his itinerary will be a two-day visit to Station WRVA, Richmond, Va., where all Radio Sales representatives will gather on September 22 for a two-day briefing on the station and Richmond market. Radio Sales will represent WRVA beginning Oct. 1.

KMPC disc jockey Bill Leyden began a weekly tie-up with "Cash Box," national box magazine, enabling him to name top 10 tunes in every section of the U. S. on the same day.

Dennis Day will introduce "Are You An Angel?" new ballad by Jack Edwards, Jr., the radio and stage actor.

"What's Doin' Ladies" renewed on ABC Western Network for 52 weeks effective September 8, by Hunt Foods, through Young & Rubicam Hollywood.

Jimmy Durante is having no vacation this Summer. He's making a picture, "On An Island With You," and in his "free" time is rehearsing a vaudeville act with Peter Lawford. Jimmy comes to NBC on the night of Oct. 1.

Fred Chase, Young & Rubicam industrial public relations director, and Harry Maizlish, KFWB manager, represent Hollywood on a committee to choose "Miss California Centennial" for Los Angeles County. Winner picked will compete with other county delegates at State Fair for 3-year travel job plugging California 1950 Centennial to the nation.

The Donald O'Connor Show was auditioned plattered Friday at CBS for presentation to prospective sponsors. Show was written by Mac Benoff, who also produced it. Nan Wynn was the featured singer. O'Connor's wife, Gwen, shares comedy spots with him, and George Greeley handles musical direction. This is the second package gotten together by Warner Toub, Bob Longnecker and Bette Pierce of the Sam Jaffe Agency. The first package that the trio sold was the Jack Paar Show.

CBS "Strike It Rich" Bought By Ludens, Inc.

(Continued from Page 1)

sonship sometime next month for its product "5th Ave. Bar." Show, which has been on the network since June 29, will continue with same format and cast.

Program offers contestants an "investment" of \$25 to answer several questions with \$800 the top prize.

Ludens also sponsors "Ned Calmer and the News" on CBS Saturday and Sunday at 8:55-9 p.m., EDT., for both its cough drops and candy bars. John Bates, radio director of J. M. Mathes, Inc., will handle the show for the agency.



Mainly About Manhattan. . . !

● ● ● Mutual may revive the "Stop Me If You've Heard This" series featuring Colonel Stoopnagle . . . may cause a bit of a tussle with "Can You Top This?" sponsors. . . The new Abbott & Costello series will be heard via ABC starting last week in September. . . Saw Nick Keesely lunching with WNB Television Chief Nick Kersta at Toots Shor's . . . Keesely's wealth of experience in radio production should mean much to Television execs. . . MCA is huckstering a new Bernie Prokter quizzer "One For The Money," emceed by Mel Allen. . . Radiolite Paul Dubov signed for a lead role in the forthcoming Theater, Inc. Broadway drama, "The Big People" which will star Ernest Truex. . . Maestro Lenny Herman, currently aired from the Hotel Syracuse in that city, in town with his orchestra to record ten numbers for Muzak. . . We hear that Fred Allen will be the first comic to use "The Talking Microphone," gadget we wrote about last week. . . Ben Linn, exec. at Regal Music Co. (largest juke box operators in New York) guarantees to buy at least ten thousand platters of Ray Hetheron Band's arrangement of "Engagement Waltz," featured in the M-G-M flicker starring Katherine Hepburn. . . Herb Moss, producer of the Hildegard programs, writing a book "It's A Charmed Life" . . . two major film companies are already bidding for the screen rights.



● ● ● The Borden people seeking a musical for the Fall and Winter have contacted Kenyon & Eckhardt and Young & Rubicam. . . Is Biow seeking to replace Eddie Dowling on their NBC Current "The Big Break?" . . . Bessie Mack listens to an average of 300 contestants weekly for the "Arthur Godfrey Talent CBSscouts" show . . . and doing a great job judging by calibre of talented youngsters (and increasing Hooper). . . Scriptor Martin Ragaway flies back to Hollywood to work with Len Sterling on the forthcoming Abbott & Costello ABC comedy series. . . After a month in the hospital Amanda Randolph is on the mend. . . New York Chamber of Commerce series which will be heard via ABC Sundays, will feature Arlo and his Quintette. . . Zane Grey, Inc. will MBSponsor a new series of dramatizations based on Zane Grey stories. . . Paul Franklin will supervise the "Zane Grey Show" which will star Vic Perrin. . . American Tobacco Co. has bought time on WABDumont Television for Lucky Strike Ciggies series. . . James Stewart will be the first star of the new series when U. S. Steel's "Theater Guild of the Air" resumes for the third year on the ABCycles, Sept. 7 . . . Stewart's vehicle will be "One Sunday Afternoon" . . . George Hicks will be the "voice" of U.S.S. with Norman Brokenshire announcing. . . Bluenoses would have us believe that Hollywood is a wicked city yet there are 137 religious programs aired every Sunday in and around the Hollywood area.



● ● ● Jack Allen Barry, emcee and originator of Mutual's "Juvenile Jury," auditioning youngsters for the program which resumes Sept. 7. . . Kate Smith writing to the Governors of the 48 states asking them to proclaim each October 12 as "Grandmothers Day" . . . Congress adjourned before taking any action on the "Grandmother Day Bill" HR No. 35, Joint Resolution. . . Quite a family get-together . . . we mean Sunday, Sept. 7 when the MBSHow, "Quiet Please" features Ernest Chappelle as narrator, his wife Claudia Morgan and his father-in-law, Ralph Morgan. . . "Vox Pop" starring Parks Johnson and Warren Hull sold by J. M. Mathes Agency to American Express Co. ABCCommencing Oct. 1. . . Stromberg-Carlson will sponsor the first commercial program to be heard on the newly formed Continental FM Network . . . series, called "Stromberg-Carlson Treasury of Music," show will start Friday Sept. 12 and will originate at WHFM in Rochester. . . Jim Beach, former AP radio sports writer, will voice the color on the ABCast of the N. Y. Giants-Eastern Collegiate All Star football game, Sept. 3.

CHICAGO

By NAT GREEN

JUDITH WALLER, NBC public relations vice director, attended the University of Denver Radio Workshop where she addressed delegates of "Radio Listening Groups."

Football telecasts at WBKB, Egan & Katz station, open this week when the Chicago Rockets meet the Los Angeles Dons at Soldiers' Field on August 29. The video version is sponsored by Keeley Brewing Co.

Paul Barnes has gone into the air with "Terry and the Pirates" as the villainous Mr. Hook.

Butch Davis, who has been market reporter and livestock news analyst on WGN's "Farmer's Market Reporter," since 1943, has joined the WGN farm department staff as assistant. Hal Totten, WGN farm director, Davis will continue his coverage of agricultural livestock markets from the Union stockyards and also will be heard on the "Farm Hour" and on the "Farm Service Program."

George C. Hale, formerly with the army air forces as communications equipment officer, has been appointed sales manager of Sonora Radio & Television Corporation.

Ralph Eddy, a WGN staff announcer until he took over some of the "Farm Hour" duties in March 1946, is returning to his first job straight announcing.

OIC Limits 'Voice' Pacts To NBC And Columbia

(Continued from Page 1)

ressively more programming during the next ten months.

Assistant Secretary of State William Benton, in letters notifying the networks, GE, Westinghouse, Crosley, Associated and World Wide of the department's decision, wrote that:

"The whole contract policy of the department has now been under review for some weeks. A decision has been reached to undertake, for the present, to negotiate contracts with the two companies which have conducted international broadcasting for the Government since 1942, with which the department has dealt since it took responsibility in the field in 1945.

"It should be stressed that this is an interim policy, in fact as well as in theory. Special committees of the Senate and the House of Representatives have been appointed to study and report on the department's international information program on August 1, 1948, and will contribute to the development of the needed long-range plan for the broadcasting department's proposal, urging establishment of a proposed international broadcasting foundation for the United States, is still before Congress. Pending the adoption of required basic legislation, a wide dispersion of programming will make more difficult the problem of program planning and policy guidance during a period which, it is hoped, will be relatively brief."



# Business In Transcribed Programs Seen Strong Bet For Fall, Winter

(Continued from Page 1)

which for the fall season, will use the NAB convention at Atlantic City as the battleground for their merchandising. Such companies as Fredric W. Ziv, Louis G. Cowan, Kasper Gordon, Kermit Raymond, Charles Michelson, C. P. MacGregor and Larry Goodman will be represented with exhibits and sales forces when the convention gets under way at Convention Hall.

The Ziv organization, largest of the transcribed show producers, reports a 38 per cent increase in business for the first six months of 1947 as compared to a year ago. In addition, John L. Sinn, executive vice-president, reported that the company had increased its sales staff 40 per cent or greater territorial coverage and upped its advertising budget to allow for more intensive promotion. Ziv's "Favorite Story," starring Ronald Colman, is the latest transcribed offering of the Company and is now being aired over 172 stations throughout the country. Sinn stated that the number of outlets is "far and away" a record for a show on the market less than four months, and that the expectancy for early fall is 600 stations, which it is claimed is phenomenal.

The figure on outlets embraces approximately 125 sponsors since several advertisers are regional, spotting the show on several stations and a few spreading it on a statewide basis.

Sinn pointed out that in the selling of package programs, far more exacting buyers are being encountered today than a year or so ago. Today's buyers of transcribed radio shows demand a comprehensive programming schedule; not of one, two or three shows, but a service that is available on a year-round basis. Hence, the Frederic W. Ziv Company has guaranteed a total of three years of shows in connection with their "Favorite Story" program. This feature of guaranteeing the buyer a running series of shows for one or more years is a decided selling factor, according to Sinn.

### Dorsey Show Moving

Louis G. Cowan, Inc., is too new on the scene to draw comparable figures between this year and last, but reports an advertising budget of \$30,000 and a sales staff of 15 men, covering all sections of the country.

Cowan's latest show is the Tommy Dorsey all-recorded disc jockey show which will break on 150 stations throughout the nation on September

8. Another new show which is immediately available is the "David Street Song Shop," a 15-minute series of 117 episodes.

According to Edward Rosenwald, vice-president in charge of publicity for Cowan, "the log-jam of inactivity which has been prevalent, is beginning to show definite signs of breaking up" with evidence of fall buying of package shows gaining impetus daily.

### KBS Enters Field

Keystone Broadcasting System, transcription network covering "beyond metropolitan" markets, is the latest Company to make a bid for a portion of the new business. Keystone announced last week that they had entered into a contract with Rush Hughes, popular St. Louis disc jockey, for a series of transcribed ET programs which will be offered for national sponsorship as well as local co-op sponsors. Hughes currently is heard on 72 middle and southwest stations on a transcribed disc jockey show.

### Michelson Business Up

Charles Michelson, president of Charles Michelson Radio Transcriptions reports a 23 per cent increase in business for the first half of 1947 over the same period last year and additions to their sales staff of five new men. The Company operated with three salesmen last year and are now utilizing eight men. Michelson stated that their advertising budget has been "upped 100 per cent" over last year, allowing for greater advertising space and direct mailing campaigns as well as "full scale presentations" to prospective buyers of their shows.

Top show in the Michelson productions is "The Shadow" now heard on 483 stations throughout the United States and Canada and is one of the oldest programs on the air, being in its 16th year. Show is also recorded in Portuguese and broadcast in Brazil, sponsored by Gillette and also has been transcribed for use in Australia with an all-Australian cast. Another top show is "The Happy Gang," a half-hour musical variety show, currently aired on 85 stations throughout the country.

Latest program offering by Michelson will be a full year's supply of one-half hour condensations of top musical comedies, entitled "The Musical Comedy Theater" which will be available sometime this October, Michelson said.

Similarly, Kasper-Gordon Studios, Inc., Boston, shows a "definite increase" in business over the same period last year, although figures were not available at this time, according to Aaron S. Bloom, treasurer. Company reports the "doubling" of their advertising budget, which allows for increased lineage in newspaper copy and a greater number of promotional mailing pieces. Company has a num-

ber of new shows available, including "Gloria Carroll Entertains," "Family Album," "Furs On Parade," which has been completely revamped and brought up-to-date and their latest juvenile offering, "The Adventures of Buddy Bear," scheduled to be aired sometime in the early fall and for which over 400 requests have been received, according to Bloom.

Kasper-Gordon is now in the process of organizing a nation-wide sales force, through the organization of an exclusive distributorship franchise arrangement which will "blanket the 48 states," Bloom revealed.

### 72 Per Cent Increase Reported

Harry S. Goodman Radio Productions reports a 71 per cent increase in their business for the first six months of this year as compared to the same period last year, with an "exact doubling" of their sales force. According to Everett Goodman, the "real spurt" in their business can be attributed to their spot weather forecast jingles, which first came out just a year ago, and are now heard in 269 cities throughout the nation. As a supplement to these spots, a new series has been prepared by the Company known as "Helpful Harry," which feature Irving Kaufman and are a series of 90 half-minute open-end spots offering household hints beamed directly at the housewife. Goodman reports that this new series is receiving wide acclaim and in due time may even surpass the success of their weather jingle series.

Company is in the process of opening an office in Los Angeles, which will be under the guidance of Daniel Goodman, vice-president in charge.

## New Tele Coin-Machine To Be Shown Next Month

"Tele-Pic," tele "amusement" coin-machine which is said to be able to produce a permanent photograph of any video scene selected on the screen, is being prepared for a press showing next month, it was announced yesterday by William Rabkin, president of the International Mutoscope Corp.

Decision has yet to be made, it was said, on whether to have the machine work on a single or double coin operation. On a single operation, one coin would start the tele instrument, and by pressing a button, the "favorite" scene would be reproduced permanently. In double-coin operation, one insertion would operate the tele screen, and another would be necessary to duplicate the picture.

"For newspapers and magazine the 'Tele-Pic' would be slightly altered to have the television screen in operation constantly," said Rabkin. "The print produced by the photograph operation would have to be a more intense print so that it can be reproduced for printing purposes."

## TBA's Board Meets; Mulls FCC Tele Action

(Continued from Page 1)

of frequencies to tele and non-governmental fixed and mobile services. Under the proposal, all provisions for sharing of video channels, except 7 and 8, are abolished and the frequencies between 44 and 50 mg. previously assigned to television as channel No. 1, are given over exclusively to non-government fixed and mobile radio services.

TBA execs are understood to be considering a review of the FCC action made last week by its engineering committee, and may make recommendations to the Commission regarding the allocation problem. Last June, TBA advised the Commission that it opposed any cuts in present channel allocations, and further, intended to seek additional channels to permit a greater expansion of network video.

Major cities affected by the shuffle, are Chicago, Cleveland, Columbus, Harrisburg, Pa., and San Diego.

### Glick Joins WMCA

Clifford Glick, formerly associated with NBC and the Mutual network, has joined the WMCA sales staff as an account executive, effective immediately, it has been announced by Herman Bess, director of sales at the station. Glick has been assigned to service national advertisers and will work in close co-operation with Bess, with whom he was associated for four years at WNEW.

### Book Reviewer's Role

Don Hollenbeck, CBS newsman and commentator on "CBS Views the Press," turned book reviewer when he was the guest critic on "Of Men and Books," Saturday, August 23, 4:45-5:00 p.m. Hollenbeck reviewed two new novels, "Dirty Eddie," by Ludwig Bemelmans and "The Harder They Fall," by Budd Schulberg.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
WEVD  
117-119 W. 46 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 19

Midwestern organization seeks two script writers to fit into its public relations department program. Positions being held for World War II veterans. Housing opportunities are limited. Submit material you have written with reply. Address Box No. 191, c/o Radio Daily, 1501 Broadway, New York 18, N. Y.

**NEW BUSINESS**

WCBS, New York: Seven new advertisers have been listed among the new business for the month of August on WCBS, it was announced by Arthur Hull Hayes, general manager of the station. Five of the seven new clients have been signed for the "Margaret Arlen Program," heard Monday through Friday, 8:30-9 a.m. They are:

Sells Specialities, Inc., for "Rose Mill Pate" on a 52-week basis for three participations per week, through Blaker Advertising Agency, Inc.; Jiffy Company for "Zippy Liquid Starch," 52 weeks with two participations per week, through Martin & Andrews Advertising; Wilbur-Suchard Chocolate Co., three times weekly, through Badger, Browning & Hersey, Inc.; S.O.S. Company, 13 weeks for "S.O.S. Scouring Pads," six days a week, through McCann-Erickson, Inc.; Rosedale Knitting Co., 13 weeks, for "Rosedale Hosiery," three times weekly, through S. Duane Lyon, Inc.

WCBS' musical quiz, "Hits and Misses" has the Kaiser-Frazer Corp., of Willow Run, Mich. as a new advertiser, participating on a five-a-week basis for 13 weeks, effective August 1, through Drake & Bement, Inc., Chicago.

The seventh new addition among WCBS' advertisers is Great China Food Products Co., of Chicago for their food products. Contract is for 13 weeks with two participations Tuesdays and Thursdays in the "Arthur Godfrey Program," also in the "Harry Marble Program," thru Sorensen & Company, Chicago.

**Brigadoon, B'way Musical To Be Heard On RCA Show**

A half-hour condensation of Brigadoon, the hit Broadway musical, will be presented on the RCA Victor Show at 2 p.m., next Sunday, Aug. 31 over NBC, as a replacement for baritone Robert Merrill and orchestra leader Russ Case, who are vacationing.

Same Broadway cast will be heard, including Lee Sullivan, Pamela Britton, David Brooks and Marion Bell, backed up by the original Brigadoon chorus and orchestra.

**Kingdon Vacationing**

Frank Kingdon and his wife, Marcella Markham, will be away from their 1:05 p.m., daily program over WLIB for several weeks while Kingdon completes a book and several magazine articles. Fill in for "The Kingdons" is "Hands of Harmony," a program of piano music and information about various social service organizations and their work.

**WOR Entertainment Scout**

Sammy Harris, theatrical booker, has joined WOR's entertainment bureau as a talent scout. Until recently he booked for USO Camp Shows and formerly was with Paramount Pictures.

**NETWORK SONG FAVORITES**

The top 34 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., Dr. John G. Peatman, Director.

Survey Week of August 15-21, 1947

TITLE	PUBLISHER
Across The Alley From The Alamo.....	Capitol
Ain'tcha Ever Comin' Back.....	Sinatra Songs
All My Love.....	Harms
All Of Me.....	Bourne
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Chi-Baba Chi-Baba.....	Oxford
Come To The Mardi Gras.....	Southern
Don't Tell Me.....	Robbins
Every So Often.....	Harry Warren
Ev'rybody And His Brother.....	Broadcast Music
Feudin' And Fightin'.....	Chappell
Fun And Fancy Free.....	Santly-Joy
I Have But One Heart.....	Barton
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Ivy.....	Burke & Van Heusen
Je Vous Aime.....	Crawford
Just An Old Love Of Mine.....	Campbell Porgie
Kate.....	Berlin
Kokomo, Ind.....	Bregman-Vocco-Conn
Love And The Weather.....	Berlin
Oh, My Achin' Heart.....	Mood Music
Peg O' My Heart.....	Robbins
The Story of Sorrento.....	Pemora
Tallahassee.....	Famous
That's My Desire.....	Mills
Tomorrow.....	E. H. Morris
When You Were Sweet Sixteen.....	Shapiro-Bernstein
You Do.....	Bregman-Vocco-Conn
You're Not So Easy To Forget.....	Feist

**Second Group**

As Long As I'm Dreaming.....	Burke & Van Heusen
Cecilia.....	ABC
The Echo Said No.....	Lombardo
For Once In Your Life.....	Dreyer
I Want To Be Loved.....	Melrose
If My Heart Had A Window.....	Mutual
Lady From 29 Palms.....	Martin
Lazy Mood.....	Capitol
Mam'selle.....	Feist
My Future Just Passed.....	Beverly
Old Devil Moon.....	Crawford
On The Avenue.....	Leeds
On The Old Spanish Trail.....	Peter Maurice
Passing By.....	Chappell
Red Silk Stockings And Green Perfume.....	E. H. Morris
Stella By Starlight.....	Beverly

Copyright Office of Research

**EQUIPMENT**

**Protecting Tele Equipment**  
According to Samuel Cuff, general manager of the RCA Victor-Radio Stores Television caravan, soft cellular rubber padding has done an outstanding job of protecting tele equipment in its nationwide tour now under way.

Damage has virtually been eliminated, by packing the delicate cameras and other equipment in this new rubber produced by United States Rubber Company. The result has been a substantial saving in time and expense, according to Cuff.

Thus far the caravan has covered more than 4,000 miles and there have been no delays caused by faulty equipment. In the past, engineers were obliged to spend many hours repairing parts shaken loose in travel over rough roads, Cuff reported. It was also necessary to remove iconoscope tubes and pack them separately.

**Colonial Radio Head Resigns**

Allen H. Gardner has announced his resignation as president of Colonial Radio Corp. but will continue as a director of the corporation. Don G. Mitchell, president of Sylvan Electric Products, Inc., of which Colonial is a subsidiary, will serve as president of Colonial in addition to his present duties, pending election of a successor to Gardner.

**General Instrument Sets Extensive Research Drive**

An extensive research and engineering program, designed to sharply reduce the cost of major components used by television set manufacturers, thereby "putting television within reach of the average consumer," was begun this week by General Instrument Corporation, it was announced by Richard E. Laux, executive vice-president.

Program, estimated to cost approximately \$500,000, will be carried out in the Elizabeth, N. J. laboratory of General Instrument, and in that of its wholly-owned subsidiary, the Feist-Sickles Company of Chicopee, Mass. Special attention will be paid to such currently expensive items as tuning heads, deflection coils, and high voltage transformers, according to Laux, who expressed the hope that manufacturers of other video parts will embark on a similar cost-reduction research. Reduction of 90 per cent in the cost of variable condensers, said to have been effected by the company since 1923, was cited by Laux as an indication of what such a program can ultimately accomplish. Through technological improvements, it was said, General Instrument has been able to reduce the price of a condenser from \$7.50 to 75 cents in the past 24 years. While no such vast reduction in the cost of other components is anticipated, Laux said substantial cuts are expected to result from this program.



## If you can catch a leprechaun...

A leprechaun, according to Irish legend, is a dwarf who keeps a pot of gold hidden away.

If you can catch a leprechaun, your troubles are over.

Because he keeps his gold just for ransom money. If you catch him, he'll quickly tell you where his gold is, so you'll let him go.

The best place to look for a leprechaun is in the woods. They're green, and only about nine inches tall, so you'll have to—

Or maybe you don't believe in leprechauns.

Maybe it would be more practical to just keep working for your money. But you can learn one good lesson from these little fellows.

A small pot of gold put to one side is a great help when trouble catches you.

And there's a much faster and easier way to get your pot of gold than by catching leprechauns. You can buy U. S. Savings Bonds through an *automatic* purchase plan.

If you're employed you can sign up for the Payroll Savings Plan. If you have a bank account you can sign up for the Bond-A-Month Plan.

Either way, your pot of gold just saves itself, painlessly and automatically.

And your money increases one third every ten years. That would make a leprechaun turn even greener with envy.

Save the easy, automatic way—with U.S. Savings Bonds



COAST-TO-COAST

Driscoll Sees Radio In U. S. Influencing BBC Programs

AGENCIES

WASHINGTON—SEATTLE—Warren McCloy has been named as continuity director of KIRO. McCloy has been head of the Radio Division of the Veterans Administration for Northwest and formerly with KOMO as continuity director. . . . PULLMAN—A cross-section group of Washington commercial broadcasters and 200 KWSC alumni voluntarily submitted personal views on KWSC's role, which will dictate its policies in the years ahead. Board of Regents of the State College met last month to study the suggestions.

WISCONSIN—MILWAUKEE—WTMJ is five years old. Since its doors opened on August 23, 1942, a total of 651,213 people, the equivalent of every man, woman and child in the city of Milwaukee, and then some, have visited the modern radio plant. Most of them attended audience programs and 133,291 also took in a tour of Radio City. . . . Wisconsin's State Fair, which opened on Aug. 16 and runs through the 24th is being covered through the facilities of WISN via 18 special quarter-hour programs direct from State Fair Park, general manager G. W. Grignon has announced.

DISTRICT OF COLUMBIA—WASHINGTON—Starting Monday, Sept. 1, the morning edition of General Electric's "Voice of Washington" news broadcast over WOL will be heard one-half hour earlier, at 7:30 a.m., Mon. through Sat. . . . WWDC has completed arrangements to broadcast all the University of Maryland's football games with first game scheduled for Oct. 3 when Maryland University meets the University of Delaware. At same time the station will carry all ice hockey games and basketball games played at Uline Arena. Ray Morgan, WWDC sportscaster, and Arch McDonald will handle the play-by-play for all sports events.

CONNECTICUT—HARTFORD—Franklin M. Doolittle, president of WDRC, has been appointed by Mayor Allen of Hartford, as a member of the local United Nations Committee. Group is dedicated to furthering support for the UN. . . . Exclusive rights were granted to WTIC to broadcast the Willie Pep-Jock Leslie fight for the world's featherweight championship from Flint, Mich., on August 22. . . . WTIC's Bob Steele was emcee at Yankee Stadium recently when Joe DiMaggio was presented with a convertible phaeton Cadillac by his Hartford admirers. Steele was interviewed over WINS during Yankee-Red Sox game which followed presentation.

VIRGINIA—RICHMOND—WRVA completed arrangements with the athletic director of William & Mary college whereby station obtained broadcasting privileges for all of college's games for next three years, including exclusive broadcast rights for all home games. Sponsor will be the C. F. Sauer Co. . . . ARLINGTON—Consistent with its increased public service policy, WEAM, upon being contacted by

U. S. radio has had a very definite influence on BBC programming, according to observations made by Dave Driscoll, director of news and special features for WOR, during his recent month long visit to England. BBC's Light Program not only has its own special soap opera, titled the "Daring Dexters," at 6:45 p.m. every night, but also carries two weekly half-hour shows borrowed directly from American networks.

One of them is "Twenty Questions," the WOR-Mutual show, which is heard in England over the Home Service hookup. The other is a program called "Ignorance Is Bliss," patterned exactly after "It Pays to be Ignorant," broadcast by CBS. Driscoll said he listened to the show in London and at first thought one character was Tom Howard. This feature is aired by BBC's Light Program. Both features turned up on BBC following a visit to this country by Maurice Winnick, British band leader and agent.

Disc Jockeys in Britain

Another old home town practice that Driscoll found during his foreign visit were disc jockey shows. He feels the Armed Forces Network may have had some influence here during the war. One morning in his hotel room, for instance, he heard a BBC disc jockey answer a request from a British Tommy stationed in Hamburg. The soldier asked the record emcee to play a number and

also imitate George Monaghan, who now has an early morning show over WOR but who broadcast from London over the AFN during the war. The BBC disc jockey played the requested number but said he couldn't imitate Monaghan even "if he wanted to." A great many of the popular tunes which Driscoll heard over BBC were American songs performed by big name U. S. talent.

Listening Increase Noted

Number of listeners to BBC's Light Program, a network carrying much lighter and more entertaining fare than the Home Service, has steadily increased since it went into operation two years ago. Although the Home Service audience has also increased, the gain has been far less than the other. Lindsey Wellington, a BBC old timer, is director of the Home Service, while Norman Collins, British author and publisher with no radio background previously, was brought in to head up the Light Program. Audience for the Third Program, BBC's other network, remains about the same.

35,000 Tele Sets in London

Television programs are available about three hours daily in London and surrounding area and the BBC spends as much as \$3,200 to produce a half-hour dramatic show. Expensive shows, however, always get two performances and rehearsals might go on as long as six weeks. There are 35,000 television receivers in the London area, Driscoll was told, 15,000 of them being pre-war.

Mutual Signs Two Sponsors For Fall Network Programs

(Continued from Page 1) and shampoo has purchased the 2:30-2:45 EDT., time slot on the Martin Block disc jockey program over the full network, Monday, Wednesday and Friday, effective Oct. 13. Also, the 8:55-9 p.m., EDT, slot has been cleared for Krem! over 175 stations using Billy Rose in material called from his column which is syndicated in as many newspapers.

Krem! for the same products mentioned above will have the Monday, Wednesday and Friday night time, while Musterole Co., over the entire network, will sponsor Rose Tuesday and Thursday nights. Latter starts Oct. 14, and both accounts are handled by Erwin, Wasey & Co. Musterole and Krem! are not affiliated concerns.

Bacon Is Rotary Speaker

Milton Bacon, assistant to Arthur Hull Hayes, general manager of WCBS, will deliver an address today before the Rotary Club of Queens, meeting at the Chamber of Commerce Building in Long Island City.

Mayor of Falls Church, kept the community informed of the water supply during the recent shortage with announcements every hour.

Choir Program Preference Shown By KFVB Audience

Los Angeles—Overtime lap of the Los Angeles Dons-Brooklyn Dodgers exhibition football game played at Portland, Oregon, aired over KFVB by Dick Fishell last Sunday night, caused one of the greatest tieups in telephone switchboards of downtown Los Angeles in many months, when listeners flooded boards wanting to know what had happened to the sensational "Echoes of Eden" program.

"Echoes of Eden," magnificent 100 voice choir of the St. Paul's Baptist Church of L. A., is usually heard from 10:30-11:30 p.m., and claims a huge Southern California audience.

"Echoes" has been recorded by Capitol records for release under Americana label.

Adding ABC Stations

On Monday, September 1, General Mills, Inc., will expand its sponsorship of the Betty Crocker Magazine Of The Air to 191 stations of the ABC replacing "Hymns Of All Churches" which also has been sponsored on ABC by the food concern. The Betty Crocker Show, currently heard on 61 ABC stations in the Eastern zone of the United States, made its debut on March 24 and is heard Monday-through-Friday, 10:25 to 10:45 p.m.

WMPMS (owned by Plough, Inc.) affiliate of the American Broadcasting Company in Memphis, Tenn. will be host to 75 agency and network executives at a luncheon to be given today, Aug. 26, at the Ritz Carlton Hotel, New York. Har Krelstein, vice-president of the station, will detail the station's promotion plans in connection with forthcoming opening of its new \$250,000 plant. The campaign, which will announce the station's change in frequency from 1460 kc. to 680 kc. and an increase in daytime power from 1,000 watts to 10,000 watts, and from 500 watts at night to 5,000 watts at night time, represents a first major expenditure of more than \$50,000.

MARGARET HART NELSON has been promoted to the position of radio director in the St. Louis office of Olian Advertising Co. Dorothy Ayres will now take over the position of radio time buyer.

DOROTHY DAY has been named radio director for the Bon Marche in Spokane. Miss Day came to the Bon Marche from WJW in Cleveland, where, in a recent contest conducted by the Cleveland Press, her department women's program was voted the best in Cleveland radio. A graduate of the University of Iowa, Miss Day was Fashion Editor at WSUI, Iowa City, while attending college. Later she did free lance radio work in Chicago. She also was radio director for Herpolzheimer Company in Grand Rapids, Mich.

JAMES E. HAGEN, formerly account executive at BBD&O, has joined the public relations staff of the U. S. Steel Corp., New York City.

SIGURD S. LARMON, president of Young & Rubicam, Inc., spoke last week at a luncheon for members of the New York Council of the American Association of Advertising Agencies. The A.A.A.A. members met Wednesday at the Waldorf-Astoria to hear informal observations on the European scene by Larmon and Frank Ryan, Jr., president of Ruthrauff & Ryan, Inc., both recently returned from trips abroad.

McGEEHAN & O'MARA, Inc., New York, national radio representative, have been appointed by WJPG as WJPG (FM) in Green Bay, Wis.

Send Birthday Greetings To — August 26 Mary Caputo Jack Berch Dr. Lee de Forest Georgia Gibbs Larry Larsen George Francis Hicks Charles Michelson



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 41

NEW YORK, WEDNESDAY, AUGUST 27, 1947

TEN CENTS

## Hitch On Tele Coverage

### Webbs To Participate In D. Of J. Conference

Officials of the four major networks and journey to Washington tomorrow where they will attend an informal conference with Department of Justice representatives relative to the programming of FM stations with regular AM fare. Conference was originally set up by Bill Bailey of FM Association last week, but lack of information regarding such of the web officials resulted in the postponement until this week. Bailey, it is understood, requested Joe McNeal of ABC to ask other web

(Continued on Page 6)

### Int. Air Races, Cleveland To Get Heavy CBS Cover

Exclusive coverage by CBS of the National Air Races in Cleveland, Aug. 30-Sept. 1, includes six on-the-air broadcasts, either a quarter or half-hour, and 30 pickup reports on regularly scheduled shows starting Sept. 24. Wells Church, CBS director of news, will supervise the series. John Daly will handle the center microphone in the booth atop

(Continued on Page 8)

### WWDC Hits "Vet" Racket, Wins Army Commendation

Washington Bureau, RADIO DAILY  
Washington — WWDC, Washington dependent, came in for high praise in the Army Medical Center last week for "the courageous and public spirited manner in which your station helped to wipe out a racket in Washington."

The "racket" came to light during (Continued on Page 2)

### When Day Is Done

A BBC study of the evening listening audience in the United Kingdom unearthed some curious facts recently. Among the discoveries was the fact that listeners in the North and in Scotland go to bed considerably later than do others in the UK. Surprisingly, Londoners turn in earlier than do most "cosmopolitans," and peak audience time is between 6 and 7 p.m.

### Menser Buying Florida Station

Washington — Clarence Menser, recently-resigned NBC program chief, has applied to the FCC to take over control and the obligations of the Lake Worth Broadcasting Corp., Lake Worth, Fla., which in April was awarded a construction permit for the 1490 band, with 250 watts unlimited. Menser will reimburse the stockholders for their expenses thus far, and will actively direct the station himself.

### Press-Tele Stations Confab In Chicago

Newspaper-owned television stations throughout the country, will send representatives to Chicago for a two-day discussion of mutual problems starting tomorrow and ending Friday night. Confab will take place at the Palmer House and was set up at the invitation of the Philadelphia "Inquirer" outlet WFIL of which Ken Stowman is tele director. Meeting,

(Continued on Page 8)

### Lowman Named Director Of TBA Succeeding Vogel

Lawrence W. Lowman, vice-president in charge of television for the Columbia Broadcasting System, has been elected a director of the Television Broadcasting Association, Inc., succeeding Ernest H. Vogel, whose

(Continued on Page 7)

### Report MacPhail Of Yankees Opposed To Commercial Television Coverage Of Coming World Series

### Stromberg-Carlson Buys Time On 22 FM's

Largest individual sale of time in the history of FM broadcasting was consummated this week when Stromberg-Carlson Company undertook sponsorship of the first commercial program series over the newly formed Continental FM network. New show, titled "Stromberg-Carlson Treasury of Music," will start Friday, Sept. 12, which coincides with the opening date of the FM Asso-

(Continued on Page 7)

### Sammy Kaye Named Pres. Of Hospitalized Vets Group

Chicago—Sammy Kaye was named president of the Hospitalized Veterans Foundation, succeeding Jack Benny, one of the founders, at an executive board meeting here. The organization

(Continued on Page 5)

### Langford-Morgan Show To CBS For Old Gold

The Frances Langford, Don Ameche, Frank Morgan package under the sponsorship of P. Lorillard Co., for Old Gold cigarettes will go to

(Continued on Page 2)

Plans for television's first coverage of a World Series next October were somewhat obscured yesterday with the report that Col. Larry MacPhail, president of the New York Yankees, virtual representatives of the American League in the '47 classic, is opposed to selling the video

(Continued on Page 7)

### New Hooper Survey For Webs And Stations

A new station and network "coverage" survey technique to be offered at an "unprecedented low cost" to the industry was announced yesterday by C. F. Hooper, who recommends that it be made available through the Broadcast Measurement Bureau on a yearly basis. New survey would deal with radio facilities, factors including coverage, total au-

(Continued on Page 6)

### Christian Science Monitor Renews For Yr. On ABC

The Christian Science Monitor has just renewed its contract with the American network for another year of news commentaries beginning Tuesday, September 2. This is the

(Continued on Page 2)

## Licensee Designated By FCC For The Facilities Of WOKO

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday proposed to award the Albany, N. Y., assignment now held temporarily by WOKO, to the Governor Dongan Broadcasting Corp. If this decision stands—and with the Supreme Court already having turned down WOKO's plea to force renewal of its license, it is likely the decision will stand—the new corporation will go on the air with five kilowatts on the 1460

band unlimited. Directors and stockholders of record are all residents of Albany or nearby Loudonville.

Turned down in the proposed decision are the Joseph Henry Broadcasting Co., composed mainly of employees and officers of WOKO or WABY, Albany, and the Van Curler Broadcasting Corp., largest stockholders of which are New York movie circuit operator S. H. Fablan, his son

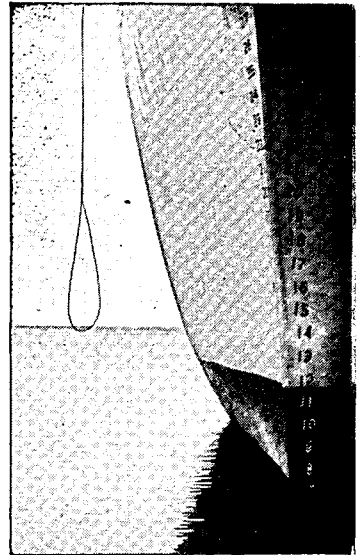
(Continued on Page 6)

### GOP Gets Air Time

ABC yesterday granted the Republican National Committee equal time to answer the forthcoming special program of the Democratic National Committee set for Tuesday, Sept. 2 at 10 p.m. Web is putting a half-hour at the disposal of the GOP and the date will be fixed after the Democratic broadcast is heard over the facilities of the network.



★ COMING AND GOING ★



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline . . . it's for sales that need towing up stream . . . or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.



**W-I-T-H**  
AM and FM  
**IN BALTIMORE**

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-R

BEN GRAUER, announcer and commentator for NBC, has left for Tokyo, Japan, where he will spend two weeks gathering background data on present-day conditions in the Land of the Rising Sun.

"CHICK" ALLISON, commercial manager of WPEN, Philadelphia, is back in the Quaker City after having spent the early part of this week in New York conferring with the national representatives of the station.

BILL SCHUDDT, Eastern director of station relations for CBS, is vacationing.

LEE WYNN, president and general manager of KGER, Long Beach, Cal., is expected in town shortly for confabs with his station reps.

LLOYD SHAFFER, musical director of the Chesterfield-NBC Supper Club show, has sought the tranquility of his Pennsylvania farm, where he will remain in seclusion until he resumes his baton waving for Perry Como and The Satisfiers when the Supper Club resumes Sept. 8.

HENRY GROSSMAN, assistant director of operations for the Columbia network, has arrived by plane in Cleveland, where he will supervise installations and operation of technical facilities for the CBS broadcast of the Cleveland Air Races this week-end.

SEYMOUR SIEGEL, acting director of WNYC, is back on the job following a week-end in Bermuda.

F. M. BRINKLEY, vice-president and general manager of WILM, American network affiliate in Wilmington, Del., is in Gotham on a short business trip.

ELIZABETH LEE, director of Video Associates, Inc., television packaging agency, is expected back today from a trip to San Francisco and Yosemite.

WALTER J. BROWN, manager of WORD, Spartanburg, S. C., paid a call yesterday at the offices of ABC, with which the station is affiliated.

WWDC Hits "Vet" Racket, Gets Army Commendation

(Continued from Page 1)

ing a routine call at Walter Reed Hospital by the WWDC news department. It concerned a boat cruise being promoted supposedly for the benefit of vet patients at Walter Reed. WWDC learned that an unnamed promoter paid a Maryland post of the Veterans of Foreign Wars \$400 for the use of its name on the tickets. It also learned that tickets for 5,400 persons were printed and that the boat, at most, could accommodate only 2,500. The promoter would net approximately \$4,000.

The promoter had solicitors call on local citizens with the sales talk that tickets could be turned over to Walter Reed Hospital, where they would be distributed among patients. Hospital officials sent the tickets back to the "sponsoring" post of the VFW with the information that it "could not be a party to such a program unless it were authorized by Walter Reed Hospital or the American Red Cross." But tickets still continued to arrive at the hospital.

WWDC put the story on the air with the developments and in three days it learned that the post was given orders by the state commander not to sponsor such a project.

Capt. Richard S. Field, Jr., public information officer, Army Medical Center, advised the station that as a result of the broadcast of the facts on the racket, tickets for the cruise were no longer being received. Captain Field's letter went on to say:

"As you know, a phony benefit had been operated for some months in Washington, in which tickets had been sold for a boat ride for Walter Reed patients. The same promoter, having operated this same type of racket for years in Washington, had been untouched by law due to his cleverness in not putting anything on paper.

"In conjunction with the efforts of this office, and U. S. District Attorney . . . your station gave a great boost to our efforts. WWDC's reporting of the situation was the only one in Washington which took the bull by the horns and mentioned names,

Christian Science Monitor Returns For Yr. On ABC

(Continued from Page 1)

only coast-to-coast news analysis sponsored by a daily newspaper.

This 15-minute newscast will be heard every Tuesday night, featuring the Monitor's editor, Erwin D. Canham. The commentary will be based on exclusive stories from the Monitor's global network of correspondents. The program will be broadcast at 8:15 p.m., New York Time, 7:15 p.m., Central and Mountain Time, and 8:15 p.m., Pacific Coast Time.

Knobe Bedded

Tom Knobe, assistant manager of NBC's press department, has been absent from his desk, but accounted for, since last Monday. He's confined to his home with an attack of mumps.

places and facts. Real factual information such as you gave the public concerning this case . . . is the best cure for such a fraud. Such rackets would be far rarer if news editors, knowing their facts, would not be too timid to publicize them.

"I think I can say then that your station, exclusively, reported the facts in this hoax to the people of Washington, who have for many years been robbed of their money by this same promoter. If he is not convicted in this case, he will at least find his operations much more difficult in this area in the future."

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using . . .

WING The Dayton Station

WEED & CO. National Representatives

Vol. 40, No. 41 Wed., Aug. 27, 1947 Price 10 Cts.

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

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WEST COAST OFFICES  
Ralph Wilk, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief Manning Clagett  
6417 Dahlonega Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Blvd., 155 No. Clark St.  
Phone: State 2332

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., Aug. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 5/8	155 1/4	155 5/8	.....
CBS B	26 3/4	26 1/2	26 1/2	.....
Farnsworth T. & R.	6 1/2	6 3/8	6 3/8	- 1/8
Gen. Electric	36 1/4	35 3/8	36	+ 1/4
Philco	27 5/8	27 1/4	27 1/4	.....
RCA Common	8 1/4	8 1/8	8 1/4	.....
Stewart-Warner	15 1/4	15 1/8	15 1/4	.....
Westinghouse	27 1/8	26 7/8	27 1/8	.....
Zenith Radio	21	21	21	.....

OVER THE COUNTER

	Bid	Asked
Du Mont Lab	6 1/2	7 1/4
Finch Tele Comm.	5 1/4	6 1/4
Stromberg-Carlson	12	13 1/2
U. S. Television	2 1/2	2 7/8
WCAO (Baltimore)	39 1/4	40 1/2
WJR (Detroit)	13 1/2	14 1/2

Langford-Morgan Show To CBS For Old Gold

(Continued from Page 1)

CBS effective Wednesday, Sept. 24, in the 9-9:30 p.m., EDT., slot. This definitely retains the time for Old Gold which formerly had Frank Sinatra there, and currently has "Rhapsody in Rhythm" as a summer show. Lennen & Mitchell is the agency.

Stork News

Los Angeles—A baby girl weighing eight pounds, one ounce was born to Mr. and Mrs. Edward A. Starnes. Baby has been named Gaylin Joy. Father is president of Radiotele Productions, Inc., of Hollywood.

IN CLEVELAND IT'S  
**WHK**

# for sale

**readymade television audiences on Du Mont Station WABD new york**



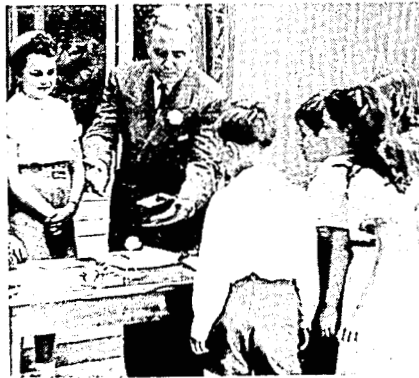
**Yankee baseball!**

The last games of the season. One of the most popular features on the Television screen. Many of these will be the only games to be telecast on the days they are played.



**act it out**

When you get 1119 audience letters from the very first airing of a television sustainer, you know you have a hit.



**small fry**

Uncle Bob Emery's winning personality won the hearts and loyalties of youngsters in every television home. Your own 15 minute segment — 1 day a week or 5 days a week.

If you are interested in any of these proven programs in Washington or New York, phone or wire today.

**WABD — DU MONT**  
515 Madison Avenue  
New York 22, New York  
Phone PLaza 3-9800

**NEXT YEAR'S BUDGET!**

Don't forget television. The audience is growing like corn on a hot night. By this time next year it will be tremendous.

**WABD**  
NEW YORK

Key station of the

**TELEVISION  
DU MONT  
NETWORK**

## LOS ANGELES

By RALPH WILK

**L**EE RADDATZ, manager of NBC's Western Net press department, is on a three-weeks tour of the net's affiliate stations on the Pacific Coast. While on the trip Raddatz will contact station managers and radio editors in California, Oregon and Washington.

Ed "Archie" Gardner of "Duffy's Tavern" will be a father again in April. He already has one son, Eddie Jr., aged 3.

"Meet Me At Parky's," returns to the air Sunday, October 5, when it joins the parade of outstanding shows to be heard this fall over KHJ-Mutual Don Lee. Starring Harry Einstein as Parkyarkarkus, the show will have the same format as it had when it started on the air two years ago. Among others in the show will be Sheldon Leonard, and Betty Rhodes, songstress.

Preview Theater of the Air presented "Road to Gold," Friday, August 22nd, over KFWB, with Joan Winfield and Marvin Miller in the starring roles. This is a new series of programs which tells of the stories behind the scenes of government files of \$2,000,000,000 worth of treasure that has been lost or hidden or can't be located. The treasure is in stamps, coins, paintings, currency, etc. All the material in this series is factual.

John E. Gaunt, program manager of NBC's television operations in Washington, D. C., has reported to Los Angeles headquarters of Armed Forces Radio Services for his annual two weeks tour of active duty as a Commander, United States Naval Reserve. Upon completion of his naval duty here, Gaunt will return to his NBC post in Washington.

KLAC has had its involvements and name confusion between Fred Henry, assistant general manager and program director, and Fred Haney, baseball broadcaster. But the finishing touch came on Monday when Henry won the Howard Jones Memorial golf tournament for sports, press and radio people with a low net of 65 for his first tournament win, only to have newspaper credit for the win and the prize go to Haney. But even Haney wasn't happy, claiming now he couldn't get his own handicap raised after Henry's victory.



### Manhattan Memoranda. . . !

• • • A new series, "On Stage America," produced by Roland Martini of the Gardner Agency will preem September 29 on the ABCycles . . . half-hour variety program will feature Paul Whiteman's Orchestra with guest stars piped in each week from various key cities. . . Doug Storer is selling a new package titled "Frankie and Johnny" starring Frankie Carle and Johnny Morgan. . . Newspaperman Bob Considine may do a five-times-a-week series called "On The Line With Considine" via NBC. . . James Hagen of BBD&O succeeds Fred Le Pell as press relations head of United States Steel Corp. LePell moves up as assistant to J. Carlisle McDonald who in turn is assistant to the Chairman of the Board and active head of national Advertising and Publicity. . . Three minutes after going on the air yesterday on the "Luncheon at the Latin Quarter," Herb Sheldon got the news that he became the daddy of a 7 lb. baby boy, born at the Brooklyn Hospital. . . American Legionnaires, convening in New York will be guests of Paul Lavalle and ex-GI Mac Morgan at a special broadcast of "NBCities Service Highways In Melody," Aug. 29.

★ ★ ★

• • • Johnny Olsen will resign as emcee of the "Ladies Be Seated" ABCcommercial September 29 to return to New York and resume his "Rumpus Room" fiestas. . . Beryl Davis, Britain's top pop thrush, currently in town, will be profiled by Life Magazine, with photographic highlights to include disk jockeys, radio producers, columnists, movie talent scouts and recording execs who were in various ways associated in her rise to stardom. . . With Grossinger Field officially opened as of last Sunday by the Liberty Flying Service, Radiolites can now lunch at Toots Shor's, Lindy's, English Grill or Kaufman-Bedrick, fly to Jennie Grossinger's or other stops along the Borscht Circuit, give with a routine or two and fly back to Broadway same evening. . . Vick Knight is currently East listening to stooges and girl vocalists for the Eddie NBCantor program which resumes Sept. 25. . . The Paul Lavalles (she's actress Muriel Angelus) are expecting the stork next month. . . Herb Polesie, the "20 Questions" wit says his mother-in-law is trying to live a double life—her own and his. . . NBC is auditioning Bill Harrington and Phyllis Wood (voices and double piano) for a five-times-a-week series . . . we heard a recent audition of the team which, to us, sounded slightly terrific. . . Wm. Lang will be the 100th emcee to try out for the Milo Boulton role on "We, The People."

★ ★ ★

• • • Ben Grauer, en route to Tokyo for two-week survey of conditions there . . . may do a short-wave broadcast from there via NBC on anniversary of VJ Day. . . Bruce Dodge of Biow Agency denies that Emcee Eddie Dowling to be replaced and adds that Dowling will be renewed on "The Big Break" series. . . Jackie Eigen's Sept. 12 program will be WINSpired and dedicated to ex-Marine Captain Frank Farrell, former Amusement Editor for the World-Telegram. . . Is Johnny Mitchell about to resign as Radio Head at Morse International? . . . Radiolite Bill Griffith may get an important role in the forthcoming Broadway musical "Carioca Purple." . . Comic Jimmie Costello, after a two-week vacation in New York, flies back to Chicago this week to start his third year on WGN for Goldblatt Dept. Stores. . . Looks like Bob Adams at NBC has uncovered a 'natural' in the new "Jack Pearl Show" which now is scheduled to preem late next month.

For Profitable Sales  
Advertise in these  
**5 PROSPEROUS  
MARKETS**

# WGAL

Lancaster, Pa.

Established 1922

# WRWA

Reading, Pa.

Established 1922

# WKBO

Harrisburg, Pa.

Established 1922

# WORK

York, Pa.

Established 1932

# WEST

Easton, Pa.

Established 1936



**STEINMAN STATION**

Available individually to  
suit your needs. Write:  
Sales Representative

**RADIO  
ADVERTISING  
COMPANY**

New York • Los Angeles • Chicago  
San Francisco

1906 1947

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
LUNCHEON • DINNER  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.



# AGENCIES

**ADVERTISING FEDERATION OF AMERICA** elected to membership: John H. Breck, Inc., Springfield, Mass.; J. R. Pershall Company, Chicago; Nolan & Twichell Advertising Agency, Inc., Albany, N. Y.; Thomas P. Conroy, Inc., San Antonio, Tex.; Makelim Associates, Chicago, and Noble-Dury & Associates, Inc., Nashville, Tenn.

**BASS-LUCKOFF**, Hollywood advertising agency, has been appointed to handle all advertising for the American Shower Door Company, Hollywood, California. Spot market tests are now in progress preliminary to inauguration of a national campaign.

**WILLIAM MOGLE**, formerly script writer for the American Broadcasting Company, where he wrote the Paul Whiteman series, "Forever Tops," and prior to that, Record and Transcription Editor of the National Research Bureau, has joined The Rockmore Company as radio director.

**A. C. NIELSEN COMPANY** announces the addition of Mutual Broadcasting System, Inc., to its list of Nielsen Radio Index clients. A two-year contract starting Sept. 1 has

## Anniversary

Nick Konny, radio editor of the New York Mirror, will be guest of honor at a cocktail party today commemorating his 20th anniversary as a radio editor. The party will be held at Garrison's Restaurant and Cocktail lounge on West 50th Street, New York City.

## Fairbanks Shows Film For Commercial Video

What is said to be the first serious effort of a recognized Hollywood film producer to turn out films specifically for commercial television was shown to the press yesterday when the television features division of Jerry Fairbanks, Inc., presented its initial dramatic video program titled "The Case of the Missing Bullets." Film is the first of the "Public Prosecutor" series starring John Howard.

Film ran 17 minutes, and is fixed for beginning and ending commercials, totaling 3 minutes. Blank spaces are left to allow insertion of commercials, in the manner of open-end radio ET's. Films will be provided as weekly features starting November 1.

just been executed. Thus the fourth major network has subscribed for NRI service.

## Sammy Kaye Named Pres. Of Hospitalized Vets Group

(Continued from Page 1)

is dedicated to providing individual radio sets and other entertainment equipment to the nation's 125,000 hospitalized veterans.

In addition to election of permanent officers, eight new directors were named, including Tom Brenehan, James C. Petrillo, Bishop Bernard J. Sheil and Harold M. Florsheim, president of the Florsheim Shoe Co. A. Bradley Eben, executive vicepres, said addition of the new directors brought the total to 68, representing all walks of life and nearly every state. Local chapters of Hospitalized Veterans Foundation will be set up within the next few months throughout the U. S.

## West Coast Dept. Store Sets News Program On KECA

Placing emphasis on local news, the Broadway Department store, Los Angeles, has inaugurated a new series of news programs on KECA titled, "Broadway Local News Edition." The program is heard Monday through Friday at 6:15 p.m., and features Sid Fuller with the assistance of the ABC news room. McCann-Erickson agency handles the account and the program is produced by Frank Morris, KECA staff writer-producer.

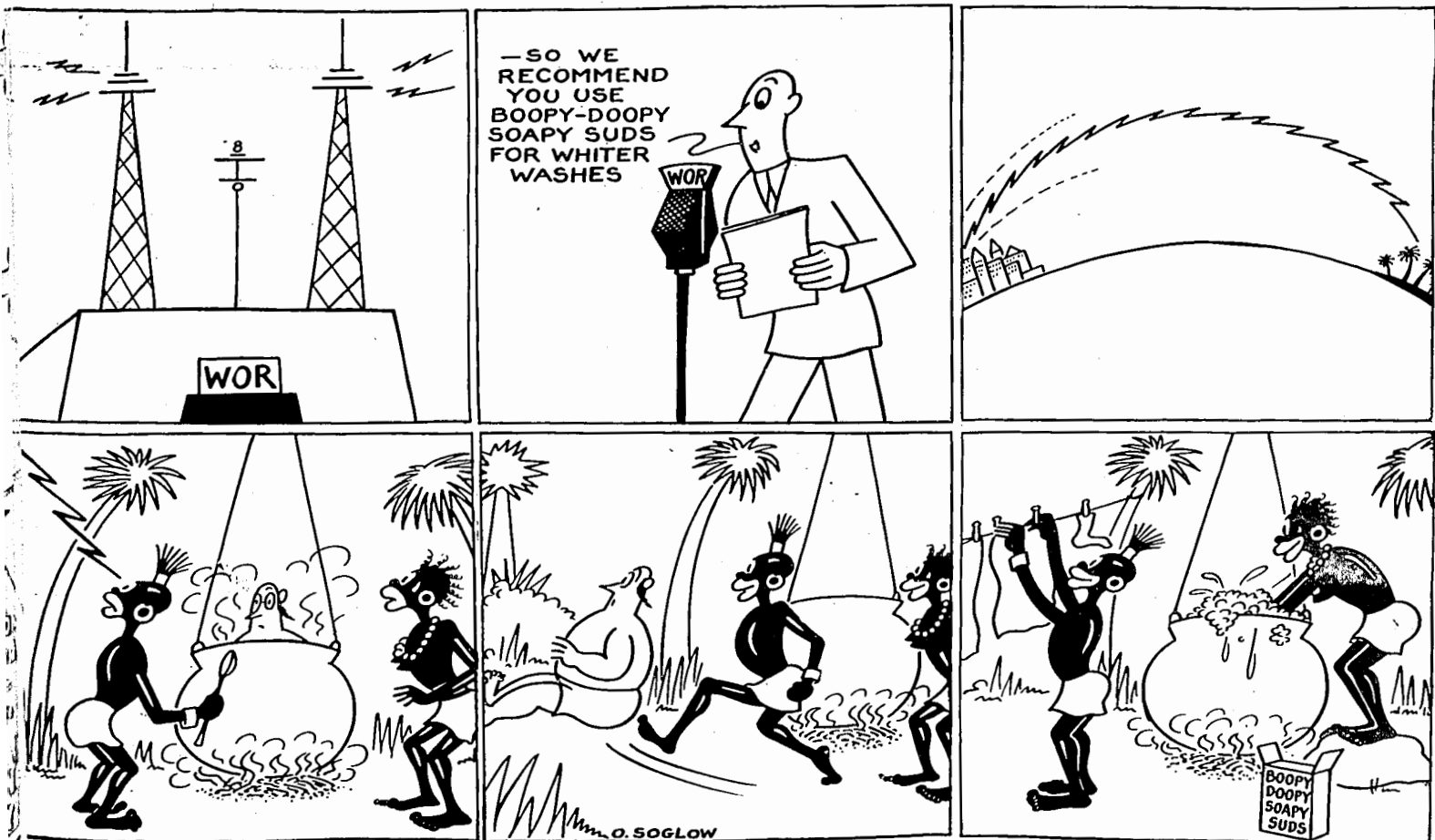
# HAWAII

By JOHN WILLIAMS

**KGU**, owned by the Advertiser, morning daily here, has clicked with idea of airing classified ads from the Advertiser. Customer pays one dollar extra for each insertion, then KGU condenses it to 25 words. KGU's classified adman reads 20 ads in his 15 min. daily spot. Increasing phone calls to Advertiser board indicate listener interest.

It's more'n 5,000 miles from Flatbush to Hawaii but local fans sweated it out realistically with Brooklyn's Dodgers in their recent series with the St. Louis Cardinals. KPOA's trigger-tongued sportscaster Don Klein recreated the entire series in full for fans here. Pitch by pitch report was morsed by Western Union from Brooklyn press box to KPOA's San Francisco setup whence RCA teletyped via United Press to Klein.

Nita Benedict's "Wishing Well" potpourri of music, chat and home news on KPOA 5 days weekly has been upped from half to full hour, 8:30 to 9:30 a.m. Reason: Sponsor increase. Twenty-two now participate. Women like the wish angle. They wish, if wish comes true, Nita interviews them. KPOA gives each a wishing ring and sponsors pass out gifts.



# New Hooper Survey For Webs And Stations

(Continued from Page 1)

diences, and quality of service, at an annual cost "approximately one-half the most recently proposed cost for BMB's next industry-wide study." Figures would be between \$650,000 to \$700,000 as against BMB's approximately \$1,025,000, he said.

Application of the new survey technique to network "coverage" is the subject of a 27-page memorandum which has been presented to the BMB board and technical committee members by Hooper with a recommendation that his firm be employed to use it on interim BMB coverage studies and on the proposed 1949 nation-wide survey. Memorandum is now being circulated among stations, network, agency and advertiser subscribers to Hooperatings.

### Individually Or In Groups

"If the broadcasters want the advertisers and agencies of this country to have complete radio station and network coverage information in their possession inside of one cover," Hooper said, "we believe that an organization like BMB should make it available. What we have to offer is a technique which can be applied for radio stations individually or in groups and which will provide uniformly comparative information." Hooper said the service is being offered to stations direct, although it is his hope "that it will be acceptable to BMB which in turn by organizing its underwriters may provide to the buyer the complete story of radio coverage on all stations and all networks in convenient form."

Survey consists of three questions to be answered in post-card form by listeners: (a) "To what stations do you and your family listen most frequently and the most time?"; (b) "Write in other stations listened to at least once a week"; and (c) "Write in stations, if any, you would like to hear better but which do not come in well because of static noises, fading in and out or interferences with other stations."

Sample size of the Hooper survey would "exceed that of the BMB sample in its '46 survey," which was 320,000. Furthermore, he states, it could be done next year, starting as early as January or February.

### Mrs. Guests Of RCA

Representatives of 60 electronic manufacturers together with the trade press will be guests of Radio Corporation of America today on a tour of the Camden RCA plant and the Princeton, N. J., laboratories.

# Licensee Designated By FCC For The Facilities Of WOKO

(Continued from Page 1)

Edward, and his brother-in-law, Samuel Rosen.

Because the hearing had been closed last winter and was then opened to permit consideration of the subsequently-filed Governor Dongan and Joseph Henry applications, Commissioner Clifford J. Durr declared that he believes the Commission was "in error—I think Van Curler was entitled to consideration and a grant on the merits" of its application. On the basis of the complete record, however, he said he concurs in the final decision to award the frequency to the Governor Dongan application.

### Dongan Officers

President of the successful Company is James T. Healey of Albany. The other four directors include Chester T. Hubbell, vice-president; John Aiello, treasurer; Charles J. Tobin, Jr., and Ira Mendelson. An ABC affiliation is specified.

John P. Southmayd, counsel for Van Curler, said he will want to study the decision before advising his clients whether to file exceptions.

At the same time the Commission extended the WOKO license for another 30 days, through the end of September.

Individuals in the Joseph Henry Corporation, the Commission said, "are legally responsible for the fraudulent misrepresentations as to stock ownership found by the Commission" in the WOKO case. Question of employment for employees of WOKO was also considered, the FCC said, noting that many of them are now on the payroll of WABY, that the Governor Dongan company has said it plans to hire as many WOKO employees as wish to remain, and that three new stations are under construction in Albany, offering employment possibilities.

As between the Van Curler and Governor Dongan applications, the Commission said, "the public interest would be better served by a grant of the application of the Governor

Dongan Broadcasting Corporation than that of the Van Curler Broadcasting Corporation. In the case of Van Curler Broadcasting Corporation, five stockholders, who between them own 53 per cent of the stock, reside in New York City and have other business interests in four states. These stockholders, although owning majority control of the corporation, are non-residents and of necessity can have only a limited knowledge of the community and its broadcast needs, and can participate in the actual operation of the station to only a limited degree. Moreover, none of the stockholders of Van Curler Broadcasting Corporation expects to work for the station on a full-time basis, and thus there will not be any integration of ownership and operation, which generally insures better fulfillment of the policies of the Corporation.

"In contrast, each of the 35 stockholders of Governor Dongan Broadcasting Corporation is a long-time resident of the Albany area and most are prominently identified with that community and its civic life. Accordingly, it may be expected that this corporation will be keenly aware of the listening needs of the community and responsive thereto.

### Healey Complimented

"Mr. Healey, the Corporation's president and largest individual stockholder, has had many years' experience in radio and he will serve as full-time general manager of the station. Moreover, each of the stockholders, through the stockholders program committee, expects to take a direct interest and participation in the formulation of the station's policies and activities in programming. The stockholders do not view themselves as mere investors, but rather are civic-minded individuals who will give time to the promotion of the station as an instrumentality to serve the community and its needs."

WOKO is now scheduled to go off the air September 30.

# Webs To Participate In D. Of J. Conference

(Continued from Page 1)

officials to attend the confab but before McDonald could arrange it the FMA sent out notices that the conference was set.

In telling their side of the story it is indicated that the position of the networks is that there is nothing in their contracts with the AFM which would legally give them the right to program FM stations with music originally hired to do AM work. It is pointed out that contracts with Local 802 of the AFM in New York cover AM broadcasting only, and that Local 802 had no jurisdiction in the matters at the time by order of the president James C. Petrillo. The AFM likened to motion picture companies signing musicians to do a picture and then trying to have them do recording jobs on the side, which of course the union would not stand for.

### Officials Attending

Network officials attending the confab are: Frank White, vice-president and treasurer, and Julius Brauer, general attorney of CBS; Ray Swezey, vice-president and general manager, Mutual Broadcasting System; Frank E. Mullen, executive vice-president, and Henry Ladner, network acting legal counsel of NBC; Robert Kintner and Jos. A. McDonald, vice-presidents ABC.

**STARS OVER KMBC**

**SAM MOLEN**

Like all KMBC personalities, Sam Molen is nationally publicized and nationally known! Sam has made a name for himself as KMBC sports editor. His nightly sportscasts are the talk of the town. Hitch your advertising to a "Star" by phoning Free & Peters, Inc. **KMBC OF KANSAS**

**SINCE 1928 BASIC STATION for MISSOURI and KANSAS**

**HOTEL STRAND**

*Atlantic City's Hotel of Distinction*

A Hotel designed for your complete Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Open and enclosed Sun Verandahs. Open Decks atop. Cuisine unsurpassed. Garage on premises. In the very heart of all activities.

**FESTA GRILL & COCKTAIL LOUNGE.**  
An added feature of this complete boozery

**EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK**

**IN CLEVELAND IT'S**

**WHK**

# Stromberg-Carlson Says Time On 22 FM's

(Continued from Page 1)

tion first annual meeting opening New York City.

Half-hour program will be presented at 8:30-9 p.m., EDT, with the trial series set for 16 weeks, over a minimum of 22 FM stations. Outlets will be located in six states and the District of Columbia, with others to be added. Show will originate studios of WHFM, the Company's station in Rochester, N. Y.

Continental FM Network is hooked up partly by wire and partly by point-to-point contact. Stations set to broadcast the Stromberg-Carlson series are: WASH-FM, Washington, D. C.; WFIL-FM, Philadelphia; WIZZ-FM, Wilkes-Barre, Scranton, Penn.; WTKM-FM, Alpine, N. J.; WTRC-FM, Hartford, Conn.; WBIB-FM, New Haven, Conn.; WGTR, Paxton, Mass.; WMNE, Mt. Washington, N. H.; WXHR, Cambridge, Mass.; WJCA, Schenectady, N. Y.; WIBX-FM, Utica, N. Y.; WBNF-FM, Binghamton, N. Y.; WSYR-FM, Syracuse, N. Y.; WHFM, Rochester, N. Y.; WJEN-FM, Buffalo, N. Y.; WHLD-FM, Niagara Falls, N. Y.; WWHG, Elmira, N. Y.; WKNP, Corning, N. Y.; WBAB-FM, Atlantic City, N. J.; WAMZ, Allentown, Penn.; and WNLG-FM, New London, Conn.

WHFM organized the Empire State Network early this year and this is part of the new Continental web.

# WOR Seeks Press Co-op. in Aud. For Disc Jockey

WOR's all night record show from 11:45 a.m. is wide open for a disc jockey, provided he can make lively conversation with emphasis on Broadway and the entertainment world, to make over after August 30 when Eddie Newman makes his last appearance. Alda Products, which sponsored the show for the last 13 weeks, is also leaving.

Radio editors around the country are being asked to aid in the search for talent which makes the proper impression via transcribed auditions. Selected to WOR will be invited to come to New York for further tryouts. Station is also looking for new program ideas and talent in all classifications, including announcers, disc jockeys, singers and actors.

**WABD Signs James**

ennis James has been signed by WABD to describe the play-by-play of the professional football games of the New York Yankees over WABD this coming season.

**IN CLEVELAND IT'S**  
**WHK**

# MacPhail Reported Opposed To Tele Coverage of 'Series'

(Continued from Page 1)

rights on the grounds that it will adversely affect attendance and, consequently, the players' share of the gate receipts. Report was published in the Sporting News, weekly baseball journal, and was the result of an interview with the Yankee executive Dan Daniel, New York sports-writer.

Article quoted MacPhail as saying "it is for the best interests of the World Series 'kitty' to keep the 1947 classic off the television screens," but pointed out, however, that "this does not mean that a final decision has been reached."

MacPhail reiterated his opposition to sale of the series tele rights to RADIO DAILY, yesterday but emphasized that "I merely expressed an opinion as an individual, and the decision will have to come from the Executive Council," which includes the presidents of the American and National Leagues and A. B. "Happy" Chandler, baseball commissioner. He made the pointed statement that he felt video coverage of the classic "would affect the gate receipts and thereby lessen the players' share. We (the club owners) are the trustees for the players" he declared, and indicated it was his job to "protect" their financial interests in this regard.

The Yankee prexy disagreed with Daniel's personal opinion regarding the individual club's responsibility in a situation of this nature and that the decision might be made by the club itself. "The World Series belongs to the players and the people themselves" said MacPhail, "and the decision should not be made by an individual group."

**Gillette-DuMont Deal Seen**

Gillette Safety Razor Company has radio rights for coverage of the Series over Mutual, which in turn, is expected to re-sell the Stadium tele rights to DuMont. Latter has been covering all home games of the Yankees this season, although its present contract does not include the post-season classic. Daniel's article points out that Gillette offered \$25,000 for the television rights, but that MacPhail considered this a "silly selling price" and that he "could get \$100,000 just by making a telephone call." It is the Yankee exec's belief however, that it "would be against the financial interests of the series to throw it on the television screens."

The Sporting News piece adds that "it is believed that if Chandler (A. B. "Happy" Chandler, baseball commissioner) can get 'at least \$100,000 for the television rights he will sell over MacPhail's opposition.'"

Several trade execs consider MacPhail's position as a definite attempt to get a higher amount for the rights than Gillette offered. It's also felt that the Yankee prexy's opinion weighs heavily with Chandler, as has been indicated on occasion this past season.

MacPhail told RADIO DAILY that his

attitude was made known "only in answer to a question as to what my opinion was" and that he "had not talked with Branch Rickey or any one else except Harridge." Latter is president of the American League and Rickey is president of the Brooklyn Dodgers, who at the moment, appear to be National League representatives in the October series. Rickey was not available for comment yesterday, but is understood to be in favor of television coverage of the series.

**Not Opposed To Tele**

The Yankee prexy was also emphatic in his views about tele's effect on the box office. "There's a definite possibility it may hurt attendance," he said, "but on the other hand, it may promote baseball a great deal." He declared that he was one of the first baseball execs to give tele the "go-ahead" and that, since 1941, "every club I've been connected with was associated with television." There are, however, he added, "several factions" in baseball which oppose video "and you'll hear all sorts of predictions—complete with statistics—about its future effect," but scoffed at the idea "anyone can tell what's going to happen."

# Lowman To Board Of Tele Association

(Continued from Page 1)

resignation from Farnsworth Television and Radio Corp., also caused a vacancy on the TBA board. Lowman's term of office will continue to December, 1948.

Mr. Lowman has been affiliated with CBS since 1927. He first served as traffic manager of the network, rising rapidly to assistant treasurer and secretary and a short time later to vice-president and secretary. He became vice-president in charge of network operations in 1938 and served in that capacity until June, 1942, when he became chief of the Communications Branch of the Office of Strategic Services under Maj. Gen. William H. Donovan. Last May, Maj. Gen. Donovan awarded the legion of Merit to Mr. Lowman for his services during World War II.

Members of the TBA board also approved the application for active membership submitted by the Detroit News in behalf of television station, WWJ-TV.



LOWMAN

**Children's CHOICE**

**TILLIE LOU**

**"THE TALKING BIRD"**  
7:45-8:00 a.m. Monday through Saturday

Write WGY or NBC Spot Sales for your participation  
SCHENECTADY, N. Y.

**WGY GENERAL ELECTRIC**



# Press-Tele Stations Confab In Chicago

(Continued from Page 1)

which will be attended by virtually every newspaper in the U. S., which has been granted a video license or CP, is primarily for the purpose of exchanging information on common problems, and according to Stowman, the reason for the newspaper invitation only, is to avoid conflict with the Television Broadcasters Association. Stowman said that the newspaper stations had problems peculiar to them since their big opportunity was presentation of news. Some preliminary discussions will be held today preparatory to the formal confab.

### Varied Subjects Scheduled

All discussions will be attended by all those in the group and will revolve around programming, construction, production techniques, remote-pickups and general operations. Subjects to be delved into will include the question of 16 mm. film vs. the 35 mm and whether one is better than the other. Thus if it will take 18 months to have a 35 mm camera delivered, will it be worth waiting for and will some development in 16 mm supersede the worth of the 35; question of incandescent vs. fluorescent lighting for base and studio use; rate structures and what to base them on, also what the present rates are based on; package shows vs. studio built and the availability of the packages; use of instant developers such as used on racetrack photo finishes and the type of chemicals considered best; main question of live talent vs. films; continuing surveys such as carried out by Philadelphia Electric Company.

### News Strongly To Fore

Big thing however is the use of news which is considered a must by the newspaper-owned tele outlets. These stations, Stowman stated, have access to news not generally available to regular licensees because of their own news-gathering staffs. Wire services will have representatives in attendance and so far it is pointed out, they have not committed themselves on how or on what basis they will supply news to video outlets. Use of a weekly or daily newsreel will be taken up, particularly along the lines already experimented with by the "Inquirer" and WFIL. These it is said may possibly be exchanged. Coverage will be discussed such as events of international importance wherein a Princess Elizabeth of England is married and the possibility of newspaper-owned stations pooling resources in covering and sending one or two cameramen over as against all sending one or more.

Creation of central newsrooms for

# Cantor Makes Tele Trailers For Commercial Use On WNBC

What is considered to be a brand new gimmick in commercial television will turn up this fall when Pabst Beer uses its radio star, Eddie Cantor, for a series of video commercials, on film, during airing of the New York Giant football games over WNBC, New York. Technique used in the commercials, which present Cantor in gagged up scenes, is an attempt to integrate the sponsor's product with maximum entertainment.

This new development in television came to light yesterday during an interview with Cantor in his suite at the Waldorf-Astoria in New York. The comic has just completed filming scenes for six or seven video commercials. All shots were taken outdoors at Baker Field in upper Manhattan. One commercial will show Cantor chasing around on the gridiron, presumably waiting for a pass. Finally a bottle of Pabst drops into his hands. In another scene the comedian, sitting in the press box covering a football game, tries to prove his knowledge of sports reporting by explaining the workings of a typewriter, pointing out it has a "blue ribbon."

At present Cantor has no plans to

enter television with his own show but when he begins his radio show Sept. 25 over NBC it will be done every week without a script. Cantor said all cast members will memorize their lines before the broadcast and that consequently such practice would make him and his troupe ready for television at the proper time.

### Makes Prediction

The veteran movie and radio comedian predicts that within five years persons far removed from New York can dial a number and see a hit Broadway show by television. He traced the current holdback in television to advertisers who won't spend money on shows without an audience and manufacturers who won't make sets because of the lack of programs. He suggested the "two minds should get together" and that if advertisers would go ahead and underwrite the preliminary cost of video, big audiences would naturally follow.

Cantor has just finished a picture with Joan Davis for RKO titled "If You Knew Susie." It'll be released around December and he says it's his last picture, although he'll continue in radio.

assignments will also be taken up and as in the case of the other items on tap, ways and means will be discussed on how to save money in all cases.

Stowman stressed the point to RADIO DAILY that the meeting of newspaper-owned outlets was not an organizational meeting and there were no plans afoot to set one up. Also that no network or special relay systems were to be discussed.

Among those scheduled to attend the conference are: F. H. Kury, Acme Newspictures; Ben Meyer, Associated Press; Neil H. Swanson, Baltimore Sun (WMAR); Woodrow Magnuson, Buffalo Evening News (WBEN); Frank P. Schrieber, Chicago Tribune (WGN); Harry Bannister, Detroit Evening News (WWJ-TV); H. W. Batchelder, Hearst Radio, Inc., (WBAL); Robert Reid, International News Service; L. W. Herzog, Milwaukee Journal (WTMJ); B. O. Sullivan and C. E. Denton, New York Daily News Syndicate; G. Bennett Larson, Philadelphia Evening Bulletin (WPEN-TV); Roger W. Clipp, Richard A. Thornburgh, Kenneth W. Stowman, and Louis E. Littlejohn, Philadelphia Inquirer (WFIL-TV); James C. Hanrahan, Scripps-Howard Newspapers (WEWS); George M. Burbach and Robert Coe, St. Louis Post-Dispatch (KSD-TV); F. Van Konynenburg, St. Paul Dispatch (WCTN); Lee Keller, United Press, and K. H. Berkeley, Washington Evening Star.

# Nat. Air Races, Cleveland To Get Heavy CBS Cover

(Continued from Page 1)

the airport grandstand. Columbia reporters assigned to the air classic are Charles Collingwood, Douglas Edwards, Don Pryor, Bill Henry, Bill Downs and Richard Hottel. WGAR, Cleveland, will be represented by Reg Merridew, program director, and Charles Day, news director.

The six special broadcasts are as follows, all times EDT: Aug. 30, 9:45-10:15 a.m., start of Bendix Trophy race from Los Angeles; 3:30-4 p.m., Halle Trophy race; 5:30-6 p.m., Kendall Trophy race; 6:15-6:30 p.m., demonstrations by Army and Navy fliers; Aug. 31, 2:30-2:45 p.m., event to be announced later; Sept. 1, 3:30-4 p.m., Goodyear Trophy race; 5:30-6 p.m., Thompson Trophy.

### Two More Sign "Singin' Sam"

Jim Dale Clothes, Inc., men's clothing chain has bought the 15-minute transcribed "Reminisce With Singin' Sam" show for 13 weeks in two markets—WBRY in Waterbury, Conn., and WCTC in New Brunswick, N. J. Agency is The Arnold Cohan Corporation, New York.

# IT TAKES ALL KINDS OF PEOPLE ...to run a radio station

caricature by  
**BASIL WOLVERTON**  
Originator of the spaghetti  
and meatball school of art and  
portrayer of Lena the Hyena.



**FRANK COFFIN**  
Public Relations Director

First, last and all the time, a successful radio station must remember its public. KGW has entrusted its important Public Relations assignment to Frank Coffin—a man who knows the ins and outs of radio station operation like you know the back of your hand. Salesman, announcer, manager of small-market stations, program director, chief announcer, director of special events—Frank has been through the broadcasting mill—and a good thing, too, because Frank's duties are varied as broadcasting itself. What this all adds up to is that capable Frank Coffin is another one of the KGW people bending every effort to make your investment in KGW time pay big dividends. It pays to put KGW—the PLUS VALUE station—on your schedules.

Next Week—EVELYN SIBLEY LAMPMA  
Educational Director

# KGW

PORTLAND, OREGON  
AFFILIATED  
WITH

REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO.

IN CLEVELAND IT'S  
**WHK**

Midwestern organization seeks two script writers to fit into its public relations department program. Positions being held for World War II veterans. Housing opportunities are limited. Submit material you have written with reply. Address Box No. 391, c/o Radio Daily, 1501 Broadway, New York 18, N. Y.

Send Birthday  
Greetings To  
August 27  
Lewis R. Abel Mack Parker  
Alfred Stracke



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 42

NEW YORK, THURSDAY, AUGUST 28, 1947

TEN CENTS

## Web Sales Forging Ahead

### Varied Applications Announced By FCC

Washington Bureau, *RADIO DAILY*  
Washington—The FCC yesterday announced receipt of an application for a new commercial tele station in Avon, Conn., a suburb of Hartford. Applicant is the Empire Coil Company, of Avon.

WINX, owned by the Washington Post, applied for a developmental station here in Washington.

Applications were announced also for a number of new AM stations, including one for the 1490 band with 10 watts unlimited from the Colorado City Broadcasting Company, Colorado, Tex. Other applicants in—  
(Continued on Page 8)

### School Broadcast Confab Dates Announced in Chi.

First announcements of the annual School Broadcast Conference which will be held at the Hotel Continental Chicago October 27-29 were sent out yesterday by George Jennings, director of the conference. Meeting will be held in conjunction with the National Association of Educational Broadcasters and the Association for Education by Radio with the dates falling on the observance of National Radio Week.

### WVOK Owners Seek Help From Sta. Operations Costs

Declaring that they saw no hope for the profitable operation they had originally anticipated and little opportunity to perform the kind of service they had originally planned, Albert and Robert Drohlich yesterday asked the FCC to okay the sale of  
(Continued on Page 2)

### Benefactor

Sydney—Henry Joyner, 91, retired British theater director, who died at Sydney, has left \$100 each to 12 Aussie radio performers for the listening pleasure they gave him. Joyner ran the famous Camberwell Palace of Varieties in London back in the Nineties. Once he signed up Jackson's Eight Lancashire Lads, one of them being Charlie Chaplin, then aged 11.

### Emergency

NBC carried its first transcribed network show on Tuesday night when an emergency necessitated recording the Milton Berle-Philip Morris program for rebroadcast to the west coast. Berle was taken ill during the live broadcast of his earlier program at 8 p.m., and the recorded version was used for the 11:30 p.m., repeat.

### Radio Sets Red Carpet As Legion Meet Opens

Radio will be a major participant in New York City's welcoming activities to the American Legion Convention which officially gets under way at noon today at Madison Square Garden.

Networks have set an impressive list of special programs and on-the-spot pickups of important sessions of the four-day confab, in addition to schedules announced earlier. Theme of the Legion Convention, which will  
(Continued on Page 8)

### FM Exploitation Set For Indiana State Fair

Indianapolis, Ind.—A special pitch to sell the idea of FM to Indiana State Fair visitors, Aug. 29-Sept. 5, will be made by the Indiana FM Association which has set up its own exhibit in the Women's Building. Some 200,000 persons are expected to  
(Continued on Page 2)

### 'March Of Time' Radio Film Creates Mild Controversy

The "March of Time" film on radio, "Is Everybody Listening?", to be released nationally Sept. 5, has brought mild controversy among broadcasters previewing it in New York but the movie is not likely to spark a critical inferno from the industry. Film does contain a certain amount of obvious needling of commercial radio, with carefully contrived and specially selected scenes, but on the whole tries to counter some of radio's bad points

### Over 24 More Commercial Hours Sold For 1947-1948 Season Than Last Year With Many Deals Still Pending

By M. H. SHAPIRO  
(Managing Editor, *RADIO DAILY*)

The four major networks will hit the 1947-48 season with a minimum of 24 weekly hours of commercial time ahead of last year for a grand total of 231 hours sold throughout the week. As of the 1947 October 1-15 period, ABC will show a gain of 7 hours or about 14 per cent over last year, with  
(Continued on Page 7)

### Continental FM Web, FMA To Hear Denny

Washington Bureau, *RADIO DAILY*  
Washington — An anticipated 400 broadcasters in attendance at the FMA convention September 12 and 13 will be spectators as FCC Chairman Charles R. Denny addresses them and the listeners of from 22 to 25 FM stations linked through the new Continental Network, the FMA executive director, J. N. Bailey, said yesterday. Everett Dillard will also be heard briefly on the net, and the same eve—  
(Continued on Page 6)

### Madison Square Garden Skeds Spots For Rodeo

A spot campaign over eight New York City stations reported to total upwards of \$7,500 has been set by Madison Square Garden in behalf of the rodeo which opens Sept. 24. Cam—  
(Continued on Page 2)

### Top Radio Execs. To Aid American Heritage Drive

Mobilization of the nation's radio, press, movie and advertising facilities for the purpose of aiding every American community to participate  
(Continued on Page 6)

### NAB Retail Committee Sets Active Schedule

Retail Advisory sub-committee of the Sales Managers Executive Committee of the NAB held a meeting yesterday in New York at the BMB board room and passed upon and discussed a number of important items pertaining to future activity of the NAB group.

Of particular importance was the move to look into the possibilities of  
(Continued on Page 6)

### Minnesota State Fair Will Originate Programs

Radio and television continues to be leading attractions at various state fairs and exhibitions with 35 air shows set for the Minnesota State  
(Continued on Page 2)

### No Takers

Offices of Arthur Godfrey's "Talented Scouts" thought they were used to the "letters" until yesterday a man wrote that he had talent which was driving a husband crazy. Seems the wife composes and tries it out on the sax, and the poor husband who works in "the city morgue" likes peace and quiet at night. Could Godfrey put her on to get her out of the house?

(Continued on Page 8)



★ COMING AND GOING ★



Vol. 40, No. 42 Thur., Aug. 28, 1947 Price 10 Cts.

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

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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FINANCIAL
(Wed., Aug. 27)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Fernsworth I. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd., OVER THE COUNTER, Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Madison Square Garden Skeds Spots For Rodeo

(Continued from Page 1)
paign, consisting of one-minute ET's and half-minute live announcements, is divided into two phases with the first part conducted this week. The second and heaviest phase of the exploitation job resumes Sept. 15 and runs through Oct. 1.
Stations sharing in the campaign are WCBS, WJZ, WMCA, WNBC, WNEW, WOR, WHN and WQXR. Contracts were placed through Deglin-Wood & Malone agency. Madison Square Garden has used radio for the last several years to exploit the annual rodeo and other big events.

Midwestern organization seeks two script writers to fit into its public relations department program. Positions being held for World War II veterans. Housing opportunities are limited. Submit material you have written with reply. Address Box No. 391, c/o Radio Daily, 1501 Broadway, New York 18, N. Y.

DR. ENAS MACHADO de ASSIS, board member of the Inter-American Association of Broadcasters, who has spent the last two months visiting in New York and Atlantic City, left yesterday for his headquarters in Sao Paulo, Brazil.

FRED THROWER, vice-president of the American network in charge of sales; TOM FRY, eastern sales manager for ABC; MORGAN RYAN, of the web's sales staff, and PETE JAEGER, vice-president of Audience Records, left yesterday by private plane for a week-end in the Bahamas.

BOB WOLFE, associate director of radio at Kenyon & Eckhardt, is enjoying the glimmering landscapes and solemn stillnesses of Vermont's Green Mountains.

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, who has been in town during the past few days on business, will board a plane today for the return trip to Amarillo, Texas.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF are in Waterloo, Iowa, for their opening of the RCA-Allied Stores "Television Caravan" which will take place today.

TED CHURCH, news director for CBS, and JOHN DALY, network newsman, off by plane for Cleveland, where over the coming week-end they will participate in the web's coverage of the National Air Races.

BEN LUDLOW, musical director and arranger of NBC's "Call the Police," summer replacement for "Amos 'n' Andy," leaves tomorrow for Racquette Lake, N. Y., where he plans to enter —perchance to win—a rod and reel contest.

JAY EMMETT, assistant director of the Hop Harrigan juve show on Mutual, leaves today for Cleveland, where he will attend the Bendix air races and will gather material for the Harrigan program.

HAROLD STEIN, photographer well known in the entertainment field, has left with MRS. STEIN, for the Holiday Hotel in New Jersey, where he will film the Labor Day ceremonies incidental to the selection of "Miss Holiday," who, incidentally, is the Mutual lovely, MIKE MOUREE.

MARGARET GARDNER, West Coast publicist, is vacationing in New York prior to sailing Sept. 11 on the Queen Mary for three months in Europe.

Minnesota State Fair Will Originate Programs

(Continued from Page 1)
Fair getting under way Aug. 25, mostly with a tieup with station WCCO, St. Paul. Pickups from the fair grounds have also been set as well as interviews with attendees and celebrities.

In Canada, television is being demonstrated each day at the Canadian National Exhibition now in progress with newscasters from Toronto stations going on the air and being televised at the same time for benefit of visitors to the exhibition. Television Hall has been set up especially for the national event. A radio committee is handling a strong series of pickups and other broadcasts in connection with the exhibit.

Several large fairs in the U. S., have already played nationally known radio acts with others booked for the September and October fairs.

FM Exploitation Set For Indiana State Fair

(Continued from Page 1)
see the display of table model FM sets, converters and new console radios. There will also be disc, wire and tape recorders for demonstrations and FM pamphlets furnished by Zenith, General Electric and Stromberg Carlson.

To hypo the widest possible interest, the IFMA has arranged an FM contest, based on the best 25-word reply to the statement, "Why I would like to have an FM radio." Winner will receive a Zenith table model AM-FM radio, donated by the Rodefeld Co., of Indianapolis, Zenith radio distributors for Indiana. Newspapers owning FM stations have been asked to co-operate in publicizing the exhibit at the State Fair.

Two New AM Stations Approved By The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC has okayed a new AM station for Montgomery, Ala., to operate on the 1170 band with 10 kilowatts day and one kilowatt night. Applicant was Joseph G. Mathews et al., doing business as the Southern Broadcasting Co. Commissioner Durr, who hails from Montgomery, did not participate.

The Boulder City Broadcasting Co., Las Vegas, Nev., was granted its application for a new station operating daytime only with one kilowatt on the 920 band. This Company is being sold for \$50,000, according to an application filed with the FCC last Thursday. In addition to the permit for Las Vegas, the Company has assets including KBNE, Boulder City, Nev., and a construction permit for KELN, Ely, Nev.

Ruth Etting Back Sept. 1
Ruth Etting, off the air for a two week vacation, returns to WHN Sept. 1 at a new time, 6:45-7 p.m., nightly.

WWOK Owners Seek Help From Sta. Operations Costs

(Continued from Page 1)
WWOK, Flint, Mich., to the Co-operative Radio Company. They pointed out that four stations have been licensed in Flint since the war and five in the area. Another reason for selling, they said, was that their original cost estimate of \$31,312 to get on the air had been stretched more than double before they could see the end. Construction costs for the station, on 1470 band, mounted actually to \$82,489, they said.

Sale price is \$100,000.

Case Rehearses 'Brigadoon'

Russ Case, musical director of the RCA Victor show, is rehearsing the half-hour condensation of "Brigadoon," Broadway musical, for presentation on NBC, Sunday, August 31, at 2 p.m. Lee Sullivan, Pamela Britton, David Brooks and Marion Bell of the Brigadoon cast will be heard with the Case orchestra.

All fires start small

A cow kicked over a lantern and Chicago almost burned down.

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

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

W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

# HURRY! HURRY! HURRY!

Already Sold in More Than 40 Cities

## ABBOTT & COSTELLO

...But many important markets are still open for sponsorship!

**IT'S A SCOOP!** The American Broadcasting Company scoops the field with the *first* all-star comedy variety show ever offered on a LOCAL co-operative basis. Advertisers in markets of all sizes, located everywhere—are getting in on it. **YOU** can too!

More than 40 markets already sold — but plenty of cities are still available. You can buy one or as many markets as you wish (subject to prior sale). *But you must move fast!*

ABBOTT & COSTELLO, a top-notch show with a ready-made audience, is especially produced and transcribed in Hollywood and will be broadcast from there over ABC every Wednesday at 9:00-9:30 PM Eastern time, and 8:00-8:30 PM in all other time zones, beginning October 1, 1947.

**WHAT A SEQUENCE!** And look at this all-star program sequence—a Murderer's Row of talent and high-rating programs—to build maximum audience for your ABBOTT & COSTELLO sponsorship. *It's one of the strongest line-ups offered in radio!*

- 8:00-8:30 PM (Eastern) . . . . . MAYOR OF THE TOWN  
(with Lionel Barrymore)
- 8:30-9:00 PM . . . . . VOX POP  
(with Parks Johnson and Warren Hull)
- 9:00-9:30 PM . . . . . ABBOTT & COSTELLO
- 9:30-10:00 PM . . . . . JACK PAAR  
(Lucky Strike's sensational new comedian)
- 10:00-10:30 PM . . . . . BING CROSBY
- 10:30-11:00 PM . . . . . HENRY MORGAN

**IT'S THE CHANCE OF A LIFETIME!** ABBOTT & COSTELLO is one of radio's top-rating comedy shows (average Hooperating under Camel sponsorship: 17.7). *YOU can tie YOUR sales messages to this big-time variety show!* (In addition to Bud and Lou, there are vocalists and a superb chorus!) Although it costs ABC thousands of dollars each week, your costs are a mere fraction of this figure, because *you pay only for your own area.* Yet you're in a class with the biggest advertisers in radio!

**DON'T DELAY!** For full details, including costs in your area, contact your local ABC station or station representative *today.* For a group of markets, write, phone or wire—

CO-OPERATIVE PROGRAM DEPARTMENT

**ABC** American Broadcasting Company

New York                      Chicago                      San Francisco  
 33 West 42nd St.      Civic Opera Bldg.      155 Montgomery St.  
 Los Angeles... 1440 Highland Ave.      Detroit... Stroh Bldg.







# SWEENEY & MARCH ARE READY!

**We've measured them against 8 top-comedy shows  
and we know they can make your sales-chart laugh!**

A man named Ernest M. Walker invented a machine that un sentimentally measures the laugh-response of radio audiences.

He measured the response to eight of the top-comedy shows of last winter (whose *average* Hooper was 22.1)!

And now he's measured four *recent* broadcasts of "Sweeney & March", the brilliant CBS madcap comedy-team.

Mr. Walker's machine reports precisely that people are now *laughing louder and more frequently* at "Sweeney & March" than they did last winter at the eight top-comedy shows.

Programs Tested for Laugh-Power	Average Volume per Laugh	Average Length of Laughter	Average Time Between Laughs
<b>SWEENEY &amp; MARCH</b>	<b>78.8%</b>	<b>3.1 sec.</b>	<b>10.7 sec.</b>
<b>8 TOP-COMEDY SHOWS AVERAGING 22.1 HOOPER</b>	<b>74.1%</b>	<b>3.1 sec.</b>	<b>12.2 sec.</b>

But that sage of slow-business—The Hollywood Reporter—also spotted this, *without* a machine just a few weeks ago; it said flatly: "Another CBS offering that would pay its way on the sales-chart is 'Sweeney & March'. If we could, we'd buy 'em ourselves."

You know...as every top-flight comedian knows...it takes performing *time* as well as *talent* to develop the pace and punch of great radio comedy today. "Sweeney & March" got enough time on CBS because their talent was evident from the beginning.

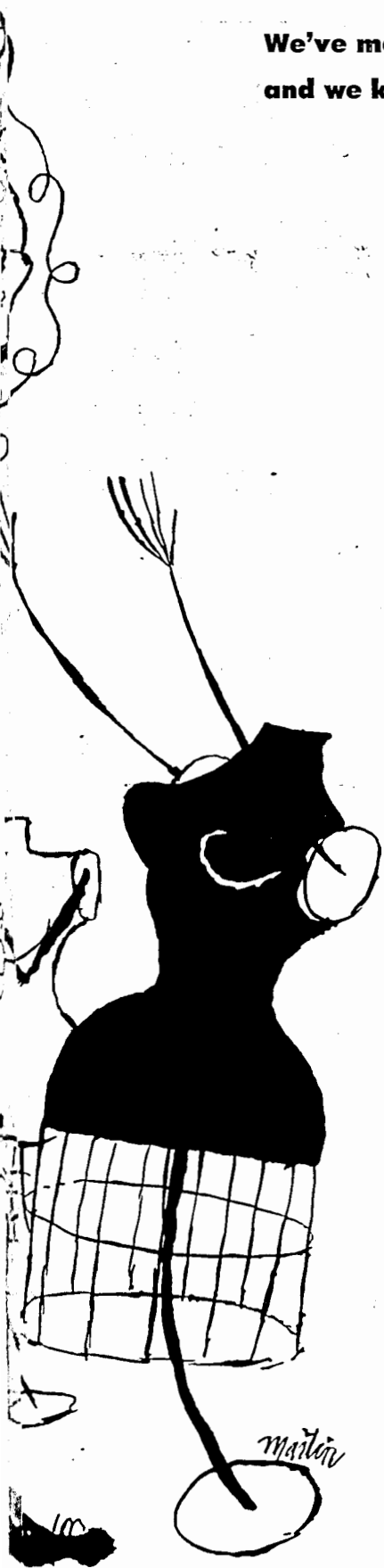
They are ready now. Ready to put laughter to work.

Ready to lift a *big* sales-curve.

*If you haven't heard them in the past few weeks, you haven't heard "Sweeney & March"!*

Tune in CBS Saturday evening at 8:30 EDT and you will hear for yourself that... "Sweeney & March" are ready.

## **A CBS PACKAGE PROGRAM**



# NAB Retail Committee Sets Active Schedule

(Continued from Page 1)

expanding research into various retail lines such as chain stores, jewelry, theaters, service organizations, real estate, automotive and explore these and similar fields. This decision was based on the success of the Joske Report on department stores and while it is not expected to be on such an elaborate scale, it is planned to have comprehensive insight into the matter and devise ways and means accordingly.

Also discussed was the forthcoming NRDGA second annual radio contest next winter and the matter of judges, entry blanks, classifications were taken up. Since the Radio Committee of the NRDGA will meet in Atlantic City, Sept. 15, at the NAB convention the NAB group will meet with them jointly. Agenda for the NAB convention was still another item under discussion. Work and activity of Miss Lee Hunt, assistant to Pellegrin, now on the Coast was discussed. Miss Hunt is holding clinics and giving talks on retail advertising.

The NAB's booklet "Radio for Retailers" will be more widely circulated, particularly through schools and colleges which have radio courses, and a more effective method of distribution generally was talked over. Various other topics were mulled, some routine. Those in attendance at yesterday's meeting were: Chairman J. Robert Gulick (WGAL, Lancaster, Penn.); Gordon Gray, (WIP, Phila.); William R. Alford (WSYR, Syracuse) and Frank Pellegrin, Director of Broadcast Advertising, NAB.

## Renews Tele Time Signals

Elgin National Watch Company has extended its time signal sponsorship on CBS video station WCBS-TV for an additional 13-week period, effective Oct. 5, it was announced this week. Contract, which covers a weekly schedule of two Sunday night signals, was placed through J. Walter Thompson.

## Lou Silver Veepee Of Garod

Lou Silver, national sales manager for Garod Radio Corporation, has been appointed a vice-president and director of the Company, effective Sept. 3.



## Windy City Wordage. . . !

• • • Leon Schooler, former radio director of Roosevelt College, has been named director of the radio division of the Chicago Community Fund. Schooler remains on the faculty of the college as instructor in radio production and writing. Don Herbert continues as assistant

## Chicago

radio manager of the Fund's public relations department. . . . Art Mercier, WBBM announcer, will leave late next week for a three-week fishing trip in northern Minnesota. . . . Two quarter-hour segments of "Queen for a Day" will be sponsored by Armour & Co. for its Star shortening, starting September 2, and will be heard over 190 Mutual stations through the south and southeast. . . . Adele Scott, well-known organist, is now providing the musical background for the WBBM-CBS "Adventurers Club" program. . . . WGN farm director Hal Totten is making all of the big midwestern State Fairs. He's at the Iowa State Fair, Des Moines, this week after having made recordings for the WGN "Farm Hour" and "Farm Service" broadcasts at the Illinois and Wisconsin fairs, and he'll follow Iowa with visits to the Indiana State and Minnesota State Fairs.



• • • Television station WBKB, which has just raised its basic hourly rate to \$375 since the number of video receivers in the Chicago area passed the 5,000 mark, is getting many renewals and new commercial accounts, indicating that sponsors are finding television a profitable medium. A new contract has just been signed by Solar Distributing Co., which contemplates a video schedule to promote the sale of Telecon television receivers. A check of taverns which have installed tele receivers shows that the number of large-size viewers is steadily increasing.



• • • Paul Neilson, WGN news analyst, who broadcast the rain-making experiment staged by the Chicago Tribune, isn't keen about doing any more broadcasts from the midst of a cumulus cloud 20,000 feet aloft. "Never again, I hope, will I have to talk into a mike through an oxygen mask," he commented. . . . Ed (Charley Chan) Begley's 24-year-old ex-GI son Tom is now his pop's business manager—and, incidentally, Ed's son recently made him the grandpop of a bouncing boy. . . . Larry Wolters, Tribune radio ed, back at his desk after a vacation in the North Woods. . . . Wisconsin and Minnesota seem to be the favorite vacation spots for radio folk. Jim Conway, WBBM announcer, will be off to the former state Monday for a week's play and Fahey Flynn will take over temporarily as master shopper of "Shopping With the Missus." And on September 14 George Watson, heard daily on "Gold Coast Rhythm," will head for a three-week stay in northern Minnesota.



• • • Leo Fremont wires from Denver that KFEL plays host on August 31 to the winner of Mutual's "Queen for a Day" program of August 28. The queen will stop off for a day in Denver en route to Colorado Springs, where she will take part in Labor Day races up Pike's Peak. Gene O'Fallon, KFEL manager, will take her on a tour of Denver, and there will be a visit to Buffalo Bill's grave on Lookout Mountain.



• • • Ted Lewis, the "Is Everybody Happy!" man, will be starred in a new series of transcribed programs starting October 3, to be sponsored for 13 weeks by Burlington Brewing Co. . . . Second annual campaign to promote child safety will be conducted September 22 through 26 by Mutual's "Tom Mix" series, originating at WGN, in co-operation with the National Safety Council. Safety warnings will be aired in time relinquished by the sponsor, Ralston Purina Co. Large posters of Tom Mix and his safety message to young listeners will be distributed in the Chicago area by WGN, which will also present local officials in safety messages.

# Continental FM Welcomes FMA To Hear Demos

(Continued from Page 1)

ning—Sept. 12—will see the first commercial FM network show ever broadcast. The Stromberg-Carlson treatise house of music will make its debut over the web at 8:30 that evening.

Those in attendance at the convention—to be held in the Roosevelt Hotel in New York—will also be given a demonstration of the new recording technique used by BBD&O in providing transcriptions of Boston Symphony rehearsals for FM broadcast. . . . Wright of the BBD&O office in Boston will be on hand to demonstrate.

Other Friday speakers will include C. M. Jansky, Jr., discussing the possibilities of FM for large-area coverage; Harold Beck Jordan, assistant executive secretary of the AAAA radio; Jack Winer, president of New York's Dynamic Stores, and IAS President Max Balcom.

## Top Radio Execs. To Aid American Heritage Drive

(Continued from Page 1)

in the forthcoming "Year of Recognition" to the principles of American liberty was announced yesterday by Thomas D'A. Brophy, president of the American Heritage Foundation, included among the organizations engaging in the campaign are: The Advertising Council, American Newspaper Publishers Association, National Association of Broadcasters, Motion Picture Theater Owners Association of America and numerous other groups.

Members of the Foundation's communications committee include, among others, Edgar Kobak, president of Mutual; Frank Stanton, president of CBS; Niles Trammell, president of NBC; Mark Woods, president of ABC, and Judge Justin Miller, president of NAB.

Foundation's Heritage campaign includes the Freedom Train which will start September 17 on a tour of the 48 states from Philadelphia.

## ATTENTION ADVERTISING AGENCIES

Radio program of proven success available. This thirteen (13) week sports show has already produced record breaking sales for six nationally known sportsors over a period of ten football seasons. Excellent for point of sale merchandising. Reach across section of public and the country's richest market. For information write Box 39, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**Cineffects**  
INC.  
THE PRODUCERS' AID

Complete slide film facilities for tele-visual productions

1600 BROADWAY  
N.Y. 19, N.Y.  
CIRCLE 6-0951

# Manufacturers Attend Two Day Clinic

Seventy representatives of radio manufacturers gathered yesterday in Philadelphia and Camden for a two day clinic designed to aid manufacturers who wish to expand their operations in the television receiver field. The conference was staged by the RCA Victor division of Radio Corporation of America.

Welcoming the manufacturers to the clinic, Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor division, said the clinic was "to share with you some of the experiences we have had, with the hope that what you see and what you hear will be helpful to you in carrying out your plans."

Indicating to what extent RCA was going to go in helping licensees to get into television receiver manufacturing, J. B. Elliott, vice-president in charge of the home instrument department, said that complete technical data on the RCA-Victor 630-TS table model would be made available to these manufacturers.

Visiting manufacturers' representatives will inspect the tube plant at Lancaster, Pa., today. Companies represented include:

- Manufacturers Listed**
- King Products Company, Inc., Automatic Radio Manufacturing, Inc., Radio Television Corp., Belmont Radio Corp., Bendix Aviation Corp., National Radio Corp., Coronet Radio Television Corp., De Wald Radio Manufacturing Corp., Emerson Radio Phonograph Corp., Espey Manufacturing Co., Inc., Fada Radio & Electric Co., Inc., Fisher Radio Corp., Rad Radio Corp., Garod Radio Co., General Electric Company, Aircraft Company, Industrial Division, Inc., Jewel Radio Corporation, Magnavox Company, Majestic Radio & Television Corp., Minerva Corporation of America, Nielsen Television Corp., North American Philco Co., Olympic Radio & Television, Packard Bell Company, Pilot Radio Corp., Portable Products Corp., Radio & Television Inc., Harold Shevlin Inc., Stewart Warner Corp., Tele Radio Corp., Televue Corp. of America, Templeton Radio Mfg. Corp., Ler Radio Corp., Viewtone Television & Radio Corp., Warwick Manufacturing Corp., Westinghouse Electric Corp.

# Network Sales Forging Ahead As Commercial Hours Rise

(Continued from Page 1)

Mutual chalking up 6 hours, also around the 14 per cent mark. Mutual figures however, include co-op programs. CBS will have a minimum of slightly over 4 hours more than last year on straight network commercials and four additional hours due to co-op commercials. NBC will have three additional hours sold, virtually all of it at night, since its block of 26 quarter-hour shows across the board is exactly the same as last year.

Favorable days and nights for the networks vary with both Wednesday and Friday being big for ABC and Sunday way out in front on Mutual. Sunday is also NBC's best commercial day. Breakdown on some of the commercials network hours and comparison with those of last season follow:

ABC Hours Sold*		
	1947	1946
Sunday	5½	6
Monday	7¾	6½
Tuesday	7½	5¾
Wednesday	10	8¾
Thursday	7¾	6½
Friday	10½	8½
Saturday	5	4½
Total hours	53½	46½

\* (Does not include co-op shows) ABC has in addition to the above seven and one-half hours of daytime co-op shows sold and three and one-half hours sold nighttime. Comparative figures with last year were not readily available.

Columbia		
	1947	1946
Daytime hours	34.25	28.50
Nighttime	27.00	28.30
Total	61.25	57.20

Figures for CBS do not include

co-op shows sold nor the increase of four hours of such commercial time sold.

Mutual		
	1947	Co-op hours
Sunday	9	1
Monday	5.25	2
Tuesday	5.05	2
Wednesday	4.05	1.45
Thursday	5.20	2
Friday	4.20	2.45
Saturday	3.20	.15
Total hrs.-mins.	36.35	11.45

Mutual's sponsored hours in the 1946-47 season totaled 34 and 30 minutes as of October last year minus co-ops.

National		
	1947	1946
Sunday	8¼	6¾
Monday	3¾	3½
Tuesday	3¾	3½
Wednesday	3¾	3½
Thursday	3½	4
Friday	3½	3¾
Saturday	6	5½
Across-the-board weekly	32½	32½
	65	62

Although NBC is as near to a complete sellout as any time in its history, there remains the possibility of further sales without crowding out certain public interest programs.

While all webs have included sales which go into effect between now and early October the various sales departments have deals on tap with new accounts which to some extent will swell the above estimates if only an average percentage of the deals are closed.

## Topmiller WCKY Mar. Succeeding Ken Church

Cincinnati—Charles H. Topmiller, chief engineer of WCKY, has been named station manager by L. B. Wilson, president and general manager. Topmiller succeeds Kenneth W. Church, who will become station manager of WIBC, Indianapolis. Topmiller has been associated with WCKY since 1930 when he joined the staff as transmitter engineer.

## Harvard Prof. Sets Study Of Breneman's "Guests"

Professor Pitirim A. Sorokin, Harvard University's sociologist and author of the recently published "Society, Culture and Personality," is embarking on a study of the "basic motivations behind unselfish acts" using as his basis Tom Breneman's "Good Neighbor" winners on "Breakfast in Hollywood."

Sorokin will take a year for his study for which these winners have been asked to fill out questionnaires relating to their backgrounds. When completed, the work will be published in two versions,—one written for popular consumption and the other for use in Harvard's sociology courses.

## Corwin Series In Sydney

Sydney—Series of 13 programs compiled from records made by U. S. radio writer Norman Corwin on his world tour is being aired by Australian Broadcasting Commission.

# WBZ-TV Sets Plans For Debut This Year

Boston — On-the-spot coverage of special events by a mobile television "control room" will be provided the video audience of this city when its first tele station WBZ-TV takes to the airwaves with test programs by the end of the year, it was announced over the week-end. W. C. Swartley, station manager, said that delivery of this equipment is scheduled for early fall.

A special body is mounted on a Chevrolet chassis to house RCA television equipment. There is room for storage, as well as for operating equipment for a two-camera video pick-up. There is also space for the newly-purchased WBZ-TV microwave relay unit, used to relay the program back to the main television transmitter when coaxial line communications are not available.

Operating personnel include cameramen, a technician in charge of "camera control," and another technician for "audio control."

"Man in the street" type of interviews are telecast from the top of the vehicle, which is reinforced and equipped with deck treads to serve as a platform for the cameramen.

As soon as the mobile unit is delivered, W. H. Hauser, WBZ-TV chief engineer, will initiate a training program for WBZ technicians not already acquainted with remote video pick-ups.

The mobile unit itself, when not operating, will be housed in the Westinghouse Radio and Television Center, now under construction in suburban Allston.

Upon completion of this radio and television center, standard band, frequency modulation and television broadcasting will originate at the Allston location. The new building will also house the administrative staff of WBZ, WBZ-FM, WBZ-TV and the shortwave affiliate, WBOS—all Westinghouse owned.

The transmitters for both video and frequency modulation will be located at the new building site, which is near Harvard Stadium, while the WBZ and WBOS transmitters will remain at Hull (Mass.).

**WHHT**  
Most Powerful  
**FULL TIME**  
station in  
**DURHAM**  
N.C. \* MBS  
1 Kw Day — 1 Kw Night

*Send Birthday Greetings To —*

August 28  
Chris Cunningham  
Dr. Ralph L. Power  
Irving Silvers Harriette Widmer  
Gerry Froman

**WTAG**  
**WORCESTER**  
*Delivers*  
**Central New England**

# Varied Applications Announced By FCC

(Continued from Page 1)

clude the Southland Broadcasting Co., Long Beach, Calif., seeking the 740 band with one kilowatt daytime; The Panola Broadcasting Co., Carthage, Tex., seeking the 1210 band with 250 watts daytime; The St. Cloud Broadcasting Co., St. Cloud, Minn., seeking the 1240 band with 250 watts unlimited; William Howard Cole, Philadelphia, Miss., seeking the 1490 band with 250 watts unlimited; San Joaquin Broadcasters, Las Vegas, Nev., seeking the 1340 band with 250 watts unlimited—the same assignment sought by Arthur D. Smith, Jr., in Winchester, Tenn., and William M. Gleiss, Sparta, Wis., seeking the 990 band with 250 watts daytime.

Several changes in license control were also sought. The Commission was asked to okay the change in control of WDHL, Bradenton, Fla., from the Manatee Broadcasting Company to the Wabash Broadcasting Co., for \$70,000; the control of WFTO, Kingston, N. C., from Jonas Weiland to the WFTC Broadcasting Company; and the sale of WABJ, Adrian, Mich., for \$62,000 from Gail Griner and Alden Cooper to James Gervity, Jr.

A new FM station was sought by WLOX, Biloxi, Miss.

The Commission also reported a number of requests to change specifications, including one from WNOE, New Orleans, which seeks to change its frequency from 1450 to 1060 kc. and its power from 50 kw., day and night to 50 kw., day and 25 kw., night, to operate instead with only five kw. night. At the same time, the Deep South Broadcasting Company, which seeks the 1060 band in New Orleans, having proposed operation on 10 kilowatts night and 50 kilowatts day amended its application to specify only five kilowatts day.

The Southern California Broadcasting Co., Pasadena, seeking the 830 band with five kw., has amended its application to seek instead power of 50 kw., for a transmitter in West Covina, Calif.

Other changes include the Commonwealth Broadcasting Corp., Norfolk, Va., seeking permission to change from the 1590 to the 1420 band for its one kilowatt daytime operation—which is not yet on the air; The Leaf-Chronicle, Clarksville, Tenn., amending its application for a new one kilowatt daytime station to specify the 950 instead of the 1140 frequency; The Wilson Radio Corp., Wilson, N. C., amending its application for a new 250-watt unlimited station to specify the 1420 band instead of the 1340 band, and the Gate City Company, Keokuk, Iowa, amending its application for a 250-watt station on the 1100 band, daytime only, to seek the 1580 band with one kilowatt power.

## Waring Time To Change

The Fred Waring Show, currently heard at 11 a.m., EDT, will switch to a new time, 10:00 a.m. EST., starting Monday, September 29.

# Radio Rolls Out Red Carpet As Legion's Meeting Opens

(Continued on Page 2)

dominate all of Gotham, and particularly mid-town areas, for the next few days will be generously indulged in by web stations. In addition, top network shows this week-end will feature Legion officials in guest appearances.

Welcoming addresses today by Gov. Thomas E. Dewey and Mayor William O'Dwyer at the official opening session at Madison Square Garden will be aired by NBC and ABC and televised by WCBS-TV. Legion's "40 and 8" parade tonight will be picked up by network stations from time to time with WNBT and WCBS-TV televising various portions of the group as it proceeds down 8th Ave., at about 6 p.m.

### Commander on CBS

CBS will carry a talk by National Commander Paul Griffith at Madison Square Garden from 3:45 to 4 p.m., today. Web has also set a special pick-up Sunday to present the new commander of the Legion who will make an official address at the 71st Regiment Armory.

Listed among the more important talks of the four-day convention is General of the Army Dwight D. Eisenhower's "important and significant" address from the stage of the 71st Regiment Armory tomorrow. Gen. Ike, who will be introduced by Paul I. Griffith, national commander of the Legion, will be heard exclusively over NBC from 3:30 to 4 p.m., EDT.

Max Sorenson, national commander of the Catholic War Veterans, will be the guest on ABC's "Headline Edition" tonight at 7 p.m. Sorenson, who returns this morning from a trip to Europe, will trade views with net-

## Krelstein Outlines Plans For Promoton of WMPS

Nearly 100 agency and network representatives and members of the trade press attended the luncheon given by WMPS at the Ritz-Carlton Hotel Tuesday where Harold Krelstein, vice-president of the station outlined in detail the station's plans for the promotion of the new wavelength and power to both the public and trade.

Memphis outlet, owned by Plough, Inc., will shortly switch from 1460 kc., to 680 kc., and increase its power from 1,000 watts daytime to 10,000 and 500 watts night to 5,000. The ABC affiliate, according to Krelstein, will spend more than \$50,000 in advertising and promotion during the first month. This includes newspaper campaigns, weeklies, outdoor, direct-mail and a new monthly magazine along house-organ lines. In addition time is being bought on a local daytime station and space in various trade papers.

Krelstein exhibited samples of the advertising and promotion now under way for the \$250,000 improvement in facilities to cover territory also where the new power is expected

### "Radio Bulletin"

For the convenience of Legionnaires, WNBC has set up a "radio bulletin" of events scheduled for each of the four days of the convention. The NBC flagship, in cooperation with the Hotel New Yorker and the Hotel Pennsylvania, headquarters of the Legion, will broadcast announcements re the time and place of convention activities, etc.

work correspondent John Mecklin, also a recent returnee from overseas. Network has also set up several pickups of Convention doings, in addition to coverage of the all-day parade on Saturday.

Secretary of Defense James V. Forrestal will be heard over Mutual when he addresses the Legion at Madison Square Garden this afternoon (4:30-4:45 p.m.) Web will air a talk by Lt. Gen. Carl Spaatz tomorrow at the same time from the 71st Regiment Armory.

### Video Coverage Set

Television coverage of Legion activities will also mark several precedents. In addition to pickups already announced WCBS-TV and WNBT will televise portions of the business meet at 71st Regiment Armory tomorrow. Participating in this session will be Eisenhower, Admiral Chester Nimitz, and Gen. Carl Spaatz. WNBT will also pick up the Commander's dinner tonight from the Waldorf-Astoria (9 p.m.) and will air a special show tomorrow night featuring the girl who will be crowned "Miss American Legion."

## Philco Official Comments On Potentialities Of FM

Montreal—"Frequency modulation is rapidly receiving widespread public acceptance," stated S. L. Cappell, vice-president and general manager of Philco Corporation of Canada, Ltd., at the annual representation of new radio and electrical refrigeration models at the Windsor Hotel here.

"Manufacturers of receiving sets can only progress as the broadcasting companies establish the means to use this new type of radio enjoyment," Mr. Cappell said. He introduced a wide display of radios for 1948, the most important new model seeming to be the "711" a radio-phonograph combination console featuring the new electronic scratch eliminator in the record player portion of the instrument.

to bring new listeners. Along with leading time-buyers of agencies, the station's representative was well represented including Alex Keese, general manager of Taylor-Howe-Snowden Radio Sales, John D. Allison, manager of the New York office and Peggy Stone.

# 'March Of Time' Film Lampoons Radio Field

(Continued from Page 1)

intelligentsia thinks best for them was his opinion that the movie did not give weight and credit to the value of competition between networks and stations in gaining listeners.

### Dead Air Lampoon

Early in the picture, the narrator makes the statement that of all peoples of the world, Americans are most in fear of a moment's silence. In a series of quick scenes cartoon then picks up U. S. listeners hugging their radios at home, at the beach in various stages of their daily routine. And for a bit of satire, which should bring a laugh from everybody, a man steps from his bath, wrapped in a towel, to answer a telephone call from Hooper.

"Is Everybody Listening?" also contains a shot of Dr. Lee de Forest whom the radio industry has every reason to respect and honor, writes a letter to the NAB and asking, "What have you done with my baby?" Commenting on this scene, one broadcaster said that likewise Alexander Graham Bell, if alive, could ask why his marvelous invention for mankind was being used to make bets on horse racing.

### Crosby Comments

John Crosby, radio columnist of the New York Herald-Tribune, stepped into the movie, saying there are no good and bad programs on their own but that the latter outweigh the former. He adds, however, that Crosby is only 27 years old and that he doesn't improve within the next 27 years it'll be time to get really at it.

Some claims made by "March of Time" are that 48 per cent of all light air time goes for soap operas and serials and that for every dollar sponsor spends the listener spends \$3 for sets and electricity. It does give the broadcasters credit for spending heavily for sustaining shows specifically in the public interest.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCE  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
HENRY GREENFIELD, Mgr. Director N.Y. 17





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 40, NO. 43

NEW YORK, FRIDAY, AUGUST 29, 1947

TEN CENTS

# BMB Declines Proposal

## Newspaper-Operated Tele-Outlet Men Meet

Chicago—Representatives of newspaper-owned television stations from all parts of the country held an all-day meeting at the Palmer House yesterday, discussing mutual problems. While no conclusions were reached, Ken Stowman, of WFIL, who called the meeting, said he was well pleased with the results and the interest shown. Meetings were not open to the press, it being felt that much of the discussion was of a nature that would have little news value.

(Continued on Page 8)

## Week Tele Privileges For Series On News Par

J. R. Poppele, president of the Television Broadcasters Assn., yesterday wired A. B. (Happy) Chandler, Commissioner of Baseball, requesting that television be accorded equal rights with other services in covering the forthcoming World Series. This action followed indications that the series would not be televised as in the past.

Poppele's wire read: "Television"

(Continued on Page 2)

## New Red Cross ET Series Will Be Produced For Fall

Plans to produce a new series of 15-minute dramatizations of stories based on the official files of the Red Cross was announced yesterday by American Red Cross headquarters in Washington. The new series titled, "Your Name" will be produced by Julius Graf, Red Cross representative in Hollywood. First program is scheduled for release on October 12.

**No Paper Monday**  
Labor Day, observed throughout the nation as a legal holiday, falls this year on September 1, next Monday. In observance, RADIO DAILY will not be published.

## Labor Day Programs Planned For Monday

Labor Day programming by networks and stations will include comprehensive coverage of talks by labor leaders and union officials as well as other coverage of general nature. Heading the list of the labor contingent is Lewis B. Schwellenbach, Secretary of Labor, who will be on the air Sunday night 10:30-11 p.m., from Washington and be heard locally in New York via Mutual-WOR.

Address of Philip Murray, president

(Continued on Page 3)

## Ascap-APRA Agreement Is Near In Australia

Sydney—The decision by the Australian Cabinet to appoint a subcommittee to consider amending the Copyright Act is of vital importance to American composers.

It is the first overt move in a battle which has been raging behind the scenes over fees paid by radio stations to the Australasian Performing Right Association.

Prime Minister Ben Chifley says an amendment is sought to provide

(Continued on Page 5)

# FCC Approves 20 Stations, Seven AM, Two Tele, 11 FM

Washington Bureau, RADIO DAILY

Washington—Two new commercial tele stations, five AM stations and several FM outlets were okayed yesterday by the FCC—the tele stations to operate in New Haven, Conn., and Wilmington, Del. Channel No. 6 was assigned to the Elm City Broadcasting Corp., New Haven, and Channel No. 7 to WDEL, Inc., Wilmington.

AM construction permits were

## Turns Down 2nd Hooper Plan Submitted For Improving The Technique Of Audience Measurement

## Time-Shifts For Fall In Effect On Networks

Program time changes for many network shows, in preparation for the fall season, are in full swing and other shuffles are expected during the next few weeks. The end of daylight saving time on Sept. 28 will have little effect on web operations from a technical standpoint other than to dispense with certain rebroadcasts

(Continued on Page 5)

## NAB Confab To Stress Int'l Aspect Of Industry

This year's NAB convention will open on an international note, the NAB has revealed. President Justin Miller will emphasize the international aspects of broadcasting in his keynote address formally opening the

(Continued on Page 2)

## Kurlan And 5 Film Stars In Coast Producing Firm

West Coast Bureau, RADIO DAILY

Hollywood—Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy, Ray Milland, and radio producer Arthur Kurlan have formed Radio

(Continued on Page 2)

Broadcast Measurement Bureau yesterday declined C. E. Hooper's "Listener Coverage Index"—a new network and station coverage survey technique which he proposed to be made available through BMB on a yearly basis. Decision was made by the BMB board research committee and is out-

(Continued on Page 5)

## Austrian Leaving RKO; Will Join N. Y. Agency

Ralph B. Austrian, president of RKO Television, Inc., has resigned effective September 10 to become vice-president in charge of television for Foote, Cone and Belding in New York. Austrian, at present making a television survey on the West Coast will take over his new duties upon his return here.

Austrian is a pioneer in the tele-

(Continued on Page 3)

## Variety Sports Program Being Auditioned By WOR

New variety sports show will be auditioned today at WOR, the package being written by Arthur Miller and Paul Gardner, with Jim Sheldon of WOR producing. Title is "All"

(Continued on Page 2)

**Underwater Tele**  
First successful demonstration of underwater television was staged by scientists and U. S. Navy officers recently in the South Pacific. The viewers watched fish swimming near the bottom of the Bikini lagoon, 160 feet below, on receivers stationed on the USS Cocal, submarine rescue vessel. Success of the demonstration will result in additional such studies.

**Night-Shift Farming**  
 Fargo, N. D.—With the giant, mechanized wheat harvesters working day and night in the Dakotas, WDAY tonight will pick up a remote from a combine crew near Castleton and will food the program to NBC which will broadcast it as a feature of network's current series treating the world food situation. The program will be heard at 9 p.m., eastern time.



★ COMING AND GOING ★

Vol. 40, No. 43 Fri., Aug. 29, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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Phone: Wisconsin 3271 Phone: Hobart 7827
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(Thurs., Aug. 28)

NEW YORK STOCK MARKET

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

OVER THE COUNTER

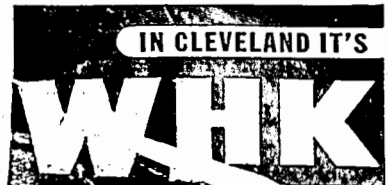
Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Kurlan And 5 Film Stars In Coast Producing Firm

(Continued from Page 1)

Repertory Theater, Inc. Among activities planned are manufacture of transcriptions and recordings, purchase and development of story properties, regular production of radio programs, possible purchase and operation of radio stations.

Organization plans eventually to include seven and not more than 10 of Hollywood's top stars, with each making an equal investment of an undisclosed amount and all sharing equally in controlling company's policies and activities.



PAUL R. FRY, vice-president and general manager of KBON, Omaha, Neb., is back at the home offices following a trip to New York for conferences with the national representatives of the station.

MURRAY ARNOLD, program director at WIP, Philadelphia, is back on the job after having vacationed at Cape Cod.

EDITH DICK, station manager at WWRL, will spend the Labor Day week-end holiday at Mastic, N. Y.

DICK FARNEY, singer on the Milton Berle show and a star for Majestic Records, left yesterday for a series of personal appearances in Connecticut.

ROBERT W. DROHLICH, of WWOK, Flint, Mich., is in town coping with some station business and capering with his fellow-American Legionnaires.

WALTER KANER, Broadway-Hollywood reporter heard on WINS, off for Napanoch, N. Y., for a holiday at the Copa Country Club.

MILTON MORISON, of the Morison & Norell Agency, has left for Washington, D. C. He'll be there for three days on business.

MARGARET and TRAVIS JOHNSON, leaders of the "Song Spinners" vocal group, heard each Saturday over WJZ at 7 p.m., are expected back in town tomorrow from Texas, where they have been vacationing.

Variety Sports Program Being Auditioned By WOR

(Continued from Page 1)

Schacht's Sports Show," originating at the former major league comic's restaurant. Guests on the program will be Chuck Dressen, Yankee coach; Pauline Betz, tennis star; Frank Corcoran, golf authority and manager of Ted Williams and Babe Didrickson; Harry Rosenthal, Herald-Tribune sports writer, and Arthur Mann assistant to Branch Rickey of the Brooklyn Dodgers team to be selected.

Program will have a quiz and interview interlude as well as other features.

Rupert Caplan Evaluates Programming Of CBC

Montreal — What Canadian radio needs most at the present time is not so much better entertainment or superior craftsmen but an honest interpretation of the human being, and a few laughs at ourselves, Rupert Caplan, supervisor of productions for the Canadian Broadcasting Corporation, told the Rotary Club of Montreal yesterday at the Mount Royal Hotel.

The function of radio, declared the speaker, was first to entertain then to inform and finally to instruct the public. In arranging programs the CBC had to take into consideration not only the different psychologies of the nine provinces and two languages, but also the differences in time and other considerations peculiar to Canada. While some people like contributions from the big neighbor to the south, what Canadians really wanted were programs from their own country, produced by Canadians, and something that would create a neighborly interest in everybody, as to what was going on in the other parts of the country.

Mr. Caplan said that the CBC had been awarded the highest award that was given in America for any program for its religious programs.

He believed the staff of 1,000 employed by CBC represented a cross section of the community who had special capacity for their work.

He mentioned that short-wave transmissions from Canada had brought in 10,000 letters from listeners abroad, and that this service was being planned for extension to Australia and New Zealand, South Africa and to several other countries.

Seek Tele Privileges For Series On News Par

(Continued from Page 1)

Broadcasters Assn., Inc., representing major networks and television station operators in the U. S., is deeply concerned that television be accorded the same rights and privileges at World Series games as radio, motion pictures and press. Although television coverage for games, if played in East, would be limited to only a few eastern coast areas, television to public has already become an important adjunct to other services. Television like radio will help to build box-office returns in major league baseball by stimulating public interest in games. We strongly urge favorable consideration by you and league officials in permitting telecasting of World Series this year."

NAB Confab To Stress Int'l Aspect Of Industry

(Continued from Page 1)

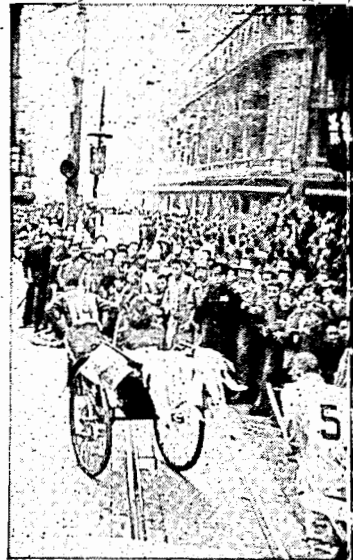
session Tuesday morning, Sept. 16. He will be followed by speakers representing nations both to the north and south of the United States.

Joseph Sedgwick, K. C., general counsel of the Canadian Association of Broadcasters, will be the representative from Canada, NAB has announced. Having served as solicitor, Department of Attorney General, Toronto, among his many other activities, Sedgwick has long been prominent in Canadian legal and broadcasting circles.

Announcement had been made previously that Goar Mestre, Cuban broadcaster and vice-president of the Inter-American Broadcasters Association, will also address the American broadcasters at this same session of the association.

GE Appoints Al Zink Supervisor Of WRGB

Al Zink, program supervisor of WGY and a staff member since 1939, has been appointed supervisor of General Electric's tele station WRGB, Schenectady. Caleb Paine, supervisor of WGFM programs will succeed Zink as acting supervisor of WGY programs. William Mulvey, newcomer to GE will become acting supervisor of WGFM programs.



China derby

"That's a race, that is." And if you don't think this W-I-T-H ad could go a lot of places from there, YOU write it.

But it seems in November 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought that guy must have had in getting through the crowd.

But there WAS a winner. And it is further proof to us that no matter how tough competition seems there is always a winner.

We have made a habit, down here in Baltimore, of helping smart radio advertisers not to get through the crowd . . . but to get to the crowd.

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available.



W-I-T-H

AM and FM. IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

# Labor Day Programs Planned For Monday

(Continued from Page 1)

The CIO will be heard over ABC from Kansas City following a big labor rally, on Monday 8:15-8:30 p.m., and William Green, president of the CIO will also be heard Monday at 9:40-4:45 p.m., over NBC, speaking from Soldiers' Field, Chicago.

ABC will also have the program "Labor U. S. A.," on Saturday August 30 6:45-7 p.m., as a preview of the Labor Day sentiment and those to be heard are: James A. Bronlow, secretary-treasurer of the AFL Metal Trades Dept.; Mrs. Bernice Heffner, secretary-treasurer of the Association of Federal Government Employees; and Phillip Pearl, director of information of the AFL.

In the week-end ABC-WJZ will highlight its sked via a tieup with New York, New Jersey and Connecticut State Police and will broadcast four times daily traffic conditions in the area; also train, plane and bus schedules, arrivals, etc. Full traffic conditions will be heard over the period and on the several Esso shorter five-minute periods at least once each day. Dramatic reports will also be heard as well as other Labor Day specific news.

### Morse to Deliver Talk

Over CBS David Morse will deliver Labor Day address over a special network program "Talks" from New York and on the Labor Day Eve Sunday August 31, "Peoples' Platform" will have a special program titled, "Where is Labor Heading?" with Leo Hurst, professor of economics at Columbia U and Eugene V. Rostow, professor of Yale. Dwight Cooke, will be moderator. CBS' mainstay on Labor Day will be its exclusive coverage of the National Air Races from Cleveland, where it will station its leading commentators of world-wide experience plus WGAR, Cleveland and such as Reg Merridew, program director, and Charles Day, news director of the station. Otherwise the web will have six or more special shows in numerous pickups, by John Daly, Church, Bill Downs, Charles Colby, Wood, Bill Henry and Dick Hotel. This series will run from tomorrow through Monday.

Numerous towns stations are planning to aid the public by broadcasting traffic conditions expected to be heavier than usual recent wartime postwar holidays when homecoming holiday and vacationists congest roadways approaching every city. Otherwise nearly all outstations are planning to carry full coverage of Labor Day events on their regularly scheduled news periods throughout the day.

### Tele To Brazil

An NBC television newsroom cameraman will be among the press group journeying to Petropolis, Brazil to cover President Truman's visit and speech to the Inter-American Conference this week-end. NBC man will film proceedings and fly back to the U. S. in time for airing of the films next week.

### Department Stores Buy Time On "Hi Jinx" Program

The Ohrbach stores in New York City and Newark, N. J., have purchased sponsorship of WNBC's "Hi Jinx" program, starring Jinx Falkenburg and Tex McCrary, effective Monday, Sept. 1; it was announced by William O. Tilenius, WNBC sales manager. Ohrbach's will sponsor the 8:45-9:00 a.m. portion of the half hour program Mondays through Fridays and the entire program on Sundays (12:00 noon-12:30 p.m.). The Grey Advertising Agency handled the 52-week contract. Herbert V. Anderson is the WNBC account executive.

### RCA-Allied Tele Caravan Draws Large Dallas Crowd

Dallas, Tex.—RCA-Allied Stores Caravan played to over 20,000 spectators throughout a four-day showing at the Titcher-Goettinger store here last week, August 19 to 22, with several local radio programs participating in the exhibition.

Caravan opened amid an impressive reception headed by Mayor (pro tem) Wallace Savage, and store officials.

The 12 television receivers placed on each floor of the store drew thousands of customers daily, in addition to the average of 1600 witnessing the programs in the studio area.

## Send Birthday Greetings To —

August 29  
George V. Denny, Jr.  
Theodore C. Streibert  
Maureen O'Connor Tim Marks  
John Kane Julius Seeback  
Harry Conover

August 30  
M. H. Shapiro Paul W. Kesten  
Oliver S. Gramling  
Jack Bundy Peggy Marshall  
M. P. Wamboldt Howard Stanley

August 31  
Arthur Godfrey Pearl Watts  
Winifred Cecil Jean MacGregor  
Jack Ward Walter Paterson

September 1  
John J. Anthony Don Wilson  
Robert K. Chase William H. Daly  
Claude Horton Fred Jeske

### Chi. Programs Renewed; Net Spot Business Noted

Chicago—The past week was a brisk one for station WMAQ, with renewals of two quarter-hour programs, and order for 203 station breaks. W. F. McLaughlin & Co., through Sherman & Marquette, Inc., renewed the "Manor House Party" (Thursdays) for 52 weeks starting September 4. The show also is heard on WMAQ and a regional NBC network on Mondays, Tuesdays, Wednesdays and Fridays. Richman Bros., clothiers, through McCann-Erickson, Inc., ordered a 52-week renewal of the Kleve Kirby news program on Mondays, Wednesday and Fridays, effective September 8.

The five-a-week "Food Magician" program won a participating sponsor with an order for one-minute announcements on Mondays, Wednesdays and Fridays for Penick & Ford, Ltd., starting September 8 for 13 weeks. Argyle Show Lounge, Chicago night spot, ordered direct one-minute participation announcements on Dave Garroway's "11:00 Club" Tuesdays through Saturdays, starting September 16 for 13 weeks.

C. A. Briggs Co., (H. B. Cough Drops) through Horton-Hayes agency, ordered 115 station breaks to be broadcast five a week for 23 weeks starting September 15. Eastern Airlines renewed a schedule of 78 station breaks to be aired six per week for 13 weeks starting August 31, and RKO Radio Pictures contracted direct for 10 station breaks.

### Austrian Leaving RKO; Will Join N. Y. Agency

(Continued from Page 1)

vision industry. After seven years as assistant vice-president of RCA Manufacturing Co., and two years as a member of the Planning Committee of the War Production Board, he was



AUSTRIAN

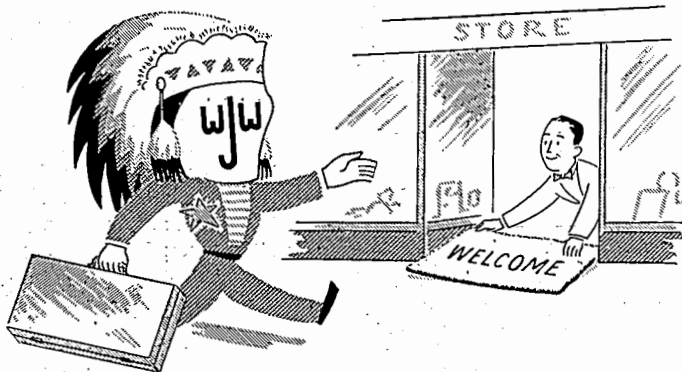
made executive vice-president, then president of RKO Television Corporation. During the last three formative years of the television industry he was quite active in the affairs of the Television Broadcasters Association.

In 1945 he was chairman of the Program Committee of the Association and last year was general chairman of the highly successful second Annual Conference of the Television Broadcasters Association.

Austrian is a Fellow of the Society of the Motion Picture Engineers, a member of its Television Committee and has just been nominated treasurer. He is also a senior member of the Institute of Radio Engineers.

RKO officials announced last night that their television department will henceforth be operated as a department of RKO Pathe.

## YOUR Star SALESMAN!



That's right, Mr. Advertiser . . . though your star salesman isn't on your payroll, he works for you all day long! WJW consistently promotes your product to more listeners per dollar spent . . . builds your profits higher and higher. WJW is your star salesman!

BASIC ABC Network WJW 850 KC 5000 Watts CLEVELAND, O. DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

**PDQ's**  
TIME-BUYERS JACK POT  
THIS WEEK'S WINNER  
MORT BASSETT  
ORSE INTERNATIONAL AGENCY  
next Week ? ? ?



# LOS ANGELES

By RALPH WILK

**T**HE Mutual-Don Lee two-and-a-half million dollar television and radio studio is beginning to take imposing shape at 1313 No. Vine Street in Hollywood. The huge radio-video plant, encompassing four studios, each larger than the largest modern movie sound stage, will be finished early in 1948.

Gene Baker, the radio announcer returned to Hollywood from Houston, Texas after doing research on "Sam Houston," his original story which will be filmed by Herman Millakowsky of Enterprise.

Al Jarvis took over Don Otis' spot on "Let's Play Records" on KLAC, while Otis took off a few days this week. The extra "ethering" gave Jarvis six hours a day on the air waves, including his other programs.

A contest to find the prettiest bespectacled girl on the Pacific Coast will be launched on "Hollywood Holiday" with Tom Breneman's audience participation show over ABC's Pacific Coast network starting Sept. 1st. Contest is tie-in with the song, "The Girl in Horn Rimmed Spectacles." Winner of various sectional contests will be titled, "Miss Horn Rim'd Spectacles of the U. S.," and be showered with honors and awards, an all-paid trip to Hollywood being among them.

The new "Meet Me at Parly's" show starring comedian Parlyakarkus, has been set for premiere airing over Mutual Network Sunday, Oct. 5th, 6 p.m., PST. Show will feature Betty Rhodes, Sheldon Leonard, and Elliott Lewis.

Jack Edwards, Jr., and Sandy Oliver are preparing a new program entitled, "The International Story," in which Edwards plays a sort of Burl Ives cowboy character. He will sing western ballads. Program, to be recorded next week, will run half an hour.

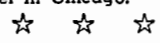
## Howard Lindsay Is Emcee On "Ford Theater" On NBC

Howard Lindsay, prominent Broadway producer and playwright, among whose credits are "State of the Union" and "Life With Father," has been chosen master of ceremonies of "The Ford Theater" which premieres over NBC Sunday, October 5, (5-6 p.m., EST). Assignment marks Lindsay's first regular stint in radio. "State" and "Life" have been long-run legit hits, with the latter establishing an all-time record this year. The former play is a Pulitzer Prize winner.



### Notes From An Aisle Seat. . . . !

● ● ● Rumors to the effect that there might be sponsor trouble with the new MBSHOW "Stop Me If You've Heard This One," is absolutely groundless . . . the new comedy features Cal Tinney, Colonel Stoopnagle and Morey Amsterdam, emceed by Roger Bower and packaged by Gale, Inc., pleased Mutual execs. so the latter predict the series will find a sponsor even before Sept. 20 when it is scheduled to go on as a sustainer. . . . ABC takes to the air in more ways than one . . . the network has purchased a Beechcraft D-18-S (which carries five passengers and two pilots) . . . which will be used to transport ABChieftains about the country . . . First official use of the plane will be made Sunday, Sept. 14 when Ed Noble, Mark Woods and Robert Kintner will be flown to the NAB meet in Atlantic City, piloted by former Lt. Col. Fred G. McNally, currently with station relations. . . . After having auditioned about fifty vocaloveties, Eddie Cantor and Vick Knight have selected Cece Martin, 18-year-old singer, formerly heard with Skitch Henderson and currently appearing with Vaughn Monroe's orchestra, for the Cantor show which returns to the air next month. . . . Ray Heatherton will add a female quartette, the Heathertones, and three violins when his band opens Sept. 19 at the Edgewater Beach Hotel in Chicago.



● ● ● Bob Smith, early bird NBChirper every morning, will fly to Bermuda for a few days . . . he'll return after Labor Day. . . . Art Linkletter, whose "People Are Funny" resumes for Raleigh Ciggies Sept. 19 via NBC, has written a book with that title which will be published Sept. 25 by Doubleday. . . . Initial program of the returning "Firestone Hour" which takes place Monday, Sept. 8, will originate at Firestone Stadium in Akron, for the special benefit of 3,000 members of that firm's "20 Year Club." . . . Hugh James will do the announcing ABChores when Walter Winchell returns to the air, Sunday. . . . Red Benson seems to have the inside track for the Eddy Newman WOR disk jockey spot. . . . Ben Grauer will announce the Perry Como Chesterfield stanzas this season . . . the crooner pocketed 142,500 smackers for his seven-week theater tour. . . . Format of the Jack Carson series to be aired via NBC will be changed from situation comedy to straight variety. . . . Though he failed to grab off that emcee spot on "Take It Or Leave It," Groucho Marx is going ahead with plans to package an audience-participation show of his own. . . . Marty Goodman to plane out to the coast to set a picture deal for Jean Sablon and cut an audition record for Arlene Francis.



● ● ● Here's one for the book . . . 10 Hollywood "names," asked to take the affirmative on the "Town Meeting of the Air" debate with the question, "Is Communism Really A Threat To Hollywood?," have found various reasons to decline . . . only Lela (mother of Ginger) Rogers has accepted the ABChance to take a verbal sock at communism. . . . The Walt Framer-Frank Cooper package, "Strike It Rich," which gives away a record sum for a sustainer (\$1,500) weekly, has been sold by J. M. Mathes Agency to Luden's (Cough Drops) . . . starting in October the quizzer will sell Candy Bars CBSunday nites at 10:30. . . . Chantootsie Bea Wain makes her dramatic debut Sunday when she'll star in the MBScientific series, "Exploring the Unknown." . . . Bea's hubby Andre Baruch is the program's permanent emcee. . . . Income from sale of radio rights to West Point football games, which formerly was kept by U.S.M.A., will be turned over to the Army Recruiting Service this year. . . . After 19 years as a sustaining feature on Mutual, Theodore Granik's "Theater Forum of the Air," may go co-op next month.



# BOSTON

**T**ERRY COWLING, staff announcer at WCOP, Boston is engaged to wed Miss Eleanor W. Bates in an October wedding.

Under the sponsorship of Town and Country Homes, Inc., Boston real estate firm, the national doubles tennis finals at the Longwood Cricket Club, Brookline, Mass., was broadcast Aug. 23 from 2 to 6 p.m., through WCOP with Jim Elliott and Chuck Crosby announcing the match play and commentary.

When the temperature in Boston soared to 99 recently WCOP's "Cross-stone Quiz" broadcast daily at 1:15 p.m., paid off in cold cash—half dollars for correct answers were distributed encased in ice cubes.

Sweltering in his fourth floor apartment room one night during the recent heat wave in Boston, Chas. Crosby, WCOP sportscaster dressing of the station's air conditioning studios dressed at 3:30 a.m., headed for the studios for rehearsal. After finding Tom LeSoeur a new man occupying a couch in the lobby and Bernie Kamenske another new man on the chaise longue in the lobby room Chuck disgusted but curled up atop his own desk.

A panel of prominent doctors from Boston's Beth Israel Hospital will participate in the Aug. 30 edition of the Yankee Network Institute's "Medical Centre of the Air" through WNAC and the Yankee web duo which "Miracle Drugs" will be discussed. The use of such drugs as penicillin, streptomycin and the sulfa group in the cure of many diseases will be explained and many rumors and myths associated with these diseases will be dispelled.

Although he has been arranging popular music for many years, BMI is Bodge's first attempt at writing a popular tune. BMI has published "Just Said Good Evening."

## YOU WON'T HEAR CONFUCIUS IN PERSON



But You'll Eat the Finest in Chinese Foods

at **OLD CHINA**  
137 WEST 52nd STREET  
NEW YORK CITY

IN CLEVELAND IT'S



# Time-Shifts For Fall In Effect On Networks

(Continued from Page 1)

Scheduled by ABC and MBS during the summer for areas which remained in standard time. CBS and NBC have broadcast on daylight time although some affiliates have transcribed the shows and aired them at later hours. All times mentioned in the following changes are E.S.T. unless otherwise specified.

Robert Q. Lewis' half-hour Saturday show on CBS moves to Sunday, effective Oct. 5, and will be heard for 30 minutes, 2-2:45 p.m. He'll fill the spot vacated by two shows, "Weekly News Review" and singer Bob Reid. "CBS Is There" returns to the air Oct. 7 and will be a Tuesday feature from 10:30-11 p.m. "Escape" resumes Wednesday, Oct. 1, 10:30-11 p.m., a time now filled by "Doorway to Life." Greater show will be rescheduled on Sunday.

"Town Meeting" to Tuesday  
"Town Meeting" via ABC shifts Sept. 2 from Thursday to Tuesday, 9:30-9:30 p.m., EDT. After Oct. 14 this program will be followed by the Boston Symphony which also switches Tuesday from 9:30-10:30 p.m. News analysis by the Christian Science Monitor gets the 8:15-8:30 p.m., EDT, Tuesday slot starting Sept. 2. "Willie Hooper" on Sept. 7 will be heard an hour and a half later every Thursday from 9-9:30 p.m., EDT.

The "Phil Silvers Show" on ABC, summer replacement for Bing Crosby, will move to Mondays, 8:30-9 p.m., Sept. 29. Same date "Candid Microphone" moves from Sunday to Monday, 8-8:30 p.m. Dr. Pepper's "Darts for Dough" changes from a Monday to a Thursday slot, 9:30-10 p.m., Oct. 2.

Jokey Program Goes Friday  
"Can You Top This?" over NBC, now heard Saturdays, takes over the 30 p.m. spot on Friday starting Oct. 3.

On Saturday, Oct. 4, the NBC Symphony will be heard from 6:30-9:30 p.m. instead of Sundays and on that date Judy Canova also changes to 9:30 p.m. Shift in the Fred Waring show to 10 a.m., starting Sept. 29, was previously announced, a move by ABC to gain a better rating. "Katie's daughter" concurrently changes to 1:15 a.m. with the sponsor, Manhattan Soap Co., adding the full network to the present 36 stations.

With a full football sked set for Mutual for Army Recruiting Service, several Saturday shows are being moved. "Harlem Hospitality Club" will change from Saturday afternoon 8-8:30 p.m., EDT, starting Sept. 13. "High Adventure" moves from Saturday to Thursday, 8-8:30 p.m., EDT.

Midwestern organization seeks two script writers to fit into its public relations department program. Positions being held for World War II veterans. Housing opportunities are limited. Submit material you have written with reply. Address Box No. 391, c/o Radio Daily, 1501 Broadway, New York 18, N. Y.

## Videogenic Donald

Donald Duck is preparing to make his debut in television Sunday night on Borden's "Supper Club" over WNBT, NBC's video outlet. Clarence Nash, whose voice has given distinctive character to the Walt Disney creation, will appear on the show with a 36-inch replica of Donald. Program will be televised from 9-9:30 p.m., EDT.

## Ascap-APRA Agreement Is Near In Australia

(Continued from Page 1)

In principle for the fixing by compulsory arbitration of a single all-Australian fee for the public performance of copyright musical work. Reason advanced is that APRA is demanding a fee for the re-broadcast of music to workers in factories. It is claimed fees have already been paid on this music by the radio stations.

Truth is that nationally-owned Australian Broadcasting Commission and the Australian Federation of Commercial Broadcasting Stations (representing 103 independent stations) have ganged up on APRA to secure a cut in performing right fees. And that means money out of American composers' pockets.

This is because of near-completion of a new agreement between ASCAP and APRA. At present, performing right fees collected in Australia for American music are paid to Australian publishers, who in turn pay an arranged proportion to the American publishers whose catalogs they buy. Very nice for the publishers, but not so hot for American composers, who don't get a cent, except by the grace of the publishers.

Under the proposed new ASCAP-APRA agreement, American composers will be on the same footing as Australian—they must get at least 50 per cent of all performing right fees. APRA will, in future, pay this 50 per cent to ASCAP, which will pass it on to composer members.

## Sign Rose For Skelton Show

Composer-conductor David Rose, who scored a hit this summer on the Music Time Show as a replacement for Eddie Cantor, has been signed as musical director for the Red Skelton Show beginning September 9 over KFI.

Rose will bring his entire 32-piece orchestra to the Skelton half-hour, plus his huge repertoire of original compositions, including the famous "Holidays for Strings." During his show this summer, Rose presented an original number for every week's program.

beginning Sept. 11. "The Better Half" switches to 9:30 p.m. on Saturday, effective Sept. 13, while the "American Forum of the Air" is being cut to a half hour show on Tuesday, 10-10:30 p.m., EDT, starting Sept. 23. Last broadcast for Barry Gray's "Scout About Town" on Tuesday nights is Sept. 9.

## WGAR Signs Sponsor For Fall Football Sked

WGAR, Cleveland, again will carry complete schedule of the Cleveland Browns football game in the pro All American Football Conference starting Friday night in the pre-season game with Baltimore, in Akron Rubber Bowl. Championship schedule home and home series with seven other clubs in circuit totals 14 games, includes three night games, one Thanksgiving day, the balance Sunday afternoon.

WGAR Sportscaster Bob Neal who called play-by-play on Browns games last year gets the same assignment this season with Bill Mayer handling color. Neal's early evening and late night daily sport shows originated the month of August from Browns' Bowling Green College training camp.

Sears Roebuck & Co., is again sponsoring the football broadcasts. Agency is Lang Fisher & Stashower. Sears also sponsors Paul Brown coach of Cleveland Browns in series of 15 minute football talks Thursdays 7:30 p.m., on WGAR.

## Wedding Bells

Peggy Kaney, daughter of A. W. Kaney, manager of the station relations department of the NBC Central division, Chicago, will be married to Joseph Koop at the Edgewater Presbyterian Church in Chicago on Wednesday, September 10.

## Neal To Air Tennis For CBC

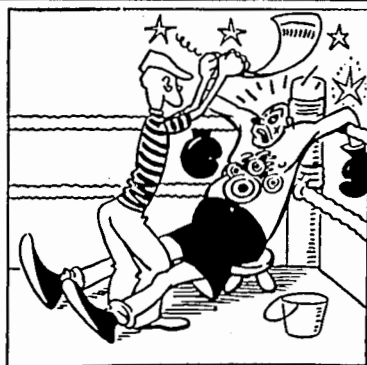
John Neal, WINS production manager, turns sportscaster over the week-end when he does play-by-play of the Davis Cup tennis matches at Forest Hills, L. I., for the Canadian Broadcasting Corp.

## Decca Dividend

Directors of Decca Records, Inc., Wednesday declared a quarterly dividend of 25 cents per share on the outstanding shares of capital stock, payable September 30, 1947, to stockholders of record September 16, 1947.

## Elect Martin To Bosch Board

Edwin M. Martin has been elected a director of the American Bosch Corporation at a meeting of that company's board of directors August 26. The election was announced by Board Chairman Frank J. Garby.



"It's OK, pal—WFDF ain't broadcastin' dis fight!"

## BMB Declines Plan Submitted By Hooper

(Continued from Page 1)

lined in a letter just sent to Hooper. Hooper officially announced proposal of the new plan to BMB's board of directors and technical committee this week although its detailed setup has been made known to prexy Hugh Feltis earlier this month. Plan was outlined in a 33-page brochure which described in detail survey procedure and how results could be applied.

The new "coverage" survey technique, a report of "facilities" which the researcher claimed is "still needed in radio," would have cost, according to Hooper, from \$650,000 to \$700,000 as compared to the estimated \$1,025,000 for BMB's proposed '49 study. He also claimed the survey would be of a higher standard than the BMB study, and that results could be obtained within three or four months, about half the time the industry group would require.

## MBS Skeds Jimmy Roosevelt

James Roosevelt will guest on Mutual's "Meet the Press," Friday, Sept. 5, 10 p.m.

**RADIO'S THRILLING HALF-HOUR  
TRANSCRIBED DETECTIVE SHOW**

# "BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

# 20.7

**IN YOUNGSTOWN**  
C. E. Hooper October-February, 1946-47  
Consistently Beats All Competition  
on Stations From Coast-to-Coast!

WRITE  
**ZIV** COMPANY  
Radio Productions  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
Hollywood  
New York • Chicago

**AGENCIES**

**FCC Approves 20 Stations,  
Seven AM, Two Tele, 11 FM**

(Continued from Page 1)

with one kilowatt, daytime only, on the 1370 band.

Additionally the FCC yesterday okayed two new stations for Torrington, Conn.—a one kilowatt daytime operation on the 990 band and a full-time operation with 250 watts on the 1490 band. Successful applicants were, successively, the Litchfield County Radio Corp., and the Torrington Broadcasting Company.

The Commission apparently found that it could not act upon charges by the former Company that the latter had conspired to cause a competing application to be entered by Louis Lasaponara of New York. The Lasaponara application may yet be granted, if engineering conditions are met. The Commission at the same time made it plain that it did not think the Litchfield County Radio Corporation's allegations against the other two applicants were in bad faith, for it is assumed that if it had thought so it would not have granted the Litchfield County application. (The frequency asked by the Litchfield County group was changed shortly after the filing of the Lasaponara application.)

**Conditional FM Grants Listed**

Conditional FM grants were announced for the following 11 applicants: Cardinal Broadcasting Co., Palo Alto, Calif.; Redlands Broadcasting Co., Redlands, Calif.; Tropical Broadcasting Co., Miami, Fla.; The Gate City Company, Keokuk, Iowa; Muscatine Broadcasting Co., Ltd., Muscatine, Iowa; Air Waves, Inc., Baton Rouge, La.; Cincco Broadcasting Co., Cincinnati, Ohio; Southern Virginia Broadcasting Corp., East St. Louis, Ill.; Robert P. O'Bannon, Coryton, Ind., and Contra Costa Broadcasting Co., Richmond, Calif.

The Commission also announced cancellation of two FM construction permits on motion of the permittees—The Rouge Valley Broadcasting Co.,

Ashland, Ore., and L. B. Wilson, Inc., Cincinnati, Ohio.

A new non-commercial FM station was okayed for the University of Houston, Texas.

Applications were announced from H. M. McCollum, Hermosa Beach, Calif., for a new AM station on the 880 band with 250 watts daytime; from North Plains Broadcasting Corp., Dumas, Texas, for the same power and time on the 800 band; from The Plains Broadcasting Company, Clovis, N. M., for 250 watts, unlimited, on the 1450 band, and from Hanover Broadcasters, Hanover, Pa., for the same power, time and channel.

KYOS, Merced, Calif., which was seeking to shift from the 1490 band to the 1360 band, increasing power from 250 watts, unlimited, to one kilowatt unlimited, has now asked to be assigned the 1480 band with five kilowatts unlimited. KLIK, San Diego, Calif., which was applying to change from the 740 to the 550 band, extending its five kilowatts daytime only authorization to five kilowatts unlimited has now proposed instead that it be given unlimited time, 250 watts, on the 1450 band, contingent upon a change in frequency for KFMB, San Diego.

Lubbock County Broadcasting Corp., Lubbock, Tex., has applied to increase its power on the 790 band, for KVLU, from one kilowatt day and night to one kilowatt day and five kilowatts night. Rossmoyne Corp., Lemoync, Pa., seeks to amend its application for daytime operation with one kilowatt on the 940 band, seeking instead the 960 band.

A change from the 700 to the 560 band was asked by Dowland Broadcasting Co., Dothan, Ala., seeking one kilowatt daytime operation.

KXOA, Sacramento, Calif., applied to shift from the 1490 to the 1480 band, upping its power from 250 watts to one kilowatt.

**Howell Taking New Post  
With U. S. Court Of Claims**

Washington Bureau, RADIO DAILY

Washington — Rep. Evan Howell, Illinois Republican who heads the Radio Subcommittee of the House Interstate and Foreign Commerce Committee, said yesterday he expects to be sworn in as a member of the United States Court of Claims for its fall term, beginning in early October, but that he does not yet know just when he will resign his Congressional seat.

Rep. Leonard W. Hall of Oyster Bay, New York, will succeed Howell as top man in radio for the committee, it is believed.

A native of Oyster Bay Cove, where he was born 47 years ago, Hall has been in Congress since January, 1939. Not known as a student of radio matters, he was until this year active as a member of the House committee on small business.

**WPTZ Tele Antenna Tower  
To Reach 4 Million People**

Philadelphia — Construction of a new 552-foot antenna tower at the transmitter of WPTZ, the Philco television station, was started this week and upon completion is expected to quadruple the area served presently by the station. New antenna is said capable of reaching 4,000,000 people, according to Ernest B. Loveman, vice-president of Philco Television.

New tower will be the highest structure in Philadelphia and one of the highest ever built for television. It will be so situated that one side faces the WPTZ studios in downtown Philadelphia and other important points from which video programs originate, such as Shibe Park and Franklin Field. Another side of the tower will face Mt. Rose, N. J., intermediate relay station for the Philco microwave video relay system linking New York with this city.

**SOUTHWEST**

ROGERS LACY and Tom Potts, two Texas oil men, have applied to the FCC for a new television station to be operated in Dallas. Station would be located in a 47 story \$12,000,000 hotel they plan on building in Dallas. Station would cost estimated \$300,000. Video reception would be available in every room of the hotel.

The Sunland Broadcasting Co., Inc. been granted a license at El Paso for a new standard broadcast station which will operate on 1340 kilocycles with 250 watts full time. Equal shares are held in the Company by Vincent W. McConn, Carlos L. Carter and Edward D. Hodge. Manager of the station will be Mr. McConn.

Rex Preis, assistant manager of KTSA, San Antonio has returned to his desk following a business trip to New York City on general station matters.

Jack Harris, general manager of KPRC, Houston, has been named to the Council on Radio Journalism of the NAB.

T. L. Kidd has been named chief engineer of KSFA, Nacogdoches. Kidd was formerly with KTSA, San Antonio.

Approval has been granted assignment of the construction permit for KGRI, Henderson from the Gorgan Radio Sales to the Henders. Broadcasting Corp., for a sum of \$4,500.

KOGT, at Orange is expected to start operations within the next several weeks. Station is owned and operated by the Sabine Area Broadcasting Co., of which A. P. Kay, Jr., is general manager. Sam Leavitt will be station manager. Station will operate full time on 1600 kilocycles with a power of 1,000 watts.

Howard W. Davis, owner and operator of KISS-FM, San Antonio, announces that the station will soon extend its operating hours from nine to 13 hours daily. Station operates present from 8 to 11 a.m., 1 to 4 p.m. and 6 to 9 p.m. Proposed schedule will be week days 8 a.m., to 9 p.m. and Sunday from 7 a.m., to 9 p.m. Station will soon move into new studios. It is local Mutual FM outlet.

Application has been submitted by Carr P. Collins, Jr., for a new outlet at Corpus Christi pending sale of KWBU, Corpus Christi to Baylor University and removal of the station to Houston which is pending before the FCC. Collins is vice-president of the Century Broadcasting Co., licensee of KWBU. He is seeking 1010 kilocycles with a power of 10,000 watts daytime hours of operation.

ev'rybody's SINGING—  
ev'rybody's PLAYING—  
**"EV'RYBODY'S BUYING MY  
LOVE SONG"**  
(Just to get a picture of you)  
**DUBONNET MUSIC PUBLISHING**  
1619 Broadway, New York 19, N. Y.

**THE RUBSAM & HORMANN BREWING COMPANY**, Staten Island, makers of R&H Beer and Ale, announces that Robert G. Hazelton has been named advertising manager, effective September 1. Hazelton was formerly account executive for Paris & Peart, New York City advertising agency where he specialized in food and beverages. Prior to 1942, before joining the agency, he was vice-president of Carl Percy, Inc.

**WARD WHELOCK COMPANY**, Philadelphia, New York and Hollywood advertising agency, announces that on September 22 William R. Farrell will join its executive staff as a vice-president. Farrell, whose resignation as vice-president and partner of Kaster, Farrell, Chesley and Clifford, Inc., will be effective September 1, will work from the Wheelock home office in Philadelphia.

**McGEEHAN & O'MARA, INC.**, radio station representatives, New York City, have been appointed national representatives for WCOV, Montgomery, Ala.; WGWD, Gadsden, Ala., and WGWC, Selma, Ala.

**HARRY WAXMAN CO.**, New York, through Hicks Advertising agency, is launching an extensive advertising campaign to introduce its new "Magic Form" slip to the public.

IN CLEVELAND IT'S  
**WHK**

# The ANNUAL CONVENTION

OF THE

# FM ASSOCIATION



Two days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the FMA convention. A complete record of the activities will appear in RADIO DAILY each day of the convention for readers in attendance as well as those who are unable to attend.

*Read RADIO DAILY at the convention or at your desk for a complete daily-on-the-spot record of goings-on in New York City.*

## SEPTEMBER 12-13

**ROOSEVELT HOTEL, NEW YORK CITY**

# Newspaper-Operated Tele-Outlet Men Meet

(Continued from Page 1)

and some of it was of an off-the-record nature.

Problems discussed included studio lighting-incandescent vs. fluorescent; live vs. film programs; production techniques; studio construction; microwave links for remote pickups; selling and programming; Zoomar lens and its use in television.

"The main thing we are working for," said Stowman, "is to get the networks to do something. There has been a lot of talk but little has been done." Stowman spiked the rumor that newspaper-owned stations contemplated forming a network. "There is nothing to it," he declared, "the existing networks have the facilities to furnish programs. What we are interested in is getting the programs from any network that has them to offer."

The newspaper-tele representatives agreed that television opens a new field of public service, and it was agreed that to bring the American public the best possible programs adequate networks should be established as soon as possible. This, they said, would make programs available to all television stations from coast to coast. But they made it clear that in speaking of establishing networks they did not mean production networks such as NBC and the others, but an affiliation of stations that would draw their programs from the established networks.

E. C. Ziesel, division commercial manager of the Western Union at Chicago, wired the meeting that Western Union will soon be able to offer tele stations service in cities from New York to St. Louis. The wire read:

"Western Union's present planning calls for microwave systems between New York and Chicago via Albany, Cleveland and Detroit; via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cincinnati and St. Louis. Western Union is also moving, as rapidly as possible, to become a common carrier of television relay programs and expects to have radio equipment available in about six months.

"When the towers and buildings are completed along the routes previously mentioned, the telegraph company hopes to be able to offer television relay service, either on a leased basis to individual broadcasters or to networks, or as a common carrier service to stations that desire it for short intervals."

Representatives of AP, UP, INS and

# COAST - TO - COAST

## — CALIFORNIA —

**OAKLAND**—Jerry Morton, who, for the past two years, has been special events director of KLX, has been appointed program director of that station. . . . **SACRAMENTO**—KFBK of the McClatchy Broadcasting Co. will go all out in providing coverage of the great California State Fair from August 28-September 7, by scheduling special State Fair programs and originating a number of regular features from an exhibit of the McClatchy newspapers and radio stations. This is the first exposition to be held in the Golden State since 1941.

## — FLORIDA —

**HOLLYWOOD**—Lenora Burnett Brimer, formerly with KOY, Phoenix, Arizona, has joined the staff of WINZ with two other studios in Miami and Miami Beach. Miss Brimer will act as private secretary to station president, Jonas Weiland. . . . **JACKSONVILLE**—WJHP has just received a resignation from Ted Chapeau, known to Southern radio listeners as "Old Lazybones" and "The Sky Commuter." General manager of that station, and connected with it since 1940, Mr. Chapeau will become WMBR's director of public relations in September.

## — OHIO —

**CINCINNATI**—WKRC, again produced the team which won the National Junior Olympic Championship, covering 40 track and field events for boys and girls in age groups 10-13, 14-15 and 16-17. Sponsored nationally by WJW, Cleveland and held in Baldwin Wallace Stadium at Berea, the Junior Olympics have played an outstanding role in the decrease of juvenile delinquency. The mayor of this city, Carl W. Rich, proclaimed the first week after school closed as

Acme presented plans and developments for news coverage by television. All four companies reported that they are continuing to explore the field to bring world-wide coverage of news to the public by television. They also revealed plans to make this service available to all television stations. AP was represented at the meeting by Ben Meyer, UP by Bill Newsom, INS by Richard Reed and Acme by Meade Monroe.

Station and newspaper representatives at the meeting were: KSD-TV, St. Louis, George Burbach and Robert Coe; Daily News Syndicate, New York, J. O. Sullivan and C. E. Denton; WFIL, Philadelphia Inquirer, Ken Stowman, R. A. Thornburn and R. W. Tripp; WTMJ, Milwaukee Journal, L. W. Herzog; Scripps-Howard, Cleveland, J. Hanrahan; WMAR, Baltimore Sun, N. H. Swanson; WTCN, St. Louis Post-Dispatch, F. Van Konyneburg; WMAL, Washington Evening Sun, K. Berkeley; WWJ-TV, Detroit, Harry Bannister; WGNA, Chicago Tribune, Frank P. Schreiber, Verna Brooks and Carl Meyers; WBAL, Baltimore, Hearst Radio, H. W. Batchelder; WPEN-TV, Philadelphia Bulletin, Ben Larson; WBN, Buffalo News, W. Magnuson.

"Junior Olympics Week". . . . **COLUMBUS**—Arthur Robinson, WHKC news editor, has been appointed coordinator of health education for Community Health Services, Inc., a Community Fund agency. Taking over his station newscast will be Paul Frank.

## — MASSACHUSETTS —

**BOSTON**—WEEI general manager, Harold E. Fellows, who is also director of CBS operations in New England, was toastmaster at the dinner held at the Bradley House of the Garland School, marking the closing session of the Radio Workshop, a joint project of Boston University and the New England Committee on Radio in Education. . . . Currently heard on the homemaker's period, 8:30-8:45 a.m., Monday-Saturday is Dorothy Warren who is substituting for Mildred Bailey while the latter vacations at Rocky Neck, Gloucester. . . . Recipient of a 25-year service button from Westinghouse Radio Stations, Inc., was Harold E. Randall, chief engineer of WBZA. Presentation was made by W. C. Swartley, WBZ and WBZA station manager, before a group of Westinghouse employees.

## — PENNSYLVANIA —

**PHILADELPHIA**—Students in Temple University's department of radio, speech and theater, will learn new techniques of broadcasting while aiding in the education of others by taking an active part in WFIL's series of "Studio Schoolhouse" programs. The week-day shows are prepared especially for "in school" listening by WFIL's educational department, along with representatives of public, parochial, and private schools, the Philadelphia Free Library and Franklin Institute. The Temple students will provide talent for acting along with writing assistance and aid to the Steering Committee in the conduct of research on the programs' research and its evaluation. . . . **BUTLER**—William Wyatt, formerly with NBC in New York City, has joined the sales staff of WISR.

## — OREGON —

**CORVALLIS**—KOAC recently presented "Classroom On Wheels," a special student project from a summer school class at Oregon State College, on classroom utilization of audio-visual aids. Feature of the program was the dramatized story of a summer field tour, conducted by Dr. George Eby, of the College of Pacific, Stockton, Calif. and the OSC students. . . . **PORTLAND**—Margaret Becker, featured vocalist on KGW's "620 Matinee," has been selected "Theme Girl" of the 1947 Coos Bay Pirates' Regatta and is leaving for that city to star in the Pirate's colorful pageant, "Treasure-Trove."

YOUR RADIO DAILY  
DELIVERED TO YOU IN  
LOS ANGELES AND VICINITY  
BY  
MANNING'S DELIVERY SERVICE  
A SPECIALIZED MESSENGER  
AND DELIVERY SERVICE  
HO-3129

# D. Of J. Meets Webs; Is Reluctant Re Results

Washington Bureau, RADIO DAILY

Washington—Attorney Peter Brown of the Criminal Division of the Department of Justice met yesterday with representatives of the four networks on the question of availability of network shows for FM broadcast. FMA told Brown last week the reason to believe the nets welcomed

## Chicago Meeting

Presidents of the four major networks in a telegram to James C. Petrillo, president of the AFM, accepted an invitation to meet with the international executive board of AFM in Chicago at 11 a.m., Monday, Sept. 8. The meeting has been arranged to discuss duplication of music on AM and FM stations.

the public utterances by AFM President James C. Petrillo that program duplication will not be permitted.

The Department of Justice refused all comment on the meeting yesterday—beyond admitting that the session had taken place. Brown was unwilling even to talk to reporters—instead referring them to the department's totally inadequate information office, which showed no sign of having any knowledge of what had taken place at the meeting.

From other sources, however, it was learned that the network representatives had explained to Brown their fear of reprisal by the AFM if they permitted FM broadcasts of their musical programs without express permission from Petrillo—although there is no written contract to stand in the way of duplication.

Robert Swezey was present of MBS, Frank White and Julius Bunner for CBS, Frank Mullen for Henry Lader for NBC, and MacDonald and Robert Kintner of ABC.

## Renew Juvenile Show

Renewal of "Hobby Horse presents," a juvenile book program of WMAQ, Chicago, under the sponsorship of Carson Pirie Scott and Company, department store, was announced yesterday. The program will be heard Saturdays from 8:45 to 9 a.m., CDST., for 39 weeks beginning September 20.

## STUCK IN TOWN!

VACATION ON THE  
ROOF AT GOODWIN'S  
SWEDISH MASSAGE  
VAPOR CABINETS  
SOLARIUM  
MILD EXERCISE  
ELECTRICAL APPARATUS  
ETC.  
MEN TUESDAY—THURSDAY  
SATURDAY  
WOMEN MONDAY—WEDNESDAY  
FRIDAY  
GOODWIN'S GYM  
1457 BROADWAY (42nd STREET)  
WISconsin 7-8250 ON THE ROOF

IN CLEVELAND IT'S  
**WHK**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 44

NEW YORK, TUESDAY, SEPTEMBER 2, 1947

TEN CENTS

## FMA Questionnaire Sent

### NAB Asks FCC Confab On Operator-Licenses

Washington Bureau, RADIO DAILY  
 Washington—The NAB on Friday petitioned the FCC for an informal hearing on the Commission's proposal last month to revise broadcast operator license requirements. The new plan calls for three classes of licenses instead of the one type which now permits the technical operation of a broadcasting station.

Stating that numerous comments had been received from its membership expressing interest in possible results of the new regulation, NAB suggested that full consideration should be given four points:

(1) The desirability of assuring  
 (Continued on Page 5)

### GE Preparing Contract for "House Party" On CBS

Appliance and Merchandising of General Electric, Bridgeport, Conn., is preparing contracts for resumption of sponsorship of "House Party," Monday through Friday on CBS at 30-3:55 p.m., EST. Contract will come effective Dec. 1, 1947. Program formerly sponsored by GE is currently on CBS at 5 p.m., and is originally sponsored. Art Linkletter

(Continued on Page 2)

### Ice Follies' Buys MBS Time For Autumn Premiere

Air time for a half-hour broadcast of MBS has been bought by Shipstad and Johnson's "Ice Follies of '48" when the show begins its nationwide tour next month. Broadcast will originate from the Pan-

(Continued on Page 2)

### Wrong Sponsor

Funniest television incident of the year occurred Thursday night when Maurice La Pue, emcee of a special stage show presented by Coca-Cola for the American Legion, credited Morton Downey and Pepsi-Cola for putting on the highjinks. Television cameras of CBS and NBC picked up the event and viewers saw and heard the emcee hastily try to rectify his error.

### Receiver Sales Off In Both Radio, Tele

Summer lull in the sale of radio and television receivers reported by New York retail trade is expected to disappear as the time approaches for the World Series baseball games and the coming fall football schedule.

Tele set dealers are banking on world series as the event that will spark fall sales of receivers. The dealers, however, have no definite assurance as yet that the series will be covered by video.

In the radio receiver field dealers have stocked up on inexpensive table models anticipating heavy sales during the baseball series. Advertising in newspapers will be pitched to build a large world series audience with campaigns on the more expensive console models being tabled until the Christmas season.

Jack Poppele, president of the Television Broadcasters Association, has petitioned A. B. (Happy) Chandler, Commissioner of Baseball, to allow television coverage of the series.

## South Africa Gets Sample Of Commercial Programs

By HERMIEN DOMMISSE  
 (Special Correspondent,  
 RADIO DAILY)

Johannesburg—The Commission of Enquiry into Radio, which was appointed by the South African Government last year to investigate the affairs of the South African Broadcasting Corporation, and to decide whether or not it shall go commercial, is still brooding on the issue. In the meantime however, Lieut-

## Seeks To Sound Out Industry As Whole On Duplication Of Network-Music; D Of J Seen Reluctant To Act

### AFM OK's Live Music For Tele Legion Shows

Television pickups of two major events of the American Legion Convention last week,—the Commander's dinner at the Waldorf-Astoria Thursday night and the Celebrity Night at Madison Square Garden Saturday—were made possible by a unique concession made by the American Federation of Musicians.

American Legion officials, aware  
 (Continued on Page 7)

### KBS Cuts Time Rates On Transcribed Network

Keystone Broadcasting System has cut its time rates from 14 to 26 per cent as of Sept. 1, it is announced by Michael M. Sillerman, president. Reduction in quarter-hour rates amounts to 26 per cent while the one-hour  
 (Continued on Page 2)

### "Show Of The Year" Set By Pall Mall Over NBC

Deal has been closed for "The Show of the Year," with sponsorship going to American Cigar and Cigarette Co. for Pall Mall cigarettes  
 (Continued on Page 2)

Washington Bureau, RADIO DAILY  
 Washington—The FMA over the week-end sent more than 1100 questionnaires to FM broadcasters, permittees and applicants to determine how the industry as a whole feels about the question of duplicating AM network shows. It is hoped that a large segment of the industry will have replied to the questionnaires by the end of next week, when the FMA convention is held in New York.

At the same time it was reported here that the Department of Justice  
 (Continued on Page 7)

### CBS Announces Plans For NAB Convention

CBS will send a strong contingent of executives and other representatives to the 25th annual convention of the NAB in Atlantic City Sept. 15 to 18, with President Frank Stanton of the web heading the list. Network has set a full agenda of activities including a dinner meeting of CBS  
 (Continued on Page 5)

### WCAO In New Home; Hailed As "Show Place"

Baltimore—WCAO, one of the original 16 stations to comprise the Columbia Broadcasting System, will occupy today its new five-story studio and office building on North Charles  
 (Continued on Page 5)

### President to Speak

The 20-minute talk by President Truman at the Inter-American Defense Conference in Petropolis, Brazil, is scheduled to be carried this morning by ABC, CBS, MBS and NBC. White House has given the networks the rarely granted permission that Mr. Truman's talk may be cut off the air if reception is bad. If it's cut, webs will carry a recorded rebroadcast.

### Optimistic Note

San Francisco—Declaring that no depression, nor even a recession, is discernible on the business horizon, Charles E. Wilson, president of General Electric Company, stopped over here the past week-end on a tour of G.E. holdings on the west coast. He said he differed with some Washington economists who have been predicting a depression.



★ COMING AND GOING ★

Vol. 40, No. 44 Tues., Sept. 2, 1947 Price 10 Cts.  
**JOHN W. ALICOATE** : : : Publisher  
**FRANK BURKE** : : : : : Editor  
**MARVIN KIRSCH** : : : Business Manager

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 Phone: Wisconsin 3271 Phone: Hobart 7627  
**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland Blvd., 155 No. Clark St.  
 Phone: State 2332

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

**"Show Of The Year" Set By Pall Mall Over NBC**

(Continued from Page 1)  
 which has set the NBC Wednesday 10-10:30 p.m. slot effective late this month. Agency is Sullivan, Stauffer, Colwell & Bayles.

Format of the package which is a tie-in with AFRA will be an exact repeated performance by leading radio shows which have been chosen as the best of that particular week. Several NBC topflight net shows have already agreed to work with the idea. AFRA will share in the payment of the show to the extent of \$2,500 weekly which it will place in a special welfare fund. Sponsor will pay the talent under a \$15,000 weekly budget with a maximum placed on such expenditures.

**KBS Cuts Time Rates On Transcribed Network**

(Continued from Page 1)  
 charge was cut 20 per cent. A full hour of Class A time is now set at \$6,760 and the 15-minute fee is reduced to \$2,288.  
 New rates, according to Keystone, were made to cut the "per thousand" cost for advertising in covering "beyond-metropolitan" markets. Rate reductions do not affect Keystone affiliates but are absorbed by KBS headquarters. KBS affiliates now total 285.

**TED CHURCH**, director of news broadcasts for the Columbia network, returns today by plane from Cleveland, where over the week-end the web broadcast the National Air Races. In the plane with him were the network newsmen; **JOHN DALY**, **DOUGLAS EDWARDS**, **DON PRYOR**, **BILL DOWNS**, **RICHARD C. HOTTELET** and **CHARLES COLLINGWOOD** and his wife, the film star, **LOUISE ALBRITTON**.

**E. H. SHOMO**, commercial manager of WBBM, Columbia's owned-and-operated station in Chicago, is back in the Windy City following a short trip to New York. He was here the major portion of last week.

**ROBERT I. GARVER**, radio director of Alley & Richards, Inc., is spending an idyllic 10 days at Grand Lake Stream, Me.

**RICHARD PACK**, publicity director at WOR, who has been resting up for a while in Nova Scotia, is expected back on the job some time today.

**RED BARR**, program director at WWRL, is back at the station after having vacationed in the Poconos.

**D. GORDON GRAHAM**, assistant program director at WCBS, has returned from his summer holiday.

**CLARENCE NASH**, the original voice of Walt Disney's Donald Duck, and **CLIFF EDWARDS**, the voice of Jiminy Cricket, are in New York to take part in final rehearsals and the broadcast of "1960?? Jiminy Cricket!" which will be heard on the American network Monday, Sept. 8, at 9 p.m.

**LILLIAN SUPOVE**, director of special events at WNYC, left LaGuardia Field Friday via Constellation for London, where she will spend a week recording interviews with representative Britons for subsequent broadcasting over the Municipal station.

**GEORGE LEWIS**, director of National Laugh Week Foundation, off to Albany, N. Y., on business for the organization.

**BENEDICT GIMBEL, Jr.**, president and general manager of WIP and WIP-FM, Philadelphia, will return to the station today following a short absence.

**RALPH HATCHER**, manager of the Columbia network's co-op division, left Friday on a business trip to Richmond, Va.

**SYDNEY JONES** and **JACK TRAPKIN**, Columbia engineers, are back from Atlantic City, where they handled yesterday's broadcast of the Vaughn Monroe program.

**GE Preparing Contract For "House Party" On CBS**

(Continued from Page 1)  
 will emcee the show which will originate from Hollywood, but on occasion come from various key cities. Contracts are being readied by Charles R. Pritchard, manager of marketing for GE appliance and merchandising department; A. L. Scaife, advertising manager and Sylvester L. Weaver, vice-president in charge of radio for Young & Rubicam, Inc.

**Big Advance Registration At New Vets School**

Record number of vets reported registering for fall and winter courses at Radio-Electronics School of New York which is sponsored by key figures in radio, including Lewis Allen Weiss, chairman of board. MBS; Sydney M. Kaye, president, BMI; Herbert L. Peltey, executive director WHN; Louis G. Cowan, prexy, Entertainment Enterprises, and Oveta Culp Hobby, executive veepee, KPRC. Prexy of school is R. L. Duncan with William B. Campbell listed as executive veepee. School, occupying first and second floors at 52 Broadway, Manhattan, can handle about 1,200 students studying radio fundamentals, control room and transmitter operations, television, FM, facsimile and other phases of radio-electronics.

**NAB To Host Delegates To Communications Meet**

Washington Bureau, **RADIO DAILY**  
 Washington—Delegates to the International Telecommunications Conference now in progress at Atlantic City—which is expected to be still in session—have been invited to attend various general sessions, clinics, conferences and exhibits of the NAB convention at Atlantic City, N. J., September 15-17, NAB said Friday.

**'Ice Follies' Buys MBS Time For Fall Premiere**

(Continued from Page 1)  
 Pacific Auditorium in Los Angeles, Sept. 18, 12:30-1 a.m., EDT, but some Mutual affiliates will transcribe the show and air it later. Ken Carpenter will emcee the program, interviewing movie celebrities and giving format of the Ice Follies so as to hypo listener interest in cities where the ice show is booked. Agency handling the account is Smith, Bull & McCreery.

Same agency has also contracted for a quarter-hour broadcast over MBS stations in the east and several Canadian outlets, about 30 in all, to pre-sell another ice show, the "Ice Capades," owned by the Arena Managers Association. Broadcast will originate from Pittsburgh Sept. 3 from 10-10:15 p.m., EDT.

**Speaker Of House On ABC**

Republican party, following a half-hour free time offer made by ABC which has also been given to the Democrats, has scheduled Joseph Martin, Speaker of the House, on Sept. 24 from 9-9:15 p.m., EDT. Martin will speak from Milwaukee following a dinner given by the State Republicans.



**Playing for keeps**

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

Most of the talk is about a seller's 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 put 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 marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.



**W-I-T-H**  
 AM and FM  
**IN BALTIMORE**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-Reed

IN CLEVELAND IT'S  
**WHK**

**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**

a big audience...  
for a **SONG!**

**the David Street Song Shop**  
**ON TRANSCRIPTION**

**117 quarter hours**  
**for local and regional sponsorship**


You can count on the counter of THE DAVID STREET SONG SHOP for fast-moving sales! David Street is the new romantic singing star who made an instant hit on the *Old Gold* and *Sealtest* shows over NBC. He's an outstanding recording artist . . . the singer Twentieth Century-Fox is grooming for top billing in every theatre in the country. (You've heard him in Bing Crosby's "Going My Way.")

There's more! Lucille Norman, bright new NBC star, adds her voice to this wonderful 15 minutes of music. Hear familiar-tones? It's the Mello-Larks, the vocalists whose styling made them famous with Tex Beneke and his Glenn Miller Orchestra. *Orchestra Magazine* rates them the singing group of 1947. Another find is the sparkling background music of Gene Plummer and his men.


Yes, here's the kind of musical show that makes your customers say, "I'll buy it!" It's easy listening all the way. So get your facts today on this high-quality, low-cost program. THE DAVID STREET SONG SHOP brings the shoppers to you!



starring **DAVID STREET**  
Twentieth Century-Fox  
singing sensation



Lucille Norman



Mello-Larks

at last! the **BIG**  
15-minute song show! from

**LOUIS G. COWAN, INC.**

NEW YORK: 485 Madison Ave.,  
New York 22, N.Y. Plaza 9-3700

HOLLYWOOD: Guaranty Building,  
6331 Hollywood Blvd. Hollywood  
28, Calif. Hillside 5337

CHICAGO: 8 So. Michigan Ave.,  
Chicago 3, Ill., Randolph 2022

**NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS**

## EQUIPMENT

### Winters Gets New RCA Post

Harold M. Winters, former east central regional manager for RCA Victor, has been appointed director of the company's distribution department, it was announced by Frank M. Folsom, executive vice-president in charge of the RCA Victor Division, Radio Corp. of America. His headquarters will be in Camden, N. J.

Associated with RCA Victor since 1926, Mr. Winters is well known in sales and distribution fields throughout the country. He has served as sales manager in the Minneapolis territory, and as district manager in Kansas City and later in Cleveland.

He has also served as assistant to the president of RCA Victor Argentina, S. A., in Buenos Aires. Since 1944, he has been regional manager for RCA Victor with headquarters in Cleveland. He is a member of the board of directors of the RCA Victor Distributing Corporation in Chicago.

### Gets Stewart-Warner Post

Richard M. Peterson has been appointed Southeastern Regional Manager for the radio division of Stewart-Warner Corporation, Floyd D. Masters, sales manager of the radio division, has announced. Peterson, who has been assistant advertising manager of the radio division, will make his headquarters in Atlanta, Ga., Masters said.

He formerly was advertising manager of Popular Chemistry publications and was a member of the sales staff in the appliance division of A. C. McClurg & Co., Chicago.

### Heads W. E. Division

Frederick E. Hanson, in charge of engineering at Western Electric Company's electronics shops in New York City and Allentown, Pa., has been appointed manager of the shops, effective September 1, it was announced this week. The electronics shops manufacture quartz crystals, vacuum tubes, rectifiers and other components of telephone equipment for the Bell system. G. E. Long, assistant superintendent, will succeed Mr. Hanson.

### Midget Phonograph

A portable electric phonograph, weighing 8 3/4 pounds and smaller than the average portable typewriter, will be introduced this fall by the Tone Products Corporation. It will play seven-inch, 10-inch or 12-inch records and retails for \$27.95. The carrying case is covered with water proof python leatheret.



### California Commentary . . . !

● ● ● Fanny Brice starts her 27th year in show business when her Baby Snooks Show returns on CBS on Sept. 5. The character of Snooks itself is nine years old. Hanley Stafford returns as Daddy, part he played since the inception of the show, with Arlene Harris as mother. . . . Milton Samuel, Young & Rubicam Hollywood publicity director, has resumed his duties after vacationing for a week in San Diego. . . . Redd Harper and his Flatlanders have been busy at the C. P. MacGregor studio, waxing some oldies and some of Redd's originals, all Westerns. Redd was formerly with Jimmy Grier and is now specializing in Western music. Some of his tunes include, "Mail Order Mama," which sold 20,000 records during the first week of its release. . . . Jimmy Wakely, Monogram Western singing star, has been set to do two recordings for Capitol Records this week. Songs he'll sing will be "When Your Hair Has Turned To Silver" and "Bouquet of Roses." . . . Doris Herr switches from KXLA, Pasadena, to Young & Rubicam, Hollywood, as receptionist.



● ● ● Bob Hope returns to the air Sept. 16, with, so far, the only change from last season's lineup being on the music side of his program. Bob has signed Les Brown and his orchestra in place of the Desi Arnaz crew. It is not yet definite whether Jerry Colonna will return with Hope, but a decision will be made in the next few days. It is also planned to use several girl vocalists during the 1947-48 season. . . . The Sportsmen Quartet, heard on the Jack Benny and Sealtest shows, has been signed to appear in Jerry Fairbanks' feature film, "Doctor Jim." . . . Max Smith, Bill Days, Gurney Bell and Marty Sperzel will harmonize with Stuart Erwin for a barber shop sequence in the screen story of a country doctor. . . . By the way, Ken Carpenter does the narrating for Fairbanks' series of short subjects, "Speaking Of Animals." . . . Cy Howard, writer-producer of "My Friend Irma," will address the Beverly Hills Rotary Club Sept. 8 on "Comedy In Radio."



● ● ● To launch his new season on the air, Ralph Edwards tossed a "Bubble Gum" kiddie party at the Beverly Hills Sand and Pool Club. Among the festivities were stunt diving by professionals, egg hunting by the "kids," a musical gum contest and a game of musical chairs. All the winners went home with beautiful prizes, ranging from a Bulova watch to record albums. . . . Jess Oppenheimer, scripter on the Baby Snooks show, back by air from Honolulu Royal Hawaiian honeymoon. Wife is the former Estelle Weiss, manager of Al Jarvis' music shops.



● ● ● KMPC begins its exclusive coverage of all Los Angeles Rams games Sept. 5 when the Rams meet the Washington Redskins in an exhibition game. Bob Kelley, KMPC's sports director, will describe the play-by-play broadcast, with Tom Hanlon emceeing the features. This marks the eleventh season that Kelley has handled the broadcasts of the Rams football series. The Sept. 5 game will be the first of a series of 16 Rams broadcasts KMPC will air during the season, and Kelley will travel more than 60,000 miles between the East and Pacific Coast to cover a play-by-play account of each game. . . . Parkyakarkus has cancelled his tour of key cities for conferences with civic and educational leaders due to writing and casting huddles growing of his new pact with Mutual. Contract calls for an October debut of his "Meet Me At Parky's" show on a co-operative-sponsor basis. . . . Margaret Truman, who sang at the Hollywood Bowl recently, found time to visit the NBC studios. During her tour of the studios she visited Nelson Eddy as a spectator during the broadcast of Kraft Music Hall.

## AGENCIES

**MICHAEL J. ROCHE**, advertising manager of Lever Brothers Co., Boston has been named campaign radio committee chairman of the Community Chests of America. Justin Dart, vice-chairman in charge of public relations. The Community Chests of America is the campaign promotional organization of the 11 American Community Chests, the majority of which will be conducting their campaign for the support of Red Feather services in their communities during October. H. J. Hooper II, of Pittsburgh, is chairman.

**ADVERTISING FEDERATION OF AMERICA** has elected to membership: The American Fork & Hoe Co., J.W. Inc., and Meldrum and F. Smith, all of Cleveland; The National Stations, Lexington, Ky.; The Indianapolis Star and Geo. S. Diener, both of Indianapolis.

**HARRIS SAMONISKY** has been elected vice-president of R. A. J. Company, Public Relations Consultants, Philadelphia. He will be in charge of the company's activities in New York. Samonisky for a number of years was production manager for Carl Byoer and Associates, and this spent some time on the staff of the Institute of Public Relations.

**JACK FINLAY**, late of the US Marines and sales work on the West Coast, has joined the selling staff of Television Screen Productions.

**TOMMY REYNOLDS**, formerly with NBC and ABC, has been named radio director of Collins-Cusk-Schwerke & Wild, newly-formed advertising agency with offices in the Transit Tower, San Antonio, Tex.

**AMERICAN HOME PRODUCTS INC.**, has appointed the Duane Johnson Company, Inc., to handle the "Far Page Farrell," network program of Kolynos Tooth Paste & Powder.

**KEENAN & EICKELBERG** Inc. has been appointed west coast representatives of the Crosley Broadcasting Corp., according to Harry M. Smith, WLW veepee in charge of sales. The firm will represent the WLW and WINS.

**GOTHAM ADVERTISING CO.** has been engaged to handle the account of International Diesel Electric Co. Inc., makers of diesel and gasoline operated generating power plants.

### AVAILABLE

TIMEBUYER WITH EXPERIENCE IN MARKET ANALYSIS IN 300 U. S. MARKETS WANTS CHANGE TO EASTERN POSITION AVAILABLE INTERVIEW SEPTEMBER.

WRITE  
BOX 392, RADIO DAILY  
1501 BROADWAY, NEW YORK CITY

**W M F F**  
PLATTSBURG, N. Y.  
AMERICAN BROADCASTING CO.  
CONSISTENTLY SELLING THE NORTH  
COUNTRY'S RICHEST MARKET  
JOSEPH HERSHEY McGILLVRA, Nat. Rep.



# Africa Has Sample Of Commercial Shows

(Continued from Page 1)

management of the International Broadcasting Company was in his hands for many years. Davenport has been associated with the BBC. Fredumping, who was assistant-manager of the IBC from 1933 on and previously attached as announcer to Station WJZ in New York, has just joined Radio Mozambique. Major Michael Meyer is in charge of productions. During the war he started and subsequently ran, the Middle East Forces Broadcasting network. His programs on Radio Mozambique, which he records in Johannesburg with South African artists, have already captured 42 per cent of the Union's radio audience and listener's mail has grown from 30 letters a week to 500 a day.

### Music Leads Programming

At present the commercial transmissions are on the air for 48 hours a week and cover both the Union of South Africa and the Rhodesias. There seems to be no doubt about it at commercial radio is going very well in Southern Africa. The South African Broadcasting Corporation, who holds a monopoly over broadcasting in the Union, is having to meet the challenge of the first competition they have ever had. As a result their programs have perked up considerably but it is doubtful whether they can produce popular shows without a listener's research organization to indicate what the big public really wants. The research organization of Radio Mozambique, South African Marketing (Pty.) Ltd., will probably benefit the SABC also. At present light music makes up nearly 50 per cent of the SABC's total weekly broadcasting time with serious music following up with 22 per cent and only 1.8 per cent allocated to dramas and 1.2 per cent for variety programs. An equal amount of time is allocated to youth shows, dance music, weather and market reports and religious broadcasts.

### SABC Needs Funds

The SABC is in desperate need of funds. Its present buildings are quite inadequate and the license fees derived from its 400,000 odd listeners, is not sufficient to cover costs attached to programming, research work, general expansion and building needs. For this reason it will probably be forced to go commercial. If it does, it is proposed that it will sell time and allow private concerns to build programs. The commercial system will probably be based on that of Australia and New Zealand though adjustments will have to be made to suit S. African conditions.

# CBS Announces Plans For Convention Of NAB

(Continued from Page 1)

affiliates; also one for the Columbia Affiliates Advisory Board, and an exhibit of the CBS fall promotion campaign. Web will establish daytime headquarters in the Convention Hall (Room 3) and nighttime at the Ritz Carlton Hotel.

At the convention hall CBS will have a teletype connection to its New York offices and a staff of personnel will be on hand to offer services to convention visitors. The dinner for affiliates will be held Sunday night, Sept. 14, in the Hotel Traymore American Room where entertainment will feature CBS stars. Affiliate Advisory group will meet Monday evening in the Traymore Mandarin Room where mutual problems will be discussed.

CAAB members are: I. R. Lounsberry, WGR, Buffalo, N. Y., chairman; E. E. Hill, WTAG, Worcester, Mass. secretary; Richard Borel, WBNS, Columbus, Ohio; Kenyon Brown, KWFT, Wichita Falls, Texas; Clyde Coombs, KARM, Fresno, Cal.; George Higgins, KSO, Des Moines, Iowa; C. T. Lucy, WRVA, Richmond, Va.; Glenn Marshall, WMBR, Jacksonville, Fla., and W. H. Summerville, WWL, New Orleans, La.

### Network Officials Attending

In addition to Stanton, CBS officials who will attend the NAB convention are:

Joseph H. Ream, executive vice-president; Frank K. White, vice-president and treasurer; Adrian Murphy, vice-president; H. V. Akerberg, vice-president in charge of station relations; Earl H. Gammons, vice-president in charge of Washington office; William C. Gittinger, vice-president in charge of sales; L. W. Lowman, vice-president in charge of television; Howard S. Meighan, vice-president in charge of station administration; Davidson Taylor, vice-president and director of public affairs, and D. W. Thornburgh, vice-president in charge of western division.

### Web-Owned Stations Represented

Also Julius Brauner, secretary and general attorney; Edwin Buckalew, director of western division, station relations; Carl Burkland, general manager, WTOP, Washington, D. C.; Wendell B. Campbell, general manager, KMOX, St. Louis; Thomas Connolly, director, program promotion; George Crandall, director, press information; Frank Falkner, assistant general manager, WBBM, Chicago; Harold E. Fellows, manager of New England operations and general manager, WEEL, Boston; Michael J. Foster, trade news editor; Gilson Gray, director of editing; Ralph Hatcher, manager, co-op division; Arthur Hull Hayes, general manager, WCBS, New York; Merle Jones, general manager, WCCO, Minneapolis-St. Paul; John J. Karol, sales manager; William B. Lodge, director, general engineering; William A. Schudt, Jr., eastern division manager, station relations; J. Kelly Smith, director of station relations; J. L. Van Volkenburg, general sales manager, radio sales, and Elmo C. Wilson, director of research. For the web.

## Finally

First regular radio series about the trials and tribulations of a disc jockey has been packaged by Corday and Roberts under the title, "Mr. Midnight." Tillio role will be in the hands of a real live jockey, Fred Robbins, but there is no indication he is going to quit spinning platters but rather use the format to do it differently via a brand new twist.

# WCAO In New Home; Hailed As "Show Place"

(Continued from Page 1)

Street. In addition to the modern studios arranged around a central control room, features include a main hallway and circular staircase constructed of Travertine Marble, imported from Italy.

Atop this is an aluminum railing, carrying a unique WCAO scroll, winds its way to the second floor where it blends in color with the original natural wood.

Architecturally the original structure housing WCAO was considered "beautiful" and was built under the supervision of the famed Stanford White in 1886, and was remodeled for WCAO under the supervision of Henry Powell Hopkins, prominent Baltimore architect.

# NAB Asks FCC Confab On Operator-Licenses

(Continued from Page 1)

the highest possible technical operating standards.

(2) The necessity for licensing enough broadcast operators to meet the needs of a constantly and rapidly increasing number of stations.

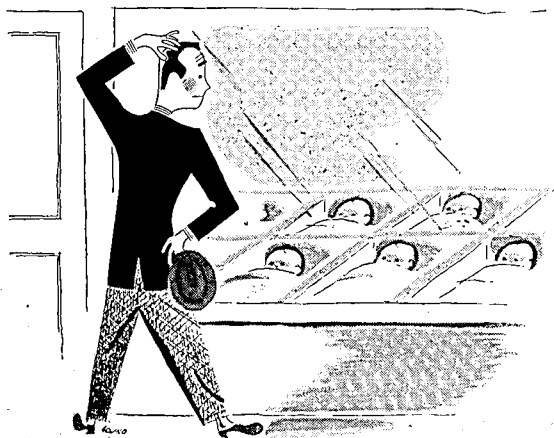
(3) The necessity of so prescribing the scope of the duties of each class of operators that smaller stations working on limited budgets can conduct their operations on a sound financial basis.

(4) The desirability of protecting to the fullest possible extent the status of operators licensed under the existing rules.

The comments received, NAB said, "make it clear that while there can be no doubt that the factors mentioned are proper considerations in this matter, there is nevertheless room for divergence of reasoned opinion as to the best method of balancing them and writing rules which will meet the public interest, convenience, and necessity.

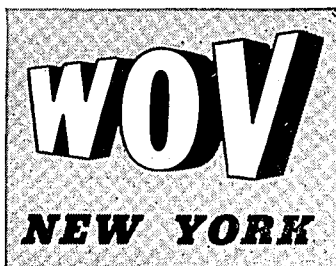
"Therefore, it is considered that an open hearing at which various points of view can be fully set forth and discussed among their various proponents and the members of the FCC will be extremely helpful to the Commission in the amendment of its rules and regulations in this matter."

# TAKE THE GUESS OUT OF BUYING WITH WOVS 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and ... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager  
John E. Pearson Co., National Representative



# AUSTRALIA

By JOHN WILLIAMS

**B**ELIEVING that one hour is insufficient for some plays, Australian Broadcasting Commission, government-controlled major web covering Australia, has started series of 14 plays which will run well over the hour. Called Radio Repertory, series will present works of Bernard Shaw, Sir James Barrie, Somerset Maugham, Sean O'Casey, Oscar Wilde, and Aussie writers Douglas Stewart and Ruth Park, among others. Shaw's Captain Brassbound's Conversion, heard for the first time here, led off the series.

Children of Westmead Central School, near Sydney, who operate their own school broadcast system, want the Australian Broadcasting Commission to establish a Children's Station which will air programs written, edited and presented exclusively by children. Westmead started its own station 2WT in 1941. The state of New South Wales, of which Sydney is capital, has 100 school broadcast stations and 1,500 schools have receiving sets.

Every Saturday an amateur 25-relay ABC programs into classrooms. piece band visits the Goulburn jail (near Sydney) and programs are relayed via sound system to all cells. Bill Webb, band emcee, finds "the boys" respond to marches but they really react to straight swing.

Leading Aussie radio players have been chosen for roles in "Eureka Stockade," Aussie documentary movie now in production by same staff which made the successful "Overlanders." They are Chips Rafferty (who starred in "The Overlanders,") Peter Finch, Nigel Lovell, Lloyd Gamble, and Ron Whelan.

## Wedding Bells

Francis H. Hoge, Jr., vice-president in charge of sales for the United States Television Corporation, will be married to Mrs. Helene Gales Shafer of Locust Valley, L. I., on September 10th. Wedding ceremonies will be held at the home of the bride's parents.

## Two Subbing For Vandeventer

Newscastrs Henry Gladstone and George Carson Putnam are subbing this week for Fred Vandeventer over WOR during the 6:30 p.m., and 11 p.m., news periods, respectively. Vandeventer is on vacation and will re-

## 'Satisfying' Glow

On Friday's 11 a.m. broadcast of the "Arthur Godfrey Show" over CBS, Godfrey was surprised by a salute to his natal day, the presentation of a large birthday cake decorated with 44 "candles" in the form of Chesterfield cigarettes, lighted and glowing in their most satisfying manner. Godfrey's co-workers had it made at Colby's, in the network building.

# WORDS AND MUSIC

By PINKY HERMAN

● ● ● Benny Bloom leaves next week for Hollywood to open a coast office for his new music firm . . . initial plug ditty is a novelty titled "Sippin' Cider By the Zuyder Zee" . . . ● Redd Evans and Dave Mann, writers of "There I Said It Again," back from a two-week visit to Virginia Beach with a half dozen new songs. . . ● Sammy Marks, maestro for the past six years at the Hotel Roosevelt in Washington has written a commercial ballad titled "Honeymoon Waltz" . . . ● Henry Topper is the new Gotham professional manager for the Sawaya Publications . . . working on ditty titled "Neath The Starlit Skies," written by Johnny Cartelli and Jess Sawaya. . . ● Babs Ryan Merrill's "Tennessee," headed for the hit parade . . . published by Stevens Music. . . ● Back in 1931 Shapiro-Bernstein took a song titled "Thrill Me," written by Bandleader Sammy Watkins and Morrey (International Artists Exec.) Davidson . . . song was just recorded for Signature by Monica Lewis. . . ● When the late Ernie Pyle heard Buzz Taylor warbling at Okinawa, he dubbed the lad "Bing Crosby of the Marines" . . . Buzz opened this week at the Maison Duarte. . . ● Gael Sullivan of the Democratic National Committee may use Jack Lawrence's "Have A Heart, Tatt-Hartley, Have A Heart" in the national campaign . . . meanwhile the AFL used the song to open 21 rallies around the country Labor Day.

★ ★ ★

● ● ● Because Ted Weems' two brothers Art and Bob are associated with General Artists Corp. and other GAC band leaders may feel that "favoritism" might result if Ted signed with GAC, the "Heartaches" Maestro has decided to renew his contract with MCA. . . ● Ralph (T. or C.) Edwards may accept a television show this Fall which would make it necessary for him to divide his time between Hollywood and Gotham. . . ● Dubonnet Music has a beautiful ballad in "It's Gotta Come Out," written by Perry Alexander and Eleanor Villa. . . ● Arnold Shaw, publicity chief at Peter Maurice is sending a history of "The Old Spanish Trail" to advertising agencies, script writers research departments and production execs to exploit song "On the Old Spanish Trail," written by Kenneth L. Smith and Jimmy Kennedy and sung by Roy Rogers in the Republic flicker of the same name. . . ● Basch Radio Productions is huckstering Dusty Miller's "Gaslight Theater" to radio agencies. . . ● Dawn Music follows up its "Ring Around Rosie's Finger" with another novelty titled "That Miss From Mississippi," penned by Billy Hayes and Zeb Carver.

★ ★ ★

● ● ● Leo Feist, Inc. is reviving the hit song of 1922 titled "I Don't Know Why I Should Cry Over You" . . . the torch ballad was written by Ned Miller and Chester Conn, the latter one of the BVC Music execs. . . ● Stoney Cooper and his hillbilly jive has moved to WWVA, Wheeling from WWNC. . . ● Johnny Long and his band open at the Pennsylvania Hotel in Gotham mid-October. . . ● Manor Music has a possible successor to "Onery Twory" in Hal Block's novel ditty, "It Must Be L-U-V" . . . Bob Smith will introduce it Thursday morning on NBC. . . ● Tommy Morton, Jr., son of the Palladium (Broadway) Ballroom, has been signed for a song and dance role in Phil Silvers' musical "High Button Shoes" . . . ● Mel Torme opens Tuesday at Frank Dailey's Meadowbrook.

★ ★ ★

● ● ● ON AND OFF THE RECORD: Columbia's Special Release of Dinah Shore's coupling of "It Takes A Long Long Train With A Red Caboose" and "Do A Little Business On The Side," is a vocal blues with especially clever and effective orchestral background on the "train" number. . . ● Baritone Walter Scheff, formerly with Fred Waring Orchestra, leaves this week on a tour to meet top-ranking disk jockeys to introduce and promote his new waxings for Republic Label. . . ● RCA-Victor has signed operatic Bass-Baritone George London to record exclusively on Red Seal Disks. . . ● Billy Eckstine's indigo treatment on two ballads "This Is The Inside Story" and "Just An Old Love Of Mine" results in a commercial M-G-M platter. . . ● Columbia has a commercial platter in Johnny Bond's pairing of "The Daughter of Jole Blon" and "It's A Sin," with an able assist by the Red River Valley Boys.

# NEW BUSINESS

**WTAG, Worcester, Mass.**—Dunbar Paint Service has signed for a series of 100-word announcements on 8:30 a.m. "Julie 'n' Johnnie" program on Tuesday and immediately preceding the 6:55 a.m. News on Thursday. Kingdon's Dairy now sponsors a 100-word announcement each Monday on the 9:15 a.m. "Modern Kitchen" program; The Mayfair Upholstering has signed for a series of 100-word announcements on the 7:15 a.m. "Time and Tunes" program on Monday; at 8:30 a.m. "Julie 'n' Johnnie" sees on Wednesday; and the 8:15 in "Stars in Song" program on Friday. Elizabeth A. Ollis, Cosmetologist, is signed for a station break at 1:15 p.m. on Tuesday; Stockhaus Motors is signed for a 100-word announcement on Tuesday's 7:15 a.m. "Time and Tunes" program.

The Lewis Furniture Co. and American Supply Co. have signed for a series of station breaks on Tuesday at 12:15 p.m.; Wednesday and Thursday at 1:30 p.m.; and Friday at 2 p.m. Holmes Florist is new sponsor of 100-word announcement on Monday at 8:30 a.m. "Julie 'n' Johnnie" program. Messier's Diner has signed for a series of station breaks at 12 p.m. Saturday and an announcement immediately after the 11 p.m. News Monday.

## Sloan Appointed Mgr. of Westinghouse Home Division

Philadelphia—F. M. (Todd) Sloan, a veteran of more than 20 years in the radio and communications industries, has been appointed manager of the Westinghouse home radio division, with headquarters in Sunbury, Pa., it was announced recently by Walter Evans, vice-pres. in charge of all radio activities for the Westinghouse Electric Corp. He succeeds Harold P. Donley, who recently resigned.

Sloan, formerly assistant general manager of WRS, Inc., has been associated with Westinghouse activities for more than 35 years in technical and administrative positions. In addition to laying the groundwork for a nation-wide service organization of the division which he now manages Sloan served during the latter part of the war as manager of the engineering service department of the industrial electronics division in Baltimore. His experience with Westinghouse includes assignments at WBZ, Boston; KDKA, Pittsburgh, KYW, Philadelphia, and WBOS, international shortwave station at Boston during the early years of the war.

ev'rybody's SINGING—  
ev'rybody's PLAYING—  
**"EV'RYBODY'S BUYING MY LOVE SONG"**  
(Just to get a picture of you)  
**DUBONNET MUSIC PUBLISHING**  
1619 Broadway, New York 19, N. Y.

# FM OK's Live Music for Tele Legion Shows

(Continued from Page 1)

AFM live music was not permitted in television broadcasts, applied earlier last week to James C. Petrillo through Local 802 to permit radio pickups of certain of the Commission events on the grounds that such broadcasts would be considered through this medium would several thousand hospitalized GI's in the service. The Motion Picture Industry is able to see certain of the

## Surprised

Morton Downey registered surprise Friday when friends said they had seen him on television. Downey didn't know that Thursday night's American Legion dinner was being covered by the television cameras. His mugging and singing, however, definitely established him as good television entertainment.

vention events in which live music was an important feature. Permission in writing was given to Bob Bell, chief of the Legion's public relations in New York, for a pickup by CBS-TV of the Garden festival Saturday night. Bell also obtained verbal agreement on the Commander's part at the Waldorf Thursday night which was televised by WNBT and CBS-TV and picked up by WNBC (radio) and WRGB (Schenectady). After a three-hour telecast, and featured several top radio and Broadway stars, including 25-piece Jimmy Dell's orchestra. Morton Downey, one of the stars of the show, arranged entire production which was considered by several industry executives as one of the best video programs aired.

Saturday nightshow also featured stars with live music, including several night club orchestras accompanying stars like Eddie Cantor, Milton Berle and Morton Downey.

## Brewery Will Sponsor Chi. Football Games

Chicago—Goebel Brewing Company, Detroit and Muskegon will sponsor broadcasts of all home and away games of the Chicago Rockets, All American Conference professional football team. It was announced by Min J. Anderson, president of the team. First game, scheduled for 8:30 Friday night, August 29, took place at Soldier's Field when the Rockets defeated the Los Angeles Dons. However, sports announcer, did the play-by-play. This and all succeeding Rockets games will be heard over WHK, Chicago.

# ★ THE WEEK IN RADIO ★

## BMB Rejects New Hooper Plan

By JIM OWENS

BROADCAST Measurement Bureau turned down C. E. Hooper's proposal of a new coverage survey to be available through the industry group. BMB decided the new survey would be no more economical than the proposed '49 study, nor would it improve existing standards. Officials of the four major networks attended an informal conference with Department of Justice representatives regarding the FM situation. Frequency Modulation Association had earlier asked for D of J aid in the Petrillo AFM ban on FM duplication. Lawrence W. Lowman, vice-president in charge of tele for CBS, was named a director of the Television Broadcasts Association.

Four major webs will open the '47-'48 season with at least 24 commercial hours weekly over last year, according to a RADIO DAILY survey. Total weekly hours sold thus far is 231. Television Broadcasters Association's board of directors met to discuss the FCC's recent proposed changes in channel allocations. CBS' "Strike It Rich" was bought by Ludens, Inc., makers of candy bars and cough drops. OIC limited its "Voice of America" broadcasts to NBC and CBS.

ET business boom appears set to break this fall. Frederic Ziv outfit reported a 38 per cent increase for the first six months of this year. Top-salaried radio exec for the calendar year '45 was RCA prexy David

Sarnoff with \$100,000. NBC chieftain Miles Trammell was second with a total income of \$95,418. James Sauter was named national chairman of the public relations and special events division of the American Heritage Foundation. Latter's drive gets underway early this month. Radio receiver production for the five week period up to August 1 fell off considerably, due to seasonal slumps, vacations, etc., according to RMA. Mutual wrapped up R. B. Semler Co., Musterlo Co., and Armour & Co., for web shows.

Plans for television coverage of the forthcoming World Series may be upset. Larry MacPhail, president of the New York Yankees, is opposed to sale of video rights because it "may hurt" the box office, although final word will have to come from the office of Commissioner Chandler. Largest single sale of time in FM history went to Stromberg-Carlson. Company will sponsor a series of music shows on 22 FM outlets. Frances Langford-Frank Morgan show will be heard for Old Gold in Frank Sinatra's old spot on CBS.

Radio and tele coverage of the American Legion Convention set a new high for concerted special events pickups. Webs and stations aired heavy activities of the four-day confab, including talks by government, industry officials. Perry Alexander, chairman of the BMI small publishers committee, retracted early charges he leveled at the organization.

NAB's Atlantic City convention program continued to expand in scope and variety of activities. Proposed new standards of practice will be the subject of a general floor discussion. NAB will also see facsimile in action during the confab. Ralph Austrian, president of RKO Television, resigned to become vice prexy in charge of tele for Foote, Cone and Belding.

Special events programming maintains a strong spot in network programming, with the pattern shifting from foreign to domestic pickups. Commission approved 20 new AM outlets, 11 FM and two new video stations. March of Time's new film "Is Everybody Listening?" drew some mild rebuke from radio execs. Over 400 FM execs will attend the FMA confab next week, with FCC head Charles R. Denny scheduled as a top speaker.

# FMA Questionnaires Seek AM-FM Views

(Continued from Page 1)

made it plain to network representatives last week that it is not anxious to take any action to force the networks to permit duplication. Net representatives told Peter Brown, an assistant to Criminal Division Chief Quinn, that they do not want to tangle on another front with AFM head James C. Petrillo.

FMA Counsel Leonard Marks now is on the West Coast, but he does plan to file with the department on his return next week a document setting forth FMA's claim that the AFM is violating the Lea Act and perhaps the Taft-Hartley Act in refusing to permit duplication. Whether Marks will charge collusion between AFM and the nets is not known. If he does, that matter will come under the anti-trust laws.

Vice-President Everett Dillard of FMA said Friday he personally is certain FM will progress as a service regardless of whether it can carry the programs of the four AM networks. FM, he said, "has established itself without duplication, and its future is assured no matter whether duplication is won."

Dillard added, "We sincerely believe that simultaneous broadcasting of the most popular network shows on both FM and AM will increase the overall listening habit in the FM band. In the final analysis, people listen to programs and select the station they receive best. As soon as the listener finds that he has better reception of a duplicated network show on the FM band, he will naturally stay tuned to FM. This results in greater listening to the noise-free high-fidelity service rendered by FM stations and will create larger audiences for all FM stations."

"No longer will the listener switch from AM to FM for choice programs, but he can get all that he needs on the FM band and better."

## Continuance of WQQW Up At Confab Tomorrow

Washington Bureau, RADIO DAILY Washington—A special committee of stockholders of WQQW, Washington daytime station devoted to high-taste appeal programming, will recommend to the full meeting of stockholders tomorrow night that they be given authority to keep the station on the air and work out a means of putting it on a sound operating basis. In the meantime, Station Manager Ed Brecher, one time assistant to former FCC Chairman James Lawrence Fly; Commercial Manager Mort Nussbaum, Program Director Paul Martin and a number of other employees plan to turn in their resignations tomorrow night.

On just what basis to continue operation is something the stockholders committee has not yet worked out in detail, but RADIO DAILY has been assured by one member of the committee that it will be on a commercial basis.

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