

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 38, NO. 1

NEW YORK, THURSDAY, JANUARY 2, 1947

TEN CENTS

Business Jump Forecast

BMB Leader Prepares To Answer Critics

When Hugh Feltis, president of BMB, leaves New York this weekend for the NAB board of directors meeting in San Francisco, he will be fortified with a lot of answers to questions raised by BMB clients since the October convention of NAB in Chicago.

Feltis for the past few days has been in a huddle with John Churchill, director of research of BMB; Phillip Frank, executive secretary, and other BMB experts analyzing the criticisms

(Continued on Page 8)

WJZ, Other N. Y. Stations Aid Salvation Army Drive

The Paul Whiteman show, with Albert Merrill, baritone of the Metropolitan Opera Company as guest, will present an all-Gershwin program in a salute to the Salvation Army campaign on Sunday, Jan. 5, from 8 p. m., EST, over WJZ-ABC and other New York stations.

James A. Farley, former Postmaster General, and Edward J. Noble, chairman of ABC, will be heard in brief

(Continued on Page 3)

Secret Gov't Report Notes Radio Manufacturers Gain

Washington Bureau, RADIO DAILY—Washington—A secret report on concentration of economic power in the United States notes the huge elements of four giant radio and television corporations, it was learned last week.

The report is now being studied by a House subcommittee on monopolies. In a section on the radio and television industry

(Continued on Page 2)

DeMille Loses

Hollywood—Cecll B. DeMille, long associated with the "American Theater of the Air" program, will broadcast each Sunday on CBS. He has lost an appeal against dismissal of his suit to restrain the AFRA from assessing him to aid in a political campaign. The court held that the assessment was permissible under AFRA's articles of incorporation.

Public Service

Hollywood—KFI cancelled all commercial breaks from 6 a. m. Tuesday to 2 a. m. Wednesday, and in place of regular commercials carried warnings to motorists to drive carefully. A total of 81 warnings were heard, and short startling talks, transcriptions made by Governor Earl Warren, Raymond E. Cato, Chief of State Highway Patrol, Mayor Fletcher Bowron and Edgar E. Lampton, Director of Motor Vehicles for the State, KFI offered transcriptions free to all members of Southern California Broadcasters Association.

ABC '46 Time Sales Reach \$40,617,130

Total gross time sales of ABC for 1946 amounted to \$40,617,130, an increase of \$571,164, as compared with gross billings of \$40,045,966 reported for the previous year, it was announced this week by Charles E. Rynd, vice-president and assistant secretary of the network. Report

(Continued on Page 6)

To Honor Dr. de Forest At TBA January Meet

Dr. Lee de Forest, the "Father of Radio," will be guest of honor at the luncheon session which will highlight the annual meeting of the Television Broadcasters Association, Inc., in New York City.

(Continued on Page 2)

Plan To Investigate The FCC Seen Still In Formative Stage

Washington Bureau, RADIO DAILY—Washington—Nothing about the new Commerce Committee (which is to include the old Interstate Commerce Committee) is quite uncertain as to his course. White was co-author three years ago with former Sen. Burton K. Wheeler of Montana of a sweeping revision of the act, which never got beyond a lengthy series of hearings. Although his interest in the problem is unabated, White told this reporter quite frankly recently that he

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Reports Of New York Stations Indicate Commercial Prospects For 1947 Good; New Trends Noted

Denver City Council Broadcasts Sought

Denver—In a telegram to the Denver City Council, Gene O'Fallon, general manager of KFEL, last week sought permission to broadcast the council sessions. The telegram, sent in behalf of the Rocky Mountain Radio Council, read:

"Urgently recommend you make arrangements for current series of important city council meetings to be broadcasted."

(Continued on Page 3)

House Speaker Criticizes Broadcasting 'Monopolies'

Washington Bureau, RADIO DAILY—Washington—Continued growth of control over broadcasting by monopolies will bring increased demand for Government control over broadcasting stations, Ed Wimmer, head of the National Association of Broadcasters

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New High In Record Sales Reported By Columbia

Declaring that Columbia Recording Corporation's sales during 1946 more than doubled those in 1945, Edward Wallerstein, president, in a year end report

(Continued on Page 3)

A 10 to 18 per cent increase in commercial business in 1946 over 1945 is an indication of the local picture as reported by some of the New York City stations and the outlook for 1947 is anticipated to be even better. There is one outstanding reservation, however, in the optimistic outlook—that of inflation.

(Continued on Page 5)

Renewal Of 14 Shows Signed By Columbia

Renewals for 14 programs sponsored over CBS have been announced by William C. Gittinger, vice-president in charge of sales. All the shows are heard over the full CBS network, and 13 of the renewals are for 52 weeks; the fourteenth, for "Garden Gate With Tom Williams," is for 18 weeks.

Five renewals, all effective December 1, 1946

(Continued on Page 8)

Educational FM Series Launched In Chicago

Chicago—A new educational feature designed to promote the study of good listening and a fuller understanding of radio techniques will be inaugurated January 10

(Continued on Page 3)

Human Interests

Robert Braun, seven-year-old infantile paralysis cripple, was deprived of his only means of getting around when a "meanest" man pilfered his specially made tricycle. Incident was reported by Harry Marble via WCBS Tuesday morning. Before he finished his 15-minute stint a Connecticut listener phoned that he was sending the lad another bike as replacement.

HE8660
R2



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Hollywood "Radio Group" Figures In Coast Hearing

West Coast Bureau, RADIO DAILY
Los Angeles—At the request of counsel for Huntington Broadcasting Company, a rival for same radio wave-length sought by Hollywood Community Radio Group, State Senator Jack Tenney was subpoenaed by the FCC to testify at the Commission hearing here. Tenney is chairman of the State Legislative Committee, which has made inquiries as to some of the people identified with the Hollywood Group headed by Alvin E. Wilder. Wilder told FCC that he holds 10,000 shares of stock in Hollywood Group and Jack Berman is second largest stockholder with 572 shares. Attorney General Robert W. Kinny has \$2,000 invested in Hollywood Group. He said he considered it "an amusing kind of investment."

On cross-examination Kenny said "at some time or other we all want to own a radio station, brewery or newspaper, or a part of it." He declared he favored more radio programs on race tolerance and that 10 per cent of time on air should be devoted to public forums.

Protest against granting of a license to the Radio Group was voiced by Senator Tenney. Tenney is chairman of Legislative Committee on Un-American Activities. He declared "practically every person backing the application has been established as either an outright Communist or a member of a Communist Front organization."

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"
Represented by Forjoe

Coming and Going

ADRIAN SAMISH, vice-president of the American network, in charge of programs, leaves next Monday on a two-week business trip to the West Coast.

BOB ANTHONY, publicity and special events director of WJR, Detroit, is back at the station following a week spent in New York on business.

DAVID M. KIMEL, sales manager of WLAW, Burlington, Mass., is basking in the reflected glory of Old Sol at Pensacola, Fla.

SAMMY KAYE, host to so many who "want to lead a band," will broadcast today's program over ABC from Lake Placid, N. Y., where the swing-and-swayer has been crowned "King of Winter." His "Queen" of the occasion at the Adirondack resort was MIMI BENZELL, Metropolitan Opera soprano.

MYRTLE ILSLEY, of the CBS sales promotion department, is back from a short jaunt to Washington, D. C.

EDGAR KOBAK, president of the Mutual network, left yesterday for San Francisco and the NAB board meeting. From there he'll go to Hollywood for a tete-a-tete with officials of the Mutual-Don Lee network.

THOMAS VELOTTA, director of news and special events for the American network, has returned from New Orleans, where he made arrangements for the Sugar Bowl game.

TED NELSON, radio consultant to advertising agencies, is spending two weeks in Miami Beach. He'll return around Jan. 5.

BRENT O. GUNTS, director of the U. S. Treasury's radio section, is back from Washington, where he discussed plans for the new 1947 transcribed Treasury radio shows.

CLARENCE WHEELER, vice-president of WHEC, Rochester, N. Y., and LE MOINE C. WHEELER, commercial manager of the station, were visitors this week at the headquarters of the Columbia network.

To Honor Dr. de Forest At TBA January Meet

(Continued from Page 1)
scheduled to be held at the Astor Gallery of the Waldorf-Astoria Hotel on Monday, January 7, 1947.

TBA will present to Dr. de Forest a scroll commemorating the 40th anniversary of his invention of the "Audion," which opened the doorway to radio broadcasting. In response, Dr. de Forest will deliver a talk in which he will offer his views on the future of television and electronics.

The all-day meeting of the Association will be open only to official representatives of TBA. Election of three directors whose terms expire will take place during the morning session, while a re-organization meeting of the directors will be held after the luncheon. A special meeting of affiliate members of the Association is to take place at 3 p. m.

Thos. A. Gonser Named To Lever Bros. Post

Thomas A. Gonser has been named director of personnel and public relations of Lever Brothers Co., effective January 6, it was announced yesterday by Charles Luckman, president. Gonser comes to his new post from Northwestern University with which he has been associated for the past 26 years, more recently as vice-president.

A native of Montana, Gonser enrolled at Northwestern in 1920, and following his graduation in 1924 was named director of development and assistant to the university president.

Pioneering in the fields of university fund raising and public relations, Gonser organized Northwestern University Foundation in 1927 and in 1929 established Northwestern University Associates, a group of civic leaders interested in education. He is a member of the American Alumni Council, Alpha Delta Phi, Economic Club, the Chicago Club, the board of managers of the National Institute for Commercial and Trade Organization Executives, and others.

Secret Gov't Report Notes Radio Manufacturers Gain

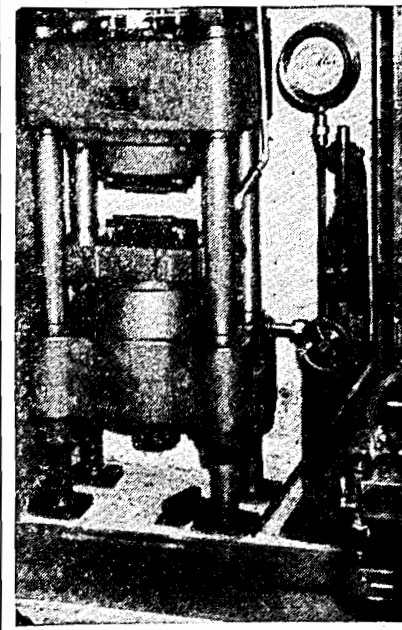
(Continued from Page 1)
radar industries, the report notes that the "shipments of the four largest companies—General Electric, Westinghouse, RCA and Western Electric—alone in 1945 were six and one-half times those for the whole industry in 1939."

The report also blames the Government for increasing this "undue" concentration of economic power by turning over to many Government-financed war plants to private industry. Many plants leased to radio and radar manufacturing corporations during the war have been turned over to private industry in this manner, it was said.

Heads Philco Purchasing Dept.

William Mac Murtrie, who is widely known throughout the radio industry, with which he has been identified since 1921, has been appointed General Purchasing Agent of Philco Corporation, it was announced by William Balderston, executive vice-president.

Raymond A. Boyce, former general purchasing agent and a member of the board of directors, has been promoted to Director of Purchases and will concentrate on over-all planning and general administrative work on the staff level.



How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets of molds, sheet copper, 250 pounds of coin silver, a small blast furnace, scales and weights.

But take it easy. That's counterfeit money you're making.

And we're using that setup to prove that whether it's making that kind of money or selling radio time... if it's counterfeit you can't get away with it for long.

That's why we're so pleased when year after year smart time buyers have proof that W-I-T-H, the successful independent, delivers the genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list! You get the FM audience free.



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Hadley-R...



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD
WEVD—147 West 46th Street, New York, N. Y.

Denver City Council Broadcasts Sought

(Continued from Page 1)

Recorded for radio broadcast so constituents may hear first hand what transpires and then more intelligently appraise editorial comment by the press so as to formulate their own opinions. Such arrangements could be made with Rocky Mountain Radio Council which can record the proceedings and make important excerpts available for broadcast on Denver stations in available periods. "Feel confident all Denver stations will be glad to co-operate in releasing this vital information to the public. Suggest you contact Allan Miller, radio council to work out details. Above arrangement would give you opportunity to learn value of city purchasing its own wire recording equipment for regular broadcasting releases as urged in my previous correspondence. Now is certainly propitious time for citizens to become better acquainted with processes of municipal and state government and elected and appointed officials should grasp the opportunities which broadcasters are willing to grant."

WQXR Sponsors Renew 5 1/4 Hours Of Programs

Renewals amounting to five and one-quarter hours of commercial time per week are announced by WQXR along with the addition of the new participating sponsor. Largest renewal was signed by General Foods Corp. for sponsorship of "The Dinner Concert" heard six days a week from 6:30-7 p. m. General Foods, in behalf of Maxwell House Coffee, enters its sixth year as sponsor of this program. The 52-week contract, effective Dec. 30, was placed through Benton and Bowles. Parfums Weil Paris, through Kelly, Mason, Inc., has renewed sponsorship of "The Record Album" on Tuesdays, Thursdays and Saturdays from 10:05-11:30 p. m. Contract is effective Jan. 1 and runs for 26 weeks. The Wine Shippers' Import Corp. continues sponsorship for another 13 weeks, of the "Just Music" program on Tuesdays and Thursdays from 10:30-11 p. m. New contract begins Dec. 31 with Redfield-Johnstone, Inc. handling the account. WQXR's "Luncheon Concert," heard daily from 12:05-1 p. m., now has a total of nine participating sponsors with the addition of Casa Miso, Italian-American restaurant, which becomes a Saturday participant effective Dec. 31. Contract is for weeks.

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

PROMOTION

Tele Folder

An illustrated folder of RCA Victor television receivers describing the four initial models has been announced by J. David Cathcart, advertising manager of the home instrument department. The folder was prepared for dealer distribution to consumers and describes the four developments added to RCA's video receivers. Manufacturer is emphasizing the "eye witness picture synchronizer," the "Golden Throat," RCA's tone system, the "all-13-channel automatic station selector," and the "RCA Victor television owner policy."

The sets illustrated and described in the folder include the 630TS table model, now being offered to the public, and the 621TS, another table model with a smaller screen than the

Personality Booklet

An attractive captioned brochure, 8" x 11", entitled "Rome Wasn't Built In A Day—Nor Are Radio Personalities" has been distributed by KMBC of Kansas City, Mo. The booklet presents on each of its eight pages an outstanding radio personality of KMBC, headed by a photograph of the individual and a few short paragraphs devoted to their various work. Booklet tells in a pleasing manner the development of radio personalities who "control audiences in the Heart of America."

former. The other two models are console type—the 641TV and the 648PTK. Latter is a large screen receiver approximately the size of a standard newspaper.

Educational FM Series Launched In Chicago

(Continued from Page 1)

when "WBBM-FM Studio Theater" is launched by WBBM in co-operation with the Northwestern University Radio Guild. The Guild and WBBM's department of education will broadcast adaptations of recognized literary works each Friday night over WBBM-FM and follow the broadcast with a discussion period from 7:45 to 9:15.

High school and college students interested in the various phases of radio writing, acting and production and radio professionals concerned with the advancement of radio technique will be invited to attend the sessions. Each week a qualified professional radio person will lead the discussions. Four Friday evenings a month will be required to complete the series, after which the program will repeat itself in the following months. First Friday of each month will be devoted to the adaptation of literary work; the second Friday to acting interpretation and techniques; the third to production problems and solutions, and the fourth to radio broadcasting in all its phases.

The Studio Theater is being worked out according to a plan formulated by Elizabeth Wolcott of WBBM's department of education, with an advisory board composed of Ben Park, WBBM producer; Don Danielson, WBBM publicity department; Muriel Landers, Northwestern U. faculty advisor, and Beulah Roegge, staff member of the Radio Council of the Chicago Board of Education.

Corp. Dividends Up

Washington — Publicly reported cash dividend payments by corporations were 7.6 per cent higher in October this year than in October last year, the Department of Commerce reported yesterday. Dividend payments by communications industry, however, dropped to \$47,600,000, from the \$48,400,000, reported in October last year.

N. Y. Stations Aiding Salvation Army Drive

(Continued from Page 1)

addresses on the program, which also will include music by a Salvation Army instrumentalist.

Several New York stations will carry the entire program or re-broadcast it later. In addition to WJZ-ABC, the program also will be heard over WNEW from 8 to 9 p. m. WEVD will present the 8:45 to 9 p. m. portion of the broadcast. WBNX will re-broadcast the 8:30 to 9 p. m. portion of the show at 11 p. m. while WOV and WLIB will re-broadcast it on Monday afternoon. WNYC and WHOM will re-broadcast the program at a time to be announced within the next few days.

Changes In Hummert Shows

"David Harum," daytime series produced by Frank and Anne Hummert, now heard on NBC Monday through Friday at 11:45 a. m., moves to CBS, where it will be heard at 10:45 a. m. across the board, effective January 13th. Another Hummert show, "Lora Lawton," now on NBC at 10:15 a. m., Monday through Friday, moves into 11:45 a. m. slot vacated by "David Harum" on January 13th.

Both shows are sponsored by B. T. Babbitt, Inc. Duane Jones is the agency, with Air Features handling production details.

New High In Record Sales Reported By Columbia

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statement predicts that the possible output for 1947 may double the present output. He added that the increase in the sale of records, both masterworks and popular, is a reflection of a vast reconversion of the American people to peacetime buying habits.

RIGHT TO THE MARKET via CLEVELAND'S Chief STATION

WJW delivers mighty sales power—packs terrific programming punch—to hit a vast, responsive audience with potent sales force . . . an effective profit builder for WJW advertisers. Give your message the impact of CLEVELAND'S CHIEF STATION to register a telling sales punch in the great Cleveland market.

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

SOUTHWEST

ORIGINATING from the studios of KXYZ, Houston, each Tuesday and Thursday is a new series of programs titled "Organaires" featuring John Paul Goodwin and Fred Gibbons. Goodwin reads poetry while Gibbons is heard at the organ console. Program is sponsored by Crustene Shortening.

Muriel Jackson, daughter of W. Poundstone Jackson, merchandising manager of the Texas State Network, was rushed to the hospital this week for removal of her appendix.

Betty Jane McHugh, traffic manager of KTSA, San Antonio, off for a two weeks holiday stay at Fort Benning.

The Humble Oil & Refining company sponsored broadcast on New Year's Day of the Cotton Bowl Football classic from Dallas over stations of the Texas Quality Network.

Perry Dickey has been named to the announcing staff of WOAI—FM, San Antonio. WOAI—FM is the third FM station for San Antonio and gives this city more FM outlets than any other Texas city.

Many Dallas homes had new Christmas radios who would have been without them thanks to Jack Kenyon, president of the Kenyon Auto Supply Stores in Dallas. Mr. Kenyon arranged for a cargo plane to fly a cargo of General Electric radios from Bridgeport, Conn., to Dallas. The 250 radios would have been delivered some time after the first of the year by regular freight but by plane reached here in time to make many families happy.

Martin B. Campbell, general manager of WFAA, Dallas, KGKO, Fort Worth, and KERA—FM, Dallas, has been named by the Radiodiffusion Francaise, French broadcasting system, as one of 36 top ranking radio men of this country, on their American Advisory Board. This board will assist in planning programs for North American broadcast and will be asked for advice on domestic programming by the French radio.

KWPC On Air, Jan. 5

KWPC, new 250 watt station at Muscatine, Ia., which is licensed to the Muscatine Broadcasting Co., will begin broadcasting on January 5 as an affiliate of the "Iowa Tall Corn network," George Volger, manager, announced this week. The station personnel includes Phillip Dusenbury, commercial manager, formerly of WCKY, Cincinnati; Virgil Godfrey, program director, recently of WBUR, Burlington, Ia., and Elmer Christensen, chief engineer, formerly of KBIO, Burley, Idaho.

JACK ROURKE Productions

6331 Hollywood Blvd.
GRAnite 1950



Notes From An Aisle Seat. . . .!

● ● ● Add coincidences: On the morning that John Crosby's radio col'm was shifted to the dramatic page in the Herald-Trib, the price of the sheet was upped to a nickel. . . . Friction generated by differing opinions during the AFRA-network scuffle said to be the reason why law-firm partners Henry Jaffe and Larry Beilenson have piff, according to insiders. . . . Speaking of differences, Jess Willard and C. E. Arney, of NAB, reported feuding over organization's policies—and Ginny Simms is reported to be pouting at her sponsor over split billing with Donald O'Connor. . . . Wonder why the New Yorker hasn't printed the profile on Hildegard. They've had it ready for months. . . . Because of the band slump, Victor Lombardo may shelve his new band and rejoin his broth, Guy. . . . Mutual's personnel files were broken into the other nite, with the amateur Jimmy Valentines grabbing the salary list of all the web's top-flight execs. . . . Coasters talking about that producer who slapped his musical conductor for missing a cue—and about the announcer who just about ruined his comedy stanza with his insulting remarks to a femme heckler in the studio audience. . . . Fred Astaire's Dancing School set to go on television. . . . Frankie Hyers and Pat Harrington back together again and auditioning for the Old Henry Morgan 6:45 spot.



● ● ● Their pals will be glad to know that Barbara Weeks and Carl Frank have reconciled, with latter on his way back from the coast. . . . Radio actors Tom Gorman and Sam Raskyn have joined Gene Hamilton's "Footlighters" drama troupe and will play leads in the first production, "Let Us Be Gay." . . . Lew Parker and Ann Thomas' recorded sessions for Mennen renewed another 13 weeks. . . . Radio Row-vers heading for Miami will find the Seiden management (they ran Long Island's swank Lido) now operating the exclusive Palm Beach Hotel after a redecoration cost of over half a million. . . . Al Durante landed a spread on Allen's Alley in the current Satevepost and the Jan. 21st Look. . . . Tim Marks writing a record col'm for Hit magazine. . . . Symphony Sid and station WHOM making an all-out bid for the all-nite trade. . . . Estelita, fiery singing beauty at the Embassy, paid a hundred bucks for a new tag—The Cubonfire. . . . Our guess is that Henry H. Reichhold, sponsor of new ABC Sunday Evening Hour for Musical Digest mag, will be one of the most controversial radio figures of the year. His outspoken ideas on radio commercials are slightly "different," to say the least.



● ● ● Because of the upward trend of crime, police in cities all over the country are quietly spot-checking "interviewers" to make sure they're really in the research field and not some racket. . . . Tom Breneman approached (seriously) by syndicates to write a fashion col'm for elderly glamour gals. . . . Bert (Mad Russian) Gordon back on the Eddie Cantor stanza as a regular. . . . Monica Lewis into the Adams Theater in Newark for her vaude debut Jan. 9th. . . . Travel and hotel room reservations in '47 will be further complicated by the some 10,000 conventions scheduled throughout the country. . . . Hal Davis writing a children's record col'm for PM. . . . Newest fashion note for men comes from Detroit where a men's shop is selling fur bow ties from \$3 (rabbit) up to \$300 (mink). . . . 20th Century talking about filming the life of Sophie Tucker. . . . Charlie Ross has resigned from Barton Music to go with Sammy Kaye. . . . Madman Muntz has so many air spots skedded they'll soon be calling him adman Muntz. . . . Sonora Records' output this year will exceed 12 million platters. . . . Judy Canova a flu victim. . . . Eddie Garr packaging a radio idea in H'wood. . . . Radio Manufacturers' Ass'n plunking down 50 G's for a radio-in-every-room campaign. . . . Peter Donald telling of the would-be Mr. and Mrs. radio duo who are very happy—seems they're expecting an audition to the family.



AGENCIES

OLD HICKORY DISTILLING CORP., Philadelphia, announce the appointment of Benton & Bowles Inc., as advertising agents for Diplomat Blended Whisky. Kinsey Distilling Corporation will be exclusive distributor. Robert Calvin is accounting executive; Albert Whitman, accounting supervisor.

DICK LINKE, who for the past two years has been director of publicity for the NBC Chesterfield "Support Club" program, is organizing his own radio publicity company.

GREEN-BRODIE, New York advertising agency, has distributed to its employees a year-end bonus amounting to 20 per cent of the firm's 1946 profits. While individual position and length of service were taken into consideration in determining the amount to be given to each employee it was emphasized that all of the agency's staff shared in the bonus, regardless of how recently they joined the organization.

SEIDEL ADVERTISING AGENCY INC., has been retained to handle all advertising of Marvel Airway Inc., New York.

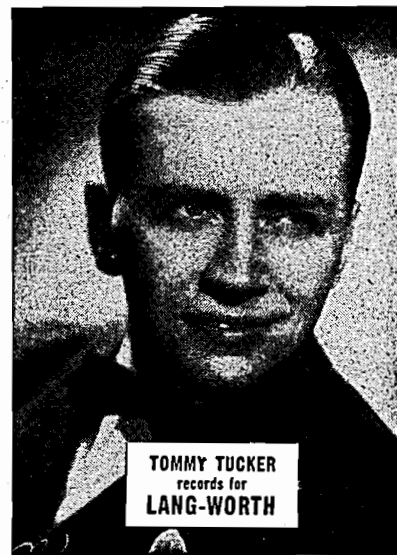
Gray Back On WOR

Barry Gray, WOR disc jockey who left the air temporarily last Monday, returned to the microphone yesterday morning and is continuing his 2-5:45 a. m. feature pending materialization of new commitments.

Wedding Bells

Paul Tomaine, staff announcer of WNYC and emcee of the Veterans Administration series "Veterans' Jam-boree," announced his engagement to Betty Bruen of Parkchester, the Bronx.

Engagement has been announced of Zoi Marks and Herbert C. Watson, salesman in the co-operative program department of Mutual.



TOMMY TUCKER
records for
LANG-WORTH

Business Jump Seen In N. Y. During 1947

(Continued from Page 1)

Increased costs of operation. This factor, in some cases, has reportedly killed off the gross increase of 1946. Eugene S. Thomas, WOR sales manager, foresees an "encouraging" year ahead, a viewpoint which he bases on the increased competition between manufacturers as supply of consumer products catches up with demand and shortages become non-existent. Thomas also pointed out that accounts from automobile makers came back in 1946 for the first time in several years, and that although small, it is a forerunner of what will follow as production increases.

Hugh K. Boice, WQXR veepee in charge of sales, looks for an "excellent radio year in 1947" and estimates a gross increase of 33 1/3 per cent over 1946. He bases this estimate on contracts which are already in for the coming year. According to Boice, WQXR showed a 10 per cent gross increase in 1946 over 1945.

New Trends Noted

Some new trends in radio advertising were noted in 1946 along with the return of commercial accounts in behalf of staple articles which had been unheard of for several years. Food and household appliances were reported coming into their own again and product advertising, after a long absence, added to the gross increases of 1946.

One definite new trend which took hold in 1946 was the buying of air time by employers to speak direct to company employees. An example is that of the president of P. Ballantine & Sons, beer and ale distributor, who bought a quarter-hour on WOR last Thanksgiving Day to announce for the first time a new pension plan established for employees of the company. The New Jersey Bell Telephone Co. bought similar time on Christmas Day to send Yuletide greetings to all its workers. The program also carried Christmas carols rendered by a choral group made up of telephone employees. This use of radio serves a

Plan To Investigate The FCC Seen Still In Formative Stage

(Continued from Page 1)

hasn't yet figured out just how the present act should be amended, and that until he does he will not offer amending legislation.

Still pending is a resolution by Sen. Tobey of New Hampshire, who ranks below White on the committee, calling for thorough investigation of the Commission's licensing policies, FM allocation policies, record on newspaper ownership, the Blue Book and other matters. Tobey has told this reporter he intends to re-introduce the resolution, but that he does not yet have any clear intention regarding the proposal of new legislation.

On the other side of the Capitol,

there is no clear indication of House action. Representative Holmes of Massachusetts, who has twice attempted to push a bill to amend the act through the House Interstate Commerce Committee, was defeated in November, and no one has yet come forward to take up his bill for a third attempt. What is certain, however, is that the FCC heads are scheduled to go through an unmerciful grilling by the House Appropriations Committee, with several members already being primed by some broadcasters to delve deeply in all issues in which there is currently friction between the industry and the Commission.

ABC To Air Award Pres. Of Grid "Coach Of '46"

Presentation of a flag to the football "Coach of the Year" by the New York World Telegram and the Scripps-Howard Newspapers on Monday, Jan. 6, will be aired by ABC from 10:15 to 10:30 p.m., EST with Harry Wismer announcing.

Col. Earl Blaik, coach of the Army grid team which went through three seasons without a defeat, will receive the award. Also attending the presentation will be Gen. Maxwell Taylor, commandant of the U. S. Military Academy at West Point, Dick Harlowe, president of the Football Coaches Association, and "Bo" McMillin, '45 winner.

twofold purpose. It gives an employer the opportunity to speak direct to all his employees, stating the aims and objectives of the company, and simultaneously he reaches the radio listening public with solid institutional advertising. Advertising agencies are expected to encourage this new type of management-labor advertising.

WJZ Shows Increase

John H. McNeil, WJZ manager, was among several reporting that business in 1946 amounted to approximately a 10 per cent increase over the previous year. Bernice Judis, station manager for WNEW, reported that the increase amounted to 18 per cent and that the outlook for 1947 was "firm," as did WHOM.

Herbert L. Pettey, WHN executive director, reported that the gross was higher than 1945 but that the cost of operation proportionately exceeded the increase in gross business. "The operation cost is fast reaching a point," said Pettey, "where the law of diminishing returns must be considered a factor."

There is indication of a big increase in spot announcement business throughout 1947. With more and more consumer articles coming back on the market, radio offers the advertiser a quick and effective method of letting the buying public know that his product is once more available.

House Speaker Criticizes Broadcasting 'Monopolies'

(Continued from Page 1)

Community Progress Foundation, told the House Small Business Committee in a statement released this week along with a committee report on monopoly and small business. Wimmer criticized the FCC for permitting the Aviation Corporation of America, "one of the biggest holding companies in the world," to acquire control of WLW, Cincinnati, "the loudest radio voice in the world."

Pointing out that the AVCO head, Victor Emanuel, had admitted unfamiliarity with broadcasting, Wimmer said "yet this man was given the right to boss the far-reaching Crosley radio facilities, despite the fact that an applicant for the tiniest station must fill out stacks of questionnaires and qualify his 50-watt venture as being 'fully in the public interest'."

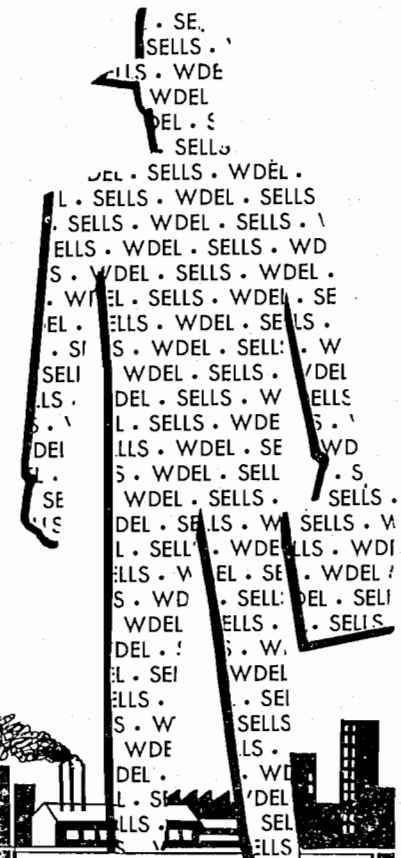
Wimmer had high praise for the dissenting opinion written by Commissioner Ray Wakefield for himself and Commissioners Durr and Walker. "Already monopoly has its hold in the radio industry," he said, "from the making of a tube to the sifting of news and information, and it is high time Congress does something about it."

More WHOM Aid For Kilmer

WHOM, which conducted a fund raising campaign among its listeners for Christmas gifts to hospitalized veterans at Camp Kilmer, N. J., has mailed the hospital an additional \$300 New Year's greeting. The money was received by the station after Christmas Day. The additional check will be used for bringing entertainment to patients throughout the year.

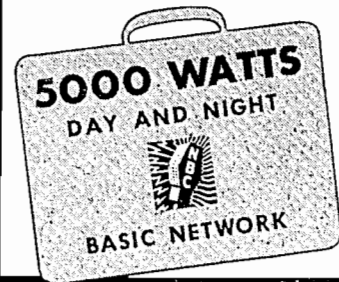
Elfert Gets Methot Post

Fred Methot has resigned as promotion and publicity director of WLIB and has been succeeded by Sam Elfert, his former assistant. Methot will devote full time to co-writing "Crimes of Carelessness," half-hour show heard over Mutual every Sunday afternoon.



WDEL Wilmington, Del. SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.



Represented by
**RADIO
ADVERTISING
COMPANY**

New York • Dallas • Chicago
San Francisco • Hollywood

Happy New Year
from
Gene von Hallberg
now in the
7th Year as
composer-arranger
of dramatic music
for
"Mr. District Attorney"
program

personal mgt.
Embassy Entertainment Bureau
1658 Broadway, N. Y. C.

ABC '46 Time Sales Reach \$40,617,130

(Continued from Page 1)

shows that January was the peak month for time sales last year when billings for the period amounted to \$3,708,963.

General Mills, Inc., headed the list of sponsors on ABC with expenditures totaling \$2,916,752, with Procter & Gamble following. Order was reversed in 1945.

Dancer - Fitzgerald - Sample, Inc., topped the list of agencies buying time on ABC during the year with expenditures totaling \$4,076,892, followed by J. Walter Thompson. Latter agency headed the list on ABC last year.

Foods, Beverages Leaders

Among industrial classifications, the foods and food beverage industries headed the list once again, spending \$12,292,273, followed by the drug and toilet goods industries with billings of \$9,483,782 last year. Stationery and publishers ranked third among industrial classifications, spending \$2,731,241 on ABC during 1946. Previous year, the foods and food beverage industry headed the list, followed by drugs and toilet goods industries.

Tabulation of expenditures are shown on this page.

American Broadcasting Co. 1946 Gross Agency Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 4,076,892
J. Walter Thompson Co.	3,766,584
Batten, Barton, Durstine & Osborn, Inc.	3,307,199
Kenyon & Eckhardt, Inc.	2,993,095
Compton Advertising, Inc.	2,305,677
Wade Advertising Agency	1,965,231
Warwick & Legler, Inc.	1,780,427
Hutchins Advertising Company Inc.	1,712,271
Benton & Bowles, Inc.	1,677,120
McCann-Erickson, Inc.	1,550,664
N. W. Ayer & Son, Inc.	1,133,700
Schwimmer & Scott, Inc.	905,473
La Roche & Ellis, Inc.	904,856
Sherman & Marquette, Inc.	894,275
Maxon, Inc.	841,980
Young & Rubicam, Inc.	725,267
Doherty, Clifford & Shenfield, Inc.	692,427
Roche, Williams & Cleary, Inc.	687,638
Knox, Reeves Advertising, Inc.	652,845
Lenzen & Mitchell, Inc.	642,758
Charles Dallas Keach Co.	531,969
William H. Weintraub & Company, Inc.	459,050
Hazard Advertising Company	455,010
Small & Seiffer, Inc.	409,905
Hill Blackett & Company	384,954
Keeling & Co., Incorporated	355,790
Tracy-Loeke, Inc.	342,076
The Joseph Katz Company	306,618
Buchanan & Company, Inc.	285,953
Grant Advertising, Inc.	284,632
Huber Hoge & Sons	254,312
MacFarland, Aveyard & Company	246,028
Footo, Cone & Belding, Inc.	205,799
Sullivan, Stauffer, Colwell & Bayles, Inc.	179,652
Gahagan, Turnbull & Company, Inc.	175,250
Ervin, Wainey & Co., Inc.	168,852
Ivey & Ellington, Inc.	148,320
Needham, Lewis & Brorby, Inc.	148,067
H. B. Humphrey Company	146,952
The Biow Company, Inc.	138,841
Pacific National Advertising Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt, Inc.	100,124
Trade Development Corporation	92,809
Raymond Spector Company, Inc.	89,210
Roy S. Durstine, Inc.	88,244
M. H. Hackett Co.	86,438
Robert Raisbeck Advertising Agency	80,736
Alfred J. Silberstein-Bert Goldsmith, Inc.	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace, Inc.	64,641
McManus, John & Adams, Inc.	60,011
Morse, International Agency	45,787
St. George's & Keyes	45,683
Elwood J. Robinson Advertising Agency	44,460
Brisacher, Van Norden & Staff	43,904
Brooks Advertising Agency	42,793
Donahue & Coe, Inc.	41,323
Kudner Agency, Inc.	39,443
William Esty & Company, Inc.	38,481
Ewell & Thurber Associates	35,308
Barton A. Stebbins Advertising Agency	32,999
Russel M. Seeds Co.	32,379
Adolph Wenland & Associates	28,782
Charles Sheldon Advertising Agency	27,606
Mac Laren Advertising Agency	25,907
Alvin Wilder Advertising	24,180
Hugh A. Dendwyler Advertising	18,829
John Barnes & Associates	18,460
Smith, Bull & McCreery, Inc.	16,580
Ruthrauff & Ryan, Inc.	16,008
McJunkin Advertising Company	15,725
Raymond R. Morgan Company	10,314
The Blaine-Thompson Co., Inc.	10,247
Abbott Kimball Co., Inc.	8,600
Bruce Eldridge Advertising	7,766
Lockewood-Shackelford, Inc.	7,696
No Agency	5,932
Green-Brodie, Inc.	5,834
Street & Finney, Inc.	4,784
Campbell-Mithun, Inc.	4,557
Furman, Feiner & Company, Inc.	3,840
Dudley L. Logan Advertising	3,820
Hixon - O'Donnell Advertising Agency	3,360
George Lynn Advertising Agency	2,940
Walter W. Wiley Advertising, Inc.	2,004
Duane Jones Company, Inc.	2,046
Howard G. Hanvy Co.	2,564

TOTAL \$40,617,130

American Broadcasting Co. 1946 Sponsor Expenditures

ADVERTISERS	
General Mills, Inc.	\$ 2,916,752
Procter & Gamble Co.	2,404,091
Alles Laboratories, Inc.	1,965,231
Kellogg Company	1,834,793
Sterling Drug, Inc.	1,812,965
The Quaker Oats Co.	1,799,131
Swift and Company	1,717,591
Phico Corporation	1,712,271
Libby, McNeill & Libby	1,609,684
United States Steel Corporation of Delaware	1,167,110
Curtis Publishing Company	971,883
Westinghouse Electric Corp.	922,019
The Prudential Insurance Company of America	884,500
Gillette Safety Razor Co.	870,887
Ford Motor Company	832,118
The Andrew Jorgens Co.	713,718
Equitable Life Assurance Society of the U. S.	699,380
Bristol-Myers Company	692,427
Anti-Chalmers Mfg. Co.	681,792
Pacific Coast Borax Co.	628,615
United States Army	583,722
Carter Products, Inc.	580,557
The Wildroot Co., Inc.	578,404
General Foods Corporation	556,095
The Charles E. Hires Co.	519,078
I. E. Waterman Co.	531,069
The B. F. Goodrich Company	481,472
Universal Match Corp.	470,936
Mail Pouch Tobacco Co.	456,639
American Cyanamid Company	455,010
Raymond Laboratories, Inc.	446,265
Esquire, Inc.	434,537
Larus & Brother Company, Inc.	404,731
Kay Daumit	381,951
Hastings Mfg. Co.	355,799
Dr. Pepper Company	342,016
The Frank H. Lee Company	332,858
The Southern Cotton Oil Co.	327,084
Ward Baking Company	385,203
American Oil Company	306,018
William H. Wise & Co., Inc.	264,316
The National Board of Fire Underwriters	246,028
Mars, Incorporated	242,001
The Texas Company	227,357
Liberty Magazine, Inc.	219,686
Armour & Company	196,124
Lewis Howe Company	181,941
Hunt Foods, Inc.	169,172
R. B. Semler, Inc.	168,852
America's Future, Incorporated	162,223
Sweets Co. of America, Inc.	148,320
Derby Foods, Inc.	148,067
The Christian Science Publishing Society	146,952
Eversharp, Inc.	138,841
Fisher Flouring Mills Co.	135,539
Serutan Co.	130,275
Seaman Brothers, Inc.	126,192
Harvel Watch Co.	115,497
Congress of Industrial Organizations	100,124
Club Aluminum Products Company	92,809
Popular Home Products, Inc.	89,210
Wm. S. Scull Company	86,438
Knox Company, Inc.	80,736
Botany Worsted Mills	71,744
Politeals	67,121
Williamson Candy Co.	61,641
The D. L. Clark Co.	63,852
Champion Spark Plug Co.	60,011
G. N. Coughlan Co.	59,477
Safeway Stores, Inc.	51,106
Prince Matchabelli, Incorporated	45,787
Benjamin Moore & Co.	45,683
American Iron & Steel Institute	44,478
Lewis Food Company	44,460
Bekins Van & Storage	42,793
The Grove Laboratories, Inc.	41,323
Lear, Incorporated	39,443
Peter Paul, Inc.	39,432
Lohn & Fink Products Corp.	38,481
Rainier Brewing Company	33,408
Wilson Sporting Goods Co.	33,308
Signal Oil Company	32,999
Brown & Williamson Tobacco Corp.	32,379
National Industries, Inc.	28,782
John H. Breck, Inc.	27,606
Tide Water Associated Oil Co.	25,188
Sealy Mattress Company	24,180
Lance, Inc.	18,829
Zukor's, Inc.	18,460
H. Fendrich, Inc.	16,008
Joseph Schlitz Brewing Co.	13,725
Kerr Glass Manufacturing Co.	10,314
Hall Bros, Inc.	9,675
National Assn. of Mfrs.	9,414
Union Pharmaceutical Company, Inc.	8,600

TOTAL \$40,617,130

Cleveland "Forum" To Be B'cast On NBC

Cleveland—John Carter Vincent, director of the Office of Far Eastern Affairs, U. S. Department of State, will speak over NBC on January 9 in connection with the international forum here which will also include Chinese Ambassador V. K. Wellington Koo and Navy Secretary James V. Forrestal among the principal speakers. Vincent's talk will be aired from 11:30 to 12 p.m., EST.

Forum, titled "Report From the World" co-sponsored by Time Magazine and the Council on World Affairs, will be broadcast exclusively by NBC on Jan. 9, 10 and 11. World leaders will be on hand to address the forum and appear on the NBC University of the Air programs.

First Time on Air

Vincent, who will discuss America's foreign policy in the Far East, will be joined on the program by Edwin M. Martin, chief of the division of Japanese and Korean Economics Affairs, of the State Department.*

NBC is bringing the forum, which is the 21st Institute of the Council on World Affairs, to international attention by radio for the first time, it was explained. It also marks the second phase of NBC's permanent United Nations Project. Sterling Fisher, director of the Project, is in charge of NBC's portion of the meeting.

Paley, Atlass Get Awards From Chi. Negro Paper

William S. Paley, chairman of the board of CBS, H. Leslie Atlass, vice-president in charge of the western division, and WBBM, network affiliate in Chicago, received awards this week from the Chicago Defender, Negro newspaper, as "outstanding contributors to democracy in the United States."

Station was granted an award for its program "Democracy U. S. A." which is aired Sundays and dramatizes the lives of outstanding Negroes with an all-Negro cast. Paley and Atlass shared in the station's award, in addition to other CBS public service programs.

Starting January 5, WBBM plans to dramatize the lives of outstanding whites on "Democracy U. S. A." with that of Dr. Joseph E. Sparling, president of Roosevelt College, Chicago, Bishop Shields, of the Chicago Catholic Youth Organization, and Marshall Field, publisher, are included on the schedule.

Gallencamp Stores, Inc.	7,206
Stanley Home Products, Inc.	5,932
Foster Milburn Co.	4,784
American Dairy Association	4,557
"42" Products, Ltd.	4,472
Germain Seed & Plant Company	3,820
Washington Co-operative Egg & Poultry Association	3,120
Iodent Chemical Company	2,646
Communist Party	968
Masters Mates & Pilots	812

TOTAL \$40,617,130

American Broadcasting Co. 1946 Gross Monthly Billings

MONTHS

January	\$ 3,708,963
February	3,348,135
March	3,659,331
April	3,411,558
May	3,470,158
June	3,336,572
July	3,237,134
August	3,132,393
September	3,265,806
October	3,301,218
November	3,323,056
December	3,422,866

TOTAL \$40,617,130

American Broadcasting Co. 1946 Industry Classifications

Foods and Food Beverages	\$12,292,273
Drugs and Toilet Goods	9,483,782
Stationery and Publishers	2,731,241
House Furniture and Furnishings	2,385,649
Laundry Soaps and Housekeepers Supplies	2,375,722
Confectionery and Soft Drinks	1,922,676
Financial and Insurance	1,829,908
Automotive Industry	1,720,400
Building Materials	1,362,109
Miscellaneous	1,211,588
Cigars, Cigarettes and Tobacco	909,748
Machinery, Farm Equipment and Mechanical Supplies	684,792
Lubricants, Petroleum Products and Fuel	592,162
Radios, Phonographs and Musical Instruments	502,055
Clothing and Dry Goods	351,318
Jewelry and Silverware	115,497
Wines, Beers and Liquors	47,133
Paints and Hardware	45,683
Sporting Goods	33,308
Shoes and Leather Goods	7,266
Garden and Field	3,820

TOTAL \$40,617,130



How to Avoid Saving Money

by DANNY KAYE

To avoid saving money, the first thing is to cut off all your pockets. (Or throw away your purse and keep your lipstick in your snood.) Thus you will have to carry your money in your hand. Which will insure that you—
1. spend it, 2. lose it, 3. get it taken from you—quicker!



Also to be avoided like crazy are piggy banks and sugar bowls. Keep these out of your home! The kiddies in particular are victimized by such devices, often saving quite a bale of moolah. Be stern even if the little ones cry—remember what money could do for them! And be sure to avoid budgets or, before you know it, you'll be in the black! It is best to draw your pay and walk down Main Street buying anything you don't particularly hate.

Above all, don't buy any U. S. Savings Bonds—
or it's impossible not to save money!
These gilt-edged documents pay fat interest—4 dollars for 3 after only 10 years! There is even an insidiously easy scheme called the Payroll Savings Plan by which you buy bonds automatically. Before you catch on, you have closets full. You may even find yourself embarrassed by a regular income! Get-gat-gittle!



Danny Kaye

IF YOU MUST
SAVE

SAVE THE EASY WAY...

BUY YOUR BONDS THROUGH PAYROLL SAVINGS



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



Renewal Of 14 Shows Signed By Columbia

(Continued from Page 1)

ber 30, are for daytime serials sponsored by Procter & Gamble Company, which has been a continuous advertiser on CBS since June, 1929. The P. & G. shows, all heard Mondays through Fridays, are: "Big Sister," 1:00-1:15 p. m., for Ivory Soap; "Young Dr. Malone," 1:30-1:45 p. m., for Crisco; "Road of Life," 1:45-2:00 p. m., for Duz; "Rosemary," 11:45 a. m.-12:00 noon, for Ivory Snow, and "Ma Perkins," 1:15-1:30 p. m., for Oxydol. Compton Advertising, Inc., is the agency for "Big Sister," "Young Dr. Malone," and "Road of Life"; Benton & Bowles, Inc., handles "Rosemary," and agency for "Ma Perkins" is Dancer-Fitzgerald-Sample.

Other renewals: "Adventures of Ozzie and Harriet," Sundays, 6:00-6:30 p. m., sponsored by International Silver Co., a CBS advertiser since 1932. Renewal effective January 5; agency, Young & Rubicam, Inc.

Shirer Renewed

"William L. Shirer and the News," Sundays, 5:45-6:00 p. m.; sponsored by J. B. Williams Company since its CBS debut December 5, 1943. Renewal effective January 5; agency, J. Walter Thompson Company. "Big Town," Tuesdays, 8:00-8:30 p. m. (re-broadcast, 12:00-12:30 a. m.), sponsored by Sterling Drug, Inc., a continuous CBS advertiser since 1931. Renewal effective December 31; agency, Pedlar & Ryan, Inc.

"Crime Photographer," Thursdays, 9:30-10:00 p. m., sponsored by Anchor-Hocking Glass Corp., a CBS advertiser since January, 1944. Renewal effective January 2; agency, William H. Weintraub & Co., Inc.

"The Joan Davis Show," Mondays, 8:30-8:55 p. m. (re-broadcast, 11:30-11:55 p. m.), sponsored by Lever Brothers Company. Renewal effective December 30; agency Young & Rubicam, Inc. Lever Bros. has been a CBS advertiser since 1935.

Re-Sign Ann Sothorn

Ann Sothorn as "Maisie," Fridays, 10:30-11:00 p. m., sponsored by Eversharp, Inc. Renewal effective January 3; agency, The Biow Company. Eversharp first advertised on CBS in 1929.

"Bill Henry and the News," Mondays through Fridays, 8:55-9:00 p. m., sponsored by Johns-Manville Corp., which first sponsored a show on Columbia in 1930. Renewal effective December 23; agency, J. Walter Thompson Co.

"Hollywood Startime," Saturdays, 8:00-8:30 p. m. (re-broadcast, 11:00-11:30 p. m.), sponsored by General Motors Corp., a CBS advertiser since 1934. Renewal effective January 4; agency, Foote, Cone & Belding.

"Garden Gate with Tom Williams," Saturdays, 9:15-9:30 a. m., sponsored by Ferry-Morse Seed Company, which has been sponsoring this program since February, 1945. Renewal effective January 11; agency, MacManus, John & Adams, Inc., of Detroit. This renewal is for 18 weeks; all others are for 52 weeks.

COAST-TO-COAST

—CALIFORNIA—

SAN FRANCISCO—A new audience participation show for children from five to fifteen years of age made its bow over KPO-NBC Dec. 28. Emcee of "Hubub Club For Juniors" is Jack Gregson. . . Mrs. Roy Phalen of this city was winner of a recent contest conducted by local newspapers, object of which was to describe Jack Gregson, emcee of "Hubub Club" (KPO) by the sound of his air voice. Entry was submitted in the form of a sonnet—descriptive rather than romantic.

—INDIANA—

FORT WAYNE—Feeling the importance of aiding the needy at Christmas time, WGL inaugurated the "101 Club" in a five-hour broadcast on the evening of Dec. 22nd. Three-column newspaper ads, air publicity, personal letters and telephone calls to WGL clients one week prior to broadcast time resulted in a sizable sum, which was added to in donations during the broadcast proper. Fort Wayne's Mayor, the President of the Farnsworth Television & Radio Corp. and thirty radio artists participated. Approximately \$3,000 was collected and turned over to the Social Planning Council of Fort Wayne.

—MAINE—

PORTLAND—Effective with the re-opening of the public schools following the holidays, WCSH instituted a "no school" signal service to some 70,000 school children residing in its principal service area. The superintendents of schools of the various cities, towns and school unions of the nine counties were circularized by letter from William H. Rines, WCSH's managing director, for their estimate of such a service, and the response was gratifyingly favorable.

—LOUISIANA—

NEW ORLEANS—Musicians are going to have their own show on WWL every Thursday at 8:30 p. m., beginning Jan. 7. In possibly the only program like it in the U. S. a different orchestra from the Cradle of Jazz will present its wares through a special arrangement between Local 174 of the AFM and WWL. Johnny De Drott and his orchestra will open the series which is scheduled to run 13 weeks. The Leslie George orchestra and Charlie Bourgeois orchestra will follow in the second and third shows, respectively, with others slated throughout the time.

—GEORGIA—

ATHENS—The Peabody Award contest, administered by the Grady School, designed to give recognition for the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Ga. is in full swing with entries flooding into the University of Ga. Closing date for the contest is January 10, 1947, and Dean Drewry has requested all radio stations, networks, newspapers and magazine radio editors, listener groups, and any person or organization wishing to direct attention of the Peabody Board to a

special program or series of programs, desiring to be considered in the competition and which have not as yet made their entries. The National Association of Broadcasters assists the Grady School in their sponsorship.

—MINNESOTA—

MINNEAPOLIS-ST. PAUL—Hilltop Laboratories, Kellogg Milling Company, and Griggs Cooper and Company join the list of new accounts at WDG. . . New-comers to the staff include Vince Lonergan, newscaster, Dorothy Mickelsen, asst. promotion manager, and Larry Nuss, account executive. . . Mel Drake, station manager of WDG has just been named the grand champion swimmer of the Minneapolis Athletic Club. . . As a result of direct coverage of the International Livestock Show in Chicago by WCCO, the 4-H club congress got to tell the folks at home about their trip.

—CONNECTICUT—

BRIDGEPORT—WICC celebrated in traditional style the arrival of the New Year with a program of continuous bands of dance music, beginning Dec. 31 at 11:30 p. m. and continuing until 4 a. m. Jan. 1. . . **HARTFORD**—The Christmas Seal drive in Hartford was climaxed by WDRC with a mass interview of officials of the Hartford Tuberculosis and Public Health Society, at the society's headquarters. Fifteen-minute show was done by wire recorder and relayed during top night spot.

—MASSACHUSETTS—

LAWRENCE—WLaw will broadcast the inauguration of Robert F. Bradford as Governor of Mass. today. The new Governor's message, one of the most important to be made in the history of the commonwealth, will highlight the WLaw program. . . **BOSTON**—Gloria Carroll, songstress, returned to WEEL and the WEEL-CBS "Coffee Club" program on Dec. 26, after the birth of her second baby boy.

—NEW YORK—

JAMESTOWN—Jack Guinan, Chief Announcer and Sportscaster of WJTN, has joined the staff of WGR, Buffalo, N. Y. . . **WOODSIDE**—Jocko Maxwell, WWRL sportscaster, has written an article on Bobby Layne, Univ. of Texas football star, in the current issue of Southern Coach and Athlete.

—OKLAHOMA—

TULSA—KVOO staff artists have moved into Hotel Tulsa's "After 5 Room" to play a four-week engagement. . . L. L. Dresser and Dick Lawson, winners in the annual KVOO Oklahoma Pasture Improvement Contest, have been named honorary members in "Friends of the Land." . . **ENID**—KCRC now signs off at midnight. . . KCRC's recording service is currently open to the public. . . **ADA-KADA** has presented transcriptions made of all Ada High School football games for 1946 to the school. . . Tom Gibson of Oklahoma Gas and Electric Co. has set up "Birthday Cub" which the utility will sponsor over KADA. . . **OKLAHOMA CITY**—Joining the KOMA staff are Charley Aldrich, guitarist, and Ned French, announcer.

BMB Leader Prepares To Answer Critics

(Continued from Page 1)

leveled at the measurement bureau's coverage information as contained in the station survey maps.

It was learned in Washington Monday that NAB made a survey of broadcaster-subscribers of BMB to ascertain their views on the BMB service rendered. From the returns of this survey the NAB board of directors are expected to present several questions to Feltis for clarification.

The future of BMB highlights the NAB board meeting's agenda for the meeting which will be held at the Mark Hopkins Hotel, San Francisco, opening Sunday, January 5. It is probable that the board will take up the BMB matter at their session of Sunday.

Academy Of Tele Arts Organizes Committees

West Coast Bureau, RADIO DAILY

HOLLYWOOD—Formation of the Academy of Television Arts and Sciences moved nearer completion last week with the naming of three committees.

Those volunteering for the program committee were Gale Gitterman, MGM producer; Ronald Oxford, NBC; F. Dean McClusky, School of Education, UCLA; R. A. Montfort and Joe Conn, Los Angeles Times; Charles Brown, KFI; Albert B. Ulrich, NBC; Patrick Michael Cuning, Bergen-Cunning Productions; James McPherson, Visual Instruction, UCLA; Foster May, ABC News and Special Events; Jack Strauss, consulting engineer.

On the membership committee are Russell Furse, Telefilm Corporation; O. A. Engstrom, Glendale Schools; S. R. Rabinoff, American Television Laboratories; Germaine Kellerman and Harold Bracket, KB16 Films; Marcia Drake, tele-scenarist; Si Waxler cameraman, and Mrs. Maevie O'Reilly Finley, teleproduction assistant.

On the Publicity Committee are Dave Glickman, Broadcasting Magazine; Syd Cassyd, Film World, and Mark Finley and Vic Rowland of the Don Lee Television System. The next meeting will be January 7.

Send Birthday Greetings To—

January 1

Ted Cott Edwin Franko Goldman
Frank Kettering A. E. Mickel
Rae Elbrock Boris Morros
Norman Jean Nilsson

January 2

Bill Bradley Bill Malo
Margie Dunaway John McCormick
Bernardine Flynn James Melton
Abner J. Greshler Claude Sweeten

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 2

NEW YORK, FRIDAY, JANUARY 3, 1947

TEN CENTS

Organize Regional Web

FM Stations Issue New Com. Rate Cards

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Renewal Of 14 Shows Signed By Columbia

(Continued from Page 1)

ber 30, are for daytime serials sponsored by Procter & Gamble Company, which has been a continuous advertiser on CBS since June, 1929. The P. & G. shows, all heard Mondays through Fridays, are: "Big Sister," 1:00-1:15 p. m., for Ivory Soap; "Young Dr. Malone," 1:30-1:45 p. m., for Crisco; "Road of Life," 1:45-2:00 p. m., for Duz; "Rosemary," 11:45 a. m.-12:00 noon, for Ivory Snow, and "Ma Perkins," 1:15-1:30 p. m., for Oxydol. Compton Advertising, Inc., is the agency for "Big Sister," "Young Dr. Malone," and "Road of Life"; Benton & Bowles, Inc., handles "Rosemary," and agency for "Ma Perkins" is Dancer-Fitzgerald-Sample.

Other renewals: "Adventures of Ozzie and Harriet," Sundays, 6:00-6:30 p. m., sponsored by International Silver Co., a CBS advertiser since 1932. Renewal effective January 5; agency, Young & Rubicam, Inc.

Shirer Renewed

"William L. Shirer and the News," Sundays, 5:45-6:00 p. m., sponsored by J. B. Williams Company since its CBS debut December 5, 1943. Renewal effective January 5; agency, J. Walter Thompson Company. "Big Town," Tuesdays, 8:00-8:30 p. m. (re-broadcast, 12:00-12:30 a. m.), sponsored by Sterling Drug, Inc., a continuous CBS advertiser since 1931. Renewal effective December 31; agency, Pedlar & Ryan, Inc.

"Crime Photographer," Thursdays, 9:30-10:00 p. m., sponsored by Anchor-Hocking Glass Corp., a CBS advertiser since January, 1944. Renewal effective January 2; agency, William H. Weintraub & Co., Inc.

"The Joan Davis Show," Mondays, 8:30-8:55 p. m. (re-broadcast, 11:30-11:55 p. m.), sponsored by Lever Brothers Company. Renewal effective December 30; agency Young & Rubicam, Inc. Lever Bros. has been a CBS advertiser since 1935.

Re-Sign Ann Sothern

Ann Sothern as "Maisie," Fridays, 10:30-11:00 p. m., sponsored by Eversharp, Inc. Renewal effective January 3; agency, The Blow Company. Eversharp first advertised on CBS in 1929.

"Bill Henry and the News," Mondays through Fridays, 8:55-9:00 p. m., sponsored by Johns-Manville Corp., which first sponsored a show on Columbia in 1930. Renewal effective December 23; agency, J. Walter Thompson Co.

"Hollywood Startime," Saturdays, 8:00-8:30 p. m. (re-broadcast, 11:00-11:30 p. m.), sponsored by General Motors Corp., a CBS advertiser since 1934. Renewal effective January 4; agency, Foote, Cone & Belding.

"Garden Gate with Tom Williams," Saturdays, 9:15-9:30 a. m., sponsored by Ferry-Morse Seed Company, which has been sponsoring this program since February, 1945. Renewal effective January 11; agency, MacManus, John & Adams, Inc., of Detroit. This renewal is for 18 weeks; all others are for 52 weeks.

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—A new audience participation show for children from five to fifteen years of age made its bow over KPO-NBC Dec. 28. Emcee of "Hubub Club For Juniors" is Jack Gregson. . . Mrs. Roy Phalen of this city was winner of a recent contest conducted by local newspapers, object of which was to describe Jack Gregson, emcee of "Hubub Club" (KPO) by the sound of his air voice. Entry was submitted in the form of a sonnet—descriptive rather than romantic.

— INDIANA —

FORT WAYNE—Feeling the importance of aiding the needy at Christmas time, WGL inaugurated the "101 Club" in a five-hour broadcast on the evening of Dec. 22nd. Three-column newspaper ads, air publicity, personal letters and telephone calls to WGL clients one week prior to broadcast time resulted in a sizable sum, which was added to in donations during the broadcast proper. Fort Wayne's Mayor, the President of the Farnsworth Television & Radio Corp. and thirty radio artists participated. Approximately \$3,000 was collected and turned over to the Social Planning Council of Fort Wayne.

— MAINE —

PORTLAND—Effective with the reopening of the public schools following the holidays, WCSH instituted a "no school" signal service to some 70,000 school children residing in its principal service area. The superintendents of schools of the various cities, towns and school unions of the nine counties were circularized by letter from William H. Rines, WCSH's managing director, for their estimate of such a service, and the response was gratifyingly favorable.

— LOUISIANA —

NEW ORLEANS—Musicians are going to have their own show on WWL every Thursday at 8:30 p. m., beginning Jan. 7. In possibly the only program like it in the U. S. a different orchestra from the Cradle of Jazz will present its wares through a special arrangement between Local 174 of the AFM and WWL. Johnny De Drott and his orchestra will open the series which is scheduled to run 13 weeks. The Leslie George orchestra and Charlie Bourgeois orchestra will follow in the second and third shows, respectively, with others slated throughout the time.

— GEORGIA —

ATHENS—The Peabody Award contest, administered by the Grady School, designed to give recognition for the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Ga. is in full swing with entries flooding into the University of Ga. Closing date for the contest is January 10, 1947, and Dean Drewry has requested all radio stations, networks, newspapers and magazine radio editors, listener groups, and any person or organization wishing to direct attention of the Peabody Board to a

special program or series of programs, desiring to be considered in the competition and which have not as yet made their entries. The National Association of Broadcasters assists the Grady School in their sponsorship.

— MINNESOTA —

MINNEAPOLIS-ST. PAUL—Hilltop Laboratories, Kellogg Milling Company, and Griggs Cooper and Company join the list of new accounts at WDGY. . . New-comers to the staff include Vince Lonergan, newscaster, Dorothy Mickelsen, asst. promotion manager, and Larry Nuss, account executive. . . Mel Drake, station manager of WDGY has just been named the grand champion swimmer of the Minneapolis Athletic Club. . . As a result of direct coverage of the International Livestock Show in Chicago by WCCO, the 4-H club congress got to tell the folks at home about their trip.

— CONNECTICUT —

BRIDGEPORT—WICC celebrated in traditional style the arrival of the New Year with a program of continuous bands of dance music, beginning Dec. 31 at 11:30 p. m. and continuing until 4 a. m. Jan. 1. . . **HARTFORD**—The Christmas Seal drive in Hartford was climaxed by WDRC with a mass interview of officials of the Hartford Tuberculosis and Public Health Society, at the society's headquarters. Fifteen-minute show was done by wire recorder and relayed during top night spot.

— MASSACHUSETTS —

LAWRENCE—WLaw will broadcast the inauguration of Robert F. Bradford as Governor of Mass. today. The new Governor's message, one of the most important to be made in the history of the commonwealth, will highlight the WLaw program. . . **BOSTON**—Gloria Carroll, songstress, returned to WEEI and the WEEI-CBS "Coffee Club" program on Dec. 26, after the birth of her second baby boy.

— NEW YORK —

JAMESTOWN—Jack Guinan, Chief Announcer and Sportscaster of WJTN, has joined the staff of WGR, Buffalo, N. Y. . . **WOODSIDE**—Joeko Maxwell, WWRL sportscaster, has written an article on Bobby Layne, Univ. of Texas football star, in the current issue of Southern Coach and Athlete.

— OKLAHOMA —

TULSA—KVOO staff artists have moved into Hotel Tulsa's "After 5 Room" to play a four-week engagement. . . L. L. Dresser and Dick Lawson, winners in the annual KVOO Oklahoma Pasture Improvement Contest, have been named honorary members in "Friends of the Land." . . **ENID**—KCRC now signs off at midnite. . . KCRC's recording service is currently open to the public. . . **ADA-KADA** has presented transcriptions made of all Ada High School football games for 1946 to the school. . . Tom Gibson of Oklahoma Gas and Electric Co. has set up "Birthday Cub" which the utility will sponsor over KADA. . . **OKLAHOMA CITY**—Joining the KOMA staff are Charley Aldrich, guitarist, and Ned French, announcer.

BMB Leader Prepares To Answer Critics

(Continued from Page 1)

leveled at the measurement bureau's coverage information as contained in the station survey maps.

It was learned in Washington Monday that NAB made a survey of broadcaster-subscribers of BMB to ascertain their views on the BMB service rendered. From the returns of this survey the NAB board of directors are expected to present several questions to Feltis for clarification.

The future of BMB highlights the NAB board meeting's agenda for the meeting which will be held at the Mark Hopkins Hotel, San Francisco, opening Sunday, January 5. It is probable that the board will take up the BMB matter at their session of Sunday.

Academy Of Tele Arts Organizes Committees

West Coast Bureau, RADIO DAILY

HOLLYWOOD—Formation of the Academy of Television Arts and Sciences moved nearer completion last week with the naming of three committees.

Those volunteering for the program committee were Gale Gitterman, MGM producer; Ronald Oxford, NBC; F. Dean McClusky, School of Education, UCLA; R. A. Montfort and Joe Conn, Los Angeles Times; Charles Brown, KFI; Albert B. Ulrich, NBC; Patrick Michael Cuning, Bergen-Cunning Productions; James McPherson, Visual Instruction, UCLA; Foster May, ABC News and Special Events; Jack Strauss, consulting engineer.

On the membership committee are Russell Furse, Telefilm Corporation; O. A. Engstrom, Glendale Schools; S. R. Rabinoff, American Television Laboratories; Germaine Kellerman and Harold Brackett, KB16 Films; Marcia Drake, tele-scenarist; Si Waxler cameraman, and Mrs. Maeve O'Reilly Finley, teleproduction assistant.

On the Publicity Committee are Dave Glickman, Broadcasting Magazine; Syd Cassyd, Film World, and Mark Finley and Vic Rowland of the Don Lee Television System. The next meeting will be January 7.

Send Birthday Greetings To—

January 1

Ted Cott Edwin Franko Goldman
Frank Kettering A. E. Mickel
Rae Elbrock Boris Morros

Norman Jean Nilsson

January 2

Bill Bradley Bill Malo
Margie Dunaway John McCormick
Bernardine Flynn James Melton
Abner J. Greshler Claude Sweeten

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 2

NEW YORK, FRIDAY, JANUARY 3, 1947

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Vol. 38, No. 2 Fri., Jan. 3, 1947 Price 10 Cts.

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

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FINANCIAL

(Thurs., Jan. 2)

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., Zenith Radio.

NEW YORK CURB EXCHANGE

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

Benny Leads "First Fifteen" In Ratings For December

(Continued from Page 1) and Bob Hope occupies third place. Average Evening Sets-In-Use reported are 32.1, down 1.5 from last report, 0.6 from a year ago. The Average Evening rating is 10.5, down 0.2 from last report, up 0.3 from a year ago. Average Available Homes are 81.2, up 0.4 from last report and down 0.1 from the same period last year. The current Total Sponsored Hour Index is 70, as compared with 70 last report, 79 1/2 a year ago.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjoe

Coming and Going

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., leaves today for San Francisco, where he'll attend the meeting of the NAB board of directors.

ROBERT WALDROP, author and commentator for the Savings Bonds Division of the U. S. Treasury Dept., is in Cleveland to do a three-time weekly narration shot over a regional network starting tomorrow.

RED BARBER, director of sports at CBS, left Miami following the Orange Bowl game for Nassau in the Bahamas. He is accompanied by MRS. BARBER and their daughter.

GEORGE CROTHERS, director of "Opinion Please" for CBS, is in Washington, D. C.

JACKIE KELK and EZRA STONE tomorrow will be in Lyons, N. Y., where they'll do a Henry Aldrich-Homer routine for the entertainment of the boys at the veterans hospital. It will be the first in a series of such appearances.

CURTIS P. RITCHIE, owner and manager of KGHF, Pueblo, Colo., has arrived in Denver for the 1947 session of the State Legislature. He is beginning his fourth four-year term.

HOWARD J. LONDON, radio director of the National Foundation for Infantile Paralysis, leaves for Los Angeles today to set the stage for the Jan. 15 March of Dimes luncheon, which will be held at the Hollywood Athletic Club and which will honor Gov. Earl Warren of California, state chairman of the drive.

MARTIN AGRONSKY has returned to Washington, D. C., after having originated yesterday's American network program in New York. He will assist in the ABC coverage of the opening of Congress.

BILL DOWNS, Columbia network newsman, leaves today for Chicago, for tomorrow's broadcast of "Cross-Section, U. S. A."

EVELYN KNIGHT, vocalist, has returned from Arlington, Va., where she spent the Christmas holidays.

CEDRIC FOSTER, Mutual commentator with headquarters in Boston, spending two days in New York. He'll return to Beantown tomorrow.

WELLS CHURCH, news director at CBS, and JOHN DALY, network correspondent, off to Washington, D. C., to cover the opening of Congress.

WAA Methods Castigated By Surplus Property Unit

(Continued from Page 1)

war offices have been in a state of "complete disorganization, and that in many instances favoritism, if not downright corruption, was apparent in their operation."

The committee said Congress should "police and form general policy" on surplus property operations in the future.

Pointing out the huge losses to the government during surplus property sales, particularly in electronics equipment, the Committee said there has been "a catastrophic failure" to have any inventory, also that property records are in an "abysmal state of chaos."

WOR Names Personnel Head

Dick Connell, formerly connected with WOR's recording studios, has become the station's first personnel director. Additions to the WOR staff include Jack Tolbert as evening news editor and announcer Jack O'Reilly, formerly with WHOM and WNEW. Tolbert has taken over the night news desk replacing Jim Doyle, who now writes the 8 a.m., newscast for Prescott Robinson.

New Peter Paul Series

Starting Tuesday, Jan. 7 Peter Paul will sponsor the Tuesday, Thursday and Saturday at 7:30 to 7:45 a.m., series of newscasts in addition to its current Mon. Wed. and Friday at 6:00 to 6:15 a. m., newscasts. NBC staff announcer Arthur Gary will handle both shows which feature Charles F. McCarthy and Ken Banghart respectively.

Lombardo On '20 Questions'

Guy Lombardo, band leader, will participate tomorrow on the "20 Questions" program which will be broadcast over the Mutual network starting at 8 p.m.

Putnam News Strip Sold By WOR To 2 Sponsors

(Continued from Page 1)

newscast from 6-6:15 p.m., on Tuesday, Thursday and Saturday nights, effective Jan. 21. The 52 week contract was handled through Roche, Williams & Cleary agency in Chicago. This gives Putnam's 6 p.m., newscast sponsorship across the board since it was announced last week that Procter and Gamble would come in as a Monday, Wednesday and Friday sponsor on Jan. 13.

E. D. Greenfield Co., maker of "Derm-G" skin ointment, has signed to sponsor Putnam's 11 a. m., Sunday newscast starting Jan. 26. Sternfeld, Godley agency placed the 13 week contract.

Nicholas To WFBM

Ted Nicholas, formerly of WIRE, Indianapolis, has resigned to accept the post of sales promotion at WFBM, CBS outlet in Indianapolis.

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



What holds a bridge up?

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

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

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

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

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



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Ro

Regional Web In N. Y. Now Being Organized

(Continued from Page 1)

One line to cover the entire state reasonable cost.

Eight stations are believed interested in operating along with the northern tier, and negotiations are now going on farther to the north, yet no outlet is lined up for New York City. Negotiations with WINS have fallen through. An agreement with a major Buffalo station is now on the talk stage, as well as one in Connecticut. It is contemplated that two offices will be opened in New York City.

Most active in promotion of the network are WWSC, Glen Falls, and WLDT, on to take to the air in Liberty. Edward K. Johnpoll, licensee of WLDT at Liberty, is active in the organization of the new regional network.

Robert E. White Named Manager Of KYW, Phila.

Philadelphia — Robert E. White, educational and public relations director of KDKA, Pittsburgh, and a veteran of nearly 20 years in broadcasting, has been appointed manager of KYW here, it was announced yesterday by J. B. Conley, general manager of Westinghouse Radio Stations, Inc., operators of both stations. White takes over his new duties immediately, succeeding Leslie W. Joy who resigned several weeks ago.

The promotion of White, according to Conley, "is in line with Westinghouse Radio Stations' policy of selecting key executives from within the organization. We feel that Mr. White is eminently qualified to head KYW, and we believe that his broad background of program experience will prove one of his most valuable assets in filling this important assignment."

A native of Springfield, Mass., White's first radio experience came in 1927 as a part-time actor and announcer at Westinghouse station WZL, later becoming associated on a full-time basis. In October 1942 he was war-time program director of KDKA, a position he held until the return of Franklin A. Tooke from service with the Navy. Since July 1945, White has devoted his full time to expansion of KDKA's educational and public relations work. Standing in this regard has been his work with public and parochial schools in Pittsburgh and Allegheny County and as advisor to Radio Youth, a junior achievement undertaking which schools aspiring youth through all phases of radio.

Coast NAB District Meeting Drawing Over 500 Radio Men

(Continued from Page 1)

plans. In addition to the conferences, officials of NAB will speak before civic and service organizations in the Bay area in a series of meetings arranged by Bob Laws, KGO public relations director and chairman of the radio department of the San Francisco Advertising Club.

On Wednesday, Justin Miller, president of NAB, will address a luncheon meeting of the San Francisco Advertising Club at the Palace Hotel, on the subject "Advertising, a Public Necessity."

Thursday at noon, Frank Pellegrin, NAB director of broadcast advertising, will address a special meeting at the Palace Hotel to which the San Francisco radio stations are bringing all their retail clients, to hear a report on the Joske Retail Radio Study.

Other special meetings planned include an address by A. D. Willard, executive vice-president of NAB, before the Public Relations Club at the Press Club luncheon; Richard P. Doherty, director of employee relations, will speak to the San Francisco Lions Club Tuesday, noon, and on Wednesday will speak to the Berkeley Rotary Club.

Also on Wednesday, Kenneth H. Baker will address a luncheon meeting of the Oakland Lions Club on "People Look At Radio," based on the research study report of the University of Denver. This same talk will be given by Baker to the Oakland Rotary Club Thursday at noon.

Friday evening A. D. Willard and other NAB officials will be the guests of the San Francisco Press Club at their weekly off-the-record dinner. The local committee is taking full advantage of the NAB gathering to acquaint the industrial and business leaders of the San Francisco Bay area with importance to them of the radio broadcasting industry.

KFWB Announces Series On The United Nations

(Continued from Page 1)

problems dealing with UN, and bringing up to date accomplishments of UN. Programs will be conducted on Forum and discussion format.

UN authorities will appear on these Monday night shows to discuss world peace organization and its problems. This Monday night program is presented in conjunction with consulting committee of United Nations. On Tuesday—"Let Freedom Ring"—presented by Los Angeles Council and Civic Unity. Program will deal with tolerance, racial and religious unity, and good citizenship theme. Program will tell of how various faiths, races and nationalities are getting along in Los Angeles area. On Wednesdays—"The Atomic Age Is Here"—KFWB presents vital question of our time, impact of atomic energy on our civilization. What and how and wherefores of atomic energy will be discussed by a group of many of the most distinguished scientists of our age. Program is presented on behalf of emergency committee of atomic scientists. On Thursdays, "For This We Fought"—discussion on our duties as good citizens. Americanism and its by-products, Americans. On Fridays, "The United Nations in Review," a weekly review of United Nations and all news emanating from UN. A commentary on our times. Program is presented in collaboration with United Nations Association. These programs will be presented as another public service feature of KFWB. Joe Roos, KFWB feature writer, writes two United Nations shows, and collaborates on others.

Kobak To Coast

Los Angeles—Edgar Kobak, President of Mutual Broadcasting System, will be here January 9th for about 4 or 5 days.

Marconi Sponsoring Canadian FM Station

Montreal—Canadian audiences will get a chance to listen early in 1947 to the latest in commercial radio-FM. As in 1920 first on the air commercially will be Canadian Marconi with their recently licensed FM station, CFCM at Montreal.

Canadian Marconi is now completing plans for the installation of its transmitter atop the Sun Life building in downtown Montreal. From here FM programs will be beamed to cover a radius of approximately 25 to 30 miles. In line with CBC policy the same programs broadcast over Marconi's regular AM station CFCF will be put on over the FM station. Company officials say that the new station will start off with plenty of power to over-ride ignition static, etc., so that listeners will get true FM reception. Listeners will be few and far between when the station goes on the air at first. There are a few experimental receivers at present which can pick up FM programs from the CBCS experimental FM station.

However, Marconi has some encouraging news for radio buyers as well. They think the first FM sets will make their appearance in 1947. Cost of the FM sets is still in the talking stage, but AM/FM sets are likely to run from \$200 to \$450, provided material costs don't go sky high. Most of these sets will also be equipped for playing records and the improved audio system required for FM is expected to make for better reproduction of recordings.

Stork News

Martin Pine, radio publicist, became the father of a 5½ lb. girl, born to Mrs. Pine Saturday, December 28, 1946, at Israel Zion Hospital, Brooklyn. The newcomer will be named Sherry.

In The Public Interest



TOM SWAFFORD
Writer and Producer

WAYNE ROBERTS
Narrator

KGW's weekly dramatization of news events of particular interest to residents of Portland and the Pacific Northwest, has reported on news from labor disputes to human interest, has interviewed numerous nationally-known persons.

It's a timely, informative, entertaining supplement to KGW's complete local and national news coverage—an outstanding example of KGW's activities "in the public interest"



GLENN SHELLEY
Organist

In The Public Interest, broadcast every Friday evening at 9:30, is available for sponsorship. Contact your nearest Petry office, or Station KGW direct.

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AFFILIATED WITH

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LOS ANGELES

By RALPH WILK

LOWELL SMITH, Radio Production Manager of the Tullis Company, has left for San Francisco and Seattle with regard to spot production coverage in connection with the "Bible Institute of Los Angeles" over the Mutual network.

KHJ's program of news slanted for veterans' interest, "The Veteran's Voice," will be heard over the entire Don Lee network beginning with the broadcast of January 4. Smith Dawless, of the Army Times, serves as narrator on the program.

Danny Thomas, ace comedian co-starred with Don Ameche and Frances Langford on the Drene Show, Sundays over NBC, is completing arrangements for publication of the original songs written for him by Jerry Seelen and which he sings on the Sunday program. He will also record them for a major company.

CBS' Ginny Simms is scheduled to star in the film, "Broadway Rose," to be produced by Harry Joe Brown. Ginny will portray the role of a one-time glamorous actress who has come upon lean days. Picture slated to go into production in February.

Frances Scully, KECA's "Star Gazer," and long time chronicler of the Hollywood scene, has been elected Vice-President of the Hollywood Women's Press Club.

Series On Atomic Power Starts Tonight On WMCA

An imaginary atom bombing of New York City takes place tonight, from 9:30-10 p.m., when WMCA begins a weekly series of programs dramatizing the story of atomic power. Scientists who developed atomic energy, including Prof. Albert Einstein, Dr. Harold C. Urey and Dr. J. Robert Oppenheimer, will participate in the series which is titled "One World Or None," and is taken from the book of the same name.

Dr. Philip Morrison, atom scientist who helped assemble the bomb dropped on Hiroshima, will appear on the first program tonight. Regular cast for the series will include Paul McGrath as narrator and Mercedes McCambridge, Dexter Masters, editorial authority on atomic energy, will supervise the radio project and prepare the scripts while Mitchell Grayson, network radio producer, will direct the series.

Takes WMPS Post

Chicago—Matty Brescia, for the last eight months on the NBC publicity staff, has resigned to take the job of promotional director of WMPS, Memphis, and left for the South on New Year's Eve. In 1944 when he was attending the University of Missouri, Brescia was voted the No. 1 G.I. sports editor by sports writers throughout the country. WMPS, an ABC affiliate, is increasing its power and Brescia states that the station intends to launch an extensive promotional campaign.



Broadway Bulletin Board. . . !

● ● ● The FCC, according to our Washington gum-shoe, will shortly reduce the kilocycle spread between stations from 40 to 30, which means that indie stations should spring up like small-town newspapers. . . Leopold Stokowski confided to a pal recently that he hated singers—especially baritones. Asked what he thought of tenors, he said he hated them an octave more! . . . J. Walter Thompson veepee, Joe Bigelow, bedded with a strained ligament—from tobogganing, no less. . . According to the way we hear it, Sinatra will be looking for a new sponsor come next June, and it may be his old bankroller, the Hit Parade. . . AP editors again tabbed Kate Smith as top femme air entertainer. . . Transfilm will make a series of documentary shorts on radio personalities. . . Jimmy Dorsey signed with M-G-M records and also ticketed for the Paramount in March or April. . . Victor King assembling a 28-man ork for package radio deal featuring Nadine Conner, Geo. Griffin, and Milton J. Cross. . . Tom Luckenbill out to showcase comics on Vaughn Monroe stanza in the old Rudy Vallee manner. . . Bing Crosby's brother, Ted, writing another tome about his celebrated brother, which will treat the Groaner kindly despite existing tension between the two.



● ● ● **IDLE THOUGHTS:** Oscar Levant prob'ly has more pills in his medicine cabinet than the Squibb Co. . . Roland Martini, who produces "Saturday Night Serenade," looks more like a movie actor than most of the cinema performers. . . Arthur Godfrey's pet pash is halavah. . . Wish some actor in H'wood would break the monotony by picking the 10 best critics of the year. . . Is Willie Howard being considered for a steady spot with Hildegard? . . . Ellery Queen, Goodman Ace and John Reed King would make an interesting card game.



● ● ● **SMALL TALK:** Paul Allen has quit warbling to join Famous Artists in H'wood as an agent. . . Charlotte Manson getting offers from movieland. (She already turned down a leading role in "The Hucksters"). . . Norm Barasch and Joe Stein renewed on the Hildegard and Henry Morgan scripting staffs. . . Norman Liss has joined Frank Law's publicity organization. . . Carl Emory the new menace on CBS' "Rosemarie." . . Mel Torme, currently singing at Glenn Billingsley's Bocage Room in H'wood, set for Chesterfield guest shots. . . Aside to Don Bryant: Nice timing in grabbing Jean Sahlon when he's getting to be one of the hottest properties on the air. . . Paul Taubman, Penthouse Club pianist, writing a B'way musical. . . Jan August appearing at the Nat'l Press Club Dinner to Pres. Truman Jan. 11th at the Statler Hotel in Washington. . . Rise Stevens writing her life story for publication next spring. She'll prob'ly call it "The Rise of Rise." . . Jack Smith returns to The Family Hour Jan. 26th for a guest shot. . . Alan Young knows two H'wood yes-men who are collaborating on a book called "The Best Yeahs Of Our Lives." . . Walter Lurie is the gent who brought the MCA package, "Scotland Yard," over to Mutual. Lurie thinks Rathbone will be a bigger click in this than in "Sherlock Holmes." . . Evelyn Knight set for the Carnation Hour on the 6th. . . Tex Beneke negotiating for ET series plugging Charm magazine.



● ● ● **OUR HAT'S OFF DEP'T:** Sammy Fain's score in "Toplitzky of Notre Dame"—especially the tunes, "You Are My Downfall" and "Love Is A Random Thing." . . Saxie Dowell's Sonora platter of "Rumors Are Flying." . . Zero Mostel and Bernice Parks in "Beggars Holiday." (Ray Whittaker, Shubert's gen'l mgr. says that Zero is the greatest comic to come along since Bobby Clark). . . Chucho Martinez's big-time crooning at the Embassy. . . Maestro Curtis Biever's kiddie album waxings. . . Bert Lahr's great clowning in "Burlesque"—and a special nod to that terrific third act.

CHICAGO

By NAT GREEN

PAUL NIELSON, reporter and news analyst formerly with WBBM has joined the WGN newsroom staff and will write and announce two daily WGN news shows. Nielson was radio division bureau chief of the Denver AP office for several years, was Ford Motor Co. reporter on the "Watch the World Go By" network news program in 1943; a free lance correspondent in 1944, and in May '45, joined WBBM.

Everett Holles, WBBM news editor who has been invited to make a 30 day tour of Europe as a guest of the War Department, will leave Washington with other news men January 11. Holles is the only Midwestern radio representative on the trip.

The stork was busy along Radio Row during the holidays, and Dan Cupid also had his innings. A son was born December 21 to Judy Logan of the "Help Your Neighbor" program on WATT and Joe Dean. On December 24 Announcer Jim Dale of WINA became the father of an eight-pound ten-ounce daughter, Kathleen Dawn, and on Christmas Eve the wife of Ed Reynolds, of the WBBM publicity staff, presented him with a daughter, Mary. Bob Baird, WGN assistant supervisor in the engineer department, was married on December 26 to Loraine Neitzel at Wisconsin Rapids, Wis., and the forthcoming marriage of Marilyn Wharton, of the NBC guest relations staff, to George Elrick, advertising copywriter, has been announced for January 11.

According to unofficial reports, WMAQ central division broke the million dollar mark on local and network spot sales for 1946, a three-year record.

Parks Johnson and Warren H. did their New Year's Eve "Vox Pop" broadcast from the Continental Hotel here.

Jack Owens of the Don McNe "Breakfast Club" was off the show for several days because of laryngitis.

WIND has the "ex" on broadcast of the home games of the Illini "Wild Kids," nation's most touted cage aggregation. Sportscaster Bert Wils will report the games direct from the University of Illinois.

Bob Atcher, whose "news in son" is heard over WBBM, has just waxed four of his newest compositions. They are "Long Gone," "I Traded My Heart For A Tear," "You Darlin', No One But You," and "Out Of My Arms, I Still In My Heart."

Hospital Show Set

Local movement to save Sydenham Hospital, New York, will be dramatically highlighted by WMAQ when it presents a documentary of the institution's history and people on Jan. 7 from 9:30-10 p.m. The original radio drama, written by Marion and Vincent Dempsey, is titled "Not Always Forgotten" and is part of the station's weekly series, "New World A-Coming."

Good Tele Prospect For 1947 Forecast By Hoge, Set Mfr.

(Continued from Page 1)

adding an estimated 5,700 television receivers to the 8,000 manufactured prior to the war," Hoge said, "we estimate total industry production of 30,000 sets in the first quarter of 1947, 60-80,000 in the second quarter, and 200-250,000 in the last half, made by the manufacturers now delivering and the six or eight more who should be able to join them during 1947." His company expects to deliver 5,000 "big picture" sets during the period, he said.

Referring to the market, Hoge pointed to the recent Sylvania survey in which total potential sale of two million sets was estimated for '47, adding that "judging from the prospective purchasers who are beating at our doors, that survey was not unrealistic."

Hoge said that his company "pioneered" the "big picture" sets (21 1/4 by 16 inches), projection television console units, distributing them at \$2400 each through such large New York-area stores as Macy's, Bloomingdale's, Abraham & Straus, and Bamberger's. These large-screen sets, he added, show pictures "over six times the size of the 10-inch sets," and were first produced in "bar models" suitable for taverns or clubs and in home consoles. Many bar units have already been installed, the UST prexy said, and are seen nightly by audiences "ranging from several dozen to several hundred, depending upon the program offered." Home owners are also buying well, Hoge added.

Production at U. S. Television is now at the rate of five per day and is expected to go to 300 a month in February and 500 a month in March. Company feels that is good policy to concentrate most of its attention on its "Tavern Tele-Symphonic" priced

at \$2350 and on its "Tele-Symphonic," for the home at \$2400, "at least for the next few months," Hoge said. Both these units feature AM broadcast, and two short wave bands, FM and a record changer. Popular priced sets, he explained, will be produced when parts are more readily available.

While production plans for 1946 announced by several companies failed to materialize, Hoge pointed out that programs have improved. He complimented NBC, CBS and Du Mont for their progress in this regard.

"Other cities are still virgin territory for television manufacturers," and his company has already felt demands from Washington, the Troy-Albany-Schenectady area, and Los Angeles. Detroit and Cleveland will be added as markets during the first part of the year.

Basing his opinion on a wide experience in the electronics field, Hoge is of the belief that color television is not yet ready for commercial use. "In common with RCA, Philco, Farnsworth, Du Mont and others actually experienced in black-and-white television receiver design," Hoge said, "we at United States Television do not believe that color television will be commercially practical for five years or more because of the lack of proper standards and manufacturing experience, as well as the instability of tubes, coils, and other components, even though laboratory demonstrations under controlled conditions have been excellent." He added that "what we have been through in black-and-white in the past 10 years and present problems even on current frequencies, I am inclined to predict that color might taken 10 years rather than five."

SOUTHWEST

RILEY ORLAN PARKER has been granted by FCC a license to operate a standard broadcast station at Lamesa, using 250 watts power on 90 kilocycles with daytime hours of operation.

Charles "Bud" Lutz, manager of WYFM, San Antonio, has announced that due to requests by listeners, station will increase its daily broadcast schedule to 11 and one-half hours each day, broadcasting from 11 a. m. to 10:30 p. m.

Baylor University's annual Christmas presentation of "Handel's Messiah," sung by a 200-voice chorus and 50-piece orchestra, was broadcast in full over KERA, FM, Dallas, from Cott Hall in Waco.

Daytime broadcast hours of KERA, the Dallas News FM station, has been changed. New hours give additional service from 10 to 11 a. m. and 2 to 4 p. m. each day. Night hours remain from 10 to 9 p. m.

John Paul Goodwin is narrator and Fred Gibbons is at the organ in a new series of programs originating from Houston to the Lone Star Chain each Tuesday and Thursday for a quarter-hour.

Harlandale High School will present a series of 13 programs over WYFM, San Antonio, each Monday for a quarter-hour. Program will be written, presented and produced by the student body and will be titled "Campus Confusion" depicting life of the teen-agers on the school campus.

A staff party was held by members of WOAI, San Antonio. Hugh Halff, general manager, was Santa to the employees with each one receiving bonus.

Fred Conn and Mildred Cope, operating as the Texoma Broadcasting Co., at Denison, have applied to the FCC for license to operate a standard broadcast station there on 1250 kilocycles with 1,000 watts daytime hours of operation.

"Christmas on the Campus" was a special broadcast over WFAA, Dallas, Christmas Eve. The Southern Methodist University, Baylor University, North Texas State College and the Texas State College for Women, all participated in the program which featured seasonal classics, folk songs, and hymns.

Jimmy Lowe, former staff announcer at KFJZ, Fort Worth, has shifted to the announcing staff of KWBC, there. Also a newcomer to KWBC is Jerry James, former news editor of KPRC, Houston. James will be news editor of KWBC.

Gets Westinghouse Post

The appointment of Frank H. Barnett as manager of manufacturing for the Home Radio Division of the Westinghouse Electric Corporation was announced yesterday by Harold B. Donley, Division manager. Mr. Barnett will supervise the activities of manufacturing and allied departments located at the Sunbury, Pa., plant.

AGENCIES

GEORGE PEARSON has been elected a vice-president of the J. Walter Thompson Company. He was formerly director of media for the agency's Chicago office.

LLOYD LARSON, founder of Lloyd Larson Advertising, Chicago, announces that the name of the company has been changed to Lloyd Larson & Associates, Inc. John M. Stillwill, vice-president, joined the firm January 1. He has a background of 17 years in advertising, most of it in the radio field. Ann E. Kerwin, secretary of the company, will continue to act as copy chief and account executive.

JOSEPH J. WEED, president of Weed & Co., radio representatives, has named John A. Finneran, Inc., as advertising counsel.

FAIRBANKS TAILORING CO., Chicago manufacturer of made-to-measure men's clothing, announces appointment of the H. M. Gross Company, also of Chicago, as its advertising agency. Henry Florsheim will be account executive.

ELLIS TRAVERS, vice-president and Chicago manager of Roy S. Durstine, Inc., announces that George Enzinger will join the Chicago office of that advertising agency as a vice-president on February 1st. Since 1938, Enzinger has been executive vice-president and head of the Chicago office of Buchanan & Company, Inc.

ATTENDANCE

118,691

Baltimore, Maryland—

WFBR's attendance figures so far this year total 118,691. Counting the product displays they see, the products they hear advertised and the radio atmosphere they breathe in Baltimore's Little Radio City, it's nice plus advertisers get on WFBR. For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the pluses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Electronic Patents Listed In Washington

Washington Bureau, RADIO DAILY
Washington—The Philco Corporation of Philadelphia has just listed 272 patents on the register of patents available for licensing or sale which is maintained by the patent office as a public service, the Department of Commerce, has announced.

By this action the corporation makes available for non-exclusive licensing on reasonable terms all of its patents for radio receiving sets, including television, electrical phonographs and other inventions.

The International Harvester Co., Radio Corporation of America and Owens-Corning Fiberglass Corp., are among the large American business firms which have previously placed large blocks of patents on register.

About 15,000 patents have been listed since the register was established in May, 1945, to provide a medium of contract between patent owners and firms searching for new devices and

ABC Sets Man-Wife Tele Series On WABD

ABC will launch what is believed to be the first man-and-wife television program when "The Ike On Sport" makes its debut over WABD on January 7. Series scheduled for four airings over the Du Mont station, with an option for nine additional, will be televised on Tuesdays from 8 to 8:30 p. m., EST.

Bill Slater and his wife, Marian, will be featured on the show which will present guest stars prominent in sports as performers or authorities. Guest on the opener will be Tom Slater, brother of Bill, also a veteran sportscaster.

Part of each show will be a sports "how-to-do" demonstration. Sport film sequences will be added to increase scope of the series, which was packaged by Bob Loewi Productions.

products to manufacture. It was initiated to expedite commercial utilization of new inventions and to aid employment.

NAB Head Endorses March Of Dimes Drive

(Continued from Page 1)

Judge Miller invited all stations to bring their programming ability and knowledge of local community to the aid of the "March of Dimes." He pointed out that broadcasters this week will begin receiving quarter-hour and five-minute musical transcriptions, in addition to spot announcements both live and recorded, which have been made for the two week campaign.

"We in radio can recall with pride," said Judge Miller, "our industry's contribution to this good work. Radio has helped greatly in past years. It is my sincere belief that it will do so again."

Movie and radio personalities will aid the official launching of the "March of Dimes" on Jan. 15 with a luncheon at the Hollywood Athletic Club. Gov. Earl Warren of California will be guest of honor. Officials of the radio industry, motion pictures and the press will attend the luncheon which is to precede a "March of Dimes" rally in Hollywood Bowl the same afternoon.

Another transcribed half-hour program for the campaign has just been made in Hollywood and stars Jennifer Jones, Gregory Peck, Joseph Cotten and Lionel Barrymore. Recording, to be sent to every station in the U. S., also features a 50 piece orchestra.

Additional network shows aiding the "March of Dimes" include the "Aldrich Family" which will devote the Jan. 30 broadcast from Chicago to the campaign, and "The Great Gildersleeve" which is to salute the fight on infantile paralysis on Jan. 15, also from Chicago. Radio actors Ezra Stone and Jackie Kelk, who play the roles of "Henry Aldrich" and "Homer" respectively, are scheduled for a personal appearance tour in behalf of the drive and will visit nine cities between Jan. 17 and Jan. 30.

Web Spot Sales Dep't To Open Detroit Office

Co-incident with the acquisition of WXYZ, Detroit, to the group of stations presently represented by the national spot sales department of ABC, a new office will be opened in that city, it was announced yesterday.

Gordon Lloyd, associated with ABC since establishment of the Blue Network in 1942, has been appointed manager of the new office of ABC spot sales. George Dietrich has been appointed account executive in the New York office, replacing Lloyd.

Prior to joining WJZ, Lloyd spent five years as an account exec with three independent New York stations, and during the war was a radio public relations officer for the Air Material Command at Wright Field. Dietrich comes to ABC after having served as New York representative for WGN, Chicago, since 1929.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS:**—Speculation is rife concerning the reasons for the breaking up of many top-ranking bands . . . cited as the cause of either the complete disbanding or the streamlining of favorite music crews. Arlie Shaw, Les Brown, Benny Goodman and Tommy Dorsey, to name a few, are (A) personal differences between the ork pilot and his agent or manager; (B) national increase in cost of living has made cash customers cut down on luxuries especially entertainment expenses with the result that dance halls, theaters, nite clubs cannot pay fees asked by top name bands; (C) famous band leaders with high personal income taxes feel they can do as well (with less headaches) to drop the baton and make occasional personal appearances on radio shows . . . far-fetched as it may seem, we present another reason . . . we think that orchestra leaders feel compelled to take drastic steps in order to reduce the tremendous salaries paid to side men . . . by flooding the market with good musicians, theirs is a twofold plan: (1) stop the practice of raiding one another's crew; (2) find it possible to hire good men at competitive salaries; (3) with less overhead (reduced salaries and reduced size of band) the ork pilot may save face and reputation (box-office value) if forced to accept greatly reduced fees or guarantees . . . well, that's merely our opinion . . . take it or leave it.

★ ★ ★

● ● ● Lovely Irene Beasley will receive the "Songhits Magazine" award next week as "Today's outstanding singing femcee" . . . Tennessee's gift to radio is heard daily on "Grand Slam," CBSponsored by Continental Baking Co. . . ● How come some astute agency doesn't grab the ABClever Chittison Trio? . . . a sensational Hooper-doooper. . . ● Robbins Music had added six new piano solos to its catalogue . . . works include Ferde Grof's "Aviation Suite," Matty Malneck's "Shangri-La," (co-composed with Robert Maxwell) Walter Gross' "Bubble Gum" and "Winter Moon," "Ivory Tower" by Elliot Lawrence and "Interlude" by Dana Suesse. . . ● Bud Allen has written and published a novelty titled, "I've Got A Warrant For You." . . . ● Heard a fine ballad titled "Lost Forever" which is Hit Parade material . . . written by Aaron (Kasper-Gordon Exec) Bloom and Roy Sossen. . . ● Buddy Basch has resigned from the Banner-Grief Agency to open his own publicity and public relations office . . . the ex-GI has what it takes. . . ● At the Plantation Room of the Hotel Dixie, Mgr. Ed Gross decries the fact that columnists and radio commentators warn out-of-towners "that hotels are over-crowded" and adds "even during the peak years of the war, I have never known of any New York City visitor who had to sleep in Central Park." . . . ● Eddie Dunn starting Jan. 6, will emcee a new fifteen-minute audience participation MBSHOW, heard across the board at 12:15 p. m. and sponsored by Maxwell House . . . Tom McDermott of Benton & Bowles will produce.

★ ★ ★

● ● ● "Dear Herman," writes M. E. Tompkins, v.-p. and Gen. Mgr. of BMI, "I like the last six lines of your 'Tin Pan Alley Oops' in Thursday, Dec. 26. More power to you. I think you should now and then highlight this important notice. Song racketeering is growing. BMI and ASCAP have at least one policy in common and that is that neither we nor they approve of this; in fact, both of us do everything we can to discourage the growing movement . . . we will be very glad to let you see our file as to what we are doing to combat this iniquitous practice."

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Dinah Shore's latest Columbia effort is her theme song "And So To Bed" backed with a rhythm ballad "Sooner Or Later" . . . easy listening. . . ● Jack Carroll, former Les Brown vocalad makes his debut as a soloist on National's disc of "My Melancholy Baby" and "Oh Gee Oh Gosh Oh Golly." . . . ● Victor's "Shake That Boogie" features the harmoniccappers of Sonny Boy Williams . . . backed with "Mean Old Highway." . . . ● Columbia has signed 63 artists for its Masterworks, including orchestras and ensembles; 31 popular artists and 26 folk-song artists.

FM Stations Issue New Com. Rate Cards

(Continued from Page 1)

have issued rate cards are WABE, WGYN, WBAM, WMGM and WGHF. Individual methods of establishing these rates have varied and all stations do not hold the same estimate on the number of FM receivers in the New York metropolitan area. One station is known to have calculated its rates on an estimate of 100,000 receivers while another broadcasted used a 60,000 estimate. This may be a partial answer to why local FM stations charge all the way from \$50 to \$100 for one hour of Class A time.

Dual Rate Cards Numerous

Since 1942 some of the outlets have issued more than one rate card but WGHF's first issue, dated Oct. 15, 1946, sets \$100 as the fee for a one-hour evening broadcast with the same amount of time before 6 p.m. costing \$50. Commercial air time rates include music fees and use of the station's transcription library. The charge of one-minute announcements is \$10 after 6 p.m., and \$5 prior to 6 p.m. WGHF is licensed to operate full time but at present its broadcasting schedule is 2-9 p.m. daily.

Arnold Constable & Co., New York department store, has just become the Finch station's second account and currently sponsors a Friday night symphony program, "Music As You Like It," from 8:05-8:45 p.m. The other WGHF sponsor is Wise Shoe Stores, Inc., which pays for a two-minute commercial six times a week from 7-7:02 p.m.

Two Phila. Tele Shows Start Today Over ABC

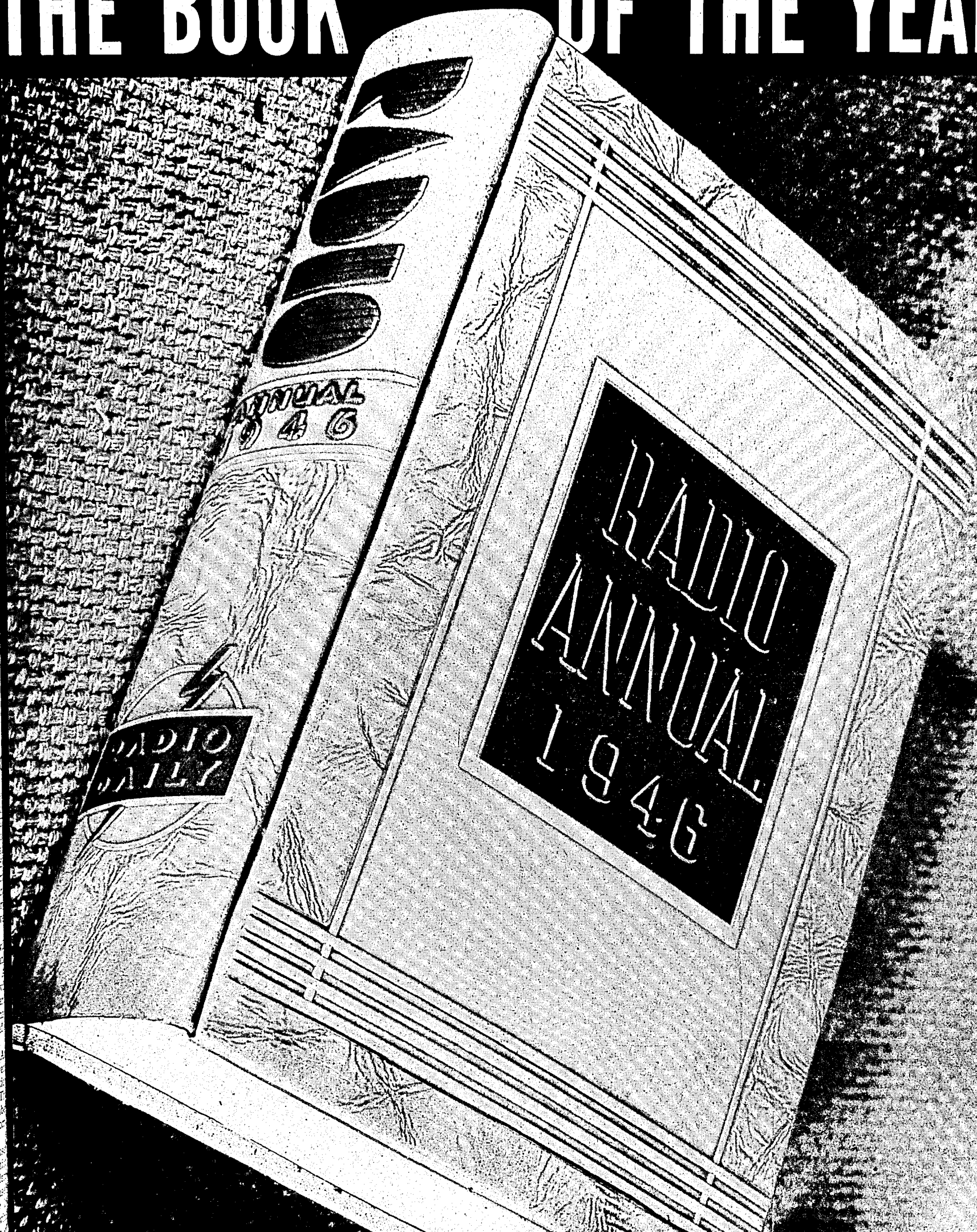
The American Broadcasting Co. will introduce two new television programs today over station WPTZ in Philadelphia, according to an announcement yesterday by Paul Mowrey, the network's national director of television. Both programs will be 15 minutes in length and will be directed by Bobbie Henry. The shows will be telecast Friday evenings, 8 to 8:30 p.m., EST.

The first fifteen minute period will feature Fran Lee, stage, screen and radio actress, in a series titled "At Home and Now." Fran Lee will demonstrate how old clothing and discarded household furnishings may be made over into attractive useful things.

The second program, titled "Art Today," presents Hans van Weeren-Griek, director of visual education for the information bureau of The Netherlands government and member of the Museum of Modern Art's committee on art and education.

The paintings and sculpture used on the program will be exhibition pieces from the Museum of Modern Art. Slide pictures also will be used on the program. The first show in the series will deal largely with children's art work and the place of art in child life.

THE BOOK OF THE YEAR



**CONTAINS A LIST OF ADVERTISING AGENCIES
STARTING ON PAGE 167**

**RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
TO RADIO DAILY — \$10.00 PER YEAR**

ABC And Mutual Set Building Increases

KGO, owned and operated station of ABC in San Francisco, announced receipt yesterday of approval from the Civilian Production Authority for construction of a new transmitter building, making possible an increase in the station's power from 7,500 watts to 50,000 watts.

Contract was recently signed by Gayle V. Grubb, manager of the station, and Frank E. Bodine, San Francisco manager for the Westinghouse Electric Corporation, for delivery of approximately \$138,000 worth of equipment scheduled for delivery early this year. The equipment will include a 50,000-watt AM transmitter, a 5,000-watt stand-by transmitter, and antenna phasing equipment. Total cost of the project, according to Grubb, will be approximately \$250,000 with construction already under way in the East Bay near Newark in salt water flats of the Leslie Salt Company at the east end of the Dumbarton Bridge.

Second 50,000-Kw. Station

Completion of the new installation, which was authorized by the FCC last July, will make KGO the second 50,000-watt outlet in Northern California and will more than double KGO's daytime half-millivolt coverage area.

Meanwhile Mutual announced yesterday that WBBC, Flint, Michigan, will join the network as a full-time affiliate on or about May 1, 1947. Station, owned by John L. Booth, will service an area of 538,000 people including over 150,000 radio homes. Booth also has an interest in the Booth newspapers published in a number of Michigan cities.

KWYO, Sheridan, Wyoming, authorized by the FCC to increase from 250 watts on 1400 kc. to 1,000 watts daytime and 500 watts night-time on 1410 kc., commenced operating with increased service on December 15th.

Mutual affiliate KLPN in Minot, North Dakota, also authorized by the FCC to increase its power from 1,000 to 5,000 watts daytime and 1,000 watts night-time on 1390 kc., commenced operating with increased service effective December 15th. These two power increases bring to six the total number of Mutual affiliates that have improved their services during the past twelve months.

Anthony Aide Resigns

Estelle Meyer, for nine years executive assistant to John J. Anthony, has resigned. Miss Meyer was Anthony's chief aide in all his radio broadcast work. After a brief vacation, she will disclose her future plans.

"Band Parade" Moves

WOV's nightly "Band Parade," emceed by Bill Gordon, is now heard from 9-10 p. m., while "Prairie Stars" has returned to its former 10-11 p. m. spot. The 11-11:30 p. m. segment is now occupied by a new program titled "Music To Dream By."

COAST-TO-COAST

—SOUTH CAROLINA—

SPARTANBURG—A broadcast by WSPA resulted in the capture of two escaped prisoners less than two hours after they had broken out of the Union County Jail. Sheriff Boyle telephoned a description of the two men to WSPA which was immediately broadcast. A taxicab driver tuning in the station recognized the men bringing them to justice. . . . **COLUMBIA**—WIS agricultural editor, Clair Shadwell, was recently starred in the Town Theater production of "State of the Union." . . . Station is now distributing 25,000 match-book folders through local cigarette vendor machines.

—PENNSYLVANIA—

PITTSBURGH—An ambitious program to include five universities in this city in a college forum will kick-off on Jan. 21 and every week thereafter over WWSW, when college students participate in a University Soapbox of the Air. . . . **PHILADELPHIA**—Robert E. White, educational and public relations director of KDKA, Pittsburgh, has been appointed general manager of KYW, according to J. B. Conley, general manager of Westinghouse Radio Stations, Inc.

—UTAH—

SALT LAKE CITY—Ivor Sharp, V.-P. and General Manager of KSL, announced the opening of Utah's first FM station, KSL-FM, which began operation on a frequency of 100.1 megacycles. Commencing Jan. 1 the new FM station is operating on regular schedule.

—COLORADO—

COLORADO SPRINGS—KRDO, owned and operated by the Pikes Peak Region, will take to the air the first week in Feb.

Station will operate on 1240 kc., 250 watts. Joe Rohrer, owner and manager, was associated for the past 12 years with KOA-NBC in Denver. . . . **DENVER**—During the recent coal strike, KLZ broadcast the educational feature, "American School of the Air." CBS feature not regularly carried by the station. . . . William Day, director of news and special events at KOA will teach a class in radio news writing at the University of Colorado. . . . General Manager of KOA, Lloyd E. Yoder, umpired the Alamo Bowl Game New Year's Day.

—ARIZONA—

PHOENIX—KRUX beginning operations January 15, will be the only station in the state broadcasting news on the hour day and night. . . . Staff includes John D. Morgan, general manager, and Russell G. Davis who will supervise construction and direct all technical operations of the new Gene Burke Brophy station. . . .

TUCSON—Frances Whiting, formerly associated with KCMO and WAPI, joins the KVOA staff as writer-announcer of women's programs.

—VIRGINIA—

RICHMOND—The annual business meeting of the Richmond Chamber of Commerce is to be held Jan. 9. WMBG will be on hand to broadcast the principal address of the evening which will be delivered by the Governor of Commonwealth of Va., William M. Tucker. . . .

ARLINGTON—FCC has assigned the call letters WEAM to the new radio station operated by the Arlington-Fairfax Broadcasting Corp. . . . **RICHMOND**—Richard Velz, production manager of WRNL, has been appointed a member of the Governor's military staff.

TBA's Annual Meeting To Have Heavy Attendance

(Continued from Page 1)

Poppele, TBA president, on progress and activity during 1946.

Expected to be of special interest to affiliate, as well as active, members of TBA is a session scheduled for 3 p. m. Tuesday which will explore the various problems faced by broadcasters, advertisers and agencies. Election of new officers will also take place during the all-day meeting.

During the luncheon session, at which Dr. Lee de Forest will be given an award, Jinx Falkenburg, Tex McCrary and Bud Sweeny will provide entertainment through the courtesy of the William Morris Agency.

Will Present Movie

Los Angeles—Monday, January 6th, the Lady Esther Screen Guild Players will present "The Yearling" over CBS, starring Gregory Peck, Jane Wyman and Clyde Jarman, Jr., Redbook Magazine's choice of the best motion picture of the preceding twelve months. The stars, producer and director who won the previous year's award will be present to bestow the silver cup which represents the honor of the new winners.

Woodrow Wilson Birthday Honored On ABC Program

Woodrow Wilson's birthday, Dec. 28, was commemorated by ABC with a special half-hour program featuring prominent Americans under the direction of Raymond Swing as moderator.

Heard from 10 to 10:30 p. m., EST, program included talks by William Benton, Assistant Secretary of State for Public Affairs, and UNESCO delegate; William Waymark, a member of the Woodrow Wilson Foundation and a member of the National Atomic Energy Commission; Adlai Stevenson, member of the U. S. delegation to the United Nations, and a member of the Wilson Foundation; Francis B. Sayre, UNRRA delegate. Swing is a member of the board of the Foundation.

Ayres Set CBS Show

Lew Ayres, Hollywood film star, will make his first radio appearance since before the war on "This Is Hollywood" over CBS Saturday, Jan. 11, at 10:15. Vehicle will be "Dark Mirror" and will also feature Olivia De Havilland, who appeared with Ayres in the screen version of the feature motion picture.

Religious Workshop Meets Here Sunday

(Continued from Page 1)

for religious radio programs. Another co-chairman for the event is Rev. Everett C. Parker, director of the Joint Religious Radio Council, which sponsors the workshop.

Discussion leaders include Wade Arnold, NBC assistant script manager; Mrs. Doris Corwith, assistant to the manager of NBC's public service department; Oliver Daniel, CBS music producer-director; Miss Elsie Dick, MBS director of religious activities; Sydney Eiges, NBC press department manager; Walter Emery, FCC commissioner in charge of educational applications; Sterling Fisher, NBC assistant public service counselor; Tore Hallonquist, CBS director of program analysis division; Robert Saudek, ABC director of public service; Elwood Hoffman, CBS script editor; Robert Hudson, CBS educational division associate director; Frank Papp, NBC producer; Walter R. Pierson, sound effects manager for CBS; Martha Rountree, producer of Mutual's "Meet the Press;" Nathan Straus, owner of WMCA, New York; Albert Zink, program director of WGY, Schenectady, and Eric Barnouw, in charge of radio courses, Columbia University Extension.

New Comedy-Quiz Show Debuts On WOR Monday

"So This Is Love," quiz show emceed by Eddie Dunn who will investigate the force that "makes the world go 'round," makes its debut over WOR Monday, January 6. Program will be heard Monday through Friday, 12:45 to 1 p. m., EST.

Dunn, who was the summer time host of "Glamour Manor" will question audience members on their reactions to and opinions of the great emotion.

Tom McDermott has the triple role of producer, director and writer. General Foods will sponsor the show through Benton & Bowles advertising agency.

Send Birthday Greetings To—

January 3	
Maxine Andrews	Murray Jordan
Elinore Gene Knudson	Earl Harper
Mary Guldin	Andrea Marsh
Lauretta Hopton	Freddie Rich
January 4	
Barton Fellowes	Pat Kelly
Lester Wolfe	
January 5	
Sylvia Ansen	Fred Hutsmith
Blanche Alcorn	Chef Milani
Cecile Grey	Gilbert Ralston
Ruth Folster	



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 3

NEW YORK, MONDAY, JANUARY 6, 1947

TEN CENTS

BMB In Fore At 'Frisco

Senator White Set To Head FCC Probe

Washington Bureau, RADIO DAILY
Washington—With Senator Wallace White of Maine selected to head the important Senate Foreign and Domestic Commerce Committee, the senate prepared to investigate the FCC. Revision of the Communications Act also appeared in the making as the 80th Congress began sessions on Friday.

Although the fight over the seating of Senator Bilbo held up regular activities of the new Senate, an investigation of the Commission was

(Continued on Page 5)

WOR Signs Contractor For Capital Video Outlet

Contract for construction of a foundation and towerbase for WOR's television station in Washington, D. C., has been let to Davis, Wick and Rosengarten of Washington, it was announced today by J. R. Poppele, vice-president in charge of engineering of the Bamberger Broadcasting Service. Construction of the towerbase will start shortly. Call letters

(Continued on Page 2)

"Power-Line" Radio Test Okayed By Commission

Washington Bureau, RADIO DAILY
Washington—FCC on Friday granted Herbert L. Spencer of Baltimore, Md., a construction permit for a portable development broadcast station at Laurel, Md., to test transmission of broadcast programs over local power lines. Spencer, a radio and electronic engineer and chairman of

(Continued on Page 2)

Hand In Hand

What is believed to be one of the first (if not the first) uses of television for radio reporting, as such, was made Friday by Ed Higgins, news writer for George Carson Putnam's WOR newscast. Notebook in hand, Higgins seated himself before a video receiver in the station's studios, watched the entire proceedings and wrote story for airing by Putnam that night.

Apropos

Phil Carlin, MBS' programming veepee, was presented with a bright yellow cravat last week from the boys on web's "Harlem Hospitality Club," with initials "HHC." Carlin showed it to prexy Ed Kobak, whose admiration for it was exceeded somewhat by a visitor in his office. Carlin decided he'd give the tie to the visitor (whose initials were more similar)
—Harry Hoyt of Carter Products.

Radio-Tele Coverage For Truman Address

President Truman's scheduled "State of the Union" address to joint session of the 80th Congress today will be given what is considered to be the widest coverage ever provided an appearance of a Chief Executive. He will be seen and heard over the nation's networks and stations, as well as television outlets in the East. Occasion, which will mark the first time in history that a President has been televised from the halls of

(Continued on Page 7)

Radio Film Commentators Select 10 Best Of '46

Radio film commentators joined film critics of the American press in agreement for the second successive year on the "Ten Best Pictures" for 1946. The "Ten Best Picture" poll conducted by Film Daily is the 25th

(Continued on Page 6)

Radio Supplying Most News To South American Populace

Broadcasts of world wide news roundups by South American stations are informing many thousands of the populace who have little or no access to other forms of communication, according to Phil Newsom, United Press radio news manager just returned from a business trip to Argentina and Brazil. South Americans show a great interest in newscasts, says Newsom, and points out that Radio Belgrano, which operates

Delegates Of Three NAB Districts Ready Queries For Feltis; Other Important Matters On Agenda

'Amer. Town Meeting' To Be Co-op On ABC

ABC announced over the week-end that "America's Town Meeting of the Air" will become available for sponsorship as a network co-operative program, effective January 9, under a new policy in its public service programming. Announcement was made by Mark Woods, ABC prexy, and George V. Denny, Jr., president of Town Hall and founder and moderator of the program.

"Under this new policy," Woods

(Continued on Page 6)

Savings Bond 1947 Drive Starts Radio Series Today

The Savings Bonds Division of the Treasury Department will hit the airwaves for its 1947 Bond promotion beginning today, presenting a half-hour show daily, Monday through

(Continued on Page 2)

NBC Station Committee To Elect New Officers

Members of the new NBC Stations Planning and Advisory Committee will elect a chairman and secretary at their first meeting here Jan. 22-23;

(Continued on Page 6)

San Francisco—Officers and directors of the National Association of Broadcasters opened a three-day series of meetings here yesterday morning at the Mark Hopkins Hotel, with every indication that the combined district-meeting of membership of several Western states during the rest of the

(Continued on Page 6)

First Ayer Awards For Radio And Tele

Winners of the first Ayer Radio Awards were made known over the week-end by H. L. McClinton, vice-president in charge of radio, and radio department manager James E. Hanna of N. W. Ayer and Son, Inc. Two complete sets of awards were given—one to stations for sales promotion activities and one to announcers and color-commercial men on football broadcasts and telecasts.

All awards were made in connection with

(Continued on Page 6)

WQXR Readies Debut Into Dramatic Fare

New wrinkle in WQXR programming was instituted on Jan. 5 when the station began its first and only dramatic series with a transcribed

(Continued on Page 2)

Declined

Washington—Although there has been no new decision regarding an appointment to fill the seventh chair of the FCC, it was learned Friday on reliable authority that the post was definitely offered former Sen. Hugh Mitchell of Washington. The offer was made with the knowledge of President Truman last month, it was said, but Mitchell turned it down.

(Continued on Page 5)



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FINANCIAL

(Jan. 3)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, etc.

Savings Bond 1947 Drive Starts Radio Series Today

(Continued from Page 1)

Friday, 3 to 3:30 p. m., over CBS. Brent O. Gunts, Director of Radio for the Savings Bonds Division, announced today that CBS is the first of the networks to indicate that the new year will bring forth even stronger radio support of Bond promotion than the outstanding job done during 1946.

Originating from CBS Playhouse No. 4 before a studio audience the new Bond program will be the "Treasury Bandstand," featuring the nation's most popular dance orchestras.

WM AMERICAN BROADCASTING CO. CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET. JOSEPH W. HURSEY McGILLVRA, Nat. Rep.

Coming and Going

HUGH FELTIS, head of Broadcast Measurement Bureau, left Friday for San Francisco, where he will champion BMB at the board meeting of the NAB.

BEN HYAMS, music annotator on CBS, will return today from Puerto Rico, which he visited as the guest of the island government.

DWIGHT COOKE, moderator on "The People's Platform" heard on CBS, is spending this week in Washington, D. C.

VIRGINIA ANDERSON, NEVA KLASSEN and BERNICE GANG — all importantly associated with KIT, Yakima, Wash.—are back at the station after having spent the holidays in various parts of the state and Oregon.

NEAL HATHAWAY, of the CBS promotion department, spent the week-end in Wheeling, West Va., on a short business trip.

HOWARD RODMAN, of the CBS documentary unit and writer on the "Nation's Health" program, which will make its debut in March, has left on a research tour by which he will accumulate program material.

BILL CUNNINGHAM, Mutual network commentator with headquarters in Boston, is sojourning this week in Miami, Fla.

WALLY ROSSMAN, account executive at KALE, Portland, Ore., visited briefly last Friday at the headquarters of MBS, with which the station is affiliated.

DOROTHY DAY, commentator on WINS-WLW, is expected back today from Cincinnati, where she originated her "Crossroads Cafe" program from Dec. 30 to Jan. 4. During her stay in Ohio she was feted at a number of luncheons arranged in her honor.

"Power-Line" Radio Test Okayed By Commission

(Continued from Page 1)

the Baltimore section of the Institute of Radio Engineers, plans to demonstrate the practicability of "wired radio," "wired wireless," "carrier current," "power line broadcasting and power casting," as it is variously known, as a means of furnishing local program service. Low power (10 watts, with A. O. A2, and A3 emissions), will be used on frequencies to be assigned from time to time, on a temporary basis, by the Commission's chief engineer. The signals, it is claimed, will be confined primarily to the immediate vicinity of the electric power lines and will not interfere with regular radio communication.

Authorization is for experimentation only, with no assurance of any future service grant. The Commission dismissed four other applications by Spencer for similar stations at Rockville, Gaithersburg and Westminster, Md., with one station in reserve.

The applicant proposed to use much the same method of transmitting radio waves-over wire lines now employed by some 50 educational systems comprising the intercollegiate broadcasting system. Being well engineered and supervised, the so-called "campus network" does not interfere with licensed radio communication, hence the Commission has not had to regulate college local "wired radio."

WOR Signs Contractor For Capital Video Outlet

(Continued from Page 1)

of the video station will be WWBR. The 300-foot-tall tower will be erected at 40th and Brandywine Streets. The site is the highest point in the District of Columbia area, 412 feet above sea level. The top of the television antenna will have an overall height of 700 feet above sea level.

The construction program includes installation of the tower foundation and erection of the tower. Berla and Abel, of 1636 Connecticut Avenue, Washington, are the architects.

WQXR Readies Debut Into Dramatic Fare

(Continued from Page 1)

version of "I Was A Convict," a weekly program carried live by the Mutual network, outside New York, every Thursday night. The recorded show will be heard over WQXR Sunday nights from 7:30-8 p. m.

"I Was A Convict," produced under the supervision of the Society for the Prevention of Crime, has been on Mutual since last Fall, but not WOR, and Edwin J. Lukas, executive director of the society, reportedly pitched the show to WQXR execs who approved the documentary series. Program is designed as a protest against a penal system which in some instances leads to crime increase rather than correction and against communities which refuse to concern themselves with their own neighbors.

"V. D." Story On WMCA

A dramatization of "V. D.," story of the toll taken by venereal disease in war and now in peace, will be aired over WMCA Jan. 8 from 9:30-10 p. m. The program, aimed at educating people on the ravages of the disease, is part of the weekly veterans' series, "Where Do We Go From Here?" written by John Farley of the WMCA staff.



Small model tests giant dam

Out in Denver they've built a small scale model of the proposed Bridge Canyon Dam. It's used to check and eliminate any "bugs" that might be in the final 763-foot high concrete structure.

Incidentally this baby when finished will be 100 feet higher than Boulder and will be the highest masonry dam in the world.

But what we really wanted to point out is that in Baltimore radio, a lot of the "bugs" in time buying have already been checked for you.

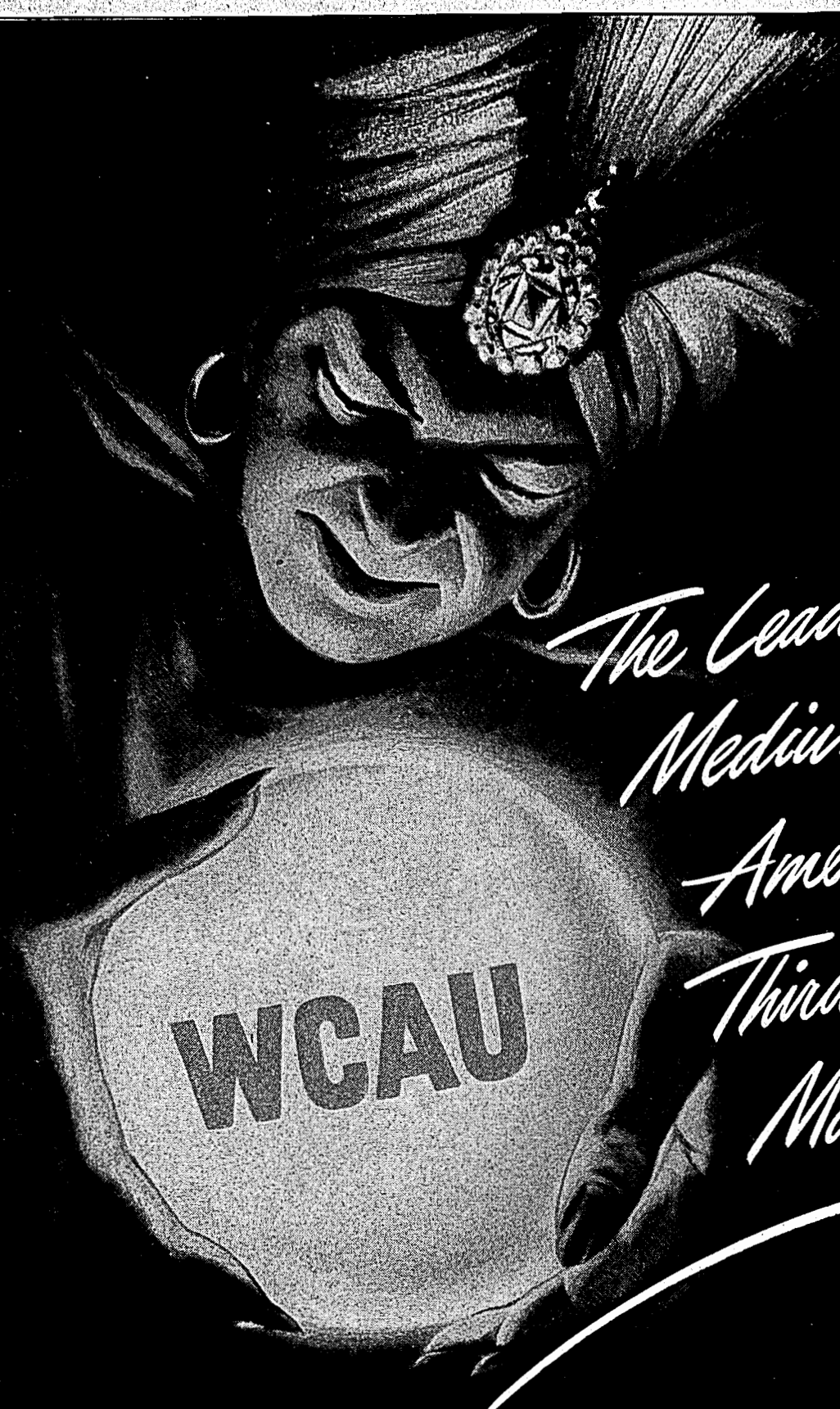
Down here in the 6th largest city, W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

That's a great help to know, when you realize that this is a 5-station town.

Most smart time buyers know this . . . but we're pointing it out again. W-I-T-H belongs on the list!

The BEST Farm Station Buy? SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. "THE FRIENDLY FARMER STATION" SHENANDOAH, IOWA Call or Wire FRANK STUBBS

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



*The Leading
Medium in
America's
Third Largest
Market*

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

SOUTHWEST

ALEX KEESE, JR., son of Alex Keese, Sr., an executive of the Plains Broadcasting Co., at Amarillo, and of the Taylor-Howe-Snowden Radio Sales, and Musiness Music, Inc., is making a name for himself in the music field in Dallas. The young Keese is a saxophonist with Harry Jennings' band and is doubling as a vocalist.

Application has been made by Gordon McLendon, new owner of KNET, Palestine, to the FCC for increase in operating power. Station now operates with 100 watts on 1450 kilocycles. McLendon is seeking 250 watts.

The FCC has granted KWFT, Wichita Falls, an increase in nighttime power from 100 watts to 5,000 watts. Station will now operate full time with 5,000 watts on 620 kilocycles.

On New Year's Day, KOSA, Odessa, owned and operated by Dorrance D. Roderick became a CBS outlet. Station operates with 250 watts on 1450 kilocycles. KOSA becomes a bonus station to KROD, El Paso, which is also operated by Roderick.

Call letters of the new Galveston standard station to be operated by James W. Bradner, Jr., will be KGBC. Station will operate with 100 watts on 1540 kilocycles daytime only.

Betty Jean Howard has been added to the staff of WOAI, San Antonio, as a stenographer.

The second grant for a station at Beaumont has been approved by the FCC, making a total of four stations. Newest grant goes to the WCPZ Broadcasting Co., who will operate daytime hours on 1380 kilocycles with 1,000 watts power. Recent grant was given KTRM to operate daytime with 250 watts on 710 kilocycles.

Bud Whaley, KMAC, San Antonio, disc jockey, has started the ball rolling here for the 1947 March of Dimes campaign, and for a good reason. Bud's daughter is recovering in a local hospital from polio. To each listener sending in a contribution to him, he dedicates a tune on his "Harlem Serenade" heard each afternoon.



California Commentary . . . !

● ● ● Chet Lauck, of "Lum and Abner," received the heaviest Christmas present of all. It was a 4½-ton elephant sent by a Texas "friend." Chet felt much better when he learned it was only a "temporary" gift, rented from an animal farm. . . . Pat Buttram, comedian on the

Los Angeles

Saturday Night Roundup, has returned from Chicago, where he spent the Christmas holidays with his family. . . . Jack Meakin, the music director, will be one of Hollywood's busiest citizens in January. He will fly to Memphis Jan. 6 to wield the baton for "The Great Gildersleeve" on its personal appearance broadcast there. On Jan. 9, he will fly back to Hollywood for the Joan Davis preview and broadcast. He will be in Chicago for another "Gildersleeve" broadcast Jan. 15, returning here for the Joan Davis preview Jan. 17. . . . Rudy Vallee was among the celebrities who welcomed in the New Year at the Arrowhead Springs Hotel. . . . Deacon Moore, KXLA Western disc jockey, is bringing his family here from Jonesboro, Ark. He is a regular golf partner these days of Lum and Abner, with whom he worked in radio years ago. . . . Betty Rhodes, RCA Victor singing star, plans to exhibit her water colors and oils, and if any are sold, the entire proceeds will go to the crippled children's fund.



● ● ● John Wald, the Richfield Reporter, has returned to Hollywood after spending a few days in Palm Springs. . . . Judy Canova tells about the newly appointed radio executive who was elated with his fine new office and all its elegant furnishings until he noticed that there was no pen or ink well anywhere. "Oh, that's all right," said the secretary who was helping him get settled. "They're not going to let you sign anything anyhow!" . . . Norma Jean Nilsson of the Jack Carson show was nine years old Jan. 1. She was honored with an informal party on the stage during the broadcast of the program that day in Studio A, Columbia Square. She recently appeared on "Radio Theater" and on Dec. 23 had an important guest spot on the Joan Davis show. . . . Alan Reed, "Falstaff Openshaw," has joined the Baby Snooks show as a permanent member of the cast. He also appears on the Joan Davis and Jack Carson shows. . . . Skinnay Ennis received a holiday gift from an anonymous fan. The package contained a pair of drumsticks Skinnay had used ten years ago when he beat the skins for the late Hal Kemp. The fan had pilfered them, she admitted.



● ● ● Gertrude Lawrence, the English star, had been kidding Eddie Cantor about a request he had made to have her appear on his radio program. "Yes, Eddie, even though it's against my better judgment and despite the fact that Fred Allen and Jack Benny want me, I'll do it," she quipped. "Thank you, Gertrude, but why do you turn down Jack Benny and Fred Allen for me?" asked Eddie. "It's because of my English sporting blood, Eddie," Miss Lawrence retorted. "It's only fair I should come to the one who needs me most!" . . . On his first night off since coming to California, Band-leader Art Kassel visited four disc jockeys—Ira Cook on KFAC, Ted Lenz, KGFJ; Al Paska, and Alex Cooper, KXLA.



● ● ● Wendell and Ken Niles' parents are down from Seattle for the holidays. The Senior Nileses, who are celebrating their golden wedding anniversary, are alternating between Wendell and Ken's homes in North Hollywood. The boys will take their dad on a two-day hunting trip to Mexico. . . . There was a special treat for the small fry when the Parade of Roses rolled out at Pasadena on New Year's Day. Roy Rogers and Dale Evans rode as honorary marshals. They were in full Western regalia, with silver-mounted saddles and trappings, and all the trimmings. Roy, of course, rode Trigger, and Dale rode Trigger, Jr.

CHICAGO

By NAT GREEN

FIRST license to wed issued in Chicago in the New Year went to Russell B. Young, radio producer who formerly assisted with daily broadcasts from the Marriage License Bureau. Young was married to Priscilla Alden Blackett of Winnetka, Ill., January 4. He is the producer of "Captain Midnight" for NBC.

A new Chicago originated network sustaining program as yet unnamed, and featuring Joseph Gallicchio and his orchestra, tenor Richard Paige and songstress Jeanne MacKenna made its debut on NBC, January 5, from 3:30-4 p. m. under direction of Parker Gibbs, NBC producer-director.

Murray Forbes, radio actor and writer, who goes to New York January 10 with the "Ma Perkins" show, has sold the movie rights to his novel, "Hollow Triumph" for \$25,000 to Charles R. Rogers, independent producer.

Saxie Dowell, ork leader, and Clair Oldsen of the WGN program department, were married in Chicago on New Year's Day.

Duke Ellington, ork leader, has signed a three-year recording contract with Musicraft. He has been recording for Victor.

"The Aldrich Family" will be broadcast from Chicago January 30, in a special local tieup with the March of Dimes Campaign.

THE CASE OF THE INQUIRING MUSCLES

Baltimore, Maryland—He's 6' 2." Weighs 220. Honorable mention All-American. Played guard for Washington Redskins. Wrestled professionally. Used to walk around Baltimore plaintively asking "Why can't I be a sportscaster?" Bulton-holed the right man one day and WFBR said "Why not." Result—Nick Campofreda is a sponsored sportscaster 6 nights a week. Another once-weekly show available. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.



Robbie Robinson

"Sis hasn't seen her boy friend for two years—why does she want him to listen to WPDF Flint in the dark?"

Radio News In Lead With Latin Americans

(Continued from Page 1)

New York for a three weeks trip to Buenos Aires where he helped set up additional news schedules for Radio Belgrano, a Latin American affiliate of CBS.

Although Newsom found South American radio programming shows similarity in nature of content to U. S. programs, he did find a distinct difference in Radio Belgrano's hour long early morning newscast. The network's director, Don Jaime Yenisevic, admits that a full 60 minutes of straight newscasting is probably not acceptable to U. S. audiences but that the program in Argentina has a welcome reception, particularly in the interior where a newspaper is never seen. This one hour roundup is pitched to give the news in detail, both foreign and domestic, which has occurred in the last 12 hours. Several announcers handle the program and a commercial is read at five minute intervals.

Most of the other newscasts over Radio Belgrano, operating between 5 a.m., and midnight, come mainly in five minute segments except for a quarter-hour report at noon and a recap at 11 p.m. An early afternoon show is devoted entirely to news from Hollywood.

South American newscasters give prime importance to all news from the United Nations, says Newsom, and top importance also is attached to any stories from Madrid, Paris and Rome. Unlike U. S. stations, broadcasters in South America break into any program to air any news report which stacks up to the most minor importance. In fact, most any short news item is good for a break.

At least 50 per cent of all newscasts must be devoted to Argentine news, according to government decree, and domestic news usually tops every broadcast. The government also breaks into any program for an official announcement and a speaker system, set up between government offices and all stations, is used as a standby warning system for broadcasters.

WOR Appoints Kenny As New England Rep.

Phil Kenny, former director of radio for Lever Brothers, has been named New England representative for WOR, it was announced today by R. C. Maddux, vice-president of the station. Kenny joined Lever Brothers in 1929 as a member of the Research Department. In 1934 he was assigned to the Radio Department, and two years later he was made head of that division.

His career at Lever Brothers was interrupted by two and one-half years' service in the Army Air Corps. Kenny succeeds M. L. "Spike" Tyler who has established an agency of his own in Boston. He is handling the Salada Tea account.

★ AGENCY NEWSCAST ★

GEORGE HUGHES, vice-president of Universal Radio Sales, announces effective Monday, January 6th, 1947, their new address will be 730 Fifth Avenue, New York 19, and new telephone number Circle 6-7181.

BERNARD M. RYAN has been named traffic manager of Benton & Bowles, Inc. Walter J. Bodt succeeds Ryan as production manager.

DON G. MITCHELL, president, Sylvania Electric Products, Inc., will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Advertising and Selling—The Biggest Job Ahead." The meeting will be held at the Engineering Society's Building at 6:15 p. m.

MAT MATIC HOME APPLIANCES, division of Matam Corp., Long Island City, has engaged Ruthrauff & Ryan, Inc., as advertising agency effective immediately. They manufacture the Mat Matic Fully Automatic Electric Iron and are planning to produce a complete line of electrical home appliances.

EASTWOOD-NEALLY CORP., of Belleville, N. J., manufacturers of Fourdrinier wires, has placed its advertising with the New York office of Hixson-O'Donnell Advertising, Inc.

MICHAEL AMRINE, novelist and former newspaperman, has joined The Advertising Council as director of public relations. For the past year he had been public relations director for the educational campaign of the atomic scientists, as publications editor for their organization, the Federation of American Scientists, headquarters in Washington, D. C. As director of publicity in connection with the expanded program of the Council, designed to place \$100,000,000 worth of public service advertising space and time this year, he will work, among other projects, to further the Ad Council's program for a series of advertising messages on facts and implications of atomic energy. He succeeds Irwin Robinson, who is now with his own public relations agency, Tracy-Robinson, Inc. Robinson will continue as a volunteer consultant for the Ad Council. Jean Flinger remains as assistant public relations director of the Advertising Council.

FRANK BRESLIN, time buyer at Young & Rubicam for the past year and a half, resigns to join the New York office of the John E. Pearson Company as account executive on January 6. Prior to joining Young & Rubicam, he spent 12 years with NBC in the sales service and sales traffic departments.

Senator White Set To Head FCC Probe

(Continued from Page 1)

tagged as one of the first matters of business which the Commerce Committee will take up.

Senator White, an outspoken critic of some of the Commission's policies, also is majority leader of the Senate. Senator White thus will be in a position to direct the investigation of the FCC. White, known as the father of the Communications Act, is recognized as an authority on radio legislation. Also named to the Commerce Committee was Senator Tobey, a frequent critic of the Commission.

Y & R Heads 10 Agencies On Mutual Network List

The 10 top agencies in order of billing on WOR in 1946 have been announced by Eugene Thomas, sales manager of the station.

Young and Rubicam was in first place, with Duane Jones and Batten, Barton, Durstine and Osborn taking second and third places, respectively.

The remaining seven agencies in order of sales were: Ruthrauff and Ryan, Erwin Wasey, Federal Advertising, Arthur Rosenberg, Al Paul Lefton, Charles W. Hoyt and Arthur Meyerhoff.



RADIO CONSULTANTS INCORPORATED

A qualified group of associates offer a consultation and planning service, for both proposed and operating FM, AM, Fac-simile and Television broadcasting organizations.

Preliminary Planning	Rate Structure
Application Preparation	Program Structure
Site Selections	Personnel - Traffic
Construction	Station Promotion

Supplementary services accorded to your attorneys and engineers. Experienced consultation, planning and engineering relative to all phases of broadcasting.

Inquiries Invited

RADIO CONSULTANTS, Incorporated

Leonard L. Asch, Director

Denrike Building
1010 Vermont Ave., NW

Washington, D. C.
Executive 3929

First Ayer Awards For Radio And Tele

(Continued from Page 1)

tion with the 11,287½ hours of foot-ball radio and television placed on stations for Ayer clients: United States Army Recruiting Service, Atlantic Refining Co. and Goodyear Tire and Rubber Co.

Judges were Harry O'Brien and Dick Dorrance, New York advertising promotion men, and Dr. Matthew Chappell, psychologist and consultant on radio research.

The station classifications were (a) stations under 5,000 watts and (b) stations of 5,000 to 50,000 watts. Stations in the first group which won awards were, in their proper order, Station WWSW, Pittsburgh, Pa., Station WSBA, York, Pa., and Station WHBQ Memphis, Tenn. Second group winners were first, Station WPTF, Raleigh, N. C.; second, Station WBNS, Columbus, O., and third, Station WRNL, Richmond, Va.

Gold, silver and bronze loving cups, designed by the George Jensen Co., will be forwarded the winners very shortly. Basis for appraisal was simple, qualitative and objective. Fifty points were given for live and/or transcribed announcements, chain breaks or participation in local station shows; 25 points were given for graphic support, newspaper advertising or equivalent; 15 points for collateral aids such as posters, car cards, hangers and billboards, and 10 points were given for any unusual ingenuity — stunts, special events promotions and movie trailers.

Two Classifications for Announcers

Announcers awards were also in two classifications: (a) for men handling high school games and (b) for men handling all other games. These two classifications were further broken down by putting announcers per se and color-commercial men in two different categories with equal prizes of \$200.00 offered for top spots and \$100.00 for second places.

In the high school games group, Announcer Joe Salsburg, Station WARM, Scranton, Pa., and Colorman Everett W. Rubendall, Station WRAC, Williamsport, Pa., were top winners. Second places in this division were won by Announcer Ted Pierce, Station WEST, Easton, Pa., and Colorman Milton Grant, Scranton, Pa.

In the "all-other-games" classification, top places and the \$200.00 awards went to Announcer Lee Kirby, Station WBT, Charlotte, N. C., and Colorman William C. Sutherland, Station KDKA, Pittsburgh, Pa. Announcer Thomas Manning, Station WTAM, Cleveland, O., won second place and Colorman Ken Kreider, Lancaster, Pa., and John B. Eagan of Yeadon, Pa., tied in their group.

Announcers' awards were judged in this way: 50 points were given for work at microphones during the broadcast as covered in an off air check. These 50 points included accuracy; indication of careful preparation; evidence of good co-operation between announcer and commercial-

BMB High On NAB's Agenda As Combined Meeting Opens

(Continued from Page 1)

week will bring into the open many matters of import to the industry. RADIO DAILY learns on reliable authority that foremost among the latter is a series of questions prepared for Hugh Feltis, president of BMB, who is in town to address the district meeting.

From the nature of the criticism that was voiced prior to the NAB Chicago convention it appears likely the BMB will be called upon to explain how subscribers may present their BMB data, why levels have not been established, why BMB does not report lower than 10 per cent, and, contrariwise, why it does not stop at a higher figure.

New Section To Rules

It is known that BMB is adding a new section to its rules and regulations governing the presentation of its information, which, together with the new maps BMB will issue showing the per cent figures in each county may unleash the use of the BMB data by stations which have been holding back pending word from BMB on presentation methods.

A likely reply to the question of levels is a reminder that many broadcasters sought assurance that levels would not be established, prior to their subscription. At the same time, a check by RADIO DAILY shows no desire for levels on the part of advertisers and agencies.

The very fact that broadcasters are far from agreed as to whether the present 10 per cent level should be lowered to 1 per cent or raised to 25 per cent or more suggests the need for further study of the matter.

Coast Radio Men Present

Meanwhile it was also indicated that the NAB Board will give consideration to important issues and problems which were brought up at the annual NAB meeting in Chicago last fall. Interest is being expressed in the new Congress now meeting in Washington and the effect that its action may have upon the broadcasting industry. President Justin Miller is presiding at the meetings. Only three of the 26 members of the Board are listed as unable to attend. In addition to Judge Miller those who are listed as taking part in the board meetings include A. D. Willard, Jr., executive vice-president of NAB; C. E. Arney, Jr., secretary treasurer; Don Petty, general counsel for NAB; Paul W. Morency, WTIC, Hartford; Michael R. Hanna, WHCU, Ithaca; Campbell Arnoux, WTAR, Norfolk; Fred W. Borton, WQAM,

colormen; handling warm-up for listener interest; handling halves for listener interest, and close-of-game handling.

Forty points were given for preparation for game, said points being judged by letters written by competitors on how he handled his work. The final 10 points were awarded for personal alertness and co-operation in sending in reports promptly.

Miami; Wiley P. Harris, WJDX, Jackson, Miss.; James D. Shouse, WLW, Cincinnati; C. Bruce McConnell, WISH, Indianapolis; Leslie C. Johnson, WHBF, Rock Island; John J. Gillin, Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; Martin B. Campbell, WFAA, Dallas; Hugh B. Terry, KLZ, Denver; William B. Smullin, KIEM, Eureka; William B. Ryan, KFI, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Wash.; Harold Hough WBAP, Ft. Worth; J. Harold Ryan, WGBS, Miami; T. A. M. Craven, WOL, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Wayne Coy, WINX, Washington; Frank Stanton, CBS, New York; Frank M. Russell, NBC, Washington, and as an observer, Edgar Kobak, Mutual, New York.

On Wednesday the Board will join with members of the 15th, 16th and 17th NAB Districts from Alaska, Oregon, Washington, Idaho, Nevada and California for three days of conferences. Subjects are expected to bring out some extensive discussion and are those apart from Broadcast Measurement Bureau, public interest programs, and policies, Petrillo and music problems, legislation and taxation affecting broadcasting, the Joske Retail Radio Study and programming policies to meet the criticisms and desires of the listening audiences. Plans call for the three districts to meet together for the first two days and then hold separate meetings on Friday. In addition to their own meetings the NAB executives have been scheduled to speak before several thousand people in civic and service groups throughout the week. William Smullin is General Chairman of the District Meetings and is being assisted by the NAB Executive Board.

Radio Film Commentators Select 10 Best Of '46

(Continued from Page 1)

such annual poll taken in which 89 radio commentators joined with 470 critics of the nation's press to make the following selections: (1) "The Lost Weekend" (Paramount), 62 votes; (2) "The Bells of St. Mary's" (RKO-Rainbow), 48 votes; (3) "The Green Years" (M-G-M), 47 votes; (4) "Anna and the King of Siam" (20th-Fox), 46 votes; (5) "Spellbound" (UA-Selznick), 44 votes; (6) "Saratoga Trunk" (Warners) 36 votes; (7) "Notorious" (RKO-Radio), 29 votes; (8) "Henry V" (UA-Twin Cities), 28 votes; (9) "Sister Kenny" (RKO-Radio), 27 votes; (10) "To Each His Own" (Paramount), 27 votes.

The 89 commentators went along with the newspaper, magazine, wire service and syndicate critics on the first eight of the winning pictures, although order of finish varied, but substituted "Sister Kenny" and "To Each His Own" for "Leave Her To Heaven" and "Night and Day."

'Amer. Town Meeting' To Be Co-op On ABC

(Continued from Page 1)

said, "ABC assures listeners that 'America's Town Meeting' will be continued on the air and permits individual advertisers to sponsor a national network program over their local ABC station. Local institutions may now become associated with a public service feature that costs and talents heretofore have forbidden." He added that present indications are that companies or organizations themselves engaged in public service activities, will be the ones to "avail themselves of this opportunity."

Statement by Denny

Denny said: "We are confident that co-operative sponsorship will increase the effectiveness and usefulness of the program during this crucial period of great decisions, decisions we must make together as a free people. The board of trustees of Town Hall is sure that with greater resources we will be able to make our programs better than ever." Denny added that Town Hall will continue to produce the show in co-operation with ABC; that sponsors will have "nothing to do with the selection of subjects and speakers" and no control whatever over the program.

Program, heard on ABC Thursday nights from 8:30 to 9:30 p.m., EST, started on the network on May 30, 1935 and was sponsored by The Readers Digest Association, Inc., from September 7, 1944 through November 29, 1945. Since that time the program has continued to be heard on ABC as a sustaining public service feature.

During its 12 years on the air, "America's Town Meeting" has been the recipient of many of radio's top awards and honors, and has been hailed as an outstanding public service feature.

NBC Station Committee To Elect New Officers

(Continued from Page 1)

Niles Trammell, NBC president, will welcome the new committee. New members: Paul W. Morency, vice-president and general manager, WTIC, Hartford, Conn.; Richard H. Mason, manager, WPTF, Raleigh, N. C.; Milton Greenebaum, president and general manager, WSAM, Saginaw, Mich.; H. W. Slavick, director, WMC, Memphis, Tenn.; John J. Gillin, Jr., president, WOW, Omaha, Neb.; William B. Way, manager, KVOO Tulsa, Okla.; Walter E. Wagstaff, general manager, KIDO, Boise, Idaho, and H. Quenton Cox, manager, KGW, Portland, Oregon.

The meetings will also be attended by Eaton C. Woolley, NBC director of stations departments; Sheldon B. Hickox, Jr., manager of station relations, and other NBC officials.

Retiring chairman is Clair R. McCollough, WGAL, Lancaster, Pa., and secretary, Campbell Arnoux, WTAR, Norfolk.

Mexican Video Link As Bridge To S. Amer.

Mexico—A country in which television "has caught the people's fancy" has no other 20th century innovation—will serve as the link between the United States and the South American countries in the establishment of a Western Hemisphere network, in the opinion of Ralph Austrian, president of RKO Television Corp., who returned to headquarters last week after a month's business trip to that country.

"Last October a special demonstration which picked up the famous Mexican bull fights from the Plaza del Toros and displayed them on a battery of television receivers several miles away left a huge section of the population gasping in astonishment," said Austrian. The RKO tele executive explained that approximately 10,000 persons had witnessed the events on a dozen RCA receivers specifically provided for the occasion.

"During the last month while I was in Mexico City," said Austrian, "I have had dozens of visits and conferences with many interests who are determined to be first with television in Mexico." He explained that plans are under way for the establishment of a transmitter in Mexico City itself, in addition to four other major cities. Most of the negotiations, however, are still in the "confidential" stage, Austrian added, but news of the culmination of plans is expected momentarily. "Mexico will serve as the link between the United States and the South American countries in the establishment of a Western Hemisphere network," he predicted.

The RKO exec reported further that receiving sets will be imported into Mexico at the outset in a "knocked down" form, for assembly in the country. This is desirable, he explained, because it is cheaper to import sets in this manner, and labor costs, etc., are relatively lower than in the United States. The desire for television is very great, Austrian pointed out, and wherever he went the big question was when the medium would be available in that country.

Austrian is en route to Mexico at the moment for an expected stay of about two and one-half months to continue research and consultation for RKO Television. He explained that facilities, both physical and economic, make the development of films for television more practical in that area.

Stork News

Lee Otis, news editor at CBS, is the father of a boy born last Thursday to Mrs. Otis at Flushing Hospital.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjoe

★ THE WEEK IN RADIO ★

NAB Meet Opens In 'Frisco

By JIM OWENS

CRITICISM of BMB at the NAB board meeting in San Francisco (which opened yesterday) was forecast in industry circles. Condition originally became evident at the NAB Chicago confab last October. . . . Plans for investigation of FCC structure by the new Congress reported still in the formative stage. Blue Book and its ramifications is expected to be the main target of Sen. Wallace White and his cohorts.

Survey of New York stations by RADIO DAILY shows a business increase up to 18 per cent over last year. Execs predict '47 will be even better. . . . ABC's gross billings for '46 topped 40 million—an increase of over a half-million on previous year. . . . CBS announced renewal of 14 web shows for a full year. Web's '46 billings meanwhile were over \$60,000,000. . . . Dr. Lee de Forest, "father of radio" will be honored by the Television Broadcasters Association at its annual meet at the Waldorf-Astoria.

Networks and stations provided a variety of offerings to salute the arrival of 1947. Four major webs remained on the air several hours later than usual to cover reception celebrations in key U. S. cities. . . . Webs also scheduled extensive radio and television coverage of the opening of Congress last Friday. Occasion marked first tele broadcast from the floors of the House and Senate.

Presidents of the four major networks issued statements to RADIO DAILY on the outlook for the new year. 1947 will be a "challenge," they agree, with heavy emphasis on programming, competition. . . . AFM and WWL, New Orleans combined forces for new series of dance-orchestra programs starting this week. . . . Ernie Adamson, of the House Committee on Un-American Activities, hit FCC's Blue Book as fostering Government control of the air. . . . Final report of CBA's John Small noted heavy output by radio manufacturers since V-J Day. Output for October

alone last year was 68 per cent over corresponding period in 1940-41. . . . Commission proposed technical changes on AM standards.

Viewpoints will be exchanged on FM broadcasting this week at the Washington meeting of the Frequency Modulation Association. FCC Chief Charles R. Denny and Major Edwin Armstrong, FM inventor, will be among the speakers. . . . Hugh Feltis headed for the NAB Coast meeting armed with material to answer expected questions from BMB clients. . . . Gene O'Fallon, gen. mgr. of KFEL, Denver, sought permission to air City Council sessions.

Organization of a new regional network in New York State is under way. Eight stations are understood to be involved in the plan, with a New York outlet a possibility. . . . 1947 Religious Radio Workshop opened a week-long meeting yesterday at the Prince George Hotel. . . . New York independent FM stations issued new rate cards. Justin Miller, NAB prexy, appealed by letter to broadcasters for aid to March of Dimes drive. . . . Hamilton Hoge, president of U. S. Television, sees '47 as television's first big year. . . . KFWB, Hollywood, set new series of programs dealing with problems facing the United Nations. . . . Jack Benny led the Hooper list for December.

State Department set January 15 as opening date for "Voice of America" broadcasts to Russia. Programs will be relayed to the Soviet via three 85,000-watt transmitters in Germany. . . . AFRA-Chicago web outlets hit a temporary snag over announcer classifications. . . . Veterans Administration reported enthusiastic co-operation from broadcasters supplying holiday shows. . . . New Year's gaiety in various spots in New York, Washington, Philadelphia was televised by NBC, Du Mont and Philco. . . . Plans for a new radio-television center in Boston were revealed in a year-end report by Westinghouse Radio Stations.

Web And Sponsor Sued By Publisher In Iowa

Chicago—A \$2,000,000 slander suit was filed January 2, in Circuit Court here by Clifford L. Niles, owner of the Anamosa, "Iowa Eureka," against Bristol-Myers and NBC charging that he and his wife were slandered in an NBC program.

FM Mfgs. To Show Sets At Washington Confab

The new FM Association, comprising principally FM broadcasters, has urged all radio receiver manufacturers to display their FM sets at a one-day meeting of the association and others interested in FM promotion at the Statler hotel, Washington, D. C., January 10.

Display space will be provided by the association on the same floor as the FM meeting, according to W. R. David, acting for the FMA Steering Committee. Space will be available Thursday evening, January 9, through Saturday morning, January 11, David stated, and suggested arrangements for operating FM sets in private rooms apart from the static display.

David is sales manager for General Electric broadcast equipment.

Radio-Tele Coverage For Truman Address

(Continued from Page 1)

Congress, is contingent upon the settlement of the Bilbo question in the Senate.

The President's message, scheduled for 1 to 2 p.m., EST, will be carried over NBC, ABC, CBS and Mutual, in addition to television coverage via a pooled broadcast. Latter will be participated in via the same manner as the opening session of Congress last Friday by WNBT-NBC, WCBS-TV and WABD in New York, WTTG, Washington and WPTZ, Philadelphia.

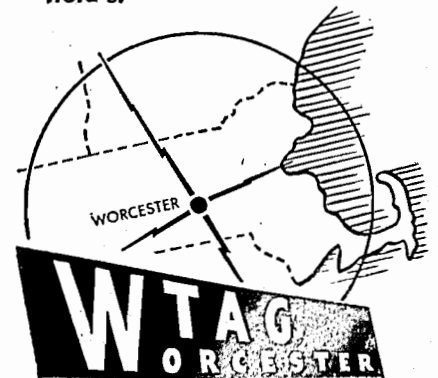
At least 14 New York City stations will carry a simultaneous broadcast of the President's message. List includes WOR, WCBS, WNBC, WJZ, WHN, WNYC, WMCA, WNEW, WBNX, WQXR, WINS, WHOM, WLIB and WWRL.

Meanwhile the pooled video coverage of the Congress opening Friday was hailed by government and industry leaders alike as an historic event. Rep. Charles A. Wolverton (R. New Jersey) new chairman of House Interstate Commerce Committee, described it as "one of diately following the telecast that FCC. Revision of the Communications."

Speaking in a televised interview from a Capitol ante-chamber immediately preceding the session in the House, Wolverton added his praise of the coverage of the event to that of other Congressmen who were interviewed: Rep. Sam Rayburn (D, Tex.), new House minority leader; Rep. Charles Halleck (R, Ind.), House majority leader, and Rep. Clarence J. Brown (R, Ohio), chairman of the House Republican Campaign Committee.

John F. Royal, NBC vice-president in charge of television, stated immediately following the telecast that "there is no better way for controversial subjects to be brought before the American people than from the floors of Congress and Senate on Television," and predicted that "this will eventually become a regular part of the American system of television."

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.



Send Birthday Greetings To—

January 6

Helen Nugent Dick Teela
Lou Tappe Trevor Adams
Maurice Hart

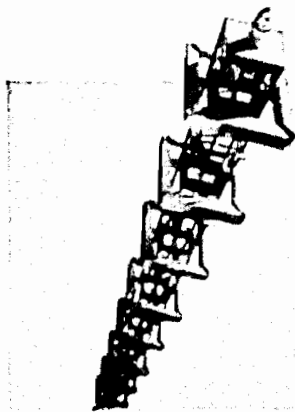
These Newspapers Have Selected FM Federal for their new Broadcast Stations



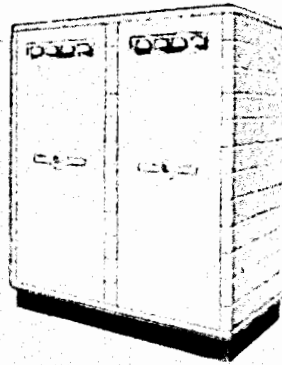
ALL WILL BE ON THE AIR
BY EARLY 1947

MEN WHO KNOW news pick the "big news in radio" — FM by Federal. From New York to Nebraska — from Wisconsin to Kentucky — these eighteen newspapers in eleven states are going on the air with new FM broadcasting stations. And — like so many major radio stations from coast to coast — they have all selected Federal equipment.

FM, in itself, means better broadcasting. But FM by Federal means FM at its best — the last word in center-frequency stability, radiation strength, and long trouble-free operation. Federal's 38 years of research and experience are at your service — to design, equip and install your complete FM station. Write today for detailed information. Dept. B113.



Federal's SQUARE-LOOP ANTENNA gives added effective radiation strength — up to 8 times that of the rated transmitter output.



The "FREQUEMATIC" MODULATOR is an exclusive feature of every Federal FM transmitter — assuring greater center-frequency stability, simplicity of operation and longer life.



Federal Telephone and Radio Corporation

In Canada — Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors — International Standard Electric Corp. 67 Broad St., N.Y.C.



Newark 1,
New Jersey

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 4

NEW YORK, TUESDAY, JANUARY 7, 1947

TEN CENTS

200 Join New FM Group

Growth Of NAB Cited As Board Meet Opens

San Francisco—The first action of the board of directors of the NAB as they opened their initial session of 1947 at the Hotel Mark Hopkins was to admit 129 new members. This brings the total roster to 1282 active and associate members. When the NAB annual convention was held here in San Francisco in 1940, the membership was only 536. The great part share of this growth has occurred since the end of the war. Prior to that time, there was a steady and

(Continued on Page 3)

FCC Advises Broadcasters to Omit Commission Credit

Washington Bureau, RADIO DAILY
Washington — FCC yesterday reminded broadcasters that the station announcement "by authority of the FCC" is not required by statute or regulations.

In its reminder, the Commission said:

"Because the FCC is desirous of relieving broadcasters of non-essentials wherever possible, it takes occasion

(Continued on Page 5)

Truman Talk Televised On 5 Eastern Stations

President Truman's "State of the Union" address to the joint session of the 80th Congress was televised yesterday in a pooled broadcast direct from the House Chamber over five stations on the East Coast. The broadcast was handled by NBC, CBS and Du Mont, and aired over WNBT, WABD and WCBS-TV in New York,

(Continued on Page 5)

Nylon Needle

A new phonograph needle with a nylon knee which is reported to give "knee action" in the vital area between aluminum shaft and sapphire jewel tip has been introduced by the Webster Corporation in Chicago. Extensive tests according to the manufacturer, indicates the nylon absorbs and reduces surface noises which mar so many recordings.

Special Service

Charleston—In order to facilitate official use of the air waves in West Virginia, WGKV, Charleston, has established a line between the station and Governor Clarence W. Meadows' private office in the Capitol Building. Permanent remote equipment, including a desk microphone, has been installed. Similar equipment is being placed in the study of the Executive mansion.

'No Commercials' On New Web Show

Defining "The Greatest Story Ever Told," as "a new sponsored public service program," Mark Woods, president of ABC, yesterday revealed that while Goodyear Tire and Rubber Company would underwrite the necessary costs, no product references or commercial announcement, other than simple credits will be used on the program.

The new half hour program of drama and music which will be

(Continued on Page 6)

White To Head Committee Which Studies Radio Law

Washington Bureau, RADIO DAILY
Washington — As predicted Sen. Wallace H. White, of Maine, has been formally nominated by the Republicans to succeed to the chair of the new Interstate and Foreign Com-

(Continued on Page 6)

Radio's Most Plugged Tunes Reveal 35 Hits During 1946

Annual Peatman survey of song hits with the largest radio audiences, covering the period from Dec. 27, 1945, to Dec. 26, 1946, reveals some 35 tunes out in front, with "They Say It's Wonderful," from the musical comedy, "Annie Get Your Gun" in the lead. This song, published by Berlin, received 32,301 ACI points over a period of 31 weeks. However, "Symphony," a holdover for 19 weeks, which had eight weeks in the Peat-

Organizational Meeting of FM Ass'n Gets Under Way Friday In Capital; Chairman Denny To Speak

N. Y. Baseball Giants Sell NBC Tele Rights

NBC has acquired exclusive television rights to all home games of the New York Giants Baseball Club for the 1947 season for \$50,000, it was announced yesterday by John Royal, vice-president in charge of television for the network, and Horace Stoneham, president of the Giants.

Contract, which also includes several exhibition contests unnumbered at the moment, is considered by Roy-

(Continued on Page 3)

Nine CP's Granted FM Stations By Commission

Washington Bureau, RADIO DAILY
Washington—FCC over the weekend authorized one conditional grant for an FM station in Greensboro, N. C., and awarded CP's to nine applicants for new FM stations in scat-

(Continued on Page 2)

Top Honors To Kate Smith In Several National Polls

As a commentator, entertainer, singer and most admired woman in the country, Kate Smith, during the past two weeks in which results of

(Continued on Page 2)

Two hundred FM broadcasters, charter members of the new Frequency Modulation Association, will meet in Washington Friday at an organizational meeting of the new FMA, Roy M. Hofheinz, president of the Texas Star Broadcasting Co., and chairman of the FMA Steering Committee, announced yesterday.

Mr. Hofheinz who arrived in Washington a few days ago for conferences with Leonard H. Marks, temporary treasurer and legal consultant, said that the mail campaign for members had produced 200 broad-

(Continued on Page 3)

Chi. Stations Settle New Scale With AFRA

Chicago—Agreement which provides for wage increases of from 20 to 33 per cent have been reached here between AFRA and five major Chicago radio stations, WGN, WENR, WMAQ, WBBM and WLS, it is announced by Raymond Jones, executive secretary for the Chicago branch of AFRA. Contracts covering actors, singers, announcers, and sound effects

(Continued on Page 2)

Gruen Watch Buys Time On New Cincy FM Stations

Gruen Watch Co., heavy buyer of time signals on AM stations, was the first to sign a commercial contract with WCTS, new FM station,

(Continued on Page 2)

Tele-sleuthing

NBC-Television last night joined the hunt for the seven prisoners still at large following the recent escape of nine from the Raymond St. jail in Brooklyn. Slides showing the pictures of each were televised over WNBT, New York; WPTZ, Philadelphia; and the G. E. station in Schenectady. Commentary urged viewers to transmit any information to the police.



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Mon., Jan. 6)

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

Chicago Stations Settle New Scale With AFRA

(Continued from Page 1) personnel will be drawn up, Jones stated. Increases will affect approximately 600 persons employed by the five stations and will be retroactive to November 1, 1946.

Traube Is Ferris V.P.

Leonard Traube, who returned as editor-in-chief of The Billboard on January 3, will join the Ferris organization as vice-president on January 13. Traube will head up a special creative division of the public relations office in New York.

WHWL 1000 WATTS 730 KC. 'Antenna's Most Powerful Independent' Represented by Ferris

Coming and Going

CHARLES H. PHILIPS, of the advertising and promotion department at WNBC, is in Paterson, N. J., to address the Kiwanis Club of that city on the subject, "Radio Programs: How They Started and How They Grow."

ID LARKIN, account executive in the Radio Sales division of CBS, and DAVID SUTTON, Eastern representative of WBBM, Chicago, are in Washington, D. C., on business.

PAUL MOWREY, director of television for ABC, has left on a three-day business trip to Philadelphia, Baltimore and Washington, D. C. He'll return Thursday afternoon.

DICK SWIFT, assistant general manager of WCBS, leaves Thursday for Bermuda, where he'll sojourn during the next three weeks.

LOU TSCHUDI, sports director of WING, American network outlet in Dayton, Ohio, is in Gotham for conferences at the offices of the web.

CHARLES GODWIN, manager of station relations for Mutual, will leave Thursday on a two-week trip to Florida, touching Jacksonville, Orlando and St. Petersburg.

STU DAWSON, of Foote, Cone & Belding's Chicago radio department, who was among those present in New York at the Toni Home Permanent Wave inaugural broadcast sponsoring "Give and Take," has returned to his Windy City chores.

FULTON LEWIS, JR., Mutual network commentator, is coming up to New York tomorrow and will broadcast his program from the Mutual studios here. He'll return to the Nation's Capital tomorrow night.

JIM WOODRUFF, president of WREL, Columbus, Ga., was a visitor yesterday at the headquarters of the Columbia network, with which the station is affiliated.

BARBARA KEATING, script writer on the Margaret Arlen program at CBS, has returned from Houston, Tex., where she spent about nine days.

LES ZIMMERMAN, publicity director of the William Morris Agency, off to Boston to work on the special exploitation of the Esquire Gold Medal Award being presented to Duke Ellington.

Top Honors To Kate Smith In Several National Polls

(Continued from Page 1) various polls were made known, came out in first place in four of the surveys and was among the first five in still another. In the national Hooper ratings, Miss Smith, is running neck-and-neck for top honors as femme entertainer and singer. On the Pulse of New York survey, Miss Smith is in first place as a commentator.

Women's Home Companion, in a national poll of listeners, was voted among the first five women in America most admired, and the first woman entertainer in any field, among the first 10, also on a nationwide basis. Associated Press poll of editors, selected Miss Smith as the country's outstanding female entertainer and singer, while another national poll by the Cleveland "Plain Dealer," voted Kate Smith the number one female entertainer.

Nine CP's Granted FM Stations By Commission

(Continued from Page 1) tered sections of the country. The conditional grant was made to Capital Broadcasting Co., for a class B station in Greensboro.

CP's were given the following: The Colony Broadcasting Corp., New Haven, Conn.; Federated Publications, Inc., Battle Creek, Mich.; Leonard A. Vershuis, Grand Rapids, Mich.; Oneonta Star, Inc., Oneonta, N. Y.; Northwestern Ohio Broadcasting Corp.; Lima, Ohio; Jay R. David, Tiffin, Ohio; WKBN, Broadcasting Corp., Youngstown, Ohio; WJAC, Inc., Johnstown, Pa.; Phillip Weiss Music Co., Rutland, Vt.

Guild Cites Smith, Shirer

Howard K. Smith, chief European correspondent for CBS, and William L. Shirer, web news analyst, are the recipients of citations from the N. Y. Newspaper Guild. Smith received the "Page One Award" for his "analysis of news developments at home and abroad," while Shirer was cited as the newsman who, above all, "kept both feet on the ground."

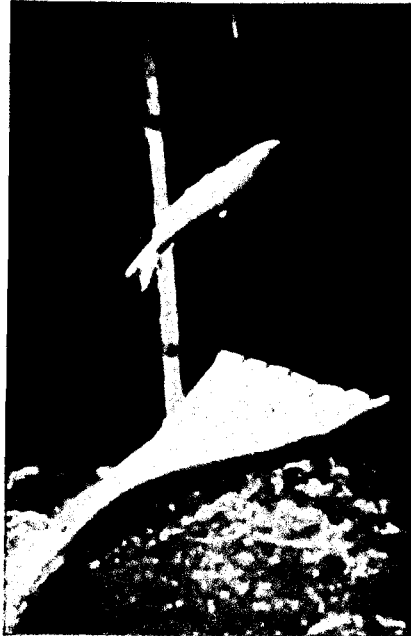
Smith, speaking from London, accepted the citation on "CBS Footnote," 11:25 p. m. yesterday.

Gruen Watch Buys Time On New Cincy FM Stations

(Continued from Page 1) in Cincinnati which is owned by the Cincinnati Times-Star. Benjamin S. Katz, president of the Gruen Watch Co., in completing the contract said: "Gruen always tries for superiority so we looked ahead to the days when there will be millions of listeners to FM broadcasting as indicated by the present clamor for FM sets."

Ad Club Luncheon

First Celebrity Luncheon of the Advertising Club of New York for the 1947 season will be held in the Clubhouse tomorrow at 12:30 p.m., at which Hon. Charles E. Murphy, will be a guest of honor. Murphy, recently appointed corporation counsel for the City of New York, is also a past president of the club. Other past presidents will also be honored during the affair.



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' speeles for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

W-I-T-H, the successful independent in this big five-station radio town, can and does deliver more listeners per-dollar spent than any other station.

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Hendley-Road

WEVD 1000 WATTS 1230 KC. ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market. Send for WEVD's WEVD or WEVD WEVD-107 West 68th Street, New York, N. Y.

Growth Of NAB Cited As Board Meet Opens

(Continued from Page 1)

healthy yearly advancement but in the last year and a half the membership was jumped in a remarkable manner. This growth, it was pointed out, has taken place without any planned membership campaign.

Other action at the opening meeting Sunday was mostly of an organizational nature in arranging the agenda and selecting the matters that were most important for discussion and action during the balance of the conference.

Monday night the directors were the guests of the 15th District for a dinner and evening of entertainment at the Forbidden City Restaurant. The plans for the event were under the direction of John Elwood, manager of KPO, who is chairman of the entertainment committee.

The program for the opening day of the western area NAB meeting Wednesday has just been announced: 9:30 a. m. Registration, Peacock Court, Mark Hopkins Hotel.

10:15 a. m. Small Market Stations, Allen Brown NAB, Committee chairmen are Charles Chatterton, District 17; William Bates, District 15; Marshall Pengra, Executive Committee member.

12:15. Luncheon, Peacock Court; Speaker Frank Pellegrin, director, broadcast advertising; Joske Clinic.

2:30 p. m. Sales Managers, Frank Pellegrin, committee chairman; executive committee member, Ray Baker.

3:15 p.m. BMB, Hugh Feltis, president.

5 p.m. Adjournment.

Seeks Writing Talent

Los Angeles—Eddie Cantor is exploring a new field in his search for fresh comedy-writing talent.

The NBC comedian will give six students from the writing staffs of college or university publications a tryout on his own writing staff if they submit sufficiently promising sample scripts. He also will pay their travel expenses to Hollywood.

Eligible students are asked to write to Cantor at 324 S. Beverly Drive, Beverly Hills, Calif., for sample program outlines.

New Biz at NBC, Chicago

The NBC Central Division Spot Sales Department announces the 52-week renewal by the Simoniz Co., of the "Sunshine Serenade" program of recorded music; and a renewal order for 1,040 station breaks from American Chicle Co., and the network sales department announces that an additional 42 stations have been ordered by Procter & Gamble for the "Joyce Jordan, M. D." daytime serial.

OFF THE AIR

**REFERENCE RECORDINGS
IN CHICAGO**

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

FMA Meet Friday In Capital; Membership Of 250 Expected

(Continued from Page 1)

casters who paid \$100 each into the FMA membership fund. He expects that the membership will pass the 250 mark during the meeting next Friday.

Two appearances of Charles R. Denny, chairman of the FCC, during Friday's session has stimulated interest among the FM broadcasters. Chairman Denny, who went all out for FM at the October convention of NAB, will speak on "FM Today" during the morning session at the Statler. He will be heard again as the principal speaker at the noonday luncheon at which time members of the FCC will be guests of the FMA organizational committee.

The meeting will get under way at 10 a.m., Friday in the Congressional Room of the Hotel Statler with Roy Hofheinz, chairman of the steering committee, giving the address of welcome. Everett L. Dillard, licensee of KOZY, Kansas City, and WASH-FM, Washington, will be the second speaker. He will discuss "The Aims and Objectives of FMA."

Armstrong To Be Heard

Major Edwin H. Armstrong, inventor of FM, will discuss the development of FM and Hugh D. Lavery of the McCann-Erickson agency in New York, will be heard on "What the Agency and Advertiser Expect of FM."

The prospects for FM radio sets during 1947 will be dealt with by Dr. Ray Manson, president of Stromberg-Carlson Co., while the transmitter outlook will be covered by representatives of such leading man-

ufacturers including General Electric, RCA, Graybar Electric Co., Radio Engineering Labs, Westinghouse Electric Co., and Federal Telephone and Radio Corp.

Edward G. Taylor of Zenith Radio Corp., will speak on "What Part FM Plays in the RMA 'A Radio In Every Room'" campaign.

Promotion On Agenda

Promotion needs of FM will be covered by Preston Pumphrey of Maxon, Inc., New York. The FMA, plans to conduct a publicity and exploitation campaign nationally for the purpose of furthering interest in frequency modulation.

The promotion talk will be followed by a panel on FM promotion. Participating will be Lester H. Nafzger, WELD, Columbus; Leonard L. Asch, WBCA, Schenectady; Raymond Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.; W. W. Robertson, KTRN, Wichita Falls, Texas and Frank E. Shopen, general manager of KOAD-FM, Omaha.

Business Session at 3:30 p. m.

General business session of the meeting will get under way at 3:30 p.m., with committee reports, election of board of directors and officers, and the appointment of permanent committees by the new chairman.

Transmitter and receiver manufacturers will have representatives and exhibits on hand at the meeting. These include General Electric, RCA, Westinghouse, Federal Telephone and Radio Corp., Radio Engineering Labs, Western Electric and Graybar Electric Co.

L. W. Ramsey

L. W. Ramsey, 55, founder and president of The L. W. Ramsey Co., advertising agency with offices in Chicago, Davenport, Ia., and Hollywood, died unexpectedly Thursday, Jan. 2, at Barnes Hospital in St. Louis.

Mr. Ramsey had been ill for about three months preceding his death. He was born at Hazlehurst, Miss., May 22, 1891. A graduate of the University of Illinois, he founded the Ramsey Co., in 1921. Since that time, and from a modest beginning, the company bearing his name has grown until it has become one of the important advertising agencies in the country.

He was a member of Kappa Sigma, Sigma Delta Chi, Scarab and Mawanda while at the University of Illinois. Club affiliations included the Racquet and Tavern Clubs in Chicago, and the Chamber of Commerce, Outing, Rod and Gun, Davenport Country, Rock Island Arsenal Golf, Town and Davenport Clubs in the Tri-Cities of Davenport, Rock Island and Moline.

Surviving are the widow, two sons, L. W. Jr., a member of the Ramsey Co., staff; and George, a student at Yale; one daughter, Julianne, at Sarah Lawrence College.

10th Anniversary

Los Angeles—Lewis Allen Weiss, vice-president and general manager of the Don Lee Network celebrated his 10th anniversary with Don Lee on New Year's Eve. Weiss left the Examiner in 1930 to join Don Lee, where he remained until 1932, then left for Detroit, Michigan, to manage a station there. He returned to Los Angeles and joined Don Lee in 1936 as vice-president and general manager. There were only eight stations in the Don Lee network affiliates with Mutual at that time, and he has built the network up to 41 stations, including Honolulu.

To serve you better we moved to
NEW AND LARGER QUARTERS

**PUBLICITY
COMMERCIAL PHOTOGRAPHY**

AI HAUSER — Ray LEVITT
285 Madison Ave. MU. 5-2428

N. Y. Baseball Giants Sell NBC Tele Rights

(Continued from Page 1)

al as one which will "revolutionize" television sports coverage. At least four, and possibly six, image orthicon cameras will be used, providing viewers with close-up shots of the battery, infield and outfield. Heretofore only two cameras were used by NBC at baseball games, and only on one other occasion,—the Louis-Conn fight—were more than two cameras used. In addition, announcers handling the play-by-play description will be equipped with a special viewing monitor which will contain the scene on the air at the moment.

Arrangement calls for the coverage of 77 home games of the Giants, and possibility is that telecasts will be aired in other cities such as WRGB, Schenectady, WTTG, Washington and WPTZ, Philadelphia.

Baltimore Radio Group File Corporate Structure

Washington Bureau, RADIO DAILY.

Washington—Change in the corporate structure of the Public Service Radio Corporation, Drew Pearson-Bob Allen combine seeking to wrest WBAL, Baltimore, from the Hearst organization, was filed with the FCC Tuesday by Attorneys Marcus Cohn and Leonard Marks. It was shown that a 29 per cent stock interest is now held by a group of leading citizens of Baltimore—educators, businessmen, church leaders and others of outstanding civic prominence. Pearson and Allen still hold 35.5 per cent each, with 10 to 20 per cent of the stock—from their holdings—eventually to go to employees of the station.

Another For WGHF

FM Station WGHF, New York, has added another live show to its schedule which is heard every Saturday from 2:15-2:30 p. m. Program is titled "Meet the Model Builder," a show intended for hobbyists interested in model airplanes, racing cars, boats and railroads. Jack Bayha, model hobbyist, directs the program.

HOOPER STATION		
LISTENING INDEX		
FALL 1946 Calls — 6400 (SHARE OF AUDIENCE)		
	WMRF	Others
8 A — 12 N Mon. thru Fri.	96.0	4.0
12 N — 6 P Mon. thru Fri.	94.7	5.3
6 P — 10 P Sun. thru Sat.	84.4	15.6
WMRF		
LEWISTOWN, PENN.		
NBC AFFILIATE REPRESENTATIVE BURN-SMITH CO.		

LOS ANGELES

By RALPH WILK



AGENCIES

RICHARD L. SCHEIDKER has been named an assistant executive secretary of the American Association of Advertising Agencies...

NICHOLAS FREYDBERG, former assistant to the publisher of "Newsweek" and recently of the promotion department of the New York Herald Tribune...

KLAUS VAN PIETERSOM - DUNLAP & ASSOCIATES, Milwaukee, Wis., have been assigned the advertising of the Central Division of Globe-Union, Inc.

Notes From An Aisle Seat . . .

The Hit Parade is toying around with the idea of shelving its present format and rounding up all the top singers (Crosby, Sinatra, Haymes, Betty Hutton, Dinah Shore, etc.) for three or four guest show episodes...



Dave Halpern, vesper of Owen & Chappell, got a nice Christmas present in the success of a novel Kilroy stunt on their show, "Spotlight on America"...



SMALL TALK: Eria Stone and Jackie Kell will tour vet hospitals under the auspices of the Veterans' Administration and make personal appearances in behalf of the March of Dimes...



Special citation is due Nat Abramson of WOR, for the terrific job he's doing promoting a new enterprise called Layaltown—a camp to be opened this summer for underprivileged boys...



FRANK A. KASALA, radio and public relations counselor, announces the opening of National Publicity and Advertising offices in Hollywood...

George W. Barker, WCHS president, has set Glenn Warner for a top job in "Teatime Cupell," the stage comedy by Mabel Patton which he will produce in Los Angeles this winter...

Writer Tully left here on Monday for place for Memphis and did "The Great Gilday" script, which will be made into a film and later Tom O'Connor...

Parkynskas has received a 400-foot postcard signed by 1200 employees of Southern California post offices, expressing their appreciation of his radio tribute to their craft...

Adrienne Ames Back

Adrienne Ames, WJLA's entertainment and feature commentator, returned this week to her former broadcast schedule and is being heard every afternoon from 1:30-2:30 p.m. in addition to her evening programs...

Miss Ames' afternoon change is devoted to trends in fashion and costume, and other items of interest to women. Listening audience will be called upon at regular intervals to select the "Beauty of the Month" who will make an appearance on the program...

Fred R. Hover

Fred R. Hover, President of WJLA, died on Jan. 2 in Harbor Hospital at a heart ailment. He founded the station in 1931.

Lord Fashion MIAMI BEACH. Illustration of a building and text: "THE ONLY ONE", "Lord Fashion", "MIAMI BEACH", "Establishment founded in 1925", "Reservations invited - Reservations only".

AD GLIBS

by DAVID O. ALBER

The Radio Manufacturers Association (RMA) is campaigning to put a radio in every room. Which sounds like a swell idea, only I'm way ahead of them...

Our first radio, a console, was in the living room. I resented having to get up every time I wanted to switch stations. So I installed a small set right next to my favorite easy chair...

Our turnover in milk was terrific until we installed a set in the kitchen. We've had no milk trouble since...

When the kids grew up, they showed marked difference in radio tastes, so each one had to have a radio in his and her room...

Then I found that some of my favorite programs were on while I was in the bathroom. So I put a radio in there...

I also found that the kids ate their cereal and spinach much better when there was music in the dining room, so that was the next place for a separate radio...

Then I put a radio on my night table in the master bedroom. Music was just the remedy to soothe jangled nerves after a hard day. It cured my insomnia...

Having a radio in every room is luxury with a capital lux. I feel like a millionaire, yet the cost was ridiculously low...

DAVID O. ALBER ASSOCIATES, INC.

National Radio Publicity 654 Madison Ave., N. Y. Plaza 9-2700 Hollywood: 1627 N. Vine St. Glendale 9609

Limit FCC's Credit, Commission Advises

(Continued from Page 1)

point out that the practice of stations opening and closing the broadcast day with the announcement, "This is station—operating on a frequency of—kilocycles," by authority of the Federal Communications Commission, is not prescribed by statute or rules and regulations." The custom began April 28, 1927, when the Commission's predecessor, the Federal Trade Commission, issued general order No. 7 directing all broadcast stations to so announce themselves for the convenience of monitoring stations in checking the then authorized frequency tolerance of one-half kilocycle. However, on November 7, 1931, the Federal Radio Commission repealed this along with some other requirements of the radio act of 1927. The Federal Communications Commission, created by the Communications Act of 1934, did not restore this particular provision. But broadcasters continued the traditional phrase, attributing it to the new commission. The matter is brought to the attention of broadcasters generally because the Commission is observing that newly authorized FM (frequency modulation) and television stations are falling into the practice.

Ohio Telephone Company Buys Time On State Web

Columbus, O. — Ohio Bell Telephone Co., has inaugurated a new 15-minute radio program, to be heard over a network of seven Ohio radio stations three times weekly, Monday, Wednesday, and Friday, beginning this week at 6:30 p.m., and originating from WTAM, Cleveland. The program, known as "The Ohio Story," will tell the human interest stories of Ohio's people, events, and institutions in semi-dramatic fashion. Scripts are written by Frank Seidel. Stuart Buchanan is director and producer. Robert Walthrop, whose "Treasury Salute" series for the War Finance Division of the Treasury Department recently was broadcast over 1,000 stations, is narrator, supported by a cast of dramatic talent and a musical combination.

there's **NO QUESTION** about SELLING KANSAS when you hire: **WIBW** Ben Ludy, GEN'L. MGR. **The Voice of Kansas TOPEKA**

NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of December 27, 1946-January 2, 1947

TITLE	PUBLISHER
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
Among My Souvenirs.....	T. B. Harms
And So To Bed.....	Famous
Coffee Song, The.....	Valiant
Connecticut.....	Harry Warren
Either It's Love Or It Isn't.....	Mood Music
Five Minutes More.....	Melrose
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
Girl That I Marry, The.....	Ber'in
Guilty.....	Feist
I Haven't Got A Worry In The World.....	Williamson
I'll Never Love Again.....	Peer-International
Oh, But I Do.....	Witmark
Ole Buttermilk Sky.....	Burke & Van Heusen
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Pretending.....	Criterion
Rumors Are Flying.....	Oxford
Sooner Or Later.....	Santly-Joy
Things We Did Last Summer, The.....	E. H. Morris
This Time.....	Dorsey Brothers
To Each His Own.....	Paramount
Through A Thousand Dreams.....	Remick
Uncle Remus Said.....	Santly-Joy
Whole World Is Singing My Song, The.....	Robbins
Winter Wonderland.....	Bregman-Vocco-Conn
You Keep Coming Back Like A Song.....	Berlin
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

To Launch Tele Series As Sales Promotion Test

Sales promotion use of television, —a male fashion show to illustrate the latest in men's clothing styles and grooming, etc., will be introduced by Huntley, Ltd., New York, to promote "Raffia" a new men's toiletry set, when it launches a weekly video program as a "test" in the New York area early in '47.

Will Appeal Also To Women

According to Woodrow H. Sporn, Huntley, Ltd., executive, plans to date call for a tele series in behalf of "Raffia" what would "utilize the visual appeal of video in presenting male models displaying the latest in men's clothing with a commentary by a well-known men's magazine fashion expert." Program will discuss the link between good grooming and proper clothes, etc., and their value in the life of a man.

Series will be aimed to appeal to a female as well as male audience, it is pointed out, since surveys reveal that women purchase 80 per cent of men's grooming aides. Promotional tie-ups with men's clothing shops, shoe chains, jewelry manufacturers and non-competing groom-

WWRL, Bronx Newspaper Launch Community Show

"Salute To Parkchester," a new weekly program on WWRL designed to beam news and features to the single community of the Parkchester Housing Development in the Bronx, was launched last week under co-operative sponsorship of merchants in the locality.

Program, heard Fridays from 1:30-2:05 p. m., is aired in co-operation with the "Parkchester Press Review" and is aimed strictly at the 48,000 inhabitants of the development. Local news supplied by the paper, record requests from residents and local talent are used on the show.

Women's clubs, churches, theaters, and merchants are aiding in promotion of the series with 5,000 posters and circulars being distributed throughout the area by the station. Fred Barr, station's program director, is master of ceremonies.

ing aids will be made in behalf of the new series.

Present plans call for the series to be launched as a 13-week test on a New York station, as yet unnamed.

Truman Talk Televised On 5 Eastern Stations

(Continued from Page 1) WPTZ in Philadelphia and WTTG in Washington. Receivers for Washington officials were installed in NBC studios of WRC.

Yesterday's event marked the first Presidential State of the Union ad-

Hooper-Tele

President Truman's State of the Union broadcast yesterday before the joint session of Congress reached a Hooperating of 20.4, with an estimated 10,267,000 sets in use. Rating was made for CBS, which aired the talk with all other networks.

dress ever televised and the second direct pickup from the halls of Congress,—the first on last Friday. It also marked the fifth time the President has been televised during a public appearance.

Lawrence W. Lowman, vice-president, CBS television, praised yesterday's broadcast, and the Congress opener on Friday, as outstanding examples of public service in the medium.

"The recent television pooled pickups from the Washington scene,—President Truman's State of the Union Talk and the opening of the 80th Congress—" said Lowman, "were outstanding examples of co-operative teamwork on the part of broadcasters in the new medium."

"Joint public service programs of this type, utilizing the best resources of all video broadcasters," said Lowman "will more quickly tend to establish television and bring recognition to its great potentialities."

"In some respects," the CBS exec continued, "television is taking greater strides in its infancy than radio did. Newspapers are co-operating at this early date in carrying program listings; right of entry is more easily established, and many other such things are proving themselves to our early advantage."

Bus Firm Publicizes Show

Publicizing its KWK news program "Frank Doyle and the Six O'clock News," the Public Service Company of St. Louis is distributing 215,000 street car and bus passes stating the time and station.

Now Celebrating **TWENTY YEARS OF SERVICE TO THE PEOPLE OF SOUTHEASTERN CALIFORNIA** 1927 1947 **MUTUAL DON LEE KXO SEE RAYMER**

'Most Plugged Tunes' Show 35 Hits In '46

Continued from Page 1:
'Night and Day' and 'I'll Be Home Again'...

White To Head Committee Which Studies Radio Law

Continued from Page 1:
The committee will study the radio industry...

Continued from Page 1:
The committee will study the radio industry...

SONG HITS OF 1946

December 21, 1945, through December 20, 1946
The 25 songs with the largest radio audience are listed...

Table with columns: SONG TITLE AND ARTIST, TOTAL NO. WEEKS ON CHART, and NUMBER OF WEEKS IN TOP 10. Lists top 25 hits of 1946.

Favorite standards of 1946
Songs with the largest radio audience are listed...

FAVORITE STANDARDS OF 1946

Continued from Page 1:
The 25 songs with the largest radio audience are listed...

Table with columns: SONG TITLE AND ARTIST, TOTAL NO. WEEKS ON CHART, and NUMBER OF WEEKS IN TOP 10. Lists favorite standards of 1946.

'No Commercials' On New Web Show

Continued from Page 1:
The new web show will air on Sunday at 6:30 pm...

Setup Of N. Y. Reg. Web Seen Filling Advt'g Need

Establishment of the New York State network is expected...

Continued from Page 1:
The network will provide an opportunity...

Launcher Popularity Poll

Popularity poll conducted by the program...

Radio's Newest Record Show! SAM ROWLAND (LOOK's Record Editor) 3:30-4:30 P. M. Daily 1430 Kc., KWKW 1430 Kc.

COAST-TO-COAST

— TENNESSEE —

MEMPHIS—Joining the WHBQ staff is Susan O'Brien, formerly with Parents' Magazine. . . "Bob" Alburty, general manager of WHBQ, was recently selected director of the Memphis Cotton Carnival Assn. . . **MURFREESBORO**—**WGNS** made its debut appearance on 1450 kc. December 31. . . The station is on a thirty-day test period, at the conclusion of which, it is expected that the program emanation will be from new and larger studios. . . **KNOXVILLE**—Red Barber recently turned over his show to Bob Johnson, WNOX sportscaster during the traditional bear hunt in Tellico Plains.

— INDIANA —

INDIANAPOLIS—The American Legion has presented a Certificate of Appreciation to WIBC for its cooperation in the promotion of sound patriotic Americanism and its willing assistance in the rehabilitation of World War II veterans. . . WIBC and the Indianapolis News are sponsoring a "Save Hoosier Soil" essay contest among grade and high-school students. . . **EVANSVILLE**—Ted Nicholas succeeds Don Menke as account executive at WFBM. Menke has been appointed general manager of WEOA.

— GEORGIA —

MACON—WMAZ was recently turned over for operation to the radio department of Wesleyan College of Fine Arts. The day was known as Wesleyan day. . . Barbara Pell Godfrey has been promoted to Traffic Manager of WMAZ. . . Joyce Miller succeeds William J. Barrett in the WMAZ commercial department. . . Macon's 1946 public affairs program carried by WBML and sponsored by the local Chamber of Commerce has been selected by the U. S. Chamber of Commerce for adaptation in cities of comparable size. . . **ATLANTA**—WGST broadcast the "Oil Bowl Football Game" directly from Houston, Texas.

— NEW JERSEY —

NEWARK—The "Easy Aces" featuring Goodie and Jane Ace, inaugurated a new series on WAAT this Monday. . . **BRIDGTON**—WSNJ's new AM-FM self-supporting 485-foot Lehig tower will be completed any edition. . . State Senator-elect Elmer H. Wene, president of WSNJ and WTTM, recently discussed long-range broadcasting plans for both stations at Rutgers University. . . **PATERSON**—Alois Havrilla, noted newsreel commentator, joins WPAT as featured master-of-ceremonies of "Alois Havrilla Presents." . . Jay Seymour becomes chief music librarian at WPAT.

— NEBRASKA —

OMAHA—WOW announcers Lyle De Moss, Thompson Holtz, Ray Olson and Thomas Chase again made the local headlines for barber shop quartet work at Christmas time. . . Since KOAD went on the air July 1, the gain in FM receivers here has been about 3,000 per cent, a station survey shows. . . Virgil Sharpe, KOIL assistant manager, spoke to the Omaha Real Estate Board on top news stories of 1946 and also told the audience of two hundred about major differences in the approach of radio as contrasted with newspapers. . . William J. Newens takes over the manager berth at KOIL. . . **NORFOLK**—WJAG sales department expanding with new staffer, Roy Van Ells, assisting Vernon Stedry with local sales. . . **OMAHA**—New KOAD FM feature "Fun with the Funnies," dramatizes the comic strips appearing in the Omaha World Herald. Dick Low and Myrna Peterson are the thespians. . . Also debuting over KOAD is "Audiographs," featuring profiles of popular bandleaders plus their newest record releases.

— IOWA —

CEDAR RAPIDS—WMT has graciously offered the use of its Radio Theater to the St. Mark's Lutheran Church which was destroyed by fire recently. . . WMT in co-operation with the Iowa Dairy Association, is sponsoring the third annual Dairy Heifer Contest for boys and girls under 18 years of age. . . **CLINTON**—Enjoying spectacular success is KROS' "Johnny's Juke Box," an hour record show . . . KROS is broadcasting a special 15-minute music appreciation show to 123 rural schools in Whiteside County each Wednesday.

— WISCONSIN —

MILWAUKEE—Seven hundred orphaned children were the guests of WTMJ at a special one-hour Grenadier show. . . WEMP's "Wire Request" show has been extended from one to one and a half hours, heard five nights a week.

Coming Up

- BLACKBERRY'S RED WHEN IT'S GREEN (Alvin)
- HAVE I TOLD YOU LATELY THAT I LOVE YOU (Duchess)
- ILLUSION (Un Sueno) (Pemora)
- IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)
- MISSION OF THE ROSE (Wemor)
- NOBODY KNOWS (Peer)
- NOSEYBODY (Barron)
- THAT'S HOW MUCH I LOVE YOU (Vogue)
- WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)
- WOULDN'T YOU LIKE TO KNOW? (Noteworthy)
- YES, YES, HONEY (Chelsea)

Send Birthday Greetings To—

January 7
H. R. Baukhage Herbert Magidson
Floyd D. Rogers, Jr. Bert Georges
Art Stander

BMI *Pin-up Sheet*

Hit Tunes for January (On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks)

THESAURUS—Vincent Lopez
George Wright
STANDARD—Buzz Adlam
CAPITOL—Hal Derwin

BEST MAN, THE (Vanguard)

LANG-WORTH—Four Knights
Tommy Tucker
STANDARD—Leighton Noble
The Starlighters
THESAURUS—Novaltime Trio
WORLD—Les Brown
CAPITOL—Pee-Wee Hunt
Peggy Lee
Jan Garber
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence

COFFEE SONG, THE (Valiant)

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

EV'RYBODY LOVES MY BABY,

MY BABY (Goode)

MacGREGOR—Music A La Carter
STANDARD—Joe Reichman
Buzz Adlam
LANG-WORTH—Frankie Carle
Blue Barron
CAPITOL—King Sisters
King Cole Trio

(I LOVE YOU)
FOR SENTIMENTAL REASONS (Duchess)

CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
ASSOCIATED—Vic Damone

HOLD ME, HOLD ME, HOLD ME (Stevens)

LANG-WORTH—Chuck Foster
ASSOCIATED—George Towne
WORLD—Russ Morgan
STANDARD—Joe Reichman
Buzz Adlam

I GUESS I'LL GET THE PAPERS

AND GO HOME (Campbell-Porgie)

LANG-WORTH—Claude Thornhill
Tommy Tucker
THESAURUS—Sammy Kaye
MacGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
ASSOCIATED—George Towne

I'LL NEVER LOVE AGAIN (La Borrochita) (Peer)

WORLD—Bob Eberly
THESAURUS—Vincent Lopez
George Wright
CAPITOL—Jan Garber
ASSOCIATED—George Towne
STANDARD—Joe Reichman

IT'S ALL OVER NOW (BMI)

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

MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliott Lawrence

MI VIDA (Marks)

CAPITOL—Hal Derwin
THESAURUS—Vincent Lopez
George Wright

RICKETY RICKSHAW MAN, THE (Peer)

LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
CAPITOL—Jan Garber
WORLD—Russ Morgan
THESAURUS—George Wright
STANDARD—Joe Reichman
Buzz Adlam

ISN'T THIS BETTER THAN
WALKIN' IN THE RAIN (Republic)

THESAURUS—Sammy Kaye
George Wright
MacGREGOR—Eddie Skrivanek
LANG-WORTH—Four Knights
STANDARD—Bob Crosby

WHAT MORE CAN I ASK FOR? (London)

LANG-WORTH—Four Knights
STANDARD—Buzz Adlam
Bob Crosby
WORLD—Nat Brandwynne
MacGREGOR—Eddie Skrivanek

* Soon to be released

BROADCAST MUSIC INC. 580 FIFTH AVE., NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

RING OUT, WILD BELLS

by ALFRED TENNYSON

*R*ing out, wild bells, to the wild sky,
The flying cloud, the frosty light;
The year is dying in the night;
Ring out, wild bells, and let him die.

Ring out the old, ring in the new,
Ring, happy bells, across the snow;
The year is going, let him go;
Ring out the false, ring in the true.

Ring out the grief that saps the mind,
For those that here we see no more;
Ring out the feud of rich and poor,
Ring in redress to all mankind.

Ring out a slowly dying cause,
And ancient forms of party strife;
Ring in the nobler modes of life,
With sweeter manners, purer laws.

Ring out the want, the care, the sin,
The faithless coldness of the times;
Ring out, ring out my mournful rhymes,
But ring the fuller minstrel in.

Ring out false pride in place and blood,
The civic slander and the spite;
Ring in the love of truth and right,
Ring in the common love of good.

Ring out old shapes of foul disease;
Ring out the narrowing lust of gold;
Ring out the thousand years of old,
Ring in the thousand years of peace.

Ring in the valiant man and free,
The larger heart, the kindlier hand;
Ring out the darkness of the land,
Ring in the Christ that is to be.



The American People
GUARDIAN OF
AMERICAN FREEDOM

WJL

WJL, WATT, CBS AFFILIATE • REPRESENTED BY PETER
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT
C. A. FISHER, PRES. • OWEN E. FISHER, VICE-PRES. • G. N. MOG

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 5

NEW YORK, WEDNESDAY, JANUARY 8, 1947

TEN CENTS

Convention Site Chosen

GOP Leaders Sponsor Candidate For FCC Post

Washington Bureau, RADIO DAILY
Washington—Two prominent Senate Republicans yesterday urged President Truman to appoint Miss Marion Martin to the vacancy on the FCC. Senators Wallace White and Owen Brewster, both of Maine, urged the appointment in a White House visit with the chief executive. Miss Martin, former assistant chairman of the Republican National Committee, now is a leading candidate for the Commission vacancy created by the resignation of Paul A. Porter. Also a White House visitor was FCC
(Continued on Page 2)

Hollywood Stars Joining To Form ET-Show Firm

West Coast Bureau, RADIO DAILY
Hollywood—Ann Sheridan, William Holden, Lucille Ball, Arthur Treacher and Max Smith have joined with their business manager, Andrew Hickox, to form a corporation to produce transcribed radio shows. The initial offering, "The Smiths of Hollywood," a half-hour domestic comedy will be waxed before a live audience at NBC January 10. The 26-
(Continued on Page 2)

Allen Gets Promotion Post With N. Y. Herald-Tribune

George H. Allen, former general manager and secretary of CAB, has been named promotion manager of the New York Herald Tribune, succeeding Elsa Lang who retired after 22 years service with the newspaper. Allen, prior to joining CAB, was as-
(Continued on Page 2)

Antarctic Calling! Reception Is Good

Press Wireless is making twice-daily voice contact with the USS Mount Olympus, flagship of the Navy's Antarctic Task Force, as a service to network broadcasters who are aboard the ship. The networks report that early morning transmissions have been the best, with all transmissions to date being suitable for rebroadcast here.

WABD Makes Changes In Executive Staff

Louis A. Sposa, former manager of program operations department, has been named director of commercial operations of WABD, Du Mont television station in New York, and Robert Emery, head of the sustaining program department, advanced to the position of manager of the station's program department, Samuel
(Continued on Page 7)

NAB Women Directors To Aid 'March Of Dimes'

The NAB's Association of Women Broadcasters, headed by Dorothy Lewis, has set up a radio women's advisory committee to aid the "March of Dimes" campaign which officially begins Jan. 15. Specific purpose of the committee, composed of 19 radio
(Continued on Page 8)

Poppele Again Head Of TBA; Repeats Plea For Tele 'Code'

Jack R. Poppele, vice-president and chief engineer of WOR, was re-elected president of the Television Broadcasters Association at the annual meeting of the board of directors yesterday at the Waldorf. Making his annual report to the membership, Poppele urged the immediate adoption of a television code or guide which each and every broadcaster should pledge to fulfill.

NAB Board Selects Atlantic City For 1947 Meet During Week Of Sept. 15; Fill BMB Board Vacancies

ABC Signs 17 Accounts For Co-ops In One Day

Setting what may be a new high for a single day's business in co-op programs, ABC reported 17 new sponsors of such network programs yesterday,—six of which will sponsor the network's "America's Town Meeting of the Air," which went co-op this week.

Three others also signed for sponsorship of Elmer Davis; two apiece were added by three other ABC
(Continued on Page 7)

NBC Announces Schedule Of Cleve. Forum Pickups

WNBC-NBC will air more than six special programs in connection with an international forum being held in Cleveland January 9 through 11, during which many outstanding world
(Continued on Page 8)

Nunn Stations Reorganize Operational Setups

Lexington, Ky.—The five radio stations operated as separate corporations by Gilmore N. Nunn in southern states are undergoing a change
(Continued on Page 8)

By VERN GODKIN
Staff Correspondent, RADIO DAILY
San Francisco—The NAB Board of Directors has chosen Atlantic City, N. J., as the site of the 1947 annual NAB convention, provided proper arrangements can be made with hotels and other groups concerned. The week of September 15th was tentatively agreed upon as the time for the meet-
(Continued on Page 7)

Radio Personalities To Aid Safety Drive

Several radio and advertising execs have been appointed to the publicity committee which will publicize New York's 17th annual Safety Convention and Exposition scheduled for a four day session at the Hotel Pennsylvania starting March 25. Event is sponsored by the New York Safety Council.

Radio and advertising members
(Continued on Page 7)

Plan Tele-Radio Center For Coast Construction

Los Angeles — Ground-breaking ceremonies for new \$2,500,000 radio and television studios of the Mutual Don Lee Broadcasting System on Vine
(Continued on Page 2)

Rolling Radios

Installation of a Stromberg-Carlson sound system on the B & O new streamliner, "Cincinnati," will permit radio fans to listen to programs while traveling between Baltimore and Cincinnati. Each car is equipped with two speakers, an amplifier and a rotary converter. Regular service will be inaugurated on the new streamliner January 19.

Guest Emcee

Ed "Archie" Gardner has been invited to act as master of ceremonies at the National Press Club dinner which will be held in the Hotel Statler in Washington on next Saturday. Cast of the Gardner show will enliven the occasion with a version of "Duffy's Tavern" written especially for the occasion by the scripting staff of the network program.

"Television programming will make or break this great new industry," Poppele said, and the responsibilities which it carries must be assumed honestly and sincerely by the broadcasters. "This goes for the small community station operator as well as the network organization," he added.

Declaring that the future success
(Continued on Page 3)

RADIO DAILY

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JOHN W. ALCOCK Publisher
FRANK JULIAN Editor
MALVIN BELSON Business Manager

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Coming and Going

TED LARRE, head of sports at CBS, **JOE BLOAN**, his assistant, and **LARRY JARIS**, network engineer, are back in town. Jimmy and Lou from Miami, and Ed—with family—from Hawaii, in the Bahamas.

JOHN DALY and **BOB TROUT**, Columbia network engineers, and **JOHN JOHNSON**, news editor, have returned from Washington, D. C.

FRED WINTON, promoter director of WJF, Philadelphia, returned to the Greater City last night following completion of conference with officials of Mutual.

ED GERT of *Evening & Grant* radio publications leaves tomorrow night for Cleveland, where he'll direct public reception for the first national *Motion Picture Exposition*, which opens at the Auditorium there on Jan. 14.

VICTOR KING, American network manager, left for Detroit for music conference. He plans to return to the city shortly with a show featuring *Madame Camer*, *George Gifford* and *Robert J. Cross*.

FRANKLIN LEITCHER, Jr., director of AF Radio Industries, has returned after two weeks of touring in the Canadian territories.

JOHN HONIGAT, Columbia network's director of talks, returns today from Washington, D. C., where he was part of Mr. Truman's first and last radio address. The CBS "Open House" program in which a number of new Song-Tone were introduced.

WILLIAM F. LEWIS, vice-president of *Evening & Grant* is change of radio, and **ALBERT MOORE**, producer of "County Fair" for the agency, leave today for a vacation of two weeks in Florida.

FRED JONAS, sports director for the Mutual network, has returned from San Francisco, where he handled the last West game of New Year's Day.

TED COLLIER, director of news broadcasts of CBS, left town yesterday for a vacation of three weeks in St. Petersburg, Fla.

BOB EDGE, vice sports director at WJF-TV, accompanied by Executive Baseball Club officials left by plane yesterday for Havana, where preparations will be made for the Dodgers' spring training schedule in the Cuban capital. The station will televise the Dodgers' home games from its ball field during the coming season.

THELMA WOLFE, who resumes her midnight *Radio* program next WJF on Jan. 17, returns tomorrow from Bermuda, complete with tape and a transcription of her interview with *Frankie Wakeman*, author of "The Back Story."

GARY J. CARTER, president of Gary J. Carter, Inc., New York, and managing director of *Frankie Wakeman Agency*, reports it as a business trip to New York accompanied by **BOB HOWE**, his executive assistant from New York. Carter will go on to Florida for a vacation. Howe will return to Toronto.



Playing for keeps

The time's coming. The top 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 make it part of the scheme... we suggest you put WJF-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 middle will be down... and you'll get the WJF-H listeners in Baltimore.



W-I-T-H
 AM and FM
IN BALTIMORE

TOM TWIFLY, President
 Represented Nationwide by Gordon Beer

FINANCIAL

NEW YORK STOCK EXCHANGE

Symbol	High	Low	Close	Net	Chg.
Am. Tel. & Tel.	22 1/2	22 1/8	22 1/4	1/4	+
AT & T	27 1/2	27 1/8	27 1/4	1/4	+
Coca-Cola	17 1/2	17 1/8	17 1/4	1/4	+
Gen. Electric	27 1/2	27 1/8	27 1/4	1/4	+
IBM	125 1/2	125 1/8	125 1/4	1/4	+
Radio Corp.	27 1/2	27 1/8	27 1/4	1/4	+
U.S. Steel	37 1/2	37 1/8	37 1/4	1/4	+
West. Union	27 1/2	27 1/8	27 1/4	1/4	+
W.R. Hambrecht	27 1/2	27 1/8	27 1/4	1/4	+
W.T. Grant	27 1/2	27 1/8	27 1/4	1/4	+
Woolworth	27 1/2	27 1/8	27 1/4	1/4	+
W.P.A. (Index)	27 1/2	27 1/8	27 1/4	1/4	+
W.P.A. (Index)	27 1/2	27 1/8	27 1/4	1/4	+
W.P.A. (Index)	27 1/2	27 1/8	27 1/4	1/4	+

Plan Tele-Radio Center For Coast Construction

(Continued from Page 1)
 Plans for a new tele-radio center for the coast construction industry are being developed by the American Radio News Co., New York. The center will be a joint venture between the radio and television networks and will be located in the New York City area. The center will provide a platform for the industry to discuss the latest developments in the field of tele-radio and to provide a means for the industry to promote its products and services. The center will also provide a means for the industry to discuss the latest developments in the field of tele-radio and to provide a means for the industry to promote its products and services.

ESTABLISHED IN 1934 BY THE AMERICAN RADIO NEWS CO. NEW YORK, N. Y.
THE WAVE WHWL
 1211 Broadway, New York 21, N. Y.
 Registered in New York

GOP Leaders Sponsor Candidate For FCC Post

(Continued from Page 1)
 Chairman Charles H. DeLoach. Although DeLoach favored the two Republican candidates in conference with the President, the Democratic candidate had no opponent in either the primary or the general election. DeLoach also reported that the two Republican candidates had indicated that they might be willing to accept the FCC post. DeLoach also reported that the two Republican candidates had indicated that they might be willing to accept the FCC post.

Allen Gets Promotion Post With N. Y. Herald-Tribune

(Continued from Page 1)
 Allen has been promoted to the position of vice president of the New York Herald-Tribune. Allen has been in the company for many years and has been a key figure in the company's operations. Allen has been a key figure in the company's operations.

Henry Thomas Evans

Henry Thomas Evans, 47, of New York, has been named as the new president of the American Radio News Co., New York. Evans has been in the company for many years and has been a key figure in the company's operations.

Hollywood Stars Joining To Form ET-Show Firm

(Continued from Page 1)
 A group of Hollywood stars, including Joan Crawford, Bette Davis, and Joan Fontaine, are joining to form a new firm to produce television shows. The firm will be based in Los Angeles and will produce a variety of television programs. The firm will be based in Los Angeles and will produce a variety of television programs.

Detrola Corp. Earnings

Detrola Corp. reported consolidated sales of \$1,000,000 for the year ending December 31, 1946. The company's earnings for the year were \$100,000. The company's earnings for the year were \$100,000.

The BEST Farm Station Buy?
 SINCE 1924, IT HAS ALWAYS BEEN
K.F.N.F.
"THE FRIENDLY FARMER STATION"
 SHENANDOAH, IOWA
 Call or Write **LEANE STEUBS**

AGENCIES

Poppele Again Head Of TBA; Repeats Plea For Tele 'Code'

(Continued from Page 1)

of television is up to the men who own and operate the stations "that will serve the public," Poppele pointed out that "If we miss our great opportunity to supply good, clean entertainment and information, we shall have only ourselves to blame."



J. R. POPPELE

Programming is undoubtedly the major "undeveloped" feature of television today, he said, chiefly because there haven't been enough stations on the air, or enough circulation, to warrant expenditures which top quality programs require.

"The social responsibility that goes with television programming is far greater than in any visual medium," he said, explaining that this is true because video reaches into every home and affects every individual therein. "Hence, we are confronted with the indisputable fact that unless we set our course well at the outset and stick by it," the TBA prexy pointed out, "we may run into squalls that could very easily upset our ship."

"Unless this is achieved, he warned, "self-appointed" outsiders may want to move in. "This danger can best be avoided by taking immediate action to assume, honestly and sincerely, the responsibilities which television programming thrusts upon us," Poppele asserted; therefore: "We should and must adopt a code or guide which each and every broadcaster should pledge to fulfill."

Cites Progress of Past Year

Reviewing the progress of the medium during the past 12 months, the TBA president declared that television went through its first full peacetime year in about as "good a shape as that experienced by virtually every other major industry in the nation." It was a good year in some respects, he pointed out, and might have been a "lot better" in others were it not for the combination of circumstances attendant to a nation emerging from a war.

Poppele claimed that there is "substantial" evidence that commercial tele did "blossom across the nation" during the year, and referred to the actions of the FCC in granting 47 CP's for new outlets in 22 states.

"Add to this figure the six commercial television stations currently operating and you will realize that potentially, at least, the television industry should be going great guns within the next 12 or 18 months—provided, of course, that we can avoid a lot of the industrial strife that marred 1946," he added.

Regarding production, Poppele pointed out that the number of sets turned out during '46, despite earlier

ambitious trade predictions, in no way reflects upon the desires of the manufacturers to meet their goals. "The best of intentions mean little if vital materials are lacking," he declared. "I can state confidently today, however," he said, "that leading manufacturers of television,—many of whom are associated with TBA—are now rolling production and before the end of the second quarter of 1947, television sets in appreciably large numbers should be reaching the consumer." The same holds true for transmitters, Poppele added.

Dr. de Forest Honored

At the luncheon session, the TBA honored Dr. Lee de Forest, the "Father of Radio" with a scroll commemorating the 40th anniversary of the invention of the "Audion." Hailing the "arrival" of television, Dr. de Forest said: "This year, 1947, is certain to convince every skeptic, every scoffer, that television has arrived from around the fabled corner, is here to command, to entertain, instruct and enthrall." Describing the medium as, "yesterday's crawling infant," he said television now begins to stride over the horizons, city after city, town after town. Monochrome pictures, he predicted, will dominate the art for the next several years, and possibly longer, but the advent of color television is awaited. Television networks, he added, will be chiefly by radio linkage "for I doubt that the telephone company will find such use for its coaxials economically profitable."

Other officers and directors elected at the all-day meeting were:

G. Emerson Markham, general manager, of WRGB, Schenectady, was elected vice-president, succeeding F. J. Bingley of Philco. Will Balatin was re-elected secretary-treasurer and Paul Raibourn, Paramount Pictures, was elected assistant secretary-treasurer, succeeding O. B. Hanson of NBC. John F. Royal, vice-president of NBC in charge of television, was elected a director, succeeding Hanson, while Frank Schreiber of WGN, Chicago, was elected to succeed E. A. Hayes, of Hughes Productions. Raibourn was also elected to a directorship.

Gets KDKA Post

Pittsburgh—Mrs. Victoria Corey, assistant supervisor of public service programs at KDKA has been appointed educational director of the world's pioneer station succeeding Robert E. White who was recently made general manager of KYW in Philadelphia.

Stork News

Cincinnati—Rome Johnson, guitar player of WLW's "The Trailblazers," is the father of a baby boy born, January 5. Rome, Jr., weighed in at eight pounds, two ounces.

In The Public Interest



TOM SWAFFORD
Writer and Producer



WAYNE ROBERTS
Narrator

KGW's weekly dramatization of news events of particular interest to residents of Portland and the Pacific Northwest, has reported on news from labor disputes to human interest, has interviewed numerous nationally-known persons.

It's a timely, informative, entertaining supplement to KGW's complete local and national news coverage—an outstanding example of

KGW's activities "in the public interest"

In The Public Interest, broadcast every Friday evening at 9:30, is available for sponsorship. Contact your nearest Petry office, or Station KGW direct.



GLENN SHELLEY
Organist

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

GEORGE KLAYER, formerly an account executive in the New York office of Edward Petry & Co., has joined the Chicago office of Radio Sales, the spot broadcasting division of CBS, it has been announced by Radio Sales western sales manager, Wilbur Edwards. Prior to his association with Petry, Klayer served for three years with the New York office of George Hollingbery & Co. In Chicago he replaces William B. Ogden, recently appointed Sales Manager of Radio Sales' Detroit office.

AMERICAN MANAGEMENT ASSN. has retained Banner and Greif to conduct the publicity campaign for the AMA Packaging Exposition sponsored by the association and for the concurrent AMA Conference on Packaging, Packing and Shipping which will be held in Convention Hall, Philadelphia, April 8-11.

ARNOLD COHAN, president of The Arnold Cohan Corporation, New York advertising agency, has been elected national president of Phi Alpha Fraternity for 1947.

W. EARL BOTHWELL, INC., has just completed a move of its New York office to new and larger quarters at 270 Park Avenue. The quarters formerly were located at 101 Park Avenue. . . . Canadian advertising for G. Washington's Instant Coffee and Broths is now being handled by Bothwell, it is announced by Home Products International, Limited, division of American Home Products Corporation.

CHATTANOOGA MEDICINE CO. has engaged Charles W. Hoyt Company, Inc., to handle the advertising of Soltice, a new modern quick rub for colds and muscular soreness. Radio and newspapers will be tested in selected markets.

KERN TIPS, since 1935 manager of KPRC, Houston, has resigned to become a principal in the advertising agency of Franke-Wilkinson-Schiewetz, Inc., Houston. Tips has become well known in southwestern radio as a play-by-play broadcaster of football games. He will continue his sports broadcasts as a sideline under the new arrangement.

CBS WJNO Where "Dun and Bradstreet" meet "Hooper and Crossley"! THE VOICE OF THE PALM BEACHES

HAVE YOU DISCOVERED THE OUTSIDE AUDIENCE*

on the Pacific Coast, too?

*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located — only Don Lee completely covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

Don Lee has been a radio authority ever since the Pacific Coast. It represents about half the program and advertising sales of the 150 stations on Pacific Coast radio, and that's just the beginning of the program material he can make it possible for the Don Lee network.

As a radio network, we provide and manage 200 Don Lee stations, the only network program to deliver the largest audience of 100 million target stations on the Pacific Coast — and that's all only in the continental United States. Our stations are in 100,000 homes.

We have the largest audience of 100 million homes in the continental United States. Our stations are in 100,000 homes. Our stations are in 100,000 homes. Our stations are in 100,000 homes.

There is also a great number of strategically placed stations to the north... Don Lee has a station in every important metropolitan area from the Canadian border to Mexico.

If you want to make the most of radio on the Pacific Coast, broadcast your show to the outside audience, too. Put it on Don Lee, where everyone can hear it. As you probably know, more than a lot of every radio families on the Pacific Coast live within 50 miles of a Don Lee station.

Don Lee Radio Network
100,000 homes in the continental United States
100,000 homes in the continental United States
100,000 homes in the continental United States

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

SAN FRANCISCO

A NEW audience participation show for children from 5 to 15 years of age is now being broadcast from the KPO-NBC studios Saturday mornings from 9:15 to 9:45. It's a new edition of Jack Gregson's "Hubbub Club" show and is titled "Hubbub Club for Juniors." Program features contests, prizes, stunts and a miniature auction at which games, toys and other items for youngsters are auctioned off at negligible cost. Music is provided by Eloise Rowan at the Hammond organ. Incidentally, Gregson celebrates the first anniversary of the daily adult "Hubbub Club" program on January 13th.

Another new local program, started January 5th over KQW-CBS, aims to give new and up-to-date ideas to homemakers. Titled "Trend Modern House" it will be heard each Sunday morning at 11:15 under the sponsorship of the Frank Newman Co., furniture dealers.

Dink Templeton's weekly Saturday night Sports Page of the Air is now boasting a sponsor—the Acme Brewing Co.—which gives it an added fizz.

Harrison Wooley has been named producer of Budda's Amateur Hour, now in its fourteenth year on the air. (KFRC-Mutual 9 to 9:30 p. m. Saturdays.)

Minnie Mack

Minnie Mack, 84, mother of Bessie Mack, died suddenly at her Brooklyn home yesterday. Bessie Mack is in charge of auditions for the Arthur Godfrey Talent Scouts program on CBS, prior to that having been with Major Bowes for many years, both at the Capitol Theater and during course of his amateur hour.

Funeral will take place Thursday at 1 p. m., and interment will be at Washington Cemetery in Brooklyn. Services are being held at the Sherman Funeral Chapel, 1283 Coney Island Avenue.

Cooke To Address Clubmen

Dwight Cooke, CBS news correspondent, tonight will address the members of the Cosmopolitan Club, New York, on the subject, "A Survey of American Opinion." The talk will be based on information gathered by Cooke during his six months of travel in behalf of the network's "Cross Section—NAM," and other programs.



Manhattan Memoranda. . . !

● ● ● Frank Sinatra finally got his sponsor to agree to a release from his contract on condition that The Voice wouldn't make any air appearances at all until the contract was due to expire in June. Meanwhile, Frankie is planning to get away from it all via a So. American vacation and complete rest. . . . Life magazine readying a spread on television, which should break in about a month or so. . . . Norman Foley, who's been with Witmark since 1930, shifts to Metro's Miller Music Feb. 1st as gen'l professional manager. . . . Harry Alan Towers, British producer, will be exclusively represented here by Oliver W. Nicoll, of Radio Features of America. First of the properties to be launched will be "Secrets of Scotland Yard," with Clive Brook. Bob Novak may trek to London to direct the show. . . . "The Mighty Casey," legendary hero of the famous poem, comes to life on Mutual Jan. 11th. Show is brain-child of Woody Klose, of the Frank Cooper office, and features Millard Mitchell and Glenda Farrell. . . . Bill Koblenzer, who left MCA's Chicago office some weeks ago, has sold a new gimmick for television shows—a dramatized puppet commercial. . . . Alan Sands points out that to a Boston censor, life is just one banned thing after another.



● ● ● Theatrical-struck youngsters who can't get to first base with agents and producers have cracked show business through the proverbial back-door as receptionists in studios, secretaries to the biggies, page girls in radio or in any other manner to squeeze into the spotlight. The Playwrights Co. had quite a time finding someone for the secondary femme role in "Joan of Lorraine." They auditioned everyone but weren't satisfied. Someone noticed the company's receptionist, Marge Silver, and suggested her for the part. She was great, terrific, perfect for the role—but she turned it down. It seems she doesn't like working nights!



● ● ● TICKER TAPE: Deal with Jack Smith for The Family Hour calls for one guest shot a month (starting Jan. 19th) at four times the dough he got when he was a regular on the show. . . . Sports Broadcasters Ass'n voted to send a letter to ABC's prexy commending the web on its complete and thorough coverage of the Sugar Bowl Tournament. . . . Lou Derman's book, "You Can't Mail An Elephant," being readied for publication. . . . Add look-alikes: Peter Donald and Court Benson, the actor-announcer. . . . Crooner Chucho Martinez and his wife, Estelita, negotiating with television producer, Geo Scheck, about becoming video's first Mr. and Mrs. team. . . . Johnny Kane celebrating his first year as emcee of Sammy's Bowery Follies over WBYN. . . . Paul Milton no longer scripting Gabe Heatter's "Brighter Tomorrow" stanzas. . . . Recommended: Harold (Call Me Mister) Rome's Calypso number dedicated to the six liberal commentators who found themselves without sponsors, and introduced at the Page One Ball at the Waldorf Monday nite. . . . Patti Clayton just heard that Tommy Manville is getting out an injunction against Artie Shaw.



● ● ● JUST THOUGHTS. Every time I pass the Taft Hotel I think of Vincent Lopez, and every time I pass Lopez, I feel like whistling "Nola." . . . Ed Gardner would be the most popular grammar teacher a Brooklyn High School ever had. . . . Little Jack Little, a big hit as a single in out-of-town cafes, may try radio again. He's the author of a coming '47 hit—"You Broke The Only Heart That Ever Loved You." . . . The amount of canned music on the air is getting us disc-usted, but doesn't the success of so many jockey shows point to listener preference for music on the dial? . . . Frances Langford and Peggy Lee are mighty welcome ad-DISH-ons to the Ameche and Crosby shows. . . . Dialing "Grand Slam," we find Irene Beasley singing better than ever. With no apologies for the pun, some discompany should get the voice of Beas' waxed.

PROMOTION

U. S. Constitution Featured

Howard S. Keefe, promotion manager of WSPR has come up with a smart bit of promotion. The station is distributing copies of the "Constitution of the United States; its Sources and Applications" to 2 outstanding citizens in the station's broadcast area. All bear fly-leaf inscriptions from the station. The books are the same ones published by America's Future, sponsor of Sam Pettingill over ABC and WSPR.

New Radio Sets Increase Among Canadian Home

Montreal—New radio sets are finding their way into Canadian homes. The Dominion bureau of statistics reported yesterday that during October sales of radio receiving sets by Canadian producers totalled 6,105 units bringing sales for the year to 422,299 units with a value of \$20,208,497. Exports during the 10 months were 12,075 units, valued at \$356,152. Imports were 27,283, valued at \$984,451.

Imports were almost entirely from the United States, slightly more than half being tourists' purchases. South Africa was the leading market for units exported, taking 5,097 of the total, and shipments to Latin American countries aggregated slightly more than 5,500 units.

JUVE DELINQUENCY IN FLOPEROO

Baltimore, Maryland—Who says so? Billboard and Variety. Both have awarded "The Hobby Club of the Air" their version of an Oscar for "The Hobby Club's contribution to betterment of Juvenile delinquency conditions. Kids mob the show weekly. Now—a bread is the proud sponsor—mobs even bigger. For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

1906 *Henri* 1947
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

VABD Makes Changes In Executive Staff

(Continued from Page 1)

Cuff, general manager of the station, announced yesterday.

Sposa, who joined Du Mont in 1941, will be available to advertisers and their agencies for consultation on television problems it was announced. He has a thorough knowledge of the production and programming as well as the technical field of television.

Emery, who produced the *Wanamaker* series of Christmas television shows on VABD during the holidays, will supervise all activities of the station's program department under the new setup. Departments which will report to him include Studio Operations in charge of Dick Hickard; Mobile Operations, directed by Jack Murphy;

Film Operations, directed by Ed Woodruff, and Continuity Acceptance and Music Clearance headed by Loretta Brophy.

LOU SPOSA

of Christmas television shows on VABD during the holidays, will supervise all activities of the station's program department under the new setup. Departments which will report to him include Studio Operations in charge of Dick Hickard; Mobile Operations, directed by Jack Murphy;



BOB EMERY

BC Signs 17 Accounts For Co-ops In One Day

(Continued from Page 1)

shows—Baukhage, Dick Tracy and Mel & Albert.

The six new sponsors of America's Town Meeting are: First National Bank of Roanoke on WSLR, Roanoke, Va.; Roy Bass Motor Company on WRC, Greenville, S. C.; Carolina Cigar & Light Company, on WNCA; Hometown Post-Journal on WJTN, Hometown, N. Y.; Marks-Rothenshig Department Store on WTOK, Meridian, Miss.; San Diego Federal Savings & Loan Association on KFMB, San Diego, Calif. Possibility is also being that the New York Herald-Tribune will buy the program on WJZ, network's key station.

Radio's Newest Record Show!

SAM ROWLAND

(LOOK's Record Editor)

3:30-4:30 P. M. Daily

1430 Kc. KWKW 1430 Kc.

NAB '47 Meet In Atlantic City; BMB Board Vacancies Filled

(Continued from Page 1)

ing. Other action taken at yesterday's meeting included the adoption of a 1947 budget which does not involve any increase in membership dues.

The association's plans for the current year involve the expenditure of approximately \$650,000. NAB officials pointed out that this figure runs only slightly higher than the budget for last year and falls within the "foreseeable income". Satisfaction with these financial arrangements was expressed both by Justin Miller, NAB president, and the board itself. They stated that this budget will enable the NAB to "fully discharge its responsibilities to the radio industry."

Recommend By-Law Changes

The sub-committee on by-laws made a report on recommended changes and the board agreed upon the general principles to govern revisions in the rules but instructed the by-laws sub-committee to consider the whole matter further and prepare for final action by the board at its next quarterly session. The NAB policy-making group agreed that, as part of these revisions, the powers and responsibilities of the NAB president to manage the association within the policy framework formulated by the board should be written specifically into the by-laws. The board further directed the by-laws committee to co-operate with its

finance committee with respect to any changes involving finances.

Another important action taken was the approval of the Inter-American Association. The board agreed that the NAB should join with the broadcasting industries of Latin-American countries in carrying forward plans for the organization of the Inter-American Association of Broadcasters. A proportionate share of the costs for such an undertaking would be subscribed by the NAB, the board agreed.

Fill BMB Vacancies

Three vacancies on the board of directors of the Broadcast Measurement Bureau were filled by action of the NAB board. The vacancies were caused by the expiration of the terms of Frank Stanton, CBS, and Frank M. Russell, NBC, and the resignation of J. O. Maland, WHO Des Moines, on account of illness. In their places E. P. H. James, MBS, New York, and Hugh Terry, KLZ, Denver, were elected to fill the three year terms expiring December 31, 1949, and H. M. Beville, Jr., NBC, New York, was elected to fill the unexpired term of Mr. Maland until December 31, 1948. Other broadcaster representatives on the BMB board are J. Harold Ryan, WSPD, Toledo, Roger Clipp, WFIL, Philadelphia, and Robert T. Mason, WERN, Marion, Ohio.

Two Appointments At MBS Announced By Jess Barnes

Alma F. Graef, formerly manager of the contract and estimates department of Mutual, has been appointed assistant manager of sales operations for the network, it was announced this week by Jess Barnes, vice-president in charge of sales. Miss Graef, who will assist E. P. H. "Jimmy" James, will supervise sales and sales traffic operations as well as the contract department, which will now be headed by Ruth E. Ward. Miss Graef has been with Mutual and WOR for eight years, and prior to that for over six years with WMCA.

It was also announced yesterday that Henry Viscardi has been transferred from the sales service department to the program department of Mutual, where he will be assistant commercial program supervisor. He will be succeeded by Sarah Deneen who moves from her present post as manager of the affidavit department.

Joins Stewart-Warner

Chicago—Samuel Insull, Jr., has been appointed assistant to James S. Knowlson, chairman of the board and president of Stewart-Warner Corp. Since his separation from the United States Navy, where he served from August, 1943 to December, 1945, attaining the rank of commander, Insull has been vice-president of Central Barge Co., Chicago.

Radio Personalities To Aid Safety Drive

(Continued from Page 1)

of the committee include Dave Driscoll, WOR director of news and special features; John H. McNeil, WJZ station manager; Howard S. Meighan, director of station administration for CBS; Clay T. Morgan, assistant to the president of NBC; and Bruce Angus, advertising consultant.

Add 42 NBC Stations

Forty-two additional stations have been ordered by Procter & Gamble for Joyce Jordan, M. D., daytime serial heard on NBC. Added stations will increase to 143 the number of stations on which program is aired.

MARLIN BLADES—ADAM HATS

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE, EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung -or- Written, Packaged, Produced

Jingle Division
'Lanny & Ginger' GREY
545 5th AVE., N. Y. C. - AT. 9-4021

SATTLER'S DEPT. STORE

ADAM'S CLOVE & BEMMAN'S GUM

CIRCULAR ON REQUEST

4 markets it pays to consider

WKBO
HARRISBURG, PA.

WORK
YORK, PA.

WGAL
LANCASTER, PA.

WRAW
READING, PA.



Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

NBC

Represented by
RADIO ADVERTISING COMPANY

SOUTHWEST

APPROVAL has been given to J. C. Long, Texas theater operator, to purchase KVIC, Victoria, from Morris Roberts for a sum of \$192,000. Station operates full time on 1340 kilocycles with a power of 250 watts.

New officers of the KABC, San Antonio Employees Club, includes Bill Joekel, of the sales staff, as president; John W. Scott, news chief, as vice president; Mary Alice Chandler, secretary, and Alex Chesser, chief announcer, treasurer. A get-together was held on Dec. 24 for the members and the new officers.

Allen C. Anthony, announcer for the Dr. I. Q., currently in San Antonio, took a flying trip to Alabama to spend Christmas with his wife and daughter.

Thiel W. Sharpe has been named manager of KORC, Mineral Wells, which recently took to the air. Station is owned and operated by Achilles Corcanges and operates with 250 watts daytime on 1140 kilocycles. Eddie Evans is program director, Vernon Mallory chief engineer and Stanley Smith is announcer.

R. H. Jackson of Allison & Associates, Kansas City, spent all of the Christmas holidays with his son, W. Poundstone Jackson, merchandising manager of the Texas State Network, in San Antonio.

With the new year, Zack Hurt will devote one broadcast each week on his ABC Chesterfield Roundup heard nightly over the Texas State Network, originating at KFJZ, Fort Worth, to saluting a Texas town. Entire program will give listeners pertinent information concerning the town, a bit of its history, landmarks and will dedicate the program's musical selections to the residents of the town.

The new standard broadcast station at Monahan to be operated by the Monahans Broadcasters will be known as KVKM. Station will operate with 250 watts full time on 1340 kilocycles.

Pryor Dillard of Raymondville, has applied to the FCC for a standard broadcast station there to be operated with 250 watts on 1340 kilocycles full time.

KWBU, Corpus Christi, operating with 50,000 watts on 1030 kilocycles and operating local daylight hours; is seeking permission from the FCC to operate from sunrise at Boston and to sunset at Corpus Christi.

Clinton P. Anderson, Secretary of Agriculture, will be heard in a special broadcast over stations of the Texas Quality Network.

Send Birthday Greetings To—

January 8

Paul Case G. W. Johnstone
Sam Cowling C. P. MacGregor
Leon Goldstein Ralph Wonders

NBC To Air Six Programs For Cleveland Int'l Forum

(Continued from Page 1)

figures will be heard. The forum, "Report From the World," is under the joint sponsorship of Time magazine and the Cleveland Council on World Affairs.

Yesterday, a pre-forum broadcast was heard on "Your United Nations" (11:30-12:00 p. m.). Since the purpose of the forum is to foster community understanding of international relations, pick-ups were made from Boston, Denver, and Des Moines, where civic and business groups were heard in their discussions. Dr. Eelco N. Van Kleffens, chief UN delegate from The Netherlands, and Brooks Emeny, president of the Council, also were heard.

On Thursday, Jan. 9, Howard K. Peterson, assistant Secretary of War, and James K. Penfield, deputy director of the Office of Far Eastern Affairs, will be heard at 11:30 p. m. Clare Booth Luce, former Congresswoman and noted playwright, will speak about the forum and the present international situation over WNBC on Friday night at 10:45 p. m. Other speakers to be heard include Jan Masaryk, chief of the Czechoslovakian delegation to the UN, Max Ways and John Scott of Time magazine, Robert J. Cruikshank, editor of the London News-Chronicle, Ahmed Emin Yalman, "Vatan," Turkish newspaper.

Nunn Stations Reorganize Operational Setups

(Continued from Page 1)

of policy whereby the participation of each station in its own community affairs will be vested in the local manager who becomes a part owner, officer and director in the company. The Nunn stations formerly operated on a management committee plan with operations being directed from several policy meetings held each year at headquarters in Lexington.

The five Nunn stations are WLAP, Lexington; WBIR, Knoxville, Tenn.; KFDA, Amarillo, Tex.; WMOB, Mobile, Ala.; and WCMI, Ashland, Ky.-Huntington, W. Va.

A part of the common stock in two of the stations has already been sold to local executives and similar steps are anticipated at the other three outlets. J. E. Willis, formerly assistant general manager of the Nunn stations, has purchased stock in WLAP and becomes veepee and general manager, as well as a director in the corporation. Miller Welch, WLAP local manager, now a stockholder, continues as station director and also becomes a corporation director.

John P. Hart, WBIR manager for the last three years, has bought an interest in the Knoxville station and becomes veepee and general manager. He is also a director of the corporation.

No changes in operation have been made yet at stations WCMI, WMOB and KFDA. Under the plan, the majority of stock ownership remains with President Gilmore Nunn and his brother J. Lindsay Nunn. G. D. Bowie continues as secretary-treasurer and will serve on the board of each corporation, while Sanford Helt remains chief engineer of the entire group. John G. Ballard continues as national sales director. These execs retain their general offices in Lexington as in the past.

"It is our desire and belief," said President Nunn, "that this approach to the question of management-operation will continue to furnish each broadcast station with the many benefits derived from integrated

NAB Women Directors To Aid 'March Of Dimes'

(Continued from Page 1)

women from coast to coast, is to spur local interest in the drive by staging air interviews with local officers of the infantile paralysis foundation in some 200 key cities. Special releases in connection with the campaign are being mailed to all members of AWB.

The special advisory committee includes Dorothy Lewis, NAB; Alma Kitchell, WJZ, New York; Nell Daugherty, WSTC, Stamford, Conn.; Gertrude Grover, WHCU, Ithaca, N. Y.; Kay Witmer, WKBO, Harrisburg, Pa.; Ruth Crane, WMAL, Washington, D. C.; Dorothy Horsfall, WPDQ, Jacksonville, Fla.; Marjorie Cooney, WSM, Nashville, Tenn.; Katherine Fox, WLW, Cincinnati; Mildred Grace, WELL, Battle Creek, Mich.; Nancy Grey, WTMJ, Milwaukee; Anne Hayes, KCMO, Kansas City, Mo.; Darragh Aldrich, WCCO, Minneapolis; Julie Benell, WKY, Oklahoma City; Violet Short, KTSA, San Antonio; Louise Hill Howe, KSL, Salt Lake City; Dorothy Rankin, KPO, San Francisco; Nancy Holme, KNX, Hollywood, Calif.; and Vernice Irwin, KVI, Tacoma, Wash.

Alois Havrilla Joins WPAT With Music Show

Alois Havrilla, veteran radio and newsreel commentator, has joined WPAT as emcee of a new program titled "Alois Havrilla Presents . . ." it was announced yesterday by Sidney J. Flamm, vice-president and general manager.

Heard Monday through Saturday from 2:30 to 4:30 p. m., Havrilla will feature latest releases in recorded popular and semi-classical music, with brief sketches of bands, band-leaders and composers, etc.

general office supervision, and at the same time do much to improve our primary objective of furnishing the community and the area which it commands with the finest service in the local public interest."

COAST-TO-COAST

— WASHINGTON —

BELLINGHAM—New KVOS show "Turn Back The Calendar" drawing rave notices. . . . Due to the freezing weather in this locale, Alan Miller could only find one dog and himself to interview for his "Man on the Street" broadcast. . . . Rogan Jones, owner of KVOS, is part owner of the Bellingham Fir Crest professional basketball team. . . . PULLMAN—First try in KWSC's "Development Production" will be called "The Lamplighters." Show features a 20 voice choir and will be offered to commercial stations in the Pacific Northwest as KWSC's first attempt to develop new regional talent and shows. . . . TACOMA—the KMO Special Events crew had to set temporary studios in—of all places—the men's powder room of the Union Pacific Challenger, en route from Portland to Tacoma to wire record the welcome to the "Ice Cycles of 1946" troupe.

— CONNECTICUT —

HARTFORD—Bob Martineau succeeds Waller Windsor as WKNB station manager. . . . WONS will broadcast the inaugural address of Governor-elect James L. McConaughy today. . . . Jack Lacy leaves WONS after 10 years with the station, for radio work at WINS. . . . WDRC scooped its competition by wire recording the swearing-in ceremonies for Mayor Edward N. Allen. . . . NEW HAVEN—WNHC will inaugurate a music appreciation series directed at students of high school and junior high school age. . . . BRIDGEPORT—Alan Scott will offer the harassed housewife timely suggestions and advice on domestic problems on his new WICC show, "Easy Does It." . . . Eddie Davis will defend the American Male on the "Leave It To The Girls" broadcast over WICC January 11.

— NORTH CAROLINA —

FAYETTEVILLE—WFNC has formed a station news bureau. The news room is staffed by Marjorie Jordan and Ann Dawson. . . . ROANOKE RAPIDS—Jesse Helms, former city editor of the Raleigh Times, joins WCBT as news and program director. . . . WCBT's Stan Ronald has been appointed "night mayor" to promote safer driving in that area. . . . JACKSONVILLE—Rod Jones takes over as commercial manager of WJNC. . . . CHARLOTTE—William M. Parker has resigned as sales manager of WBT. . . . The Southeastern Broadcasting Co., owners and operators of WBT, have changed the name to Jefferson Standard Broadcasting Co.

Kerner, Aultman In N. Y.

Sam Kerner and Carl Aultman, president and treasurer respectively of the newly-formed Burbank Broadcasters, Inc., which will operate a 250-watt AM-FM station, have arrived from California to attend the FM meeting in Washington Friday and Saturday. While here they will also line up talent and outlets for Sam Kerner Productions' transcribed shows.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 6

NEW YORK, THURSDAY, JANUARY 9, 1947

TEN CENTS

Miller Hits Gov't Control

NAB Endorses BMB As Board Meet Ends

By VERN GODKIN
Staff Correspondent RADIO DAILY
San Francisco—The board of directors of NAB, which concluded a three day session here yesterday passed a resolution expressing confidence in the work being done by the Broadcast Measurement Bureau. After J. Harold Ryan, chairman of the board of BMB reported to the NAB Policy Making Group in answer to questions directed to BMB by the NAB board at its October meeting the following resolution was adopted: "Be it resolved by the NAB board

(Continued on Page 7)

Jackson Leighter Resigns Feb. 1 As Prexy Of WLIB

Jackson Leighter, president and general manager of WLIB, has resigned his post, effective February 1, it was announced yesterday by Dorothy S. Thackrey, chairman of the board. Mrs. Thackrey, who is publisher of the New York Post, will assume the duties vacated by Leighter at the new offices and studios of the station in New York City after

(Continued on Page 5)

Barber-Desmond Signed For WHN-Dodgers Sked

Red Barber and Connie Desmond will broadcast the Brooklyn Dodgers baseball games on WHN for the 1947 season, for P. Lorillard & Co. (Old Golds), through terms of a contract announced yesterday by Herbert L. Pettey, director of WHN. This will include all Dodger games at home

(Continued on Page 2)

Fast Work

Paul Alley, NBC tele newsreel chief, set a new record in producing film for video yesterday. Motion pictures of the Weehawken Pier fire on the Jersey side of the Hudson River were filmed yesterday morning and at 5 p. m., were shown over WNBT, NBC television transmitter in New York. The films will be repeated on the Esso newsreel over WNBT tonight.

Discordant Note

San Francisco—After the NAB board had announced a vote of confidence in BMB, yesterday it was forecast that bureau's audience measurement maps would be the subject of criticism when the meeting of NAB broadcasters comprising Districts 15, 16 and 17 gets under way here today. Hugh Fellis, president of BMB, is on hand to answer questions which may be raised during the meeting.

RCA, Du Mont Exhibits For Color Tele Hearing

FCC's hearing on proposed color television standards, scheduled for January 27 at U. S. Courthouse in New York City, will be featured with demonstrations by Du Mont and RCA as well as CBS, it was reported yesterday. Principal purpose of the New York hearing is said to be CBS' repeat demonstration of color video "for the record."

Du Mont, in a telegram to the FCC

(Continued on Page 8)

Legal Fight Forecast Over Can. Radio Fees

Montreal — Possibility of a hot legal controversy in the criminal courts here between the Federal Department of Transport and the Quebec Hydro Electric Commission appeared here yesterday when it was learned the Hydro Electric Commission still refuses to pay license fees

(Continued on Page 8)

McNeil Resigns WJZ Post; ABC To Operate Station

John H. McNeil, manager of WJZ, key outlet of ABC in New York, tendered his resignation yesterday to become effective immediately, following the network's decision to merge the operations of the station with the web's departmental activities in New York. WJZ has operated as an autonomous station since 1942 when the Blue Network became independent of NBC.

In announcing his resignation, Mc-

Federal Supervision Of Programming A Possibility, And Serious Threat, NAB Head Tells S. F. Ad Men

Radio Manufacturers Appear At Chi. Show

Chicago—With thousands of buyers registered during the first two days of the annual January Furniture Market here at the Merchandise Mart and the Furniture Mart, considerable interest is being shown in the displays of various radio and television manufacturers and distributors. Radio products are a minor part of the market, but there is a fair showing. Buyers appear to be especially interested in the new television re-

(Continued on Page 5)

Wallerstein, CRC Prexy, Joining CBS Directorate

Edward Wallerstein, president of Columbia Recording Corp., has been elected to the CBS board of directors, according to announcement yesterday by William S. Paley, network

(Continued on Page 2)

Dr. Pitt Named Economist Of Philco Corporation

Dr. Courtney Pitt, who handled home office public relations for Philco Corporation, Philadelphia, has been named economist in charge of

(Continued on Page 2)

San Francisco—One of the most serious threats to our system of broadcasting, and subsequently to our free press, is the current effort of the FCC to establish governmental domination of radio programming, declared Judge Justin Miller, president of NAB, before the San Francisco Advertising Club yesterday.

Stressing the essentiality of a free press and an equally free radio to the welfare of the nation, Judge Miller pointed out that neither could exist in the traditional American

(Continued on Page 7)

WABD To Shut Down For 30 Days Jan. 24

WABD-Du Mont will go off the air for approximately 30 days, starting January 24, in order to complete final steps in the installation of its new "bat wing super turnstile" antenna, said to be the first of its type to be installed for television. Application for the temporary suspension of operations during the switchover

(Continued on Page 2)

Miami Station Aids In Newspaper Strike

Miami—In recent Pressmen's strike affecting all Miami newspapers, WIOD made available unlimited air time to give maximum coverage of all local and national news. Eleven

(Continued on Page 2)

Radio To Opera

The new American opera, "The Warrior," which will have its world premiere at the "Mel" Saturday, will be broadcast over ABC in English, the libretto having been written by Norman Corwin, who first gained real fame as a radio writer. The composer of the opera is Bernard Rogers. Also to be aired—and in English—is "Hansel and Gretel."



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Jan. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

Miami Station Aids In Newspaper Strike

(Continued from Page 1) special news programs were aired during two days in addition to WIOD's regular schedule of 24 news programs. Local advertisers were assisted by scheduling of special participating programs.

Wedding Bells

Milton Burgh, Mutual's network news director, was married to Anna B. Lindsey of the news department of NBC on Saturday, January 4. Mrs. Burgh is formerly of Reidsville, N. C.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Areal

1000 WATTS WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjoe

Coming and Going

STEVE DE BAUN, staff writer in the press department of NBC, is in Cleveland covering the "Report to the Nation" forum today, tomorrow and Saturday. Then he'll go to Akron on business and will return to New York a week from today.

FRANCES FARMER WILDER, the Columbia network's consultant on daytime programs, is leaving for St. Louis, where on Saturday she will address the Midwest Inter-City Conference of Advertising Women's Clubs on the subject, "Radio Advertising, 1947."

EDDIE GARR, radio and stage comic who recently completed a tour of the Pacific bases, is in San Francisco for an engagement at the Copa.

BOB BENDICK, director of news and special events at WCBS-TV, is back in New York after a week in the Nation's Capital co-ordinating the television "pool" pickups at the opening of the 80th Congress and President Truman's "State of the Union" talk.

BILL DOWNS, Columbia network newsman, is in Cleveland, where over the week-end he will do "Cross Section, U. S. A." as well as the Saturday and Sunday stanzas of the network's "News Feature."

THELMA SEIDEN, of the Palm Beach Hotel, Palm Beach, Fla., is in town shopping for talent to be featured at the resort hostelry during the next three months.

E. R. BORROFF, vice-president of the American network in charge of the central division, and HAROLD STOKES, program manager for the division, are spending a few days in New York on business.

CECIL BROWN, Mutual network news commentator, is in Newport, R. I., to address the Chamber of Commerce of that city on the subject "Are We Headed for War?"

E. K. HARTENBOWER, general manager of KCMO, Kansas City, Mo., an affiliate of ABC, is in Gotham for conference with officials of the network.

WABD To Shut Down In 30 Days From Jan. 24

(Continued from Page 1)

from its present temporary antenna has been made to the FCC.

Work on the new antenna atop 515 Madison Ave., has been under way for several months, it is pointed out. When completed, station's effective radiated power will be increased to 22.5 kw., and will result in "greatly improved reception so that all receiver locations will receive a signal nearly three times present strength."

Coinciding with the shut-down, extensive improvements and alterations will be made in the John Wanamaker studios in preparation for the seven-day, 28-hours-a-week operation that becomes effective April 1. Studios B and C will be completed and additional equipment installed.

Wallerstein, CRC Prexy, Joining CBS Directorate

(Continued from Page 1)

board chairman. Wallerstein has headed the recording firm since it was organized by the Columbia web in 1939 at a time when CRC used 10 different labels on its half million records monthly. The company now uses one label and one trade name and its output has grown to a quarter of a million records per day.

Wallerstein entered the recording field in 1920 as a salesman for the Brunswick Company and later became its eastern sales manager. In 1930 he was appointed eastern general manager for Brunswick. From 1933 to 1938 Wallerstein served as manager of RCA Victor's record division and the next year became associated with Columbia Recording Corp.

Dr. Pitt Named Economist Of Philco Corporation

(Continued from Page 1)

the division of economic research, John Ballantyne, president, announced yesterday.

In announcing the appointment, Ballantyne said "the growth of the corporation and its expansion into new fields have emphasized the increased need for continuing economic studies in the planning of both current operations and long-term objectives."

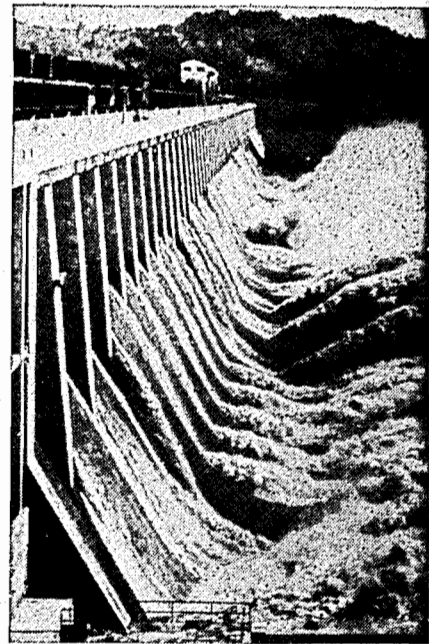
Dr. Pitt was graduated from Princeton university in 1929 and received the degree of Ph.D in economics from that University in 1935. After serving as a member of the Princeton faculty, he was for five years a partner in Ivy Lee and T. J. Ross, specializing in economic matters. He joined Philco in 1941.

Barber-Desmond Signed For WHN-Dodgers Sked

(Continued from Page 1)

and on the road as well as pre-season games from the "Grapefruit Circuit."

The agreement specifies that in event week-day games run beyond 5 p. m., they will continue to be aired until 5:30 p. m. This is an arrangement with the Ted Husing "Bandstand" schedule. Normally Husing's program starts at 5 p. m.



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Rood



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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.

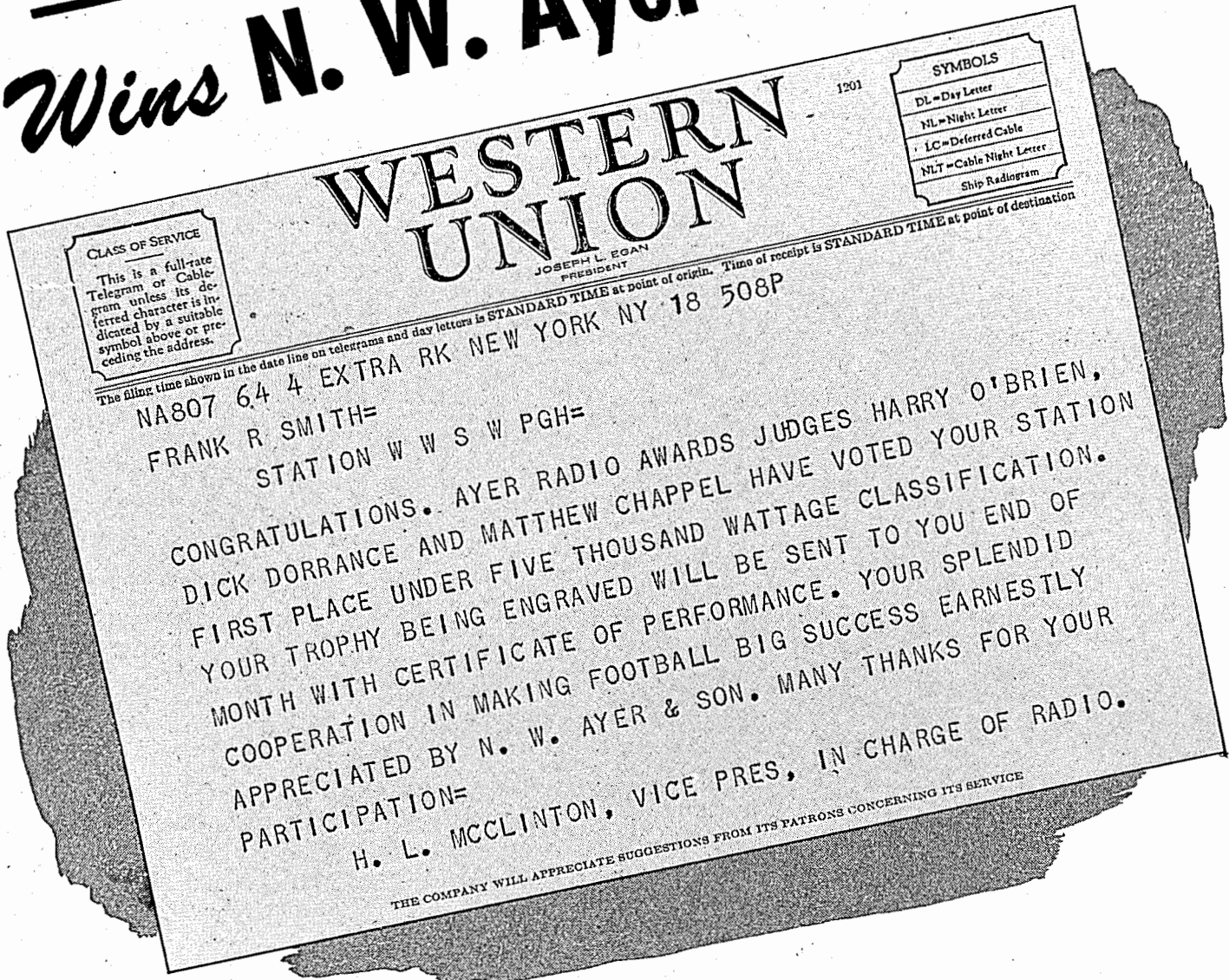
Willing Boy, Friday on Station music

Wide knowledge classical records, Musical literature, library, filing methods.

Box RD 1803. EQUITY 113 W. 42nd St., N. Y. 18

WWSW continues to lead!

Wins N. W. Ayer & Son award



For the past ten years, N. W. Ayer & Son has used WWSW in sports coverage. In their first year of competitive prizes, we accept and proudly add to our collection of national awards the N. W. Ayer & Son Gold Cup for outstanding promotion of football broadcasts.

Pittsburghers know that WWSW always carries the ball with extensive sports, flash news and special event coverage as well as showmanship. The award is more proof of what we've been saying—WWSW is Pittsburgh's magic carpet for both listeners and advertisers.

More Listeners Per Dollar in Pittsburgh

WWSW & FM Affiliate WMOT—Pittsburgh's Only Independent & 24-Hour Station—Represented by Forjoe & Co.

SAN FRANCISCO

KSFO has new Sunday morning (10:15 a. m.) automotive news broadcast by veteran automotive publicist Harry Elliot, and sponsored by the Anglo-California Bank.

KGO has been getting good listeners reaction to their new public service program for veterans. "What's New" is given in co-operation with the Veterans' Administration and gives the latest news on veterans affairs and solutions to veterans problems. It is written by members of the KGO newsroom and produced by Hap Kaufman, with music by Phil Bovero and his orchestra.

KPO-NBC's new mobile unit is now equipped with radio-telephone equipment.

Army Honors Radio Series With Special Presentation

Washington Bureau, RADIO DAILY

Albert L. Warner, director of Mutual Broadcasting System's Washington News bureau and news bureau for WOL, and Captain Hugh Curry, director of the United States Army band were presented with sets of World War II combat photographs of the Army ground forces in action, by General Jacob L. Dever, commanding general, Army Ground Forces in ceremonies at the Pentagon Tuesday.

The presentations were made in recognition of the "public interest" displayed by Mutual in presenting "Division Diary" radio programs which featured the U. S. Army band directed by Captain Hugh Curry and which saluted an outstanding division of World War II each week.

Cathcart, RCA Adv. Exec., Addresses Phila. Veterans

Philadelphia—The greatly stimulated interest in television resulting from the recent placement of RCA video receivers in the hands of the public, and new advances in television facilities were topics of an address delivered to the Philadelphia Advertising Club of Veterans yesterday by J. David Cathcart, advertising manager, RCA Victor Home Instruments.

Meeting was held at the Adelphia Club here, in which Cathcart outlined some of the programming techniques which have been found successful by "pioneer" advertisers in television, and employment possibilities presented by the expanding medium.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5775



Windy City Wordage. . . !

• • • The new ABC music and drama program "Gypsy Nights," which makes its bow from Chicago today, has some well known names in its cast. Ken Nordine, veteran actor, will narrate the story of the first

Chicago

broadcast, and the various roles will be enacted by Harry Elders, Helen Malone, Boris Aplon, Maurice Copeland, and Clare Baum. Jim Billings is the producer. First sketch has been written by Dorothy Day, heard on ABC's "Stump the Authors." A 14-piece gypsy string orchestra, directed by Harry Kogen, will provide the musical settings, and there will be vocal selections by an octet directed by Fred Jacky. . . . Instead of the airlines title previously announced, the new WBBM program-presenting Bob Elson in interviews with travelers will be known as "On the Century." . . . "The Whistler," former Chicago show which is to be heard from New York this year, will be sponsored by Household Finance Corp., Chicago firm. . . . At the premiere of the new "Adventurers Club" show on January 11 the doors of the club will be opened to women for a peek at the club's trophies.



• • • Chicago's first lady disc jockey is Rosemary Wayne, who made her debut on WJJD Monday at 3 p. m. in a half-hour record show. . . . Wayne Griffin, ABC staff announcer, will transfer to the Texas Quality Network January 15, to be assistant production manager and director of special events for WFAA, Dallas, and KGKO, Fort Worth. . . . WBEZ, FM station of the Chicago Board of Education, changes its frequency from 42.5 to 44.5 megacycles on February 1. . . . Col. Robert R. McCormick, editor and publisher of the Chicago Trib, will make radio talks from Houston, Mexico City and Balboa, Canal Zone, while on a trip to Mexico, Central America and the Canal Zone later this month. . . . To transport the cast and prizes for his "Hint Hunt" show, Chuck Acree has acquired a roomy station wagon. . . . Geraldine Kay has been added to the cast of "Captain Midnight" as the Countess.



• • • Howard Miller, program director for WIND, will be the spelling master for the finals of the Daily News spelling bee on January 10 when 41 champions from the Cook County schools outside of Chicago and from Lutheran and Catholic schools in and out of Chicago, will compete for entrance in the National Spelling Bee in Washington next May. On January 17 at the Eighth Street Theater, 36 district winners from the Chicago public schools will compete in the second final. Winners in each contest receive an all-expense trip to Washington, and contestants in both finals will be awarded a jet flow pen, while second and third place winners will receive a bicycle.



• • • To boost the new "Faith to Live" Sunday program on WMAQ, display posters are being distributed to churches in the Chicago area whose pastors will be heard as guest speakers on the program. Distribution is being made by the NBC advertising and sales promotion department in co-operation with the Church Federation of Greater Chicago, sponsor of the series. . . . In an answer to the divorce bill filed here by Albert C. Mitchell, the radio "Answer Man," his wife, Mrs. Ann O'Neill Mitchell of New York City, through her attorney, Benjamin B. Davis, has filed an answer asking separate maintenance on grounds of cruelty. She says her husband's income from radio, books and other sources is more than \$200,000 a year. . . . Within a couple of weeks the All-American News Reel Company will release motion pictures of the award presentations made at WBBM December 29 in connection with the program "Democracy, U. S. A."

AGENCIES

CHARLES STARK has announced the withdrawal of Tom Carr from Carr & Stark, Inc., New York City. Stark will continue in direct supervision as president of the corporation. The organization will be known in the future as Charles Stark, Inc., and will continue its present activities of developing and producing radio and television shows.

MONROE GREENTHAL has named Roger Lewis as chief of the agency's copy department. Lewis is relinquishing his post with the advertising department of 20th Century-Fox. He will also act as account executive for the Monroe Greenthal Co.

WILLIAM J. BREEN, JR., has resigned from Young & Rubicam to join Sherman & Marquette, Inc., in Manhattan, in an executive capacity on the Colgate-Palmolive-Peet account.

JILL WARREN has joined the Liggett & Myers department, Newell Emmett Advertising Agency, as director of promotional activities for the Chesterfield Supper Club. Miss Warren, a native of Hollywood, has been connected with 20th Century-Fox, the American network and WHOM in New York. She is music editor of *Movieland* magazine.

UNIVERSAL RADIO SUPPLY CO., INC., Louisville, Ky., has engaged the M. R. Kopmeyer Co., Inc., of Louisville and Chicago, as its advertising agency. W. B. Tischendorf, of the Louisville office, is the account executive. The Universal company supplies amateur radio operators with all modern equipment, and concentrates sales in Kentucky, Southern Indiana and Northwest Tennessee.

BRIDGEPORT BRASS CO. announces the appointment of William Esty & Co., Inc., to handle advertising of their Bridgeport Aea-A-Sol Insecticides.

M. G. TOMPKINS CO., New York, has named Leon S. Golinick and Associates, Baltimore and New York, to direct its advertising. Account executive will be Irwin W. Lynch.

MITCHELL-FAUST ADVERTISING CO., Chicago, has made several changes in its organization. Holman Faust resumes active direction of the radio department, and Mrs. Mary Poloson has been appointed radio time buyer. D. R. "Spec" Collins has been elected executive vice-president, and Helen Sieveking has been appointed continuity editor.

GORDON M. DAY

ADVERTISING SERVICE

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

Radio Manufacturers Appear At Chi. Show

(Continued from Page 1)

Receivers, and the half dozen firms exhibiting them promise a considerably increased production for 1947. Manufacturers are still having trouble getting an adequate supply of materials for cabinets, but the situation has measurably improved and makers express confidence that much more material will be available this year. Production, they say, is geared to substantially increase the production of both radio-record player combination models and television sets. Pre-dominant among the radio displays are table models. They are shown in many attractive designs and feature numerous refinements that will appeal to buyers. Many large and elaborate cabinet models also are shown. Exhibitors include Bendix Radio, Federal Household Industries, Huck M. Goldman & Co., Hamilton Cross Industries, Frank M. Katz, Inc., Dayflower Industries, Westinghouse Electric Corp., General Electric, Zenith Radio Corp., Admiral Corp., Appliance Industries of America, Farnsworth, and Remington-Morse.

Thackston Leighter Resigns Feb. 1 As Prexy Of WLIB

(Continued from Page 1)

The resignation date mentioned above. "Mr. Leighter had consented to take over the reorganization of the station during 1946," Mrs. Thackrey said, "and to carry through phases of WLIB's effort to obtain full-time operation, as well as an increase in power. Applications for greater power and the addition of night time power have been completed and placed before the Federal Communications Commission for decision." She added that station's plans for moving to new studios at 207-13 E. 30th St., Manhattan, have been perfected, with the moving date for Feb. 1, at which time the construction of studios and office space will have been completed. "Mr. Leighter has asked to be relieved of his duties upon completion of these tasks," she said, explaining that during his management the station reached "new heights" in effective public service broadcasting.

Gene Hamilton Signed

Gene Hamilton has been signed as annotator for the Boston Symphony on ABC when the John Hancock Mutual Insurance Company takes over sponsorship starting Tuesday, Jan. 14. Agency is Batten, Barton, Durine & Osborn.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Chicago 6 • Chicago 6

PROMOTION

WQXR Program Guide

WQXR's Program Guide, monthly booklet, listing station's programs which is distributed to listeners at a cost of \$1 per year, has reached a total subscription of 40,410, according to a year-end tabulation made this week. Increase is more than 38 per cent over the total paid circulation in December of last year, when the figure was 29,172.

Station inaugurated its program booklet in 1936 when listeners wrote in asking for advance listings of the music to be played. At that time the brochure was a four-page leaflet which today has grown to a 48-page publication, listing all WQXR programs, sponsors, and hundreds of individual musical selections to be played during the month. About 62 per cent of the circulation of the WQXR Program Guide is in the five boroughs of New York City, another 27 per cent in the suburbs and 11 per cent scattered throughout 36 states.

Window Tieup

Irene Beasley will be the subject of an unusual window display in the 40th Street and Fifth Ave. window of Arnold Constable during the week of Jan. 15th. This Fifth Avenue store will feature pictures and a manikin model of Irene at a CBS mike, tying in their radio and record shop display with Irene's "Grand Slam" musical quiz.

New NBC Sustainer

A new sustaining musical show featuring Joseph Gallicchio and his orchestra, Richard Paige, tenor, and Songstress Jeanne MacKenna was launched Sunday on NBC from Chicago. The program, not yet named, is heard from 3:30 to 4:00 p.m., CST., and occupies the spot of "Grand Marquee," now heard Thursdays at 6:30 and 8:30 p. m., EST.

Lillian Schoen Joins ABC

Lillian Schoen, free-lance script writer currently turning out Irene Beasley's "Grand Slam" program over CBS, has joined the ABC network's writing staff according to John C. Turner, script manager of the web. Miss Schoen will be assigned to "The Paul Whiteman Show" and other programs.

AVAILABLE

Radio Girl Friday, experienced, seeks position as SECRETARIAL ASSISTANT to busy radio executive, public relations, or production head. Thorough knowledge of radio and its exacting requirements. Phone: Topping 2-2915 or write: Box 301, Radio Daily, 1501 Broadway, N. Y. C.

For Study Groups

Reprints of NBC's "Our Foreign Policy" series scripts will be distributed to study groups throughout the country by the American Association for the United Nations starting Jan. 11, it was announced by Sterling Fisher, director of NBC's University of the Air.

The broadcasts (NBC, Saturdays, 7:00 p. m., EST) and reprints will be used by the AAUN in its educational work with the study groups. The AAUN is composed of 15 regional groups and 40 chapters and supplies material to more than 10,000 organized study groups in the U. S.

McNeil Leaving WJZ For Field Of FM-Tele

(Continued from Page 1)

sales staff from 1936 to 1940. He became associated with the Blue Network as a sales executive in 1940 and remained in that capacity until 1942 when he became manager of WJZ. During the past five years non-network sales of WJZ are reported to have jumped from \$650,000 in 1942 to \$2,500,000 in 1946.

Joins WKLA Staff

Joseph Michaels has resigned as announcer in sports and special events at WOLS, Florence, S. C., to join WKLA, Ludington, Michigan.

ON DUTY 24 HOURS A DAY—SERVING

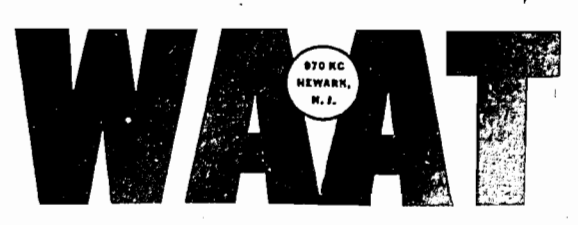
NORTH JERSEY—AMERICA'S 4th LARGEST MARKET!



for: **26 national and regional advertisers**
48 retail advertisers

at a cost of:
less per listener—in North Jersey—
America's 4th Largest Market*
—than any other station including all 50,000 watters!

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



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

Miller Warns Against Gov't Control Of Radio

(Continued from Page 1)

firm without the financial support of advertising. "Not only must you sell service and commodities, to keep the life blood of prosperity flowing through the veins of our national economy, but also you must use the tools of your trade so wisely and well that the advertising system will not be impaired and the freedom of radio and press consequently jeopardized.

"There is much to be done by broadcasters and by advertisers to improve the character and content of programs. That is the American way. Perhaps we need the goad of criticism to get us into action. It is one thing to admit error and seek improvement, but it is quite another to lie down and let government walk over on and over the rights of our people.

"Particularly is it important that we examine carefully and resist all attempts to divide us and by doing so to conquer. A striking example is to be found in the effort to prove that radio broadcasting should be subjected to governmental control of programming.

"The plausible explanation offered is that radio is different from the press. Of course it is different, if that is all we need to destroy free communication. But so is the present great printing plant vastly different from the little print shop of early America where type was set by hand.

Draws Comparisons

"The difference between radio broadcasting of the human voice and projecting it from a speaker's platform is one merely of degree; a mechanical difference which has progressed from the megaphone, to the telephone, to the amplifier and finally to the radio. It is vastly more effective and vastly more important in human affairs. It has been used by agitators for mass propaganda. We know its effective use during the war for many purposes. Does its great power and effectiveness make government control of its content more desirable? Any intelligent person who wishes to preserve this fundamental liberty must answer, positively: 'No.' The man who wants government to be all powerful and to be a part of that government is answering the question: 'Yes.' The question is just that simple, the possible answers just that obvious.

"The difference between the press and the radio may be reduced to a minimum some of these days when the process of facsimile is devel-

SOUTHWEST SIDELIGHTS

LLOYD YODER, manager of KOA, Denver, in San Antonio to officiate at the Alamo Bowl game, paying friendly calls on local radio officials' among them Hugh A. L. Hall, president and general manager of WOAI.

Charles "Bud" Lutz, manager of KYFM, San Antonio, will be among the representatives of the FM confab to be held this week in Washington.

A treasure chest of fresh fruits and vegetables is the prize offered to some lucky lady listener to KGKO, Fort Worth, each Monday, Wednesday and Friday on the Keith's Fruit Express. Programs feature Gay Cooke and Frank Mills. Prize goes to listener sending in a recipe or household hint which is used on the quarter-hour program.

Al Turner, former chief announcer for KVOP, Plainview, has been named program director of the station replacing James E. Stanton.

Due to a heart attack suffered by Eugene J. Roth, owner and operator of KONO, San Antonio, hearing scheduled to be held in that city

by the FCC on programming issues and on FM permit for KONO on Jan. 6, has been postponed until March 3 when the hearing will be held in Washington.

Jesse C. Irby, former engineer with WFAA, Dallas, has joined the engineering staff of KERA, Dallas, FM voice of WFAA.

Mrs. Clyde Wendt, secretary to Owen Johnson of the KTSA, San Antonio promotion and merchandising department, doubling as head of the traffic section for two weeks.

The "570 Matinee" broadcast daily over KGKO, Fort Worth and which features Jimmie Jefferies and Bob Everson, originated in the studios of KWBC, Fort Worth, as a salute to the new station. Program was broadcast simultaneously over both stations. Program is saluting new neighbors each week to Fort Worth. KWBC operates with 1,000 watts on 970 kilocycles.

The Homer Griffith Co., has been named national sales representatives for KWBC, Fort Worth.

oped to the point where a newspaper may actually be printed in each home by a gadget attached to your radio. If, in the meantime, the champions of a free press have conceded that there is a difference, and a difference which justifies government control, then where will freedom of the press be?

Danger Even Greater

"But I assure you that the danger is even greater. Congress has as much—if not more—power to regulate the press and the motion pictures, as it has to regulate radio broadcasting. Let no neophyte space writer, or fellow traveller script-writer, or appeaser lawyer, or purporting politician, lull you into fancied security to the contrary.

"But the power of Congress, under the commerce clause, is expressly limited by the First Amendment which provides that Congress shall make no law abridging the freedom of speech, or of the press. And when Congress—exercising its power under the commerce clause—passed the Communications Act and created the Federal Communications Commission it recognized the limitations on its power to regulate broadcasting. It said in that act that the Commission should have no power of censorship and that it should impose no regulation or condition which should interfere with freedom of speech. Neither the constitution nor the Communications Act says anything about the people owning the wave-lengths or that it is necessary for the Commission to tell broadcasters what the content of their programs shall be. The constitution and the act provide exactly to the contrary.

"In other words, these sophists—irresponsible or worse—have repealed the provisions of the Constitution and of the Communications Act, and substituted some language of their

own which serves their purposes and brings them to a conclusion which could not possibly be reached from the correct premise.

"Do you ask, 'what has all this to do with business men and advertisers?' The answer is simple. Willing as we may be to assume the virtues and capacities of our Federal Government; that Government as it now operates in Washington, requires just as much watching as does any business competitor. The citizen who assumes that his government will operate in every case, objectively, and with full respect for his rights, just doesn't know his government. Tolerant we may be of the right of every man to preach whatever political doctrine he wishes, and to secure whatever audience he can. But I believe, also, two other propositions:

Itemizes Suggestions

"First, that with respect to speech—whether direct or over a mechanical amplifier—the press, the motion pictures and other media of public communication, the only business of government is to keep the mechanical channels open, and to keep its hands strictly off the content of those communications, except when they are obscene or when they incite to violence and crime.

"Second, if those who do not believe in Communism or other forms of totalitarianism are not constantly alert to protect the form of government which has given to us, and which guarantees, freedom of religion, freedom of speech, freedom of press, freedom of assembly and the other rights named in our Constitution, then just as surely as we are meeting in this room, the folks who do not believe as we do, will move in. Nature abhors a vacuum. The squatter loves an unoccupied piece of property. The political opportunist takes over when the sleepy citizen nods."

NAB Endorses BMB As Board Meet Ends

(Continued from Page 1)

of directors that we express sincere thanks to the BMB board for the complete constructive and frank answers to the questions asked by this board in its resolution of October 25, 1946 and we further express complete and full confidence in and commendation of the work and progress which BMB has made in fulfilling the original objectives and we believe that continued consideration should be given to the use of this data and improvement in techniques in preparation for the next nationwide study."

As president of BMB, Hugh Felts also appeared before the NAB board.

Adopt Web-AFRA Resolution

The board resolved itself into a committee of the whole for the purpose of discussing the relation of NAB to the present negotiations between AFRA and networks. After this discussion the following resolution was adopted:

"The board of directors acting as a committee of the whole instructs President Miller to appoint a committee to study with the aid of our legal department the proposal that four members of the broadcasting industry be appointed by President Miller to serve on a committee created by action of the four networks and AFRA. The board feels that not having seen the proposed contract and not being sufficiently conversant with the matters and issues discussed during the prolonged negotiations between the networks and AFRA and not having clearly in mind the area of discussion assigned to this committee that it must of necessity have more information bearing on these points before it can act intelligently in the matter. Therefore the committee which shall be appointed as provided above is instructed to report back to the next meeting of the NAB board with full information and recommendations. The board instructs President Miller to take no action in the matter in the interim."

Miller To Name Committee

Judge Miller announced that he would immediately appoint a committee to carry out the wishes of the board in this matter. Continuing its discussion of employee-employer relations the board adopted a second resolution on the subject. It reads: "Whereas the National Association of Broadcasters has been and continues to be unalterably opposed to a secondary boycott in any guise and from whatever quarter, therefore, Be it resolved that President Miller be instructed to prepare and issue to the press a clear, concise statement embodying the views of this board as herein expressed and reaffirming its opposition to the secondary boycott."

During the Tuesday session Henry Abt, managing director of the Brand Names Foundation outlined to the Nab board the work of his agency.

SALES PROMOTION EXECUTIVE

National and regional network experience. Sales presentations and other sales aids, market research, sales business. Now employed. Position desired in or near New York City area. Availability arranged by middle of February. Write Box No. 300, RADIO DAILY 1501 Broadway New York 18, N. Y.

RCA, Du Mont Exhibits For Color Tele Hearing

(Continued from Page 1)

yesterday, confirmed reports that it will stage a black-and-white demonstration, but RCA officials explained that no decision was made on the subject. Latter pointed out that, even should a demonstration be considered, it would not be announced until possibly a week before the hearing. It is considered doubtful that RCA has any means of transmitting color television in New York except on a room-to-room basis similar to that recently shown in Princeton.

Will "Cross-Examine" CBS

Commission meanwhile requested all parties in the hearing to be present so that "they may have the opportunity to cross-examine" CBS on "all phases of the network's demonstration."

Dr. Allan B. Du Mont said yesterday that his company's demonstration will include a comparison of picture brightness provided by both Du Mont receivers and those used by CBS. On a Du Mont receiver, he pointed out, with a 14 by 18-inch screen, picture illumination of 400 foot "lamberts" will be illustrated.

This reception, he said, will exceed that of CBS' color system of 20-foot lamberts on a picture 6 by 8 inches. A CBS official pointed out, however, that the picture will be of a size approximately 12 inches and emphasized that the network's system is not limited to this power or size.

Du Mont Makes Suggestions

In addition, Du Mont will request that CBS place receivers in Yonkers, Nyack, Peekskill, West Point, Newburgh and Poughkeepsie—points at which, Dr. Du Mont claims, satisfactory reception is not possible in the higher frequencies under present conditions. Du Mont will also "insist" that the demonstrations be held simultaneously, and the same programming material be used in each for comparison.

WOR Station-Break Ann. Follows Promotion Drive

All WOR station breaks between 7 a. m. and 11:30 p. m. are carrying the slogan "Remember—You Heard It On WOR" in connection with a promotion campaign which started yesterday. Newspaper ads calling attention to the new motto are being prepared to run in the Herald Tribune and the Times.

On the air the slogan is associated with the preceding program and the first one of the 40 broadcasts on Monday read, "We have just presented fifteen minutes of news with Melvin Elliott. Remember—you heard it on WOR." Cards bearing the slogan have been placed in all prominent positions throughout WOR studios and in the lobbies of its two studio theaters. The phrase also will be used on postage meters.

COAST-TO-COAST

—ALABAMA—

BREWTON—Ground has been broken and construction started on WEBJ, new station owned by William E. Brooks. . . . **GREENVILLE**—New city ruling makes it unlawful for broadcasting to take place on the streets or other public places. . . . **MONTGOMERY**—"Dinner Chats" on the radio will be featured by Gov.-Elect Jim E. Folsom during his administration. . . . **BYRUM SAAM**, Mutual broadcaster, sent here by the network to broadcast the Blue-Gray football classic carried by WMGY. . . . **WSFA** will award a trophy to the Lanier High School football player voted the "most valuable." . . . **BIRMINGHAM**—The "Swap Shop" brings an average of 250 women participants to WTNB on Wednesday mornings. . . . **WTNB** airs the "Pin Money" program Mondays, from a local bowling alley where best bowlers display their talents for pin money. . . . **Congressman Luther Patrick** will enter the broadcasting business when he sheds his House togs. . . . **WBRC** has a daily devotional period called "Bible Talks" conducted by Rev. Homer D. Bryan, pastor of an inter-denominational church.

—MICHIGAN—

SAGINAW—Lee Chetek leaving the WSAM sales and publicity department. **Al Fairchild**, returning to WSAM, will fill the vacancy. . . . **ANN ARBOR**—The merchants of Milan are sponsoring a new six-day-week show, "Farm Breakfast Hour," over WPAG. Show is aimed primarily at Milan's rural population. . . . **DETROIT**—Four new programs being aired by WJLB include Jean Standish featured in "Women's Edition," "Once Upon a Time," favorite childhood stories; "COD" afternoon variety program, and "Strictly Jive" with Bill Randle as emcee. . . . **WJLB's** veteran sportscaster, **Bill Martin**, voted one of the country's top ten fight announcers by the New York sports writers poll.

—DISTRICT OF COLUMBIA—

WWDC—New face here belongs to Edward Lee Burch, announcer. . . . **Dave Berlyn** back at work after his recent marriage. . . . **Ben Strouse**, general manager, vacationing in Florida. . . . "Labor Arbitration," full hour program, has an audience that claims it one of the best radio offerings today. . . . **Esther Van Waggoner Tufty**, prominent newspaperwoman, has begun her new show featuring well-known newspapermen and women, and government leaders. . . . **WWDC-FM** is scheduled to take the air October 1, 1947. . . . **WASH-FM**—Washington's newest commercial FM station, will broadcast the entire organization meeting of the Frequency Modulation Association from the Congressional Room of the Hotel Statler January 10. . . . Staff includes **Everett Dillard**, general manager; **Hudson Eldridge**, station manager; **Larry Carl**, program and production director. . . . **WOL**—**Marian Sexton** down with the whooping cough just as she was recovering from the flu.

—OHIO—

CINCINNATI—George Weill, noted foreign correspondent, will be guest obitserver on WLW's "World Front" program Sunday. . . . On the sick list at WCKY are **Nelson King**, emcee, and **Charles H. Topmiller**, chief engineer. . . . **Tom McCarthy**, news editor of WKRC, only radio commentator to make a perfect score in selecting the ten best news stories for 1946 in the annual nation-wide poll conducted by the "Cincinnati Enquirer." . . . **COLUMBUS**—**Bud Gillis** joins the WHKC announcing staff. . . . **TOLEDO**—Sale of WHIZ to **Orville Littick**, **Clay Littick**, and **Ernest B. Graham** by the Fort Industry announced by **E. Y. Flanigan**, a company director.

—COLORADO—

DENVER—**Red Barber's** CBS sports show, supplemented by brief local and regional sports news given by **KLZ's** sportscaster, **Glen Martin**, being sponsored five nights weekly by **Fahey-Brockman**. . . . **KLZ's** new public service feature, "The Constant Invader" with **Lionel Barrymore** as narrator, dramatizes stories of tuberculosis and the preventative measures that can be taken. . . . **Dan Allison** joins the **KLZ** announcing staff. . . . **Bob Harris** resigning from the **KLZ** announcing staff to assume duties as manager of the new radio set-up at **Fitzsimons General Hospital**. . . . **KOA** performers will entertain at a Rotary Club benefit show with proceeds going to the **Fort Morgan Community Hospital Fund**. . . . **Hal Renollet** will bring **KOA** listeners reports on the 41st Annual National Western Stock Show, lasting from January 10 to 18. . . . **Glen R. Glasscock**, master control engineer, is replacing **Joseph Rohrer**, resigned, as assistant control room supervisor.

—TEXAS—

SAN ANTONIO—**Associated Seeds, Inc.**, on behalf of their **Asgro** products, are sponsoring "Live Stock Market Reports" daily over **KTSA**. . . . **Austin William** and the 10 p. m. nightly news on **WOAI**, is currently being sponsored by **Gebhardt Chili Powder Company**. . . . **Red River Dave**, cowboy singing star of **WOAI**, has written a new song which he will record in New York City, titled, "Hitler Lives." Song tells the story of intolerance. . . . **John W. Scott**, **KABC** news editor, will be heard in a new series of nightly programs in which he will discuss pertinent subjects of the day and bring round-table discussions on subjects from leaders in civic and fraternal groups. . . . **PLAINVIEW**—**Al Turner**, formerly chief announcer of **KVOP** has been promoted to program director.

—MASSACHUSETTS—

SPRINGFIELD—**WSPR's** new telephone quiz program sponsored by **Panno's Commercial Mart** has residents send in their phone numbers so that those not wanting to play will not be annoyed. . . . **WORCESTER**—**WNEB** and **WAAB** broadcast, for the first time in the city's radio history, the customary mid-term address of Mayor **Charles Jeff Sullivan**. . . . **Esther Bilzerian** moves into the **WTAG** music department.

Legal Fight Forecast Over Can. Radio Fees

(Continued from Page 1)

for its three radio transmission stations and the radios in the 60 cars in its emergency squad. It was reported for some time now that since the inception of the Hydro Commission two and a half years ago the Commission has not paid the \$1 license fees for the three transmission stations, and the \$2.50 license fee for each of the radios in the emergency cars.

The offense of failure to pay radio license fees is punishable in the criminal court here by fines of \$10 and costs for each unpaid license for each radio. If there was a conviction, it would mean the Commission would have to pay fines and costs totalling \$1,165.50 for each of the past two years. No officials of the Department of Transport with authority to speak officially could be contacted here yesterday, and the inquirer was referred to Ottawa authorities. Officials contacted at the Quebec Hydro Commission offices refused to comment.

But it was reported on good authority from persons in legal circles here, and was also rumored around the criminal courts that officers of the Department of Transport were considering lodging the complaints and they might be expected in the district peace office shortly.

Will Originate At Confab

Nancy Craig's program heard over **WJZ** daily from 12:35-1 p. m., will originate on Monday, Jan. 13, from the opening luncheon of the National Retail Dry Goods Association convention at the Pennsylvania Hotel in New York. Membership of the association totals 7500 department and specialty stores and more than 5000 retailers are expected to be present at the convention.

Amateur Song Writers

Amateur song writers will get a chance to air their arrangements via a new **WNEW** program titled "Compose Yourself" starting today, which will be heard every Thursday from 9:15-9:30 p. m. Program will feature **D'Artega**, composer-conductor, with assistance by a guest lyricist each week. Songs selected from entries by **D'Artega** will be played on the air and the amateur author is to receive professional advice from both **D'Artega** and song writer **Jack Lawrence** who will be the program's first guest.

Send Birthday Greetings To —

January 9
Morris Altschuler **Marion Carley**
Crane Calder **Nelson Yates**
Gracie Fields

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VL. 38, NO. 7

NEW YORK, FRIDAY, JANUARY 10, 1947

TEN CENTS

BMB Answers Via Feltis

MA Confab To Open Today In Washington

Washington Bureau, RADIO DAILY
Washington—"FM's biggest show" is under way today as 200 charter members of the newly-formed Frequency Modulation Association gather at Washington's Hotel Statler for a one-day organizational meeting. In addition to the impressive list of charter members, more than 50 other persons, ranging from FM manufacturers to retailers, will attend the session.

As evidence of the industry-wide (Continued on Page 3)

Advertisers On WNEW Join In Promotion Drive

WNEW has arranged special tie-ups with three theater chains, a newspaper, magazine, home laundry and a taxicab company for a competition audience promotion, exploitation and publicity campaign starting Jan. 19. Campaign coverage will extend over New York City's five boroughs, the state of New Jersey and a part of New England.

(Continued on Page 8)

Modern Publicity Methods Adopted On Religious Group

Religious broadcasters were urged yesterday to adopt "modern" public-relations and promotion techniques to increase their listening audiences by using the techniques of the recently organized Academy of Television Arts and Sciences, at a session of the Religious Radio Workshop conducted by the Rev. Everett C. Parker, director of the Joint Radio Committee (Continued on Page 6)

Ben And Ed

M. E. Tompkins, representing WMI in producing entertainment for the National Press Club's dinner to President Truman, yesterday corrected reports that Ed "Archie" Gardner would emcee. Ed Tompkins: "Ben Grauer, nationally-known radio personality, will be M.C. Mr. Gardner and his excellent 'Duffy's Tavern' cast will be the comedy headliners.

Director

O. B. Hanson, vice-president and chief engineer of NBC, has been named to the board of directors of the Army Signal Assn., New York chapter. Members are interested professionally in communications, electronics, motion pictures or photographic work. Brig. Gen. David Sarnoff, president of RCA, is the national president of the Army Signal Association.

AFA Adv'g Campaign Will Use Spot Radio

Advertising Federation of America will shortly launch an ambitious, wide-spread campaign to promote public understanding of advertising in which radio, newspapers, outdoor advertising and car cards will be used based on the theme, "Advertising, by Selling More Goods, Makes Your Job More Secure."

Radio material is provided via specially prepared campaign kits supplied by the advertising clubs in (Continued on Page 3)

Pittsburgh Mayor Honored For Civic Use Of Radio

Pittsburgh—Designated "America's Most Radio-Active Mayor," Davis L. Lawrence of this city was presented with an award of honor by the city's five radio stations for his outstanding use of radio to keep the residents of the community informed about its (Continued on Page 8)

Corwin Freedom House Tour Basis Of New 13-Week Series

Recordings which Norman Corwin made on his trip around the world last year as winner of Freedom House's first One World award are to form the major basis of his new 13-weeks CBS series, "One World Flight," which debuts on Columbia network Tuesday, Jan. 14, at 10-10:30 p.m. Details of the series, as well as interesting information on the radio systems of the countries visited (Continued on Page 3)

Replies To Most Of Criticism Leveled At Organization By NAB Members; Optimistic On Future Plans

Color-Tele Hearings Sked For 3 Locations

Washington Bureau, RADIO DAILY
Washington—Further details on the resumption of the hearing on proposed color television standards, at which CBS, Du Mont and RCA will give video demonstrations, were revealed yesterday by the FCC. The sessions will be held on Jan. 27 and 28 in Room 1703 U. S. Court House, Foley Square, New York City, and (Continued on Page 6)

Norwich Pharmacal Co. Buys "Fat Man" On ABC

Dashiell Hammett's "Fat Man" will acquire a sponsor effective Friday, Feb. 14, when the Norwich Pharmacal Co. takes over the program under a 52-week contract. The ABC mys- (Continued on Page 2)

Bergen Elected Prexy Of Coast Tele Group

West Coast Bureau, RADIO DAILY
Hollywood—Edgar Bergen was elected president of the recently organized Academy of Television Arts and Sciences at a meeting held here (Continued on Page 2)

San Francisco—Speaking before the Western area NAB members here, Hugh Feltis, president of BMB, frankly answered critical questions and outlined the aims, problems, and future plans of the organization. First he answered the question "How close have we come to delivering what we (Continued on Page 7)

Music Copyright Pact Considered In Canada

Montreal—Headed by Mr. Justice J. T. Thorson of the Exchequer court, the Copyright Appeal Board in Ottawa this week heard some representations of the fees, charges and royalties which the Composers, Authors and Publishers Association of Canada, Ltd., plan to charge this year for performance of their works in Canada.

The representations, taken under (Continued on Page 6)

Gillette To Sponsor Two Races On Mutual

Gillette Safety Razor Company, Inc., will sponsor the "Widener Cup" and the "Flamingo Stakes" races at Hialeah Park on the full Mutual network on two Saturdays, Feb. 22 and (Continued on Page 2)

Mail Call

Almost two million pieces of mail were received by WOR during 1946, establishing a record number of letters received in any one year since the station started in 1922. The 1946 figure of 1,768,994 letters more than doubles those received in 1945. "Twenty Questions," "The Answer Man" and "Juvenile Jury" were leaders in "pulling" mail during 1946.



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

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

FINANCIAL

(Thurs., Jan. 9)

NEW YORK STOCK EXCHANGE

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

Gillette To Sponsor Two Races On Mutual

(Continued from Page 1)

March 1, it was announced yesterday. Each broadcast will be heard from 4:30 to 4:45 p.m., EST. Contract was handled through Maxon, Inc., New York advertising agency.

LaGuardia Renews

Fiorello LaGuardia's Sunday commentary over WJZ from 12-12:25 p.m. has been renewed by the sponsor, June Dairy Products, Inc., for another 52 weeks. Contract was handled by A. W. Lewin agency.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 730 Kc.

"Anthracite's Most Powerful Independent" Represented by Forjoe

Coming and Going

JOHN V. L. HOGAN, president of WQXR, and ELLIOTT SANGER, executive vice-president of the station, are in Washington for the FM meeting.

GUY CUNNINGHAM, production manager of WEEL, Boston, is back at the station following a short business trip to New York.

P. A. SUGG, general manager of WKY, Oklahoma City, paid a call yesterday at the headquarters of the station's national representatives.

DAN JAYNE, executive of WELL, American network outlet in Battle Creek, Mich., is visiting briefly in Gotham.

HERB PEARSON, of the sales staff at WELL, has returned to New Haven following a few days in New York.

CHARLES W. BALTHROPE is in town. He's the station manager of KABC, San Antonio, Tex.

NORMAN PAGE, station director of KZPI, Manila, P. I., conferred for a while yesterday with New York national radio representatives.

MICHAEL C. FUSCO, general manager of WKAL, Rome, Ga., is in town. Chatted for a while yesterday with officials of the Mutual network, with which the station is affiliated.

EARL COWPER is here from WTIC, Hartford, Conn., for a few days on station business.

GEORGE CROTHERS, of the "People's Platform" program heard on CBS, is in St. Louis. He'll broadcast tonight's stanza of the show from KMOX.

BEN WILLIAMS is here from Savannah. The local sales manager of WTOG had a tete-a-tete yesterday with officials of the station's national reps.

HAROLD W. CASSILL, general manager of WKIP, Poughkeepsie, who sat in for a while this week with his national reps. in New York, has returned to the station.

Bergen Elected Prexy Of Coast Tele Group

(Continued from Page 1)

last night. The noted actor is actively engaged in television activity on the coast, and heads his own company—Edgar Bergen Television Productions.

Election of Bergen follows the naming last week of three committees to supervise programming, membership and publicity activities. Membership includes persons engaged in radio, motion pictures and allied fields on the West Coast.

Norwich Pharmacal Co. Buys "Fat Man" On ABC

(Continued from Page 1)

tery-drama is heard each Friday at 8 p.m., EST.

The original character is portrayed by J. Scott Smart, who not only looks the part, but is an actor of long experience. Formerly heard Monday nights on ABC, the "Fat Man" now has moved into the 8 to 8:30 p.m., spot Friday nights.

Action Against Ascap Dismissed In N. Y. Court

Supreme Court Justice Kenneth O'Brien yesterday granted the motion of Louis D. Frohlich, counsel for Ascap to dismiss the action of Perry Bradford against the Society. Bradford brought suit against Southern Music and Ascap for six million dollars.

"Ma Perkins" New Cast

"Ma Perkins" daytime serial, which moves to New York from Chicago, effective with the Monday Jan. 13, broadcast will have a complete new cast and setup on the program which is heard over CBS Monday through Friday 1:15-1:30 p.m.

David Owen, is the new producer, Edwin Wolfe, the new director and announcer will be Dan Donaldson. Cast of actors will be Virginia Payne as the mother; Rita Ascot, Murray Forbes and Charles Eggleston, complete the cast. Dancer-Fitzgerald-Sample is the agency. Procter & Gamble sponsors.



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it!

Adopted soon after he was born now even Puddles' real mother can't not approach him.

Pee Wee's got the right idea Search . . . search . . . search and you'll find.

Research is an important factor in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget this is a five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Ro

CKLW MORE COVERAGE PER WATT MORE WATTS PER DOLLAR! in the DETROIT AREA 5,000 WATTS • DAY and NIGHT 800 kc. • MUTUAL SYSTEM

AFA Adv'g Campaign Will Use Spot Radio

(Continued from Page 1)

Major cities or direct from the AFA. Material includes: nine scripts for 9 30-second spots; eight participation program plugs; eight plugs for live announcements; four "hitch-hikes" for local advertisers; six "hitch-hikes" for national advertisers. All material, including radio, is produced by a committee under the chairmanship of Ralph Smith, executive vice-president and general manager of Lane Jones Company, Inc.

The radio phase of the campaign consists of 35 messages about advertising, running in length from nine seconds to about a minute and a-half. The spot announcements of varying length up to a minute have been recorded and are available to stations on a 16-inch record. These and the non-recorded announcements are furnished in script form, a number of which are designed to tie in with regular programs sponsored by local and national advertisers.

The campaign is expected to be in full swing before the end of January, and will continue for several months, with possibility that it may be extended to feature other themes and the benefits of advertising to the public.

Sherman Gets New Post

Edgar J. Sherman, director of regional offices for the National Association of Manufacturers, will become director of development and assistant managing director of the Brand James Foundation, Inc., effective January 16. In his new capacity, Sherman will direct the Foundation's development program and will also have charge of internal organization and finances.

'Adventurers Club' Starts Sat.

"The Adventurers' Club," new Columbia network series sponsored by the W. A. Sheaffer Pen Co., will have its premiere on the network tomorrow from 11:30 a.m.-noon.

Corwin Freedom House Tour Basis Of New 13-Week Series

(Continued from Page 1)

permission to send recordings of the series to its outposts throughout the world.

Describing the radio systems of the various countries he had visited, he called the BBC "adequate" and said the Scandinavian countries had the most magnificent plants in the world. He was especially impressed with the Copenhagen setup, with Oslo a close second. Sweden, richest of the Scandinavian countries, had a "modest" setup by comparison, although still plenty good.

Third best radio headquarters was that of India in New Delhi. "The Indians are very proud of it," said Corwin, "especially that it's all Indian—labor, materials, engineering."

Poland's HQ is set up in a reconstructed mansion; the people in that country have virtually no sets, listen to radio on loud-speaker systems. As for Russia, radio is "one of their lesser arts . . . they're not very interested in it as an art, but use it, and well, functionally." Russian radio people, the CBS man said, were much more interested in his recording machine, first they had seen,

than in Corwin. The government, which took up all individual sets during the war, is gradually returning them to their owners.

The Chinese radio, Corwin reported, "has no sense of copyright." As for Japan, "they lost the war, and have been introduced to soap opera. But don't get me wrong, there's good soap opera and bad, just as there's good Corwin and bad."

In Australia, the traveling Columbian found three or four commercial systems and a government system. New Zealand's radio setup is unique in that commercial and sustaining systems exist side by side, but all the profits from the commercial system go to the government.

Corwin revealed that he plans to boil down his recordings to about 2½ hours for the approaching series, which will give him 4 hours of narration, music and drama along with 2½ hours of recordings on the 13 half-hour broadcasts.

"One World Flight" may not score a hit, Corwin concluded, "but it may light up an area in radio which has not heretofore been explored."

Frank Merriwell Stanza Renewed On NBC Web

"The Adventures of Frank Merriwell," heard over NBC-WNBC Saturday at 10 a.m., EST, has been renewed for another 13 weeks, it was announced yesterday.

"Merriwell" stories are based on the exploits of the famous character created by Gilbert Patten (Burt L. Standish) in 1896. Radio adaptations follow the Merriwell formula closely, with the hero a strong advocate of clean living, good sportsmanship, etc.

Program is written by Ruth and Gilbert Braun and William Welch. Joe Mansfield directs and produces and features Lawson Zerbe as the lead character. Hal Studer is "Bart Hodge" and Jean Gillespie is "Inza Burrage."

CCNY Awards Entries Will Close January 31

Only three more weeks remain for entries in the National Radio Awards for 1946 staged in connection with City College of New York's Third Annual Radio and Business Conference. Final entry date is Friday, Jan. 31, for City College radio awards which were first given in 1944 for outstanding skill and craftsmanship in the creation of radio programs and promotion campaigns. The third annual conference is scheduled for April 22-23.

Rules and instructions for sponsors, agencies or stations interested in entering any one of seven classes of competition may be obtained from Dr. John G. Peatman at the City College School of Business.

Columbia Recording Co. Renews "Symphony Hall"

Columbia Recording Corp., has renewed its sponsorship of "Symphony Hall" broadcast over WQXR every Wednesday from 8:05-9 p.m. Contract is for 39 weeks but the broadcasts actually will be spread over a period of 52 weeks since a summer hiatus is scheduled between May 28 and Sept. 10. Account was placed through McCann-Erickson and was effective Jan. 1. "Symphony Hall" each week features classical recordings from the Columbia Masterwork Library, especially new releases.

The Miyako Restaurant in Manhattan has become a participating sponsor in WQXR's "Luncheon Concert" aired daily from 12:05-1 p.m. New sponsor will participate every Wednesday under a 13 week contract.

Valentine Successor Sought By "Gangbusters"

Producers of "Gang Busters" are still shopping for a permanent replacement for the late Lewis J. Valentine and meantime have selected Elmer L. Irey, former chief co-ordinator of the Treasury Department's enforcement agencies, for a three-week stand as the program's chief investigator. Irey assumes the role over ABC network Saturday, Jan. 11, at 9 p.m., EST.

Stork News

A son was born at St. Luke's Hospital in New Bedford, Mass., last Friday, Jan. 3, to Mr. and Mrs. Robert J. Wade. The child, their first, has been named after his father, who is art director for NBC television.

FMA Confab To Open Today In Washington

(Continued from Page 1)

backing to the new effort, RMA will set aside a substantial portion of its \$50,000 promotional fund to plug FM broadcasting.

Receiving sets from all major manufacturers were set up at the hotel as persons attending the session began registration.

Roy M. Hofheinz, president of the Texas Star Broadcasting Co., and chairman of the steering committee of FMA, said FM will get its "greatest single push forward at this meeting."

The FCC chairman, Charles R. Denny, long a backer of FM, will give two addresses at the meeting. Also heading a long list of speakers will be Maj. Edwin Armstrong, inventor of FM.

Other speakers at the meeting will present a complete picture of the future of FM, including the prospects for receiving sets, promotion and a program for "selling" FM to the public.

Following morning sessions and a luncheon, a general business session gets under way at 3:30 p.m.

Up to now, the NAB has indicated only an "interested bystander" approach to the new group.

ABC's "Counterspy" Renewed For 52 Weeks

Chicago—Schutter Candy Company, division of Universal Match Company, St. Louis, Mo., through Schwimmer & Scott agency, have renewed sponsorship of "David Harding—Counterspy" for 52 weeks, effective February 2, over the full ABC network, it was announced yesterday. Program is heard Sundays from 5:30 to 6 p.m. EST.

Schutter Candy Company first assumed sponsorship of the program on February 3, 1946, on behalf of its "Old Nick" and "Bit O' Honey."

'Jazz Awards' From Godfrey

Teddy Wilson and Billie Holiday, two winners of Esquire's 1947 "Jazz Awards," will be presented their gold prizes by Arthur Godfrey on his CBS program Monday from 11-11:30 a. m.

Send Birthday Greetings To—

- January 10
 Bertha Bennett Mary F. Cahill
 Daniel I. Rodgers Lou Mindling
 Don. Herbert Lowe Harold Stokes
- January 11
 Don Buckley Paul Ailee Walker
 Mildred Schtierman
- January 12
 Patsy Kelly Sid Silvers
 Lon Clark Buddy Xavier
 Smiling Ed McConnell

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

WHAT'S ALL THIS

FM—FINE MUSIC? . . . FLAWLESS MELODY? . . . FREQUENCY MODULATION?

FM is a welcome new alphabetical symbol in this shorthand world in which we live.

For FM are the initials of **FREQUENCY MODULATION**—a new kind of radio broadcasting and reception which *banishes static* and for the first time permits the listener to hear fine music, actors' voices and other sounds *just as they are broadcast*.

In fact, FM can even broadcast *absolute silence* which is itself a "radio miracle." It could broadcast the sound of a pin dropping if anyone wanted to hear it. No static can hitch a ride on an FM radio wave. FM has taken radio out of its scientific swaddling clothes.

FM, or Frequency Modulation, was invented and patented in 1933, after 20 years of research, by Dr. Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University. Dr. Armstrong refused to believe the old platitude that "static like the poor will always be with us."

Now, after 13 years of further experimentation and the overcoming of many natural as well as man-made problems, FM is with us on a practical commercial basis. Every week new FM transmitting equipment is being produced. New

stations are being authorized and are abuilding. New FM receiving sets are being produced and delivered to the public.

But, as with every new and better thing, FM already has imitators who hope to exploit the public's interest in scientific progress. While Dr. Armstrong has made the basic inventions covering "wide swing" Frequency Modulation, without the use of which it is impossible either to broadcast or to receive high quality FM radio signals, nevertheless, the public is already being offered "just-as-good" substitutes under beguiling titles like "Improved FM," "Superior FM," "John Smith's Better FM," etc., etc.

So, as the Romans used to say, *Caveat Emptor*—"Let the buyer beware."

If you buy an FM radio, beware to see that you get what you pay for.

As the buyer of an FM radio you are entitled to the Armstrong system of Frequency Modulation which represents the highest scientific development of the radio art.

On the opposite page are listed all of the receiving set manufacturers who are licensed under the patents covering Dr. Armstrong's invention of Frequency Modulation.

FM's PUBLIC DEBUT—On November 5, 1935, Dr. Edwin Armstrong and his long-time friend, C. R. Runyon, fellow pioneer of early amateur days, went "on the air" with an FM transmitter (Station W2AG) located in Mr. Runyon's home in Yonkers, New York. The occasion was a proof-of-the-pudding demonstration to a large and properly skeptical engineering audience, listening in a downtown New York auditorium, to hear if static had at last been really overcome. The FM broadcast, made on power scarcely sufficient to illuminate an ordinary light bulb, was received with "astonishing staticless clarity" from the home-made transmitter located 15 miles away.

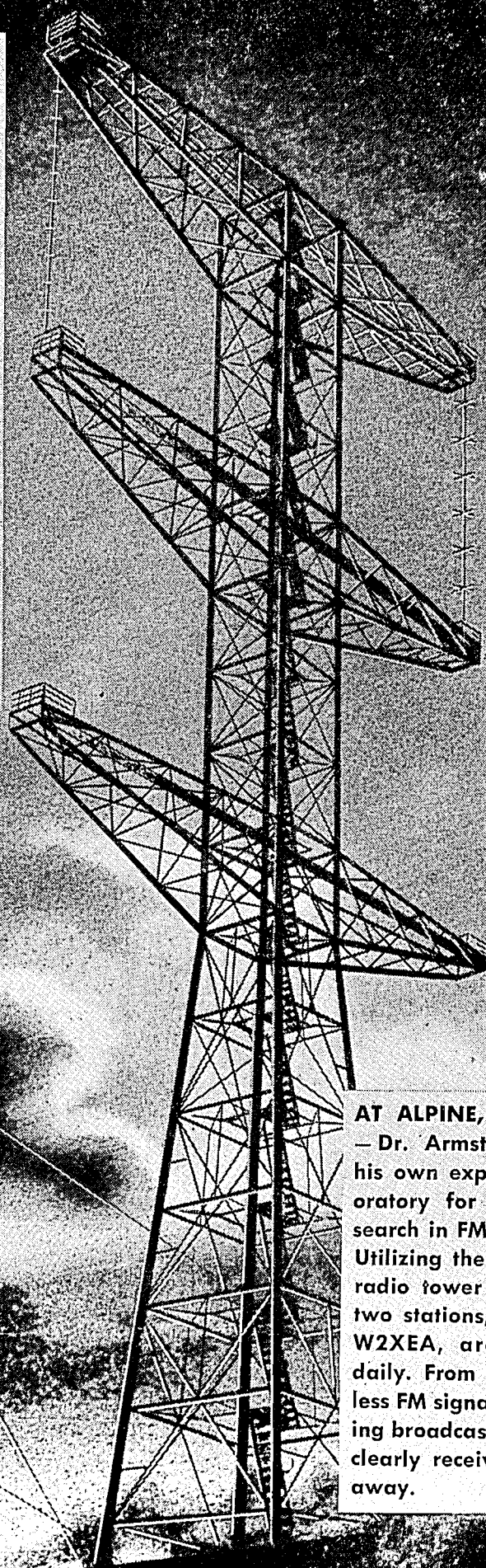
FM, the Static-Free Radio of Tomorrow, Will Soon Replace the Old-Fashioned AM Radio of Today

TALK ABOUT FM?



The companies listed below are authorized and licensed to build radio receiving sets containing genuine Armstrong Frequency Modulation:

Airadio, Inc.	Magnavox Company, Inc.
Ansley Radio Corporation	Maguire Industries, Inc.
Browning Laboratories, Inc.	Minerva Corporation of America
Espey Manufacturing Company, Inc.	Pilot Radio Corporation
Fada Radio and Electric Company, Inc.	Scott Radio Laboratories, Inc.
Freed Radio Corporation	Stewart-Warner Corporation
Garod Radio Corporation	Stromberg-Carlson Telephone Manufacturing Company
General Electric Company	Templetone Radio Company
Hallicrafters Company	Westinghouse Electric Corporation
Howard Radio Company	Zenith Radio Corporation



AT ALPINE, NEW JERSEY
— Dr. Armstrong operates his own experimental laboratory for continued research in FM broadcasting. Utilizing the heaviest steel radio tower in the world, two stations, W2XMN and W2XEA, are on the air daily. From Alpine, staticless FM signals are now being broadcast which can be clearly received 100 miles away.

DECEMBER 1, 1946

66 FM stations were in operation
564 stations had been authorized
by the F.C.C.

307 applications were pending
65% of all established AM stations
had already applied for FM licenses

Music Copyright Pact Considered In Canada

(Continued from Page 1)

advisement, mainly were on non-contentious items. Postponed indefinitely were hearings on the tariffs CAPAC plans to charge radio broadcasting stations and industrial firms which provide music or entertainment for employes.

Counsel for CAPAC, the CBC, the Canadian Association of Broadcasters and the Broadcast Music, Inc., all urged the postponement of discussion on the radio tariff items because negotiations on the matter now were in progress.

Mr. Justice Thorson agreed to the postponement and suggested that the parties get together and advise him when they are ready to proceed.

H. E. Manning, KC of Toronto appearing for CAPAC dealing with tariff rates for other than radio broadcasting said there was little change from last year.

Slight change was made to collect on music provided at baseball parks and skating arenas. The fee would be \$10 a year where the premises had a capacity of less than 500 persons and an additional \$10 a year for each additional 1,000 persons who might be accommodated.

N. S. Robertson KC of Toronto, appearing for the Musical Protectors Association, objected to this provision on the grounds that it would allow the association to collect on music played at school stadia, for instance. Mr. Manning said that under the copyright act there was a provision that prevented collections from schools.

Mr. Robertson and A. H. Elder, KC representing RCA Victor of Montreal objected to the proposed tariff on music played in industrial plants for employes.

Color-Tele Hearings Sked For 3 Locations

(Continued from Page 1)

will begin each day at 10 a.m. On Jan. 29, the hearing will switch to Princeton, N. J., the actual place to be announced later. Presumably the RCA lab. The hearing, however, will begin at 10:30 a.m. The Commission pointed out that even if the hearing in New York is concluded on Jan. 27, the hearing in Princeton will be held on Jan. 29.

Following these sessions, the hearing will resume in Washington at 10 a.m., on Feb. 10 and will continue until concluded. This session, the FCC said, is intended for the purpose of having cross examination of remaining witnesses.

Ave Maria Hour

WMCA — Sunday — 6:30

In its twelfth year as a Donald Peterson production



Manhattan Memoranda...!

● ● ● What's this report around that Metro and Sinatra have also reached the parting of the ways—by mutual agreement? . . . Ed & Pegeen Fitzgerald take over the old Henry Morgan 6:45 p. m. spot on WJZ Monday, in a condensed version of their ayem stanza. . . According to Walter Craig, Jack Smith goes back to the Family Hour only for a single guest shot, so far at least. . . Dave Green, whose H'wood publicity offices already are the gasp of the town, sails for Paris in April to set up shop there. . . Freddie Martin, the ork pilot, hustling for a spot as disc-jockey, very much on the q. t. . . Don Dunphy, whose writing packs as much of a punch as his fight broadcasts, will have an article in the March Sport magazine tagged "The Man Who Can Fight Joe Louis." It's a composite fighter Don has in mind—one combining the killer instinct of Dempsey, Galento's left hook, Mauriello's right and Louis' own left jab. . . Du Mont building a television station in Miami. . . Kay Roberts leaving Century Artists this week and off for a fling at H'wood. . . Al Bernie returns to the Kate Smith ailer for a guest shot Sunday. . . Ann Marleau, beautiful Canadian chirper, slated for tremendous guest shot buildup. . . Feeling that radio is more for the guy-at-home than for the studio audience, Henry Morgan is dispensing with the latter for his show on the 22nd. . . Peter Donald says a columnist's day covers everything from scoop to notes.

★ ★ ★ OUR HAT'S OFF DEP'T: Phil Spitalny's superb showmanship and musical magic on his Sunday afternoon "Hour of Charm." . . Phil Foster, new comic click at La Martinique. . . Bill Gordon's nitely "Band Parade" on WOV. . . Mel Torme's Musicraft platter of "You're Driving Me Crazy." . . Hal Horton's clowning on ABC's "Melody Bar Ranch." . . Marias & Miranda's folksongs at Le Ruban Bleu. . . Symphony Sid and Ray Carroll's new after-hours disc stanza on WHOM. . . Fred Allen's satire on "The Hucksters" with Ed Gardner on "Duffy's Tavern" Wed. nite.

★ ★ ★ SMALL TALK: Top man in Eddie Cantor's nation-wide cartoon contest seeking a caricature of the comic's new radio "son" is Bruce M. Shanks, of the Buffalo Evening News. Second and third place went to Carl Kragelund, of the Spokane Daily Chronicle and Fred G. Reinert, of the Cleveland Plain Dealer. . . December, supposed to be the worst month in the year for the transcription biz, saw Ray Green's "H'wood Open House" doing more sales than in the preceding six months. . . What's this about WJZ dropping Johnny Dale's all-niter? Don't they realize what a wide following the lad has? . . . Eddie Davis makes one of his rare radio appearances tomorrow nite on Martha Rountree's "Leave It To The Girls." . . WNEW making a pitch to get LaGuardia's commentary (heard over Mutual) for local consumption. . . Chuck Goldstein, of Four Chicks and Chuck, looking for a replacement in the group. Needs a femme second singer. . . Sam Salop, AAF vet who lost both arms in combat, will launch a singing career on Meredith Willson's CBS ailer next Friday. . . Gracie Fields, guesting on Fred Allen's show Sunday, opens at the Roxy Theater Wed. . . Curtis Biever readying a new package show aimed at the younger generation. . . Jill Warren has joined Newell-Emmett as promotion director for Chesterfield. . . Betty Brewer new vocalist on Bill Gernannt's "County Fair." Korn Kobblers getting a reported \$3,000 per at their 17-week date at Dempsey's.

★ ★ ★ RADIO BLACKOUT: The other night on CBS came the announcement: "We now take you to the Waldorf-Astoria where Howard Smith will receive the Page One Award." About fifteen seconds of silence followed. Then came the announcer again: "Due to technical difficulties we cannot get the Waldorf. We take you instead to London where Howard Smith will accept the Page One award." London came through immediately!

Modern Publicity Use Urged On Church Unit

(Continued from Page 1)

of the Congregational Christian, Methodist and Presbyterian U. S. A. churches.

"Radio broadcasters are anxious to co-operate with all recognized religious groups in the presentation of programs," said Eiges. "These groups can be of mutual aid by being more aggressive in publicizing and promoting their programs." He pointed out that advertisers' support of commercial programs makes possible the utilization of non-commercial time for religious broadcasts and other programs for minority listener groups.

NBC personnel participating in the Workshop are: Sterling Fisher, director of NBC's University of the Air; Wade Arnold, assistant manager of NBC's script division; Frank Papp, director-producer; Doris Corwith, assistant to the manager of the public service division; Warren Wade, television executive producer and Albert Zink, program director of WGY, Schenectady, N. Y.

Dorothy Lewis Heard

Dorothy Lewis, co-ordinator of listener activity for the NAB, described the "greatest role of radio as the promotion of peace," declaring that "we should give priority to the making of receiving sets, especially for foreign countries, rather than the making of jeeps. Radio can perform its most signal service," she said, "by helping to put man together and so helping to put the world together."

Emphasizing the superiority of the American system of free, commercial radio, Mrs. Lewis expressed gratitude for the "advent of advertising in radio as the source of its tremendous development." American radio, she pointed out, will serve as a pattern throughout the world because through the support and competition of free enterprise it provides the opportunity for democratic and comprehensive programming.

The NAB executive also chided the Federal Council of Churches of Christ in America for "failing to give more adequate support to the broadcasting rights of fundamentalist groups, which support would have prevented much of present-day commercial religious broadcasting."

Meanwhile members of the Joint Religious Radio Committee Workshop will attend a television broadcast at NBC-WNBT tonight. Group is visiting NBC television as part of its studies in relating religious themes to television programming.

Methods of production procedure and operations of the station will be explained to the group by Warren Wade, executive producer of NBC television. After watching the telecast in an NBC viewing room, the group will visit the studio.

Dunning Joining Ziv

Edward R. Dunning, Jr., formerly of World Broadcasting, is joining the sales staff of Frederic W. Ziv Co. producers of transcribed programs.

BMB Answers Via Feltis

Cites Station Maps Re-Issued And Improved

(Continued from Page 1)

promised, and what have you bought?" by saying "When we first started talking about BMB back in the fall and winter of 1944 and 1945 we agreed on two things.

"First, that radio needed a uniform measurement of station and network audiences.

"Second, we agreed on what we were going to measure and how it was going to be reported. We said we were going to measure the total number of families that listen to each station at least once a week. And that is what we measured. We said we were going to report audiences in all counties where at least 10 per cent of the radio families listen to a station. That is what our reports show. So it seems pretty clear that what you and your research representatives agreed to, and what you were promised, and what you bought, has been delivered. You wanted to know when. We said the winter of 1946-47. This is it.

"You got your station audience reports several months ahead of schedule. You also wanted to know, how much? We gave you prices, and despite the problem of rising costs, here is a job which was done for 10 per cent less than the estimate. "I think everyone will agree that we have done the job we promised to do and the job you bought. We completed the job ahead of time and below anticipated costs."

Replies To Map Criticism

Feltis then went on to speak of the criticism that has been leveled at BMB and said that they were trying to answer, and put into practice, all criticism that will serve the industry as a whole and best. He mentioned as one point that all station maps were being reissued with percentage figures in each county. Quoting from the report of J. Harold Ryan, BMB board chairman, before the NAB Board, he said that BMB is not and cannot be a promotional organization. He added "It is not in the province of BMB to show broadcasters how to present their

individual BMB data most effectively to advertisers and agencies, for insofar as BMB represents both buyers and sellers, it cannot place itself in the position of either one of the parties. And since broadcasters themselves compete against each other, BMB could hardly help one broadcaster use BMB data promotionally without being subject to criticism by other broadcasters who might feel that their interests are adversely affected by such promotion."

Another major point of criticism was that BMB had not interpreted its findings in terms of primary, secondary or tertiary levels. Feltis answered this with Ryan's statement: "After much consideration the BMB Board has come to the conclusion that BMB's interpretive function should be limited to that which is required to assure the integrity of its findings and the proper understanding of the data. This stringent limitation on BMB activities in the field of interpretation derives primarily from our counsel, after consultation with counsel from the three participating organizations, tells us that a combination of stations must refrain from doing many things that a single broadcaster is free to do.

Sees Self-Interpretation Wanted

"BMB is a combination of 75 per cent of all U. S. commercial stations. More than that, it is a combination that includes a major portion of national buyers of time and their agents."

He then went on to say that advertiser and agency members unanimously voted against the establishment of arbitrary levels, and asked that complete data be made available for their own interpretation.

Feltis then proceeded to answer a series of 20 critical questions asked by individual broadcasters in this Western district. Some of these were based on a misunderstanding of the purposes of BMB and were easily explained. Others had to do with the methods of sampling and the use of reports. One questioner stated "BMB should define limitations of use and for comparisons with other media." Feltis replied "We have tried to show that BMB is the counterpart of ABC for printed media because both measure the overall circulation of the media."

Says "Radio Needs BMB"

Another question was "Why continue BMB?" The answer was summed up with the statement, "The best answer to that is the advertiser and agency need for such a service."

He then called attention to a recent survey to determine which advertising medium does the best job of providing facts and information that agencies need. In this survey radio ran a very poor third place. Another criticism directed at BMB said, "BMB reprints of coverage figures are incomplete and unattractive and not good station promotion." Feltis replied, "BMB reprints are complete. They report all the figures

we send to the subscriber or publisher. If they are not good station promotion or unattractive, we are sorry, but we have been instructed to report, not promote. The subscriber is free to reissue these reports in any form." One questioner asked, "How come we get only 90 per cent in our home city where you can't hear outside stations and Hooper shows 99.5 per cent tuned in to us at a time of call?"

Answer, "In the first place let's not confuse a BMB 90 with a Hooper 99.5. Our figure is based on total set owners, Hooper's on sets in use. In this city, unfortunately 10 per cent of the local radio homes said they did not listen as often as once a week in the daytime."

Other points brought out were that BMB will soon issue a new folder illustrating three standard methods of map presentation of BMB data. Also that no nationwide measurement will be made in 1947. Feltis said this year will be devoted to "researching our research, refining our technique, improving the measurement." He gave the following list of subjects which are being considered by the research committee.

Outlines Program For Year

1. A comparison of BMB with other station audience research studies such as CBS, NBC and others.

2. Correlation of BMB data with Hooper, Neilsen and diary studies.

3. The reliability of further breakdown of the data by urban, rural and farm, by income level, by days of a week of listening, and by hours of listening.

4. The advisability of using another minimum per cent other than the present 10 per cent.

5. Industry reaction to the various forms in which the BMB information is now furnished. Their improvement, possibly the elimination of some publications or additions of others.

6. And we shall analyze our ballot, the questions, the representativeness of the sample and of the respondents and in other ways make critical analyses of our work.

In the free for all discussion and question period that followed Feltis' talk it became apparent that he had answered most of the criticism that members had voiced against BMB and that under the new 1947 plans announced for working out the bugs that have shown up in the program, BMB should be functioning in a way to make it useful and helpful to all members. The consensus of opinion is that Feltis had done a good job of favorably presenting BMB's case to the industry and answering the criticism that had arisen.

Small-Market Stations Meet

San Francisco—In the smaller market stations session of the Western Area NAB conference, interest was centered on FM and its problems and possibilities. Chairman W. Smoulin introduced Walter Damm of WTMJ, Milwaukee, who outlined

Six Point Program For This Year Described

the work of his frequency modulation station.

Damm added, "We have found that FM does get us a bigger listening audience." He gave as some of the reasons for this that FM gives perfect reception even on the outer fringe so that audiences stay tuned to his station rather than switch to others where there is interference. FM is not necessarily competitive with AM, he believes, but instead offers an entirely new audience.

A survey in Milwaukee showed that during the daytime only 26 per cent of the radio sets were turned on. This leaves 74 per cent to be appealed to with good FM programs, he believes. A survey showed that people with FM sets kept them turned on longer each day than AM listeners. Also that FM reception in automobiles is much better than AM with no interference even under power lines.

Frank Pellegrin, NAB director of Broadcast Advertising, gave a survey of the Joske report before the Sales Managers Section, and urged members to make full use of it in their sales promotion work.

RUSS HODGES MAROONED ON TRAIN!

Baltimore, Md. — Russ Hodges didn't make his Quiz of Two Cities broadcast last week—he sat on a storm-bound train for 5 hours, foaming at the tongs. WFBR, on 20 minutes notice, dug up another experienced M. C. Show went on as planned. Only one unhappy was icicle-bedecked Russ Hodges.

It was just another example of quick thinking in WFBR's showmanship. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Radio's Newest Record Show!

SAM ROWLAND
(LOOK's Record Editor)

3:30-4:30 P. M. Daily

1430 Kc. KWKW 1430 Kc.

AGENCIES

JAMES J. BOOTH, recently discharged from Army Air Forces, has joined the New York office of the Ralph H. Jones Company as an account executive. Prior to entering the service, Booth had been on the staff of WITH, Baltimore, Md., where he did sales, writing and producing.

FREMANTLE OVERSEAS RADIO LIMITED, world-wide radio station representatives, have moved to new offices at 660 Madison Avenue, New York.

STUART B. POTTER, former account executive of the Caples Company, Chicago agency, has formed his own firm, as Stuart Potter, Inc.

Leaders of Boston's 1947 drive for Red Cross funds mapped out plans at a meeting in the office of John C. Dowd, advertising executive. Attending were Ed Pella, WORL; Murray Davis, WNAC; Harrison G. Reynolds, campaign chairman; Jim Powers, WNAC, radio chairman; Chet Messervey, WBZ; Jack Reilly, WMEX; James Parker, special events chairman; Robert Playfair, president, Robert Playfair & Associates, publicity director; Larry Flynn, WMEX; John C. Dowd, president, John C. Dowd, Inc., publicity chairman; Fred Bailey, WORL; Ted Steele, WHDH; Ivan Newman, WBMS; Chick Morris, WBZ; Harry Wheeler, WCOP; Frank Hart, radio chairman; Jack Maloy, WCOP, and Fred Garrigus, WEEL.

Advertisers On WNEW Join In Promotion Drive

(Continued from Page 1)

the Century Circuit in Brooklyn and Queens will run trailers and feature lobby displays in conjunction with the radio program "Show Business" which the theater chain sponsors over WNEW every Sunday from 5-5:30 p.m. The chain's weekly program circular, with a printing of 150,000, will carry a page of copy announcing the broadcast.

A similar tie-up has been made with the five Embassy newsreel theaters and the 17-house Walter Reade chain in New Jersey. Movie trailer shown by the latter group will plug the beauty hints program "Here's Looking At You," conducted by Richard Willis over WNEW daily at 12:35 p.m.

WNEW call letters are to be featured in 2000 taxicabs operated by the Parmelee System which has just begun sponsorship of "Night Life In New York" over the station Sunday night from 6-6:30 p.m. The Brunswick Home Laundry, covering five counties in northern New Jersey, will feature WNEW posters on its delivery trucks and will carry inserts in all laundry bundles.

Some 100,000 copies of "Radio Mirror," a Macfadden monthly fan magazine, distributed in the metropolitan area will carry a full page of WNEW promotion. The first such tie-

PICTURE OF THE WEEK



The Duke of Windsor, following his broadcast over the American network in behalf of the Salvation Army's annual drive for maintenance funds, converses with Robert E. Kintner (left), executive vice-president of ABC, and Walter Hoving, chairman of the Commerce and Industry Division of the campaign.

Pittsburgh Mayor Honored For Civic Use Of Radio

(Continued from Page 1)

problems. Mayor Lawrence was commended for his accomplishments during his first year in office by Joseph E. Baudino, general manager of KDKA, who presented the award in behalf of all the stations.

In addition to Baudino, Cliff Daniels of WCAE; G. S. Wasser of KQV; Kenneth Brennan of WJAS, and Frank Smith of WWSW signed the award, which was designed by Artist Vernon Lind.

up issue is to include a page feature on the station's early morning program, "Anything Goes," emceed from 7-9 a.m. daily by Jack Lescoulie and Gene Rayburn.

A newspaper tie-in has been set with the New York Journal-American which every Saturday, starting Jan. 18, will run a picture panel to be colored by listeners to "Children's Playhouse" over WNEW Sunday mornings at 9 a.m. Uncle Henry, emcee of the program, will instruct the children on how to fill in the panels and prizes will be offered for the best three.

Don Rich Resigns Post As WJZ Publicity Mgr.

Don Rich, for the past three years publicity manager of WJZ, key station in New York for ABC, resigned yesterday afternoon, effective Jan. 15. Rich is planning a two-week vacation during which time he will consider offers he has already received.

Rich stated that in deference to John McNeil, former WJZ manager and ABC network, he would not accept a post which would be in competition to the one he is resigning. It is understood he may join an ABC affiliate.

Open New Package Firm

Victor King, conductor, composer and graduate of the National Conservatory of Music, Prague, together with George Griffin and Ray Boyle, have opened a new radio package agency at 190 West 45th St., under the name of Griffin, Boyle & King, Inc.

New agency has four shows on record with bids for a half-hour series titled, "Music In The Air," which will feature the Victor King Orchestra, Nadine Conner and Milton J. Cross as commentator.

COAST-TO-COAST

—MINNESOTA—

MINNEAPOLIS - ST. PAUL—M Griggs-Cooper, Home Brand Foods, and Minuet Crackers will sponsor the "Town Meeting of the Air" carried by WTCN, on a co-op basis. . . . WLOL's "In the Bleachers with Stu Mann" goes into its sixth year for Conoco. . . . "Northwest News Parade" winner of the news interpretation competition run by the Ohio State University, is back over WCCO.

—NEW YORK STATE—

ROCHESTER—WHAM expands its sports coverage with play-by-play descriptions of all Rochester Royal basketball games played at home, blow-by-blow recount of the main bout local fight shows, and the new program called, "Bowling Billboard" dedicated to bowling and interviews with prominent sports figures visiting the city—**GLOVERSVILLE**—George Bissell and Dale Robertson, general manager of WENT, vacationing at Fort Lauderdale. . . . **PLATTSBURG**—Champlain College presenting two weekly programs on WMFF, "Operation Colledge," dramatic feature, and a musical feature. . . . **SYRACUSE**—It's a baby boy for the Bruce Rectors. He's announcer-assistant program director at WAGE.

—MISSOURI—

KANSAS CITY—KCMO closed the Old Year with a special review of Kansas City's ten outstanding news stories of 1946. . . . Mrs. R. J. Maher has been appointed assistant music librarian at KCMO. . . . **ST. LOUIS**—The Barnes Hospital has once again turned to KXOK for help in securing blood donors who were needed to replenish their dwindling plasma supply. . . . As the "Sports Highlight" of the year Harry Caray, KXOK sports announcer, presented an exclusive recording of the clubhouse celebration of the St. Louis Cardinals following their smashing upset victory in the World Series.

—NEBRASKA—

OMAHA—This city's active Radio Council now wants to promote a state-wide radio committee. A state-wide party will be held in March. . . . **KOAD**—FM inaugurates a weekly feature, "FM News." Program gives a resume of the week's developments in frequency modulation. . . . **KOAD's Poets' Club** is featuring the works of Omaha authors, thus, bringing deserved recognition to many talented locals. . . . Writer Dick Low will leave **KOAD-FM** for an extended trip to South America and Europe where he plans to collect material for freelance photo and feature-story submitting.

KCOY Joins ABC Jan. 17

KCOY, 250-watt owned by the News-Press Publishing Co., in Santa Maria, Calif., becomes affiliated with the ABC network on Jan. 17. The new affiliate, managed by Frank Weltmer, brings the number of ABC outlets to 236. WBTM in Danville, Va., another ABC affiliate now operating with 250 watts, has been granted a construction permit by the FCC to operate with 5000 watts daytime power and 1000 watts at night. Station broadcasts on 1400 kc.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 8

NEW YORK, MONDAY, JANUARY 13, 1947

TEN CENTS

Denny Encourages FMA

San Francisco Meet Closes With Miller Address

San Francisco—Development of a perpetual industry-wide public relations program was urged by both NAB President Justin Miller and A. D. Willard, Jr., executive vice-president, in addresses to broadcastmen of the 15th, 16th and 17th NAB districts at San Francisco. Judge Miller, who was the featured speaker at luncheon on Thursday, outlined the need and means of carrying on day-to-day public relations at local, state, national, and international

(Continued on Page 3)

Multiple' Argument Set; FM And Video Involved

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday that oral argument on multiple ownership of broadcast stations, "particularly FM and television stations" will be heard on February 7. Named as parties to the proceeding were various applicants for FM and television facilities who have applications pending before the Commission which involve questions of

(Continued on Page 4)

NAB Official Stresses Need Labor-Management Co-op

San Francisco — Addressing a meeting of business executives at the San Francisco Lions club, Richard Doherty, director of employee-employer relations for NAB warned that "despite the favorable report of President Truman's economic advisors we may now be only a few steps away from the threshold of a

(Continued on Page 2)

Experimental

Montreal—An experimental chain of radio stations is being established by the National Research Council in co-operation with the Canadian Pacific and Canadian National Railways, it was disclosed in a reconversion report issued by the Council. Operating between Montreal and Windsor, Ont., they will test possibility of radio supplementing or replacing land lines.

Retailers' Radio

Habana—Radio Station CMCD-COCD, "La Voz del Aire," has been purchased by Federacion Nacional de Detallistas de Cuba (the National Federation of Retailers) which proposes to broadcast cultural and business propaganda for its associates. The station will be maintained by the Federation with the support of the larger domestic industries, who will pay for commercial advertising concerning their products. CMCD-COCD will remain free to transmit the Federation's programs of interest to its members.

Crosby ET Program Going Off ABC, July 9

West Coast Bureau, RADIO DAILY
Hollywood — Philco corporation will drop the Bing Crosby recorded show format on ABC when the singer's 39-week contract runs out on July 9 and will replace the Crosby show with a live summer musical program for at least the summer months, RADIO DAILY learned Friday.

While Hollywood executives of the Hutchins agency who handle the ac-

(Continued on Page 4)

100 FM Transmitters Delivered By G.E. Plant

Syracuse, N. Y.—The 100th FM radio transmitter turned out by General Electric is being shipped this week to the Philadelphia Evening Bulletin station WPEN-FM. In connection with the century production mark, R. D. Compton, director of

(Continued on Page 4)

FCC Head Suggests 7-Point Program; Roy Hofheinz Elected President; Bill Bailey Executive Director

Ad Council To Start Public Service Drive

Launching of a public service advertising campaign to publicize American civil liberties, the crisis in American education and tuberculosis was announced this week by T. S. Replier, president of the Advertising Council, following a meeting with business men, educators, publicists and labor leaders at the Waldorf-Astoria.

Council estimates that industry

(Continued on Page 8)

Crosley Corp. Making Bid For Big WINS Audience

A total of 29 new programs and at least 16 new artists will bow in over WINS, New York, today, in the biggest programming change yet made by the station since it was taken over by Crosley. Only three of the new shows are completely transcribed and all the others will feature live entertainment. The sched-

(Continued on Page 8)

Keith Kiggins Resigns As Vice-Pres. Of ABC

Keith Kiggins announced on Friday his resignation as vice-president of the American Broadcasting Co. He will make known his future plans

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Predicting a rosy future for FM and more than 700 FM stations on the air by the end of this year, FCC Chairman Charles R. Denny on Friday cautioned the newly-formed Frequency Modulation Association to keep FM free from "over-commercialism."

"Don't turn FM over to the ad-

(Continued on Page 6)

Radio Training School Backed By Industry

A new \$250,000 corporation called Radio Electronics Institutes of America, Inc., financed by some 20 broadcasting officials throughout the country, will begin offering technical training to former GI's and other students in New York City within the very near future. Controlling interest in the school is held by its

(Continued on Page 8)

Nat'l Retail Meeting To Mull Radio Adv'tg

American Retailers attending the National Retail Dry Goods Association convention January 13 through 17 at the Hotel Pennsylvania will devote an entire session to the subject, "Radio For Retailers." In a

(Continued on Page 4)

Million-Dollar Budget Jump Asked For FCC By Truman

Washington Bureau, RADIO DAILY
Washington — A million-dollar budget increase for the FCC was asked Friday by President Truman in his annual budget message to Congress. Total of \$7,300,000 will be sought, with expenditures currently expected to reach at least \$7,165,700. Budget for the fiscal year 1946

was \$5,946,900, of which \$5,737,172 was actually spent.

Current budget, for the fiscal year 1947, is \$5,585,000, but Mr. Truman said a supplementary appropriation of \$651,948 will probably be sought, bringing the total to \$6,236,948. Expenditures for 1947, however, will go to \$6,473,000 the President thought.

Really "Remote"

The drone planes to be flown today by remote control from Florida to Washington, D. C., and which will "bomb" Langley Field, will have reps from Mutual and ABC aboard. Bob Lyle, WGBS, and Walt Rodda, WKAT, both Miami outlets, will broadcast from the planes as they pass Washington, between 1:30 p. m. Lyle will be on "Headline Edition" tonight.



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

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FINANCIAL

(Jan. 10)

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, Philco Pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd., Zenith.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include 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).

Benny Leads Pacific Area

Jack Benny leads the first 15 programs in Hooperatings for the Pacific area during December. Bob Hope is in second place and Walter Winchell in third. Others listed, in the order of their standing, are the Charlie McCarthy show, Red Skelton, Fibber McGee and Molly, Fred Allen show, Fitch Bandwagon, Eddie Cantor, The Whistler, Radio Theater, Great Gildersleeve, Take It or Leave It, Blondie and Judy Canova show.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1600 WATTS WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjee

Coming and Going

ELMER BOOS, vice-president and treasurer of Crosley Broadcasting Corp., has returned to his Cincinnati headquarters following a few days in New York on business.

FULTON LEWIS, JR., commentator on the Mutual network, off for the Midwest on a business trip that will take him to Chicago, Cedar Rapids, Wichita and Garden City, Kans.

DAVIS LEWIS, sales promotion manager of KDKA, Pittsburgh, and HOMER MARTZ, agricultural director of the station, are in Harrisburg, where they're attending the Pennsylvania State Farm Show.

MARION KEISKER, who reviews and comments on CBS programs for the listeners of WREC, Memphis, Tenn., is in New York on business and pleasure bent. She spent yesterday observing broadcasting operations.

JOSEF MARAIS and MIRANDA, who are heard on WOR singing songs of the African veldt, went down to Washington last Saturday to appear at annual dinner of the National Press Assn. given in honor of President Truman.

CLARENCE WHEELER, vice-president of WHEC, Rochester, N. Y., and LE MOINE C. WHEELER, commercial manager, who visited in New York last week, are now back at the station.

DWIGHT COOKE, moderator on "The People's Platform," heard on CBS, has returned from a short trip to Washington, D. C.

JOHN W. SUTPHEN, commercial manager of WTRY, Troy, N. Y., is back at the station after having visited here briefly last week.

PAULINE DEMY, author of "Reunion for Eternity," has arrived in New York and will be heard on WWRL next Thursday as guest of "Mona and Pat."

RAY JONES, executive secretary of AFRA, is in Chicago for an extended stay. He is accompanied by his wife, radio actress known to her listeners as Eloise Kummer.

EDWARD A. CHAPPELL, treasurer of WKIP, Poughkeepsie, N. Y., paid a call late last week at the offices of ABC, with which the station is affiliated.

Keith Kiggins Resigns As Vice-Pres. Of ABC

(Continued from Page 1)

at an early date, it was added. Kiggins has been prominently identified with the development of ABC, and its predecessor the Blue Network, since 1933. In submitting his resignation, Kiggins said: "I want to express my deep appreciation for the warm friendship and helpful co-operation that I have always received from the other officers, the staff, and ABC affiliated station owners and operators. I extend to Ed Noble, Mark Woods and their associates every good wish. Under their guidance ABC has become a great network, growing greater every day. "Its future is in expert hands," he added.

Kiggins will retain his financial interest in ABC.

Dinah, Ginny, Jo Together

"The Ford Show Starring Dinah Shore" on Wednesday will feature, in addition to Dinah, herself, Ginny Simms and Jo Stafford as guests.

Advertisement for K.F.N.F. 'The Friendly Farmer Station' in Shenandoah, Iowa. Includes text: 'The BEST Farm Station Buy?', 'SINCE 1924, IT HAS ALWAYS BEEN', 'K.F.N.F.', 'THE FRIENDLY FARMER STATION', 'SHENANDOAH, IOWA', 'Call or Wire FRANK STUBBS'.

NAB Official Stresses Need Labor-Management Co-op

(Continued from Page 1)

postwar recession in business which can and will grow into a very sizeable depression if we experience recurrent waves of industrial strife. Nurtured by a further boost in the wage price spiral there can be no salvation for capitalism if we can't find the genuine answer to labor-management co-operation. Upon labor and business leadership rests the destiny of America under the capitalistic pattern.

"Unions and management must recognize their related and integral part in the total economic fabric. This calls for broad economic policies which concede that the 'union oyster' and the 'management oyster' come from the same bed and both are inextricably wrapped up with the total well being of all the people. Union leadership must purge itself of those who follow foreign ideologies and must promote the productivity theory of wage determination. The road to prosperity is paved with lower costs of production and higher output per man and per industry. Economically, this nation is still the most powerful in the world. If we experience a depression it will be man-made rather than a product of fundamental economic forces."

Elected IBEW Rep.

Dave Tullen, CBS television technician, was elected IBEW shop steward for the coming year among union members of WCBW, it was announced yesterday. Tullen succeeds Larry Racies.

Maxine Sullivan On WNEW

Singer Maxine Sullivan started a Sunday afternoon quarter-hour program over WNEW Jan. 12, featuring numbers requested by hospitalized veterans and other songs which brought her to fame. "Maxine Sullivan Showcase" will be heard sustaining from 3-3:15 p.m.



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 on 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-Reed

Public Relations Important, Miller Tells 'Frisco Meeting

(Continued from Page 1)

He emphasized the importance of individual broadcasters and the organizations and the NAB participating actively in public affairs in order that thought leaders everywhere may feel more fully the impact of the radio industry. In many communities, Judge Miller pointed out, newspaper editors enjoyed greater prestige than broadcasters. He attributed this to the years of additional experience editors have had in making the weight of their opinions felt in civic circles. "There is no reason that we should have an inferiority complex regarding the press," he said in urging broadcasters to use their own medium in presenting their message to the people. The NAB president suggested that a "know-your-community-leaders" campaign could be extended effectively to state levels. Additionally, state organizations and augmented activities by existing groups would contribute much to this endeavor, he said. Speaking of the NAB's activities on a national and international scale, President Miller enumerated many instances in which the association is co-operating with both governmental and non-governmental agencies. By working closely with these various groups, he pointed out, we come to know and understand the problems of the broadcasting industry and the effectiveness of its operation.

Cites Response to Book

As an example of the work NAB is doing nationally to correct some of the distorted criticism of radio, he told of the response received from many persons prominent in national affairs to the book "The People Look At Radio," which was distributed recently to several thousand thought leaders. Many key figures he said, are re-evaluating their criticisms of radio after reading this analysis of the University of Denver's nation-wide study of listener reactions. Stressing that public relations is not something which can be relegated to a single department, Judge Miller urged each of the radio executives to make it a primary function of his entire organization. "Anything new in American life must go through the crucible of public opinion," Judge Miller stated in analyzing the attacks which are being made against radio. But, he added, "We must take with appropriate seriousness the criticism of this new art."

Speaking in the same vein earlier

Thursday, A. D. Willard, Jr., advised broadcasters to look to the areas of dissatisfaction delineated in the NORC study and concentrate much of their promotion effort there. "For the first time," he said, "The People Look at Radio" isolates the principal breeding ground of these dissatisfactions with American broadcasting and demonstrates that it exists primarily in the fertile mentalities of that 12 per cent of our population represented by the people who have had the advantages of higher education or its equivalent experience."

Pointing out that members of this group generally do not exercise the same discretion in dialing the radio that they do in choosing books to buy or concerts to attend, the NAB executive vice-president suggested more active promotion of serious programs as a partial solution.

Willard Urges Promotion

Extensive promotion and advertising were advocated as a means of correcting a situation where the articulate minority "listens least and criticizes most." Among his suggestions were of more on-the-air promotion, newspaper advertising in sections other than those devoted to entertainment, and the building of mailing lists of "thought leaders" in order that stations could keep such listeners advised of programs in their interest.

District Directors William B. Smullin of the 15th and Harry Spence of the 17th were re-elected by unanimous votes at their respective district meetings. William B. Ryan's current term as 16th district director continues until 1948. Districts 15 and 17 passed similar resolutions looking toward joint action in state matters affecting broadcasters in California, which is divided between the two areas. Committees representing each district were named to set up machinery for co-operation between the two groups in connection with the district meetings.

The state associations of Oregon, Washington and California held separate sessions.

Friday's closing sessions featured talks by Richard Doherty on Labor Relations and by Dr. Kenneth Baker who spoke on the nation-wide survey conducted by the National Opinion Research Center and published in a book form as "The People Look At Radio."

Send Birthday
Greetings To—

January 13

Elmer Davis Fayette Krum
Jeanne Harper Irving Morrow

Take Advantage of

WMT's COMPLETE COVERAGE

of Eastern Iowa's
Sales-Rich



1. A rich quarter slice of America's wealthiest farm country.

2. With an industrial income equal to her agricultural income.

These twin markets include 3 1/2 million listeners and the highest per capita income population in all America.

WMT brings you both at no extra cost.

WMT is the only CBS outlet in Eastern Iowa so naturally the "station of the stars" is the twins' favorite.



Member of
Mid-States Group

Ask your Katz representative for the complete "twin markets" story.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



RECORDING CORP.
42nd Floor • 20 N. Wacker

Ch. 2142 • Chicago 6 Sta. 5635

Nat'l Retail Meeting To Mull Radio Adv'tg

(Continued from Page 1)
 panel discussion scheduled for Wednesday morning, Jan. 15, the Joske radio study will be reviewed by Miss Lee Hart, assistant director of broadcast advertising, NAB; Walt Dennis, radio and television director, Allied Purchasing Corp.; Willard H. Campbell of Sibley, Lindsay & Curr, Rochester, and Edward V. Sullivan, vice-president and general manager, Joske's of Texas. The Joske report embraces the use of broadcasting as an advertising medium for retailers.

Meanwhile five radio and retail industry executives have been named as judges for the annual radio contest sponsored by the National Retail Dry Goods Association. Retailers who are selected as winners, and those receiving honorable mention, will be presented with plaques and certificates during the NDRGA convention which takes place at the Hotel Pennsylvania here Jan. 13-17. This year's contest is the first of a yearly series planned by the organization.

The five judges are: Arthur Pryor, director of radio, BBD&O; Margaret Cuthbert, director of women's and children's programs, NBC; Thomas Connolly, director of program promotion, CBS; Arthur Stelzer, president, McCreery's Department store, N. Y., and Isabelle Wingate, NYU and a member of the National Committee of Retail Counsels.

100 FM Transmitters Delivered By G.E. Plant

(Continued from Page 1)
 engineering for WPEN, will participate with GE employees in a factory ceremony highlighting the achievements.

The GE electronics plant is now in production to fill more than 100 additional orders for the three-kilowatt FM transmitters, according to James D. McLean, sales manager for the division. The first 100 orders filled by GE went mostly to newspapers and established broadcasters with a few transmitters being shipped to colleges and universities. A list of the shipments include:

Station WGN, Inc., Chicago; Station

Radio's Newest Record Show!

SAM ROWLAND
 (LOOK's Record Editor)

3:30-4:30 P. M. Daily

1430 Kc. KWKW 1430 Kc.



California Commentary . . . !

• • • If John J. Gillen, Jr., president and general manager of WOW, Omaha, starts singing "California, Here I Come" on Jan. 1, 1948, his friends in the Southland had best be wary. He stopped off in Los Angeles, en route to the NAB board of directors meeting in San Francisco, long enough to place and collect bets on the fighting Illini at the Rose Bowl game. . . . Lyman

Los Angeles

Smith has been made sales manager of the 6000 Sunset Radio Center. . . . Pat Campbell, Don Lee station relations manager, motored to San Francisco to attend the meeting of the 15th, 16th, and 17th NAB district representatives. . . . Jack Carson presented his manager, Frank Sempel, with a gold money clip and a tiny gold watch attached to one end of it—for a gag to remind Frank "That time is money!" . . . Nelson Eddy and Don Ameche will be among the stars on the Edgar Bergen-Charlie McCarthy air show when it celebrates its 10th anniversary on Jan. 19. Both Eddy and Ameche were with the show when it started. Eddy will sing the same song on the anniversary show that he sang on the first program 10 years ago—"Great Day."



• • • Mel Blanc, who runs a Fix-It Shop on his program and actually owns a hardware and fix-it shop outside of radio, is considering opening a chain of such shops along the Pacific Coast, which would make him radio's first business tycoon on an idea hatched from an air show. . . . The Judy Canova program has a unique labor-saving scheme for showcasing its scripts. The minute a Saturday night broadcast is finished, a new studio audience is run in and the cast presents a preview of the next week's program. . . . Announcer Bud Hiestand, of the Mel Blanc program, who has a radio show packaging business on the side, is trying to line up other independent packagers into a co-operative set-up. Heistand wants to make it easy for New York agency men scouring the town for new shows to hear all platters in one studio, thus giving the packagers a chance to reach all the prospective buyers, and at the same time making the search simpler for the hucksters.

WGFM, Schenectady, N. Y.; Earle C. Anthony, Los Angeles; Zenith Radio Corporation, Chicago; Head of the Lakes Broadcasting Co., Superior, Wis.; Central N. Y. Broadcasting Co., Syracuse, N. Y.; James Broadcasting Co., Jamestown, N. Y.; Beckley Newspaper Corp., Beckley, W. Va.; Times Publishing Co., Wichita Falls, Texas; Spartanburg Broadcasting Co., Spartanburg, S. C.; J. E. Rodman, Station KFRE, Fresno, Calif.; Georgia-Alabama Broadcasting Co., Columbus, Ga.; Columbus Broadcasting Co., Columbus, Ga.; Onondaga Radio Co., Syracuse, N. Y.; Contra Costa Broadcasting Co., Richmond, Calif.; Station KARM, "The George Harm Station," Fresno, Calif.; Oregonian Publishing Co., Portland, Ore.; Southeastern Broadcasting Co., Macon, Ga.; East Texas Broadcasting Co., Tyler, Texas; Station WIBX, Utica, N. Y.; Athens Messenger, Athens, Ohio; Hagerstown Broadcasting Co., Hagerstown, Md.; Miami Broadcasting Co., Miami, Fla.; University of Wisconsin, Madison, Wis.; Review Publishing Co., Alliance, Ohio; College of the Pacific, Stockton, Calif.; R. F. Wolfe Co., Fremont, Ohio; The Daily Report, Ontario, Calif.; Station WMIT, Winston-Salem, N. C.; Station WRLC, L. G. LeTourneau, Toccoa, Ga.; Capitol Broadcasting Co., Schenectady, N. Y.; O. L. Taylor Co., Oklahoma City, Okla.; Unity Corp. for Toledo, Toledo, Ohio; Harbenito Broadcasting Co., Harlingen, Texas; F. E. Hurt & Sons, Nampa, Idaho; Express Publishing Co., San Antonio, Texas; Freeport Journal Standard, Freeport, Ill.; F. P. Clements & Sons, Mankato, Minn.; North Shore Broadcasting Co., Willinette, Ill.; Mt. Vernon Radio and Television, Mt. Vernon, Ill.; Claremont Daily Eagle, Claremont, N. H.; Plaza Court Broadcasting, Oklahoma City, Okla.; Topeka Broadcasting Association, Topeka, Kan.; Elm City Broadcasting Co., New Haven, Conn. Advocate Printing, Newark, Ohio; Rome

Sentinel Co., Rome, N. Y.; Corning Leader, Inc., Corning, N. Y.; University of Oklahoma, Norman, Okla.; Walmac Co., San Antonio, Texas; High Point Enterprise Co., High Point, N. C.; Savannah Broadcasting Co., Savannah, Ga.; News Journal Corp., Daytona Beach, Fla.; Twin City Broadcasting Co., Longview, Wash.; Rome Broadcasting Corp., Rome, Ga.; Warner Brothers, Oakland, Calif.; W. H. Greenhow, Hornell, N. Y.; Station WTRY, Troy, N. Y.; Lee Brothers Co., San Bernardino; Scranton Wilkes-Barre Pittston Broadcasting Co., Wilkes-Barre, Penn.; Portland Broadcasting Co., Inc., at Portland and Bangor, Maine; Owensboro Broadcasting Co., Owensboro, Ky.; Station WBNY, Buffalo, N. Y.; Macomb Publishing Co., Mt. Clemens, Mich.; New Britain Broadcasting Co., New Britain, Conn.; A & M College of Texas, College Station, Texas. Topeka State Journal, Topeka, Kans.; Santa Clara Broadcasting Co., San Jose, Calif.; Station WEMA, Anniston, Ala.; Penn Allen Broadcasting Co., Allentown, Penn.; Oneonta Star, Inc., Oneonta, N. Y.; Nevada Broadcasting Co., Las Vegas, Nev.; Station WGTM, Wilson N. C.; Station WLVA, Lynchburg, Va.; A & M College of Oklahoma, Norman, Okla.; Broadcasting Corp. of America, Riverside, Calif.; Winona Radio Service, Winona, Minn.; Santa Maria Times, Santa Maria; Peoples Broadcasting Co., Lancaster, Penn.; Central Valley Broadcasting Co., Sacramento, Calif.; Radio Service of Utah, Salt Lake City, Utah; Station WHFC, Cicero, Ill.; Station KCMC, Texarkana, Texas; Fidelity Media Co., Newark, N. J.; Station KXOA, Dillar Lincoln; Station WRRN, Warren, Ohio; Silver City Crystal Co., Meridan, Conn.; Station WPEN, Philadelphia, Penn.; to the International General Electric Co., for customers in Chile, Ecuador, Colombia, Mexico, Peru, Belgium and Norway; and to the Canadian G. E. Co. for customers there.

Crosby ET Program Going Off ABC, July 9

(Continued from Page 1)
 count declined to comment on the Crosby situation it was learned that the agency was shopping around for talent for a summer musical show. The Crosby recorded show heard Wednesday nights on ABC, while rating a fair Hooper, has not been entirely satisfactory to the sponsor. Of late attempts have been made to bolster the format with name guest stars, new writers, and new techniques in presentation. These improvements, however, had failed to bring the show up to the standard expected by Philco.

'Multiple' Argument Set; FM And Video Involved

(Continued from Page 1)
 multiple ownership and overlapping of service areas. The order provides that any named parties desiring to participate in the oral argument must file a notice of appearance in duplicate on or before Jan. 27, 1947. It further provides that any other persons desiring to participate in the oral argument should file a petition in duplicate requesting leave to participate and stating their interest in the proceeding on or before Jan. 27, 1947.

SCRAPBOOK FOR TIMEBUYERS TO SCRAP OVER!

Baltimore, Md.—Yes—it's for sale—but you'll have to get in line. WFBR's Scholastic Scrapbook—pretested for 2 years as a sustaining public service feature—now available for sponsorship. Followers of scholastic sports swear by it—heavy mail pull—usual outstanding WFBR promotion and merchandising service. Want it? It's yours—if your product's right and you get here first.

And it pays to be on WFBR. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want to buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

★ THE WEEK IN RADIO ★

NAB Endorses BMB

By JIM OWENS

OFFICERS and directors of the NAB held a three-day meeting in San Francisco; Prexy Justin Miller again played federal control of radio before the Frisco Advertising Club. High on the list of problems was broadcasters' criticism of BMB. At close of confab, however, NAB backed BMB and endorsed its work. . . . Newly-formed Frequency Modulation Association met in Washington with 100 broadcasters in attendance.

Jack R. Poppele was re-elected president of the Television Broadcasters Association. Making his annual report to the group, Poppele urged immediate adoption of a video code. . . . Senators Wallace White and Owen Brewster urged President Truman to appoint a woman, Miss Marion Martin to the FCC vacancy. She's former official of National Republican Committee. . . . ABC set a new high with the sale of 17 co-op shows in a single day. . . . 1947 NAB convention will be held in Atlantic City, N. J.

Annual Peatman survey of song hits shows 35 tunes in front for 1946. . . . President Truman's "State of the Union" address to Congress made television history. Event was televised for the first time and aired on five Eastern stations. . . . NBC acquired television rights to all home games of the N. Y. baseball Giants for \$50,000. . . . Five major Chicago stations reached wage-scale agreements with I.F.R.A. Increases range from 20 to 33 per cent.

Radio and advertising execs will be active in New York's 17th annual Safety Convention and Exposition at

"Silver Skates" Show Set For WCBS-TV Tonight

The 23rd annual "Silver Skates" classic of the New York Daily News, will be televised tonight (Monday) by WCBS-TV as part of Ford's "Parade of Sports." Broadcast is scheduled for 8 p.m., EST.

Irving Jaffee, undefeated world's speed ice-skating champion, will appear on the telecast to describe the one points of championship skating races and specialty acts. Jaffe is known as the "5 and 10" champ for his victories in the 5,000 and 10,000 meter races in the 1928 and 1932 Olympics.

Specialty acts on the "Skates" schedule include Slagle & Grace in a tilt-skating exhibition; The Skating Club group in precision dancing; Kippy Baxter; Jimmy Caesar, barrel jumper; The Bruises; The Brandt Sisters, and Swenning & Sherman.

the Hotel Pennsylvania in March. . . . NBC aired six special programs from the Cleveland International Forum. . . . WABD, New York tele station, goes off the air for approximately 30 days on Jan. 24 to install new transmitter. Station also announced executive changes involving Louis A. Sposa and Bob Emery. . . . "March of Dimes" campaign will be aided by NAB Women Directors.

ABC's key outlet, WJZ, reverts back to network operation for the first time since 1942, when web was split from NBC. John H. McNeil, resigned as station's manager, will enter FM-television field. . . . FCC hearing on CBS' color tele proposals will take place in New York and Princeton. RCA and Du Mont will also stage demonstrations. . . . Red Barber and Connie Desmond re-signed to air Dodger games over WHN. . . . Jackson Leichter resigned as president of WLIB, Brooklyn. . . . Chicago Furniture Mart had prominent display on radio and television receivers.

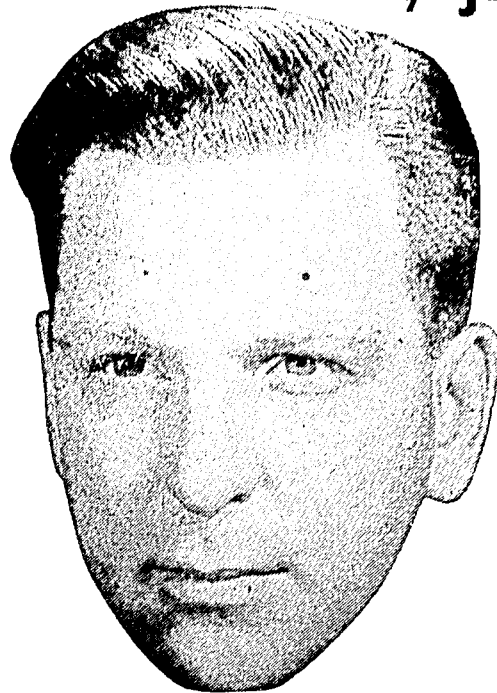
"America's Town Meeting of the Air" went co-op on ABC. . . . South Americans depend on radio as their major news source, according to a UP exec. Stations below the Equator broadcast more news than average U. S. outlets. . . . Recordings made by Norman Corwin on his "One World" flight last year will form the basis of a new series over CBS to start Jan. 14. . . . Advertising Federation of America will launch a national campaign using heavy spot radio. . . . Edgar Bergen was elected president of the newly-formed Academy of Television Arts and Sciences.

Sen. Wallace White (Rep. Me.) named to head new Interstate and Foreign Commerce Committee. . . . Winners of the first Ayer Radio Awards were announced. . . . ABC's new public service program "The Greatest Story Ever Told" will be underwritten by Goodyear Tire and Rubber Co., but will have no commercial announcements.



"Darling, we need that new stove WFDF Flint advertised—our dinner is cooked for tonight."

Fulton Lewis, jr.



available* now in Chicago on WGN

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr. — available on station WGN in the big Chicago market. On 231 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr. and the significant WGN market.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

SALES PROMOTION EXECUTIVE
National and regional network experience. Sales presentations and other sales aids, market research, sales business. Now employed. Position desired in or near New York City area. Availability arranged by middle of February. Write Box No. 300, RADIO DAILY 1501 Broadway New York 18, N. Y.

Denny Encourages FMA

See 700 Stations On Air By End Of This Year

(Continued from Page 1)

vertising agencies," Denny told the group. Keep FM broadcasting in the hands of the licensees."

In a rapid-fire, day-long session, FMA yesterday got off to a booming start, with more than 350 members and interested parties from all branches of the industry present at Washington's Hotel Statler.

Roy M. Hofheinz, president of the Texas Star Broadcasting Co., late Friday was elected president.

Named executive director of FMA and the group's only paid executive was J. N. "Bill" Bailey of Broadcasting Magazine. Bailey will resign from the trade paper on February 1 and take over his new duties.

Other officers elected were: Everett L. Dillard, vice-president; Frank A. Gunther, secretary; Arthur Freed of Freed Radio Corp., treasurer, and Leonard Marks, counsel.

In addition to Denny, speakers at the gathering included Maj. Edwin H. Armstrong, inventor of FM; Hugh D. Lavery of the McCann-Erickson agency in New York; Dr. Ray Manson, president of Stromberg-Carlson Co.; Edward Taylor of Zenith Radio Corp., and Preston Pumphrey of Maxon, Inc., of New York.

Denny Has 7-Pl. Program

Denny suggest to the group a seven point program for speeding the growth of FM:

- (1) Set your sights for interim operation just as high as you can. See that your listeners understand the limitations of your plans to go on full power.
- (2) Go on full power as soon as you can get equipment.
- (3) Co-operate with the other FM applicants, permittees or licensees in your area to promote FM.
- (4) Inform the listeners in your community on the merits of FM by means of demonstrations in theaters, schools, civic clubs and county fairs, by means of radio and newspaper advertising and all other forms of publicity.
- (5) Work with your dealers to obtain FM sets.
- (6) Conduct schools for radio serv-

Ruling On FM

Washington — FCC has ruled that persons may apply for a specific FM channel, even in areas where channels have been exhausted under the Commission's tentative allocation plan. Persons interested in filing applications for Class B FM stations for cities or areas to which no channel has been allocated or where previous grants have exhausted all allocated channels will be permitted to file an application specifying a particular channel.

icemen on the proper servicing of FM sets and on the proper installation of antennas.

(7) Schedule programs worthy of FM's fullest potentialities.

Predicting more than 700 FM stations by the end of 1947, Denny said: "I base this prediction on these figures: You have 136 stations on the air now. The Commission has granted permits for the construction of 400 additional stations. They are required under our rules to get on the air within the year. That will make 536. In addition, we have 199 conditional grants which soon will be converted into construction permits. Also we have 118 applications in hearing and decisions on these can be expected in the near future.

"Finally, 174 applications are pending and these are being processed at the rate of 50 a month. That's a backlog of 491 applications in various stages of processing. I estimate that at least 200 of these can be given final grants in time to go on the air in the next 12 months. That would make 736 FM stations by next Christmas.

"If the FCC, the broadcasters and the manufacturers can put that many additional FM stations on the air in 1947, 1947 will be a banner year in American broadcasting."

Major Armstrong Urges Action

Major Armstrong said FM would get its greatest push forward this year and predicted that at least \$100,000,000 worth of receivers with FM would be produced this year.

Noting the world-wide acceptance of FM, the inventor of this form of broadcasting said FM is now operating in nine countries on five continents. He said the British soon would start FM all over the British Empire and said there are now two FM stations operating in Moscow. He told the FMA to get high-powered FM on the air as "soon as possible."

Dr. Manson Heard

Presenting the latest figures on prospects for FM set production this year, Dr. Ray H. Manson, president of Stromberg-Carlson, said between 3,000,000 and 4,500,000 sets will be produced in 1947.

It has been estimated variously by well-informed radio manufacturing executives that there will be from 20 per cent to 30 per cent of the industry's home radios, made in 1947, provided with an FM band. If we take an estimated total of 15,000,000 home radios of all kinds as the expected production will be between a 3,000,000 minimum and a 4,500,000 maximum. Personally, I believe the low figure will be exceeded as the rate of production near the end of 1947 should be on the basis of about 3,000,000 FM sets per year, thus starting off 1948 with a worthwhile FM production. In order to step up production, from the present estimated 42,000 for December to a rate of over 400,000 a month at the end of 1947, a very rapid expansion will be required throughout the whole year,

most of it coming within the first six months.

Offering five suggestions for building FM as a commercial medium, Hugh D. Lavery of McCann-Erickson, Inc., spoke on "The Advertising Agency Looks at FM". Lavery told of a survey he made among agency executives on FM and summed up their reaction as follows:

Agency Viewpoint Given

"First—on the positive side—individually almost everyone talked to, knew what FM is—almost everyone felt, in a vague way, that eventually FM will replace most AM stations.

"Individually, many of the people I talked to are avid FM listeners. They appreciate what FM does for them in their own free time.

"But—on the negative side—they are just not conscious of FM as a commercial medium.

"With few exceptions, they do not realize that commercial time is already being offered by many FM stations, with listening audiences already large enough to merit serious consideration. They do not realize that choice time spots, now available on FM, in many cases represent better advertising investments for many products than marginal time spots on weak AM stations.

"Another point in FM's favor that has not been driven home to radio time buyers is the quality of saturating the station service area, in contrast to the recognized peculiarities of AM signal coverage.

"Another point—paradoxically, the well-known high fidelity of FM has become something of a liability commercially. This is because FM has become associated in the minds of many time buyers with long hair music. And long hair music gets low Hoopers. In the future, let's associate Benny Goodman and Elliot Lawrence with FM, along with Koussevitsky and Stokowsky. Let's have some FM jump stations with jive for the bobby sox brigade, so they'll be growing up with FM.

"If this picture of the agency attitude toward FM is indicative of the future, and if FM is left to drift in the radio advertising world, it could be years before FM becomes commercially profitable."

Suggestions Outlined

On the constructive side Lavery offered the following five suggestions for FM broadcasters consideration:

"First—build up your audience—by pushing the sale of FM receivers in your areas, by programming your air time carefully, and by promoting your programs to the full.

"Second—learn the real facts about your market and your audience. See that these facts get into the hands of advertisers, agencies, and local dealers and distributors as well.

"Third—establish fair rates and stick to them. Especially, don't have a rate for the agency, or the advertiser, and then give the time away to the advertiser's local distributor.

Adv. Agency Execs. Give High Praise To New Ass'n

(This practice cooled one agency's interest in FM some time ago). Drive the chiselers out of FM at the beginning.

"Fourth—give your advertisers every legitimate merchandising support—not only to make their advertising as productive as possible, but to make the advertiser, and his local dealers and distributors conscious that advertising through your station is working for them."

"Fifth—don't dissipate your efforts in competitive selling. If you have a competitor, don't try to switch all of his clients over to your station. High pressure, competitive selling has made newspaper advertising unpopular with many advertisers. Right now, FM can set itself to avoid this mistake. Let every FM station get its own accounts and don't worry about accounts your competitors have."

FM Promotion Plan

Preston H. Pumphrey of the Maxon, Inc., New York, advertising agency which handles the General Electric account, spoke on "FM Needs Promotion" at Friday's meeting. Maxon paid tribute to G. E. for its pioneering in FM advertising and promotion since 1940 and told of a special film produced by the company on the subject of frequency modulation. As a contribution to FM broadcasters promotion plans Pumphrey said prints of this film together with an FM promotion portfolio have been prepared by G. E. for field exploitation among community clubs, luncheon organizations, and educational groups.

Those attending the FMA meeting saw the largest collection of FM receivers centered in one place. Sets on display included those from Crosley, Stromberg-Carlson, Zenith, RCA, Hal-

(Continued on Page 8)

"A Step Further"

Washington — FCC has pushed FM a step further ahead by providing means for interim operation of FM stations as rapidly as possible. Requests for interim operation should be filed in letter form approximately 10 days prior to the expected date of commencement of operation. Requests should specify the transmitter, operating power, antenna location and antenna system proposed to be used, together with a statement describing the progress of regular construction. If the proposed method of interim operation requires a waiver of any rule or regulation other than those relating to the transmitter or antenna system, the request must specify the rule proposed to be waived and the reasons therefor.

time to help

To help thousands of tiny tots face a brighter future — give your time to the March of Dimes!

A complete and exciting package of transcribed programs has been prepared for your use . . . for the enjoyment of your listeners . . .

- ☆ TEX BENEKE and the Glenn Miller Orchestra
- ☆ PERRY COMO, Lloyd Shaffer's Orchestra
- ☆ WALTER PIDGEON—BASIL O'CONNOR
- ☆ DINAH SHORE with Robert Emmett Dolan's Orchestra
- ☆ FRED WARING and his Pennsylvanians
- ☆ CELEBRITY talks by stars of stage, screen, radio
- ☆ SPECIAL foreign language programs



Bob Hope, Chairman, Veterans and Servicemen's
Division of the March of Dimes

Basil O'Connor, President

Howard J. London, Radio Director

1947 MARCH OF DIMES

"The 1946 polio epidemic, second worst in our history shows that the battle is far from won . . ." Harry S. Truman

Give your time to the March of Dimes

JANUARY 15-30

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.

120 Broadway, New York 5, New York

Radio Training School Success Predicted For FMA; Backed By Industry More Than 350 Attend Confab

(Continued from Page 1)

president, Col. R. L. Duncan, founder and first president of RCA Institutes; William B. Campbell, formerly in charge of Press Wireless operations in Europe who is vice-president and general manager of the new school; and Ed Kirby of Feature Radio Programs, Inc., who will serve as director of public relations and handle liaison with the government from his Washington office. The school will be located at 52 Broadway where the first and second floors have been leased by the corporation. Remodeling is now under way and should be completed in about three weeks. The school will be equipped to handle 1200 students but no applications can be accepted until after the local fire and health inspectors approve the physical set-up of the remodeled building. The corporation heads plan to establish another school in Los Angeles sometime this Spring and a third one in Chicago.

Capital Stock of \$250,000

REIA has an authorized capital stock of \$250,000. The list of stockholders include Harry Wilder, president of WSYR, Syracuse, N. Y.; Ralph R. Brunton, and brothers, president of KQW, San Francisco; Martin Campbell, general manager of WFAA, Dallas, Tex.; Richard Shafio, general and station manager of WIS, Columbia, S. C.; Herbert Pettey, executive director of WHN, New York; William Dolph, executive vice-president of WMT, Cedar Rapids, Iowa; Herb Hollister, president of KANS, Wichita, Kan.; Roger Clipp, president and general manager, WFIL, Philadelphia; Sidney Kaye, BMI president; Bob Coleson, NAB West coast manager; Herbert Kent, president of P. Lorillard Co.; Oveta Culp Hobby of KPRC, Houston, Tex.; James Lawrence Fly, former FCC chairman; Louis G. Cowan, radio producer; and John H. DeWitt, former chief engineer of WSM, Nashville, Tenn., who supervised the Army radar transmission to the moon early last year. DeWitt will also serve on the advisory board.

School instructors will total about 25 with various courses lasting anywhere from six months to two years. Curriculums will include, in addition to fundamentals, control room and transmitter engineering, FM, facsimile, television, radar applications, plane to ground radio, ship to shore, railroad radio and truck and taxicab fleet radio operations. Laboratory equipment for the schools is being obtained from the War Assets Administration.

AVAILABLE

Young man with successful commercial radio record in the most competitive market in the U. S., for the past seven years, is available now as manager or commercial manager. For complete details write Box 302, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

(Continued from Page 6)

licrafters, General Electric, E. H. Scott Radio Corp., Freed Radio Corp. and Radio Engineering Lab., Inc.

Representatives of the following FM transmitter companies were also present: Radio Engineering Lab, GE, RCA, Western Electric, Federal Tel. and Radio Co., Collins Radio.

Edward Taylor of Zenith told FMA that FM will be included in RMA's "A Radio in Every Room" promotional campaign. He said a substantial portion of the \$50,000 earmarked for the campaign will be spent on plugging FM radios.

Distinguished guests present included Rep. Clarence Lea, Republican of California, and Sen. Ed Johnson, Colorado, Democrat.

In addition to Chairman Denny, the five other FCC Commissioners were also seated at the head of the dais. From the FCC were the following:

Benedict Cottone, Harry Plotkin, Edwin James, Vernon Wilkinson, Charles McCoy, Gene Malyck, Albert Hall, Fanny Litvin, Jack Blum, George Adair, George Turner, John Willoughby, Cyril Braum, James E. Barr, Arnold Scriver, James Doane, Dallas Smythe, Leroy Schaaf, William Hensinger, George Gillingham, Lee Farrin, Charles Clift, Virgil Simpson.

Following is the registration list for FMA: Maj. Edwin Armstrong, Leonard L. Asch, Ross H. Beville, Frank H. Bottenus, Louis G. Buisch, E. T. Campbell, Marion Claire, L. B. Cornwell, Jeremiah Courtney, Carl Aultman, W. R. David, John T. Dowdell, George S. Driscoll, J. P. Finneran, Fred W. Fischer, Millard L. Fish, J. H. Frederick, Paul R. Fry, Hughshed A. Giesel, Dr. G. A. Gill, Glenn D. Gillett, Gordon Gray, Andrew G. Haley, Ed Harris, A. T. Hawkins, Swiney B. Hawkins.

Also Arthur Hull Hayes, Mrs. Roy Hofheinz, John V. L. Hogan, Thomas C. Holston, Thad Holt, Clyde M. Hunt, C. M. Jansky, Jr., Norman E. Jorgenson, H. F. Kern, Sam Kerner, Raymond F. Kohn, W. K. Learny, Sam Leavitt, Arthur H. Lynch, K. G. Marquardt, Cecil D. Mastin, J. Gerald Mayer, Winfield S. McCachren, Thos. F. McNulty, James H. New, Nicholas Pagliara, Bernard G. Peter, Dana Pratt, Preston H. Pumphrey, Arthur Rhinow, Norman Reed, Trueman T. Rembusch, Scott G. Rigby, W. W. Robertson, C. D. Sanborn, Elliott M. Sanger, Maurice Schapira, Geo. G. Scott, James W. Seiler, Milton Sleeper, F. M. Sloan, John P. Southmay, Crump Smith, L. C. Smith.

And R. L. Smith, Gordon Studebaker, Dr. J. W. Studebaker, John P. Taylor, Geo. S. Turner, Walter Valerius, E. N. Waterbury, Helen Wood, Herbert H. Wood, N. E. Wunderlich, Earl B. Abrams, F. H. Altdoerffer, Mrs. F. H. Altdoerffer, Adison Amor, John R. Andrew, Bill Bailey, Philip M. Baker, R. T. Bartley, Edward F. Baughn, Jane Baugh, Robert M. Beer, John H. Begley, Joseph Bohr, Mark H. Bisor, Tams Bixby, Jr., Matthew H. Bonebrake, Leo W. Born, Willard Bowman, Robert Bradham, M. R. Briggs, Robert J. Brown, Dwight Bruce, Frank Bryan, Eugene Burke, Ralph E. Cannon, Jr., Sol Chain, Albert H. Chismark, Anton Chmela, John F. Claggett, Manning Claggett, M. Clements, Edward Codel, Martin Codel, Stanley E. Cohen, Fred Coll, David H. Cook, Peter Corson, Bill Coyle, Bill Croker, J. R. Dalrymple, Jr., Robert Beigert, Everett L. Dillard.

As well as Donald Dobson, Geo. R. Donnelly, Charles Inge Eckel, Hudson Eldridge, Charles S. Ellery, Robert T. Engles, Harold Esse, Richard G. Evans, Dr. Millard C. Faught, William Fay, Arthur Freed, Donald E. Gallaway, J. H. Ganzhuberg, Stanley Gerstin, Harry L. Goldman, Gordon Gray, W. Guenther, Frank A. Gunther, James A. Hardman, Roberty Hardman, L. W. Herzog,

Alvin Hirschmann, E. J. Hodel, Roy Hofheinz, Dorothy Holloway, A. R. Hopkins, Earl Chull, Wm. R. Hutchins, Geo. M. Ives, Dan Janc, R. H. "Dick" Johnson, E. Z. Jones, Thomas N. Hordan, Leroy Keller, Ganes Kelley, H. S. Dailgove, A. Lewis King, John Koepf, Earl J. Kohn, F. Van Konyburg, William C. Koplomit, F. Ernest Lackey, Pierce E. Lackey.

And Hugh D. Lavery, Clarence Leich, Richard F. Lewis, Jr., R. P. Lowdermilk, C. D. Lutz, Wm. J. McNally, W. V. Macy, Jr., Wm. Maxon, Wm. H. Malone, Harland Manchester, Roy H. Manson, Leonard H. Marks, Don C. Martin, Jay E. Mason, Chris Mathisen, John Mayo, Donald J. Mercer, E. P. Mills, Jr., N. Blair Munnhofen, Jim Moore, A. F. Murray, Marjorie Moore, Harry B. Miller, Robert Morrison, M. S. Novik, Andrew H. Older, Reeve Owen, Donald H. Parris, E. J. Paxton, Jr., Gene Peak, Joel Peterson, Marlen E. Pew, Jr., Dale Pollard, John C. Praitt, C. A. Priest, Williston A. Prouty, Frank A. Randolph, Stanley W. Ray, Jr., P. B. Reed, Paul W. Reed, Wm. A. Ripley, Jim Robertson, Walter J. Rothensied, Harold B. Rothrock, Everett Rudolf, C. R. Runyon, Betty W. Sague, Samuel R. Sague, Ed. Samford, Allen W. Sylo, James D. Secret, Robert J. Serling, Roger A. Shaffer, James B. Sheridan, F. E. Shopen, Dallas W. Smythe, Frank Stearns, Jack Stewart.

Also Ed Taylor, Thos. B. Tighe, Stephen Tuhy, Jr., Edgar H. Twamley, Fritz H. Tipdike, Allen E. Wannamaker, John C. A. Watkins, Fred Weber, W. A. Wheeler, Edwin K. Wheeler, L. H. Whitten, Ben Williams, Robert F. Wolfe, Francis C. Wood, Jr., O. R. Wright, W. P. Wright, John O. Young, Ben Atlas, Hugh Boyd, Edward M. Brecher, Charles Clift, Braek Curry, Bond Geddes, John B. Hughes, Esther Kravitz, Ted Leitzell, Walter Krimont, Norman M. Littell, Maury Long, Neville Miller, John Carl Morgan, Margaret R. Wolfe, T. A. Wright, Seymour N. Siegez.

Crosley Corp. Making Bid For Big WINS Audience

(Continued from Page 1)

ule shuffle involves 35 hours of programming a week or more than 26 per cent of the station's air time every seven days.

The new line-up is entirely a WINS operation and none of the programs are to be piped to WLW in Cincinnati. No new sponsors are involved in the program change which is being done primarily to increase listener interest. Station execs also feel confident now that the power increase to 50,000 watts, which they had hoped for last November, will be forthcoming very shortly.

Among the new programs arranged by Jerry Danzig, program director are 10 across-the-board strips, all daytime except one; five half-hour weekly night time shows and 14 programs for regular airing on either Saturdays or Sundays.

New artists to be featured regularly on WINS are night club entertainer Red Benson, who becomes a disk jockey; Jack Lacy, former program director for WONS, Hartford, Conn.; Hiram Sherman, currently appearing in the Broadway show "Cyrano de Bergerac"; Lucille Ryan, network actress; Ruth Moss Taylor, ex-commentator on the Yankee network; book reviewer Tom Sugrue; Bob Bach of Metronome magazine; Archdale Jones, Dolores Craig, Jeff Davis, Pru Devon and Fifi Star.

Ad Council To Start Public Service Drive

(Continued from Page 1)

will provide "at least \$100,000,000 worth of public service advertising in 1947," of which an approximate figure of \$40,000,000 in network and spot time and talent will be provided by 134 national advertisers. No direct cash outlay is involved, it was explained, but messages devoted to the various objectives of the campaign will be offered via announcements, plugs, etc., during regular sponsored programs. Council also estimates that an average 300 million "listener impressions" will be made each week of the campaign, based on figures of past performances of the radio industry during the war. Virtually every radio set owner in the country will hear messages of the campaign during the course of a single week, it was pointed out.

Under the tentative title of "Our American Heritage," the civil liberties campaign proposes to increase awareness of the Bill of Rights and the freedoms guaranteed to Americans under the Constitution and expressed in other American historical documents.

Statement by Repplier

Campaign on the "Crisis In Education" was approved by the public advisory committee as a corrective to the present shortage of teachers and the alarming number of teachers now leaving the profession. A vigorous campaign to reduce the public death rate from tuberculosis, in cooperation with the National Tuberculosis Association, was also approved by the advisory committee of the Council.

In announcing the decisions of the advisory committee, Repplier said, "these are large and challenging problems but in view of past experience, it would seem hopeful that the advertising mechanism can be helpful in solving them."

Virtually all advertising agencies have volunteered their services without charge as "task forces" to prepare the creative materials on these campaigns, as well as other peacetime crises, continuing the system for the distribution of information that was worked out during the war in campaigns on war boards, recruiting war manpower, salvaging of scrap paper, etc.

PERMANENT ANNOUNCER WANTED

We are looking for a top-flight Announcer, one with responsibilities, who is willing to settle down here in sunny San Antonio, and work a straight shift on this 50Kw, NBC Station. If you believe you would qualify, wire Monte Kleban, WOAI, San Antonio that you are sending an audition disk air express and an air mail letter with your references, background and photo.

UN Triples Radio Budget

NAB Dist. Meeting Adopts 11 Resolutions

San Francisco—The 11 resolutions adopted by broadcasters of the western area NAB conference at its closing session last week-end included statements that BMB be encouraged to continue research, that the industry strive for a plan whereby all labor negotiations affecting individual stations be conducted locally rather than on a national level and that the program of public relations, as outlined by NAB President Justin Miller, be commended.

The conference resolved that en-

(Continued on Page 7)

Dr. Tyler to Germany As War Dept. Consultant

Dr. I. Keith Tyler, head of radio education at Ohio State university and director of the University's annual Institute for Education by Radio, will leave for Germany late this month as a member of the War Department education mission.

Tyler was asked to join the mission as an expert advising the United States military government on

(Continued on Page 2)

Delmar, Morgan To Vie For Honors At REC Meet

Kenny Delmar and Henry Morgan will be contenders for the top honors to be awarded to the outstanding new comedian of 1946 at the Radio Executives Club luncheon at the Hotel Roosevelt Thursday, January 16, Robert D. Swezey, president, announced yesterday.

Harry Hershfield, as master of

(Continued on Page 2)

Scholarships

Scholarships for musical study at Tanglewood, scene of the Berkshire Music Festival, will be awarded by the John Hancock Mutual Life Insurance Company, when they assume sponsorship of the Boston Symphony Orchestra over ABC, Jan. 21. Details will be announced during the first broadcast. Tanglewood is one of the best known music festivals.

Tele Planning

St. Louis—Contracts for televising St. Louis Cardinals baseball games have been signed by President Sam Breadon of the St. Louis team and KSD-TV, Post-Dispatch station, which expects to be on the air by April 15th. Station is also working out a deal for broadcast of home games of the Browns.

Opposes Radio Taxes In West Coast Address

West Coast Bureau, RADIO DAILY

Los Angeles—Addressing a meeting of the Western division of the Radio Manufacturers Association, Joseph Gerl, a Chicago director of the organization, said, that to be on the safe side, manufacturers of radios and radio parts, are almost certainly collecting and paying taxes on products, that, in their opinion, were not intended to be included

(Continued on Page 5)

Carmine Denies Report Crosby Deal Off In July

James Carmine, vice-president in charge of merchandising of Philco Corporation, Philadelphia, yesterday declared that west coast reports that the company was dropping the Bing Crosby show on ABC were untrue and that the show would take "a 13 weeks summer hiatus." He added that the Crosby shows were "very

(Continued on Page 7)

Japan's Radio-Set Production Advanced Steadily During '46

Tokyo—Production of radio receivers in Japan increased from about 8,000 in January 1946 to a peak of approximately 75,000 in June, with total production for the eight month period ending August 1946, set at 285,000. It is not expected that great strides in receiver manufacturing will be made until the production of radio tubes is increased.

From production of about 65,000 tubes of all types in January output

Appropriation For Broadcasting In '47 Set At \$794,000; Programming In U. S. To Be Extended

Grabhorn Promoted To New ABC Web Post

Murray B. Grabhorn, manager of the ABC network's stations' sales department, has been named manager of WJZ, New York, and manager of owned and operated stations' operations, Robert E. Kintner, executive vice-president of ABC, announced yesterday. As manager of WJZ he succeeds John



MURRAY GRABHORN

McNeil who resigned from the ABC network last week.

Grabhorn joined the ABC sales de-

(Continued on Page 5)

ABC Television To Halt N. Y. Studio Operations

ABC has discontinued all television studio programming in New York for an indefinite period, it was announced yesterday by Paul Mowrey, network's national director of television. Network, will continue,

(Continued on Page 5)

The United Nations radio budget for 1947 will be \$794,000, three times as large as the previous operational budget granted this branch of the UN public information activities, RADIO DAILY learned at Lake Success, N. Y., yesterday.

A portion of the UN budget will be used to extend the programming activities of the organization in the United States. Provisions are made, according to reports, for a limited increase in the writing staff, for the preparation of international short-wave broadcasts and scripts for domestic use.

Certain Applications Temporarily Frozen

Washington Bureau, RADIO DAILY

Washington—Faced with a continuing backlog of standard broadcast applications, the FCC over the week-end put a temporary freeze on certain classes of applications. Termed a "temporary expediting procedure," the order actually will speed over-all processing in the long run, the Commission said. The tem-

(Continued on Page 8)

"March Of Dimes" Rally Set For WNBT Pickup

Opening of the Greater New York March of Dimes Rally will be covered by mobile pickup from Rockefeller Plaza by WNBT tomorrow,

(Continued on Page 2)

Errand of Mercy

Montreal—Arthur Russell McAloon, 24-year-old Stanley, N. B., radio operator for the Department of Transport, stricken with a heart ailment, has been flown to hospital at Winnipeg in a spectacular mercy flight from the lonely Nottingham Island navigation direction finding station in Hudson Strait, where he was stationed. McAloon was stricken a month ago.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Jan. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/4	9	9	- 1/2
Am. Tel & Tel.	172 3/4	170 1/2	170 3/4	- 1 1/2
CBS A	31 3/4	31 1/8	31 1/8	- 3/8
CBS B	31 3/4	31 1/4	31 1/4	- 3/4
Farnsworth T. & R.	8	7 3/8	7 3/8	- 1/2
Gen. Electric	36 1/4	35 1/2	35 7/8	- 3/4
Philco	22 1/2	22 1/4	22 1/2	- 1/4
RCA Common	9 1/8	8 7/8	8 7/8	- 1/8
Stewart-Warner	17	16 3/4	17	- 1/2
Westinghouse	24 1/8	23 1/4	23 1/4	- 3/4
Westinghouse Pfd.	95 3/4	95 1/4	95 1/4	+ 1/4
Zenith Radio	19	19	19

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 3/4	7 3/4
Finch Tele Comm.	7 1/2	8 1/2
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	40
WJR (Detroit)	19	21

Dr. Tyler to Germany As War Dept. Consultant

(Continued from Page 1) educational matters in the conquered territory. A program utilizing text books, radio, visual aids and other educational materials will be outlined by the group.

Italian Diplomat On WNBT

Yesterday's reception at New York's City Hall for Premier Alcide de Gasperi of Italy was filmed and the films telecast at 9 p.m. last night over WNBT as a feature of the Esso news program.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

Coming and Going

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, and DOROTHY ANN KEMBLE, director of continuity acceptance for the web, are in Chicago for programming conferences.

J. KELLY SMITH, director of station relations at CBS, left yesterday for a few days in Rochester, N. Y.

SAUL GLANTZ, publicity director of WHK, Cleveland, chatted for a while yesterday with officials of the Mutual web and with local luminaries of the Fourth Estate.

PAUL R. FRY, general manager of KBON, Mutual's outlet in Omaha, is spending this week in Gotham. He'll be here until Friday.

BILL DOWNS, newsman at CBS, leaving for Oklahoma City, where he'll address the local Chamber of Commerce. He'll remain there through Saturday.

CHARLIE BASCH, of Basch Radio Productions, has returned from a three-day trip to Baltimore.

M. H. BONEBRAKE, manager of KOCY, Oklahoma City, is here, and plans to remain until the end of the week. Paid a call yesterday at the Mutual offices.

J. W. WOODRUFF, president of WRBL, Columbus, Ga., paid a call yesterday at the offices of the Columbia network, with which the station is affiliated.

W. AEVRA WYNNE, owner and manager of WEED, American network outlet in Rocky Mount, N. C., has arrived for a few days on station business.

GEORGE CROTHERS, moderator on Columbia's "Opinion Please," has returned from a trip to St. Louis.

HANES LANCASTER is in town. He's the president of WJHL, Johnson City, Tenn., an American network station.

VICTOR M. DAWSON, station manager of WFNC, Fayetteville, N. C., has joined the executive contingent currently in New York on business. Looked in for a while yesterday at the Mutual headquarters.

JIM BAKER, of the promotion department at WTRY, affiliate of CBS in Troy, N. Y., was visiting in town yesterday.

JOHN P. HART, station director and commercial manager of WBIR, Knoxville, Tenn., an outlet of ABC, conferred yesterday at headquarters of the network.

Delmar, Morgan To Vie For Honors At REC Meet

(Continued from Page 1) ceremonies, will award the National Laugh Week Foundation plaque to the comedian selected. Other comedians who will be guests of honor at the luncheon will be Henny Youngman of the Latin Quarter, Phil Foster of La Martinque, Sid Caesar of Copacabana, Zero Mostel, Lou Seiler of Dixie, Frank Marlowe and Timmie Rogers of Cafe Society. Delmar and Morgan were the runners-up in a poll of more than 1,000 humorists, gagwriters, comedians and editors made by the National Laugh Week Foundation.

ABC Gets Tele Channel In Frisco; Now Has Four

San Francisco—American Broadcasting Co., has been granted a television channel in this city, it has been announced by the FCC. Grant brings to four the number of channels now belonging to ABC, follows closely the recent grant of a video channel in Los Angeles. ABC tele grants were granted some time ago in Detroit (WDLT) and Chicago.

O'Keefe To CBS Show

Walter O'Keefe, absent from the airwaves for some time, except for occasional guest appearances, returns to the ether lanes on January 20, when he takes over the Quizmaster of Ceremonies chores on the Bill Todman-Mark Goodson "Winner Take All" program, Mondays through Fridays, 3:30-4:00 p.m., over WCBS and the CBS network. O'Keefe succeeds Bill Cullen, who is relinquishing the "Winner Take All" spot because of a heavy commercial schedule.

"March Of Dimes" Rally Set For WNBT Pickup

(Continued from Page 1) January 15, beginning at 12 noon. List of distinguished personalities headed by Mayor William O'Dwyer will be featured in this program for the Infantile Paralysis Foundation Fund. Stars of stage, screen and radio include: Cornelia Otis Skinner, Jean Parker, currently appearing in "Burlesque," Fred Astaire, Louise Albritton, and others. Two image orthicon cameras will be used in the pickup and Bob Stanton, NBC television announcer, will handle the commentary.

Next ATS Meet Set For Barbizon Jan. 15

Next meeting of the American Television Society will be held at the Hotel Barbizon-Plaza tomorrow, January 15, at 8 p.m., it was announced yesterday. Speaker will be Paul Belanger, who received the Television Broadcasters Association award for the outstanding artistic program, "Dance in Television."

5000 WATTS 1330 KC.

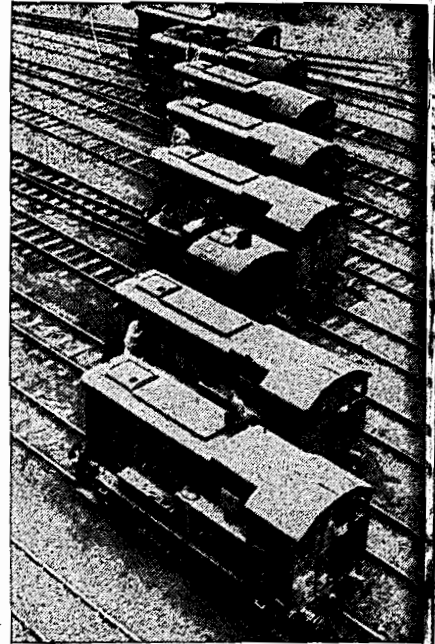
WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.




Pushers

The sleek, streamlined babies pulling the limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometimes too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pushers that develop low-cost sales.

W-I-T-H, the successful independent, is the work horse type. In this big five-station town, W-I-T-H 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 Nationally By Headley-Reed

WELCOME HOME, WWVA!

WE'RE GLAD YOU'RE COMING BACK TO CBS!

You make the 19th CBS 50,000-watt station in the U.S.
With Wheeling as your home base you blanket the rich coal, iron,
and steel belt of Ohio, West Virginia, and Pennsylvania.

YOUR HALF MILLION* RADIO FAMILIES WILL GIVE THREE CHEERS!

For, starting June 15, over their favorite radio station,
they will enjoy radio's top entertainment and information programs
carried by the Columbia network.

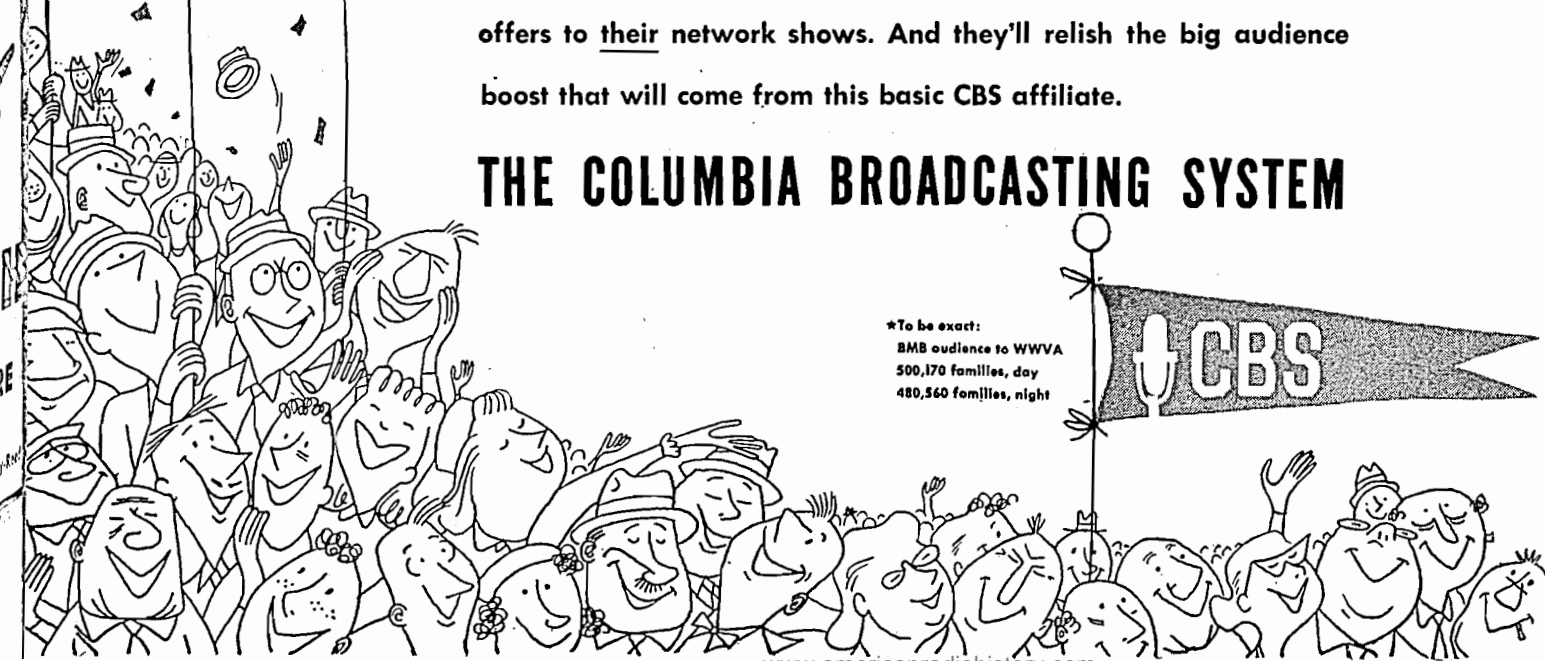
—AND ONE CHEER MORE FROM CBS ADVERTISERS!

Who have long been aware of the professional quality
and technical skill typical of Fort Industry radio stations. They know
the tremendous plus that top-notch WWVA local programming
offers to their network shows. And they'll relish the big audience
boost that will come from this basic CBS affiliate.

THE COLUMBIA BROADCASTING SYSTEM

*To be exact:
BMB audience to WWVA
500,170 families, day
480,560 families, night

↑ CBS



CHICAGO

By NAT GREEN

JIMMY McCLAIN, emcee of the "Dr. J. I. Q." program for six years, is slated to make his re-entrance into big time radio in a new type quiz program, "Tip The Scales," it was announced this week by Robert H. Redfield, head of Pinnacle Productions. McClain, who left radio to study for the ministry, has been granted special permission from his church to take part in this new program because of its public service and educational aspects, Redfield says. Redfield has McClain signed to exclusive contract. "Tip The Scales," a low budget network feature recently packaged by Redfield, is a once-a-week half-hour audience participation program and is said to be under consideration for sponsorship by a large Midwest electronic manufacturing company. Show employs a new rapid-fire quiz game formula, the distinctive feature of which is a "carry over" method under which a participant who wins "rounds" during a program is re-tailed as the "champ" to meet new participants in following games until defeated by one of the contestants.

Two teen-aged Chicago Negro high school students, winners of a recent vocalist contest, have been signed as regular featured vocalists on the Tuesday night "MUSICANA" show on NBC. They are Dolores Bell, 16, and William Green, 19, and were discovered by Jules Herbiveaux, NBC program manager.

William Ray, manager of the NBC news and special events department, has been elected president of the Chicago Headline Club, professional chapter of Sigma Delta Chi, national journalism fraternity.

Entire cast of the "Aldrich Family" will come to Chicago for the January 30 broadcast of the show from the Eighth Street Theater. Ezra Stone and Jackie Kelk of the show's cast are making a personal appearance tour in behalf of the March of Dimes campaign.



Broadway Bulletin Board . . . !

- ● ● Ex-Mayor LaGuardia trying to land war correspondent Lowell Limpus as his personal press rep in his forthcoming campaign to return to Congress. . . . Carlo DeAngelo readying a new Westerner with Jay Jostyn in the lead. . . . In "The Big Two," Claire Trevor gets a big laugh when she says that courting a girl is like a radio program—gags, music, and then comes the commercial. . . . Phil Baker desperate for a joke writer on "Take It Or Leave It." Doesn't he know that joke writers cost dough? . . . Gracie Fields thumbed down an offer for a radio series here and will return to England after current Roxy run. . . . Mary Hull given the femme lead at a reading of Sam Hoffman's new B'way show, "From Now On." . . . Bill Paley's personal choice for emcee replacement on the Bill Todman-Mark Goodson quizzer, "Winner Take All," was Walter O'Keefe, who preems on the 20th. . . . Aside to Nicky Keesely: That broad grin on your pan is due to Mutual's sale of the Hop Harrigan juve strip, no doubt. . . . Hear that the Herald-Trib may bankroll "Town Meeting of the Air" locally. . . . Staff of a local newspaper busy working on new reducing diets. Seems the new boss hates fat people. . . . Jeane Treccar, beautiful model who won the Queen of Southern Television title in Miami, is from the Nawth, suh, Montclair, N. J., that is.



- ● ● The value and effectiveness of radio in doing a public service job was never more emphatically demonstrated than in Eddie Cantor's annual "Gifts To The Yanks Who Gave" campaign, which drew over two million Christmas gifts for wounded vets still in hospitals. Here is an outstanding example of concrete results from radio which each year has sparked this drive. Cantor, whose efforts in worthy causes such as March of Dimes, safety campaigns, etc., are too well known to list here, rates a salute as a good citizen as well as a skilled entertainer—who will be in there punching for every good cause as long as he wants to remain one of the toppers in radio.



- ● ● **SMALL TALK:** Bill Gernannt's "County Fair" jumped from 5.2 to 8.1 in latest Hooper chart—a fantastic tilt for a Saturday afternoon. . . . It's a boy at the Frank Behrens. Mom is Amzie Strickland. . . . "Aunt Jenny" to air an original penned by Bret Morrison, radio's Shadow, who will also star in it. . . . Michael Carr, Larry Hammond's luscious sec'y, rushed to Manhattan Gen'l Hosp. for emergency appendectomy. . . . Edw. G. Robinson to be Kate Smith's guest next week. . . . Tip to talent scouts: Take a gander at Barbara Henderson, who works for the Lou Cowan agency. The most refreshing looker since June Allyson. . . . It's Ann Thomas and Millard Mitchell for Mutual's "The Mighty Casey." . . . Lou Holtz, currently starring in Lou Walter's Parisian Revue at Miami Beach Latin Quarter, has directorial offers from Eagle-Lion Prod. . . . Dorothy Day, femme commentator on WINS and WLW, has joined the editorial board of the NAB publication, "The Beam." . . . Stan Kenton into Adams Theater in Newark for a week. . . . Herbert J. Donohoe, former advertising director of the Dell Modern Group, now with Arthur H. (Red) Motley's fast-moving Parade as motion picture and toiletries advtg. specialist. . . . Don Ameche will try his hand this summer as producer of a stock company starring Danny Thomas.



- ● ● **QUESTION MARKS:** Is it true that the Radio Writers Guild has authorized its negotiating committee to declare a strike March 1st if the agreement with the webs fails to materialize? . . . Whatever happened to the annual Nat'l Academy of Arts & Letters Diction Award, which used to be an inspiration to announcers? Alois Havrilla, one of those cited, is a disc jockey at WPAT. . . . Does CBS know that Dick Teela of its producing staff used to sing a Jack Smith type of song with Harold Stokes' ork in Chicago a dozen or so years ago?

LOS ANGELES

By RALPH WILK

AUSTIN POORE, Broadway producer, is negotiating with Gordon T. Hughes to buy the rights to "Brother Cupid," play by Muriel Bolton, which the CBS producer has scheduled for Coast production this winter. Hughes did the show on the air several years ago.

When Walter Tetley arrived in Memphis with "The Great Gildersleeve" show, his local fan club gave him a dinner at the Peabody Hotel, with more than 100 members attending.

Robert O. Reynolds, vice-president and general manager of KMPC, announces the appointment of McNeill and McCleary, Los Angeles, as KMPC's advertising agency for 1947.

AD GLIBS

by DAVID O. ALBER

Dance bands are folding up like accordions. Musicians who yap about starting new outfits are looked at as though they were fugitives from the Lost Weekend ward at Bellevue. Well, it looks as though swing has gone into hibernation, but this is as good a time as any for a new band to get launched. Provided it has an original sweet style. Look at Elliot Lawrence, frinistance. He's doing okay because he is playing smooooth music that is distinctive. Honeyed bands, like Guy Lombardo and Sammy Kaye, will continue to ride the crest because their music not only tickles the toes, it soothes the ears.

Actually, there hasn't been a new band with a really original sweet style for years. The time is ripe for another Hal Kemp or Orville Knapp. A band with a fresh approach and a new scintillating style could very well be a sensation right now. The band would not only have to be good, it would have to be different, and it would have to play sweet and lovely.

Some of the best arrangements are being heard as backgrounds for singers. John Scott Trotter's obbligatos for the Groaner, Russ Case's for Perry Como, Jack Miller's for Kate Smith, and Vic Schoen's for the Andrews Sisters reveal flashes of genius that, if applied to a commercial dance band, would catapult it to fame.

One of these days such a band will come along, and the entire industry will benefit by the lift.

DAVID O. ALBER ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.
PLaza 9-2700

Hollywood: 1637 N. Vine St.
Gladstone 9469

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

Grabhorn Promoted to New ABC Web Post

(Continued from Page 1)

Department in January, 1942. He later was named assistant general sales manager and late in 1945, when the network created its station's sales department, he was appointed manager. Last June he also assumed active direction of the network's co-operative sales department in addition to other duties.

More WJZ Resignations

Five additional resignations from the WJZ staff were reported yesterday, all from the program and sales department. James Whipple, assistant program director, leaves WJZ to become associated with the new package agency of Griffin, Boyle & King. The other resignations, all effective Jan. 15, include George B. McGlennon, director of merchandising; Lynn Cleary, sales service manager, and her assistant, Betty Lfel; and Joe Porter, in charge of mail sales.

Miss Martin Believed Set for Appointment To FCC

Washington Bureau, RADIO DAILY

Washington — Naming of Miss Marion Martin of Maine, former head of the Women's Division of the Republican National Committee, to the FCC seemed more likely over the week-end as RADIO DAILY learned that she had been asked by Chairman Charles R. Denny of the FCC to confer with him. Denny refused to confirm that he had issued the invitation or seen Miss Martin, but Miss Martin said Friday morning that an appointment had definitely been made.

Democrats Still Hopeful

In the meantime, Democrats are still hopeful for the appointment of one of their number—with former Sen. Jim Mead of New York and former Congresswoman Chase Gollingwood of Connecticut the favored candidates. It is known that Sen. Brien McMahon, Connecticut Democrat, has notified the White House of his support for Mrs. Woodhouse. It is unlikely, however, that she will do much more than that for her candidacy.

ABC's Tele Station Will Halt New York Studio Operation

(Continued from Page 1)

however, to air professional ice hockey games and studio programs in Chicago and Philadelphia. ABC had been using studio facilities of WABD, which announced last week that it would shut down operations for approximately 30 days for installation of a new antenna.

"We have had lots of experience in programming and have built up a backlog of tested shows," said Mowrey. "During 1947 ABC television will concentrate principally on the construction of new stations and studios and the training of a television engineering department. We shall also make our television experience available to affiliated stations which are preparing to enter the new medium."

During 1946 ABC received construction permits for video stations in Los Angeles, Chicago, Detroit, and San Francisco; an application for a station in New York is currently before the FCC.

Mowrey also announced that the network recently received two image orthicon cameras, the proper and ef-

fective use of which will be achieved through operation on a closed circuit on all manner of remote pickups.

Discontinuance of all studio programs in New York does not mean that ABC will curtail production of film programs, Mowrey pointed out. "We have several documentary films under consideration and may continue to use film for coverage of news and special events. This phase of our programming activity is still under consideration," he added.

To Continue in Chicago, Phil.

ABC's video activity, meanwhile, will continue in Chicago and Philadelphia over WBKB and WPTZ, respectively with professional hockey and studio broadcasts. Last week ABC renewed its contract with the Rockets, affiliated with the American Ice Hockey League, and will continue to air games on either Tuesday or Wednesday nights until March 4 over WPTZ. Schedule in Philadelphia also includes live studio shows on Friday nights from 8 to 8:30 p.m. In Chicago, ABC will continue to air hockey contests of the Blackhawks of the National League on Wednesday and Sunday nights and "Stump the Authors," studio show on Friday nights from 9 to 9:30 p.m.

Town Hall To Launch Eight-Wk. Radio Course

An eight-weeks tour "behind the scenes" of broadcasting, in regular programs will be given "off the air" presentation to audiences, opens tomorrow night at Town Hall as part of a new venture in "listener education."

Bob Hawk will open the series tonight with his CBS quiz show, and will be followed by Bill Slater with "Twenty Questions" and Jack Barry's "Juvenile Jury" both Mutual web shows. Other guest celebrities will include Jinx Falkenburg and Tex McCrary, House Jameson, Don McLaughlin and Charles Collingwood, CBS' roving reporter.

Course provides questioning of the various casts by a panel of listeners from the audience, and wherever possible a representative of the sponsor or his advertising agency will be on hand to help achieve "a better understanding between listeners and broadcasters."

Gretta Baker, script writer and program director, conducts the eight-week course, which is open to the public

MBS' "Hop Harrigan" Sold Mon.-Wed.-Fri.

"Hop Harrigan," heard Monday through Friday on Mutual (5-5:15 p.m., EST) will be sponsored on Monday, Wednesday and Friday by Taylor-Reed Company, manufacturers of Cocoa-Marsh for 52 weeks, effective February 3.

Program is produced by Robert Maxwell Productions, and handled through Ruthrauff & Ryan.

Opposes Radio Taxes In West Coast Address

(Continued from Page 1)

within the tax law by the writers of the measure.

He said that the tax yield for the government was small and reported plans to seek removal of the radio levy and thereby save everyone, including the Treasury Department, from a burdensome and complex accounting system.

Gerl declared that since the excise tax on radios was first established the industry has changed and is no longer a radio industry, but an elec-

"The decision as to what types of radio equipment are taxable under the law, a question of what component parts and tubes ought to be taxed and what portion of television receivers fall under the tax are all difficult to determine and impractical to administer," said Gerl. He was introduced by Herbert A. Bell, president of the Packard-Bell Co., who is a director of RMA.

Wm. Green On CBS Wednesday

CBS has planned a pickup on Wednesday from the 13th annual meeting of the National Farm Labor Union in Washington, D. C. The program, which will originate at WTOP and will be heard on the network from 6:15-6:30 p.m., will feature a short talk by William Green, president of the A.F.L.

Now Celebrating
**TWENTY YEARS
OF SERVICE TO
THE PEOPLE OF
SOUTHEASTERN
CALIFORNIA**

927 1947

MUTUAL DON LEE KXO EL CENTRO CALIFORNIA
SEE RAYMER

WE'VE COME A LONG WAY!

So AS radio grew . . . WJW grew also . . . earned a reputation as entertainer extraordinary . . . gained the full force of a potent selling medium and . . . has won a large listening audience. WJW has attained and maintained an enviable position in a great, rich market to become . . . CLEVELAND'S CHIEF STATION.

BASIC ABC Network CLEVELAND, O. **WJW** 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AGENCIES

MARY McKENNA, hitherto in charge of media research at Benton & Bowles, has been placed in charge of all spot radio time buying, except on Procter & Gamble accounts, which will be handled by Ruth E. Jones.

SEIDEL ADVERTISING AGENCY, Inc., New York, has been appointed by the Francois Laboratories, Inc., to merchandise and advertise their Miss Coquette Home Cold Wave Permanent Kit.

RICHARD S. HUMPHREY, president of the H. B. Humphrey Company of Boston and New York, announces the occupancy of the 22nd floor of the Fuller Building, 595 Madison Avenue.

PETER HILTON, formerly vice-president of Maxon, Inc., has joined Donahue & Coe, Inc., as a vice-president and account executive. During the past year Hilton was president of Musicraft Recording Corporation, and during that time was instrumental in bringing this company from sixteenth to sixth place in the phonograph record industry.

BARNEY SACKETT, general manager of the new firm of Sackett and Prince, television productions, New York City, announces that the firm plans more than eighteen programs for 1947.

Dr. Huth To Give Lectures On International Radio

Plans for a course of 15 lectures on "International Broadcasting" by Dr. Arno Huth, author and authority on shortwave broadcasting, have been announced by the New School for Social Research, 66 W. 12th street, New York City, beginning Tuesday evening, February 4. The series of lectures by Dr. Huth have the approval of Benjamin Cohen, Assistant Secretary General for Public Information, United Nations.

"In the Department of Public Information of the United Nations we are probably more aware than at any other place or institution of the decisive part that broadcasting can play in building a better world, on the basis of peace and international co-operation, Mr. Cohen wrote. "We are also fully aware of the fact that there are only a handful of radio people who truly understand the field of international broadcasts, and how important it is, at the present state of development, to train future leaders and assistants to do the job well and to the world's interest."

Bergen Show From "Academy"

Hollywood—The 10th anniversary of Edgar Bergen's program will be broadcast next Sunday from the stage of the Academy Award Theater. It will be first time a radio show has been so presented.

WORDS AND MUSIC

By HERMAN PINCUS

A Jolson Story. . . !

• • • Several weeks ago Al Jolson introduced a new ballad, "Du Hast A Liebtes Punim" (You have a lovely face) on his CBS show and following the program told a group of songpluggers that the song could well be the successor to "Bei Mir Bist Du Schoen" . . . however, there's a little behind-the-scenes story connected with the new song having been introduced by Jolie . . . the ditty was composed by Lou Herscher, Peter Lewin and Harry (Al's brother) Jolson . . . the latter, not wishing to place Al nor himself in the embarrassing position of having a request for a plug turned down, gave a lead sheet of the number (minus the names of the writers) to Marty Freed, Al's pianist, who promised to play it when Jolie relaxed at home . . . Marty did just that and one evening after he had played the number several times, the Mammy Singer asked "what is that you're playing?" . . . Marty again played the song but this time sang the lyrics . . . Jolie not only went for the song but programmed it forthwith . . . not until after the broadcast did Jolson learn that his brother, Harry, was one of the song's writers.

★ ★ ★

• • • TIN PAN ALLEY-OOPS:—The score of "Finian's Rainbow," new Lee Sabinson Musical, composed by E. Y. (Yip) Harburg and Burton Lane, contains a ballad which is definitely headed for the Hit Parade . . . called "How Are Things In Glocca Morra?" . . . numbers are published by Crawford Music. . . • Larry Funk's Band of a Thousand Melodies broadcasts these nights from the Village Barn, musical MBSerenades. . . • Tunesters Hy Zaret and Lou Singer have opened their own publishing firm, Argosy Music Corp. Initial publication is a spritely gem titled "Listen To The Green Grass Growing" which we predict will eventually become a standard. . . • Ex-GI George Crawford, one of Gotham's most popular Hosts, has been re-named Maitre de at the Plantation Room of the Dixie Hotel.

★ ★ ★

• • • Ziggy Talent, Vaughn Monroe's saxophonist-comedian, who discovered and was responsible for the success of "Sam You Made The Pants Too Long" and "Josephine, Please No Lean On Da Bell," has another one titled, "Why Did I Teach My Girl To Drive?" . . . • Add look-alikes: Bob (Diamond Record Exec) Kerr and Bob (Governor of Oklahoma) Kerr . . . same name, same face, same sunny disposition. . . Ziggy Elman (ace of the trumpet) and Benny Goodman (king of the clarinet) . . . Cecil ("Lucky") Maurice and Joe E. (Zanzibar) Howard. . . • Jack Mills should lend an ear to the new Morty Berk-Herman Parris-Mitchell Parrish ballad, "All The Love In The World" . . . it's a Mills Music number. . . • The war isn't yet over for thousands of hospitalized Vets . . . we'd like to see and hear of more radiolites bringing their entertainment to recuperation and rehabilitation centers . . . a SALUTE then to Frances Scott, Bill Chester, Charlie Basch, Irving Weill, Alvin Randall, Frances Hamilton, Mildred Clinton, Claire Bennett and Charlotte Dembow, who still make weekly visits to nearby hospitals, camps, etc. . . • Quite a TO-DO when Hildegard sponsor no-like Moss Hart script recently.

★ ★ ★

• • • ON AND OFF THE RECORD:—Columbia vee-pee Goddard Lieberman, in charge of Masterworks Artists and Repertoire, is the author of a novel, "Three For Bedroom C" (Doubleday & Co.) which came out this week. . . • Chucho Martinez has purchased his masters from the defunct ARA . . . henceforth to switch from Mexican and Spanish lyrics to Yankee. . . • Stan Kenton, in 1946 appeared on 450 different disc-jockey programs on stations from coast-to-coast. . . • Louis Armstrong's latest Victor platter features a lazy-paced version of "Do You Know What It Means To Miss New Orleans?" with a bouncy pianissimo by Charlie Beal and good horn-filling job by Satchmo . . . reverse is a Dixieland rendition of "Endie." . . • Manor Records has a "sleeper" in the Savannah Churchill-Sentimentalist's new platter of "Foolishly Yours" backed with "I Want To Be Loved (but only by you)."

SOUTHWEST

"ONCE Over Brightly" studio presentation of WOAI, San Antonio is being sponsor for a quarter-hour each day by the Colgate-Palmolive Peet Co., for its various products.

Application has been submitted by Charles S. South, H. H. Jackson and Ross Bohannon, to the FCC for license to operate a standard broadcast station at Coleman on 1,000 kilocycles with 250 watts power daytime hours of operation. Bohannon and R. W. Calvert have applied for a standard station at Hillsboro to operate on 1500 kilocycles with a power of 250 watts daytime.

W. W. Roark has applied to the FCC for standard stations at Breckenridge, Kerrville and Coleman. He seeks facilities at Breckenridge of 1340 kilocycles and the other two on 1230 kilocycles, all 250 watts with full time operation.

KSEL, Lubbock, has applied to the FCC to increase its operating hours from daytime to unlimited and to operate with 1,000 watts day and 500 watts nighttime on 950 kilocycles. Station was recently granted license to operate 1,000 watts daytime on 950 kilocycles.

The FCC has granted the Golden West Broadcasting Co., at Childress a license for a standard broadcast station to operate on 1510 kilocycles with a power of 250 watts daytime only.

Two more symphonic groups will be heard on the NBC Saturday afternoon roundup of the "Orchestras of the Nation." Last week the San Antonio Symphony was heard. On Feb. 1 the Dallas Symphony will be heard and on Feb. 22 the Houston group will be heard.

Chicago Stations Report Increase In Spot Business

Chicago—Spot business at WMAQ and WGN was brisk last week. Morris B. Sachs (clothing), through the Wade agency, ordered 104 live station breaks on WMAQ; four per week for 26 weeks beginning today, Jan. 14. Capper Publications, through the Buchen Company, ordered six one-minute announcements on the Early Bird program, and Selected Theaters Corp., through Atlas, ordered four station breaks for "Student Prince."

Business on WGN included Continental Baking Co., through Ted Bates, Inc., six weekly participating announcements for 52 weeks on "Melody Memos;" General Foods Corp., through Young & Rubicam, six weekly announcements for 52 weeks on the same program; The Rainbreaker Co., through Alfred Tokar Agency, one weekly station break for 52 weeks; Commonwealth Edison Co., through J. R. Pearshall, three weekly station breaks for 52 weeks, and the Colgate-Palmolive Peet Co., through Ted Bates, five weekly participating announcements on "Bakers Spotlight" program, for 52 weeks.

NAB Dist. Meeting Adopts 11 Resolutions

(Continued from Page 1)

Management be rendered to BMB to continue research as to the nature and value of results obtained to date so that broadcasters can determine fairly its industry value and whether BMB should continue in operation. In regard to labor-management relations, the group urged continued development by NAB of the helpful data and statistics, relating to employer and employe relationships, which will assist individual broadcasters in the field of labor relations.

Endorse Public Relations Plan
Broadcasters of the 15th, 16th and 17th districts, which make up the entire Pacific Coast region, urged immediate and vigorous implementation of the public relations program outlined by Justin Miller. The group particularly endorsed the plan to make recordings of major speeches and talks by President Miller, and other top NAB execs, and make them available to stations for release under terms and conditions determined by NAB.

Area conference members called in the NAB board of directors and the RMA to give prompt and careful consideration of a recommendation to radio manufacturers for development of mechanical changes permitting a further spread of the frequency band. The resolution particularly urged an increase in the width of high frequency and standard AM bands so that listeners may tune in a larger number of stations.

The group further resolved that the women's division of NAB needs more complete supervision and should be headquartered in Washington along with other NAB activities immediately upon completion of the association's new headquarters. Another resolution announced that development of state associations of broadcasters be fostered and encouraged by NAB.

Revive 'Halls of Congress'

With the opening of the 80th Congress WMCA resumes its Wednesday night program, "The Halls of Congress," a dramatic series reconstructing debates in Congressional chambers. The first program, Jan. 15 from 9:30-10 p.m., will re-enact highlights of the Bilbo incident with professional actors taking the roles of Senators and Representatives. Series is written by Michael Sklar and directed by Joseph Gottlieb. "The Halls of Congress" began over WMCA in 1944 when the station failed to obtain permission for regular, direct pickups of debates from Capitol Hill.

FOR SALE

Professional recording equipment, latest Presto model, one amplifier rack, 2 Six-N turntables, accessories, for sale as a package. Dynamic Recording Studio, 37 W. 57th St., N. Y. C., PLaza 8-1561.

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 January 3-9, 1947

TITLE	PUBLISHER
A Gal In Calico.....	Romick
Among My Souvenirs.....	T. B. Harms
Anniversary Song.....	Mood Music
Anybody's Love Song.....	Miller
Best Man, The.....	Vanguard
Blue Skies.....	Berlin
Coffee Song, The.....	Valiant
Either It's Love Or It Isn't.....	Mood Music
(I Love You) For Sentimental Reasons.....	Duchess
For You, For Me, For Evermore.....	Chappell
Girl That I Marry, The.....	Berlin
Gotta Get Me Somebody To Love.....	E. H. Morris
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
Managua, Nicaragua.....	Encore
Oh, But I Do.....	Witmark
Oh, Why, Oh, Why, Did I Ever Leave Wyoming?.....	Feist
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke & Van Heusen
On The Other End Of A Kiss.....	Beverly
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
Things We Did Last Summer, The.....	E. H. Morris
Uncle Remus Said.....	Santly-Joy
What More Can I Ask For?.....	London
Whole World Is Singing My Song, The.....	Robbins
Years And Years Ago.....	Bourne
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

Wisner Gets Citation For Army Recruiting

Washington Bureau, RADIO DAILY

Washington—Harry Wisner, sports director of the American network, received a certificate of appreciation this week for services rendered the U. S. Army recruiting service. Maj. Gen. St. Clair Street, chief of Military Personnel Procurement, presented the award in a ceremony at the Pentagon. Among those attending were Brig. Gen. Joseph Battley, executive of the Office of Public Information, and Brig. Gen. Burdette M. Fitch, Deputy Chief of Military Personnel Procurement.

The certificate, which was signed by Maj. Gen. Edward F. Witsell, the Adjutant General, was worded as follows:

"The United States Army, to Harry Wisner, in appreciation of your outstanding services as sports reporter, during the 1946 series of football broadcasts sponsored by the United States Army Recruiting Services."

Carmine Denies Report Crosby Deal Off In July

(Continued from Page 1)

satisfactory" and that after February 1 the crooner's ETs will be heard on more than 400 stations.

It was reported in Hollywood yesterday that Peggy Lee, featured singer on the present Crosby show, is being seriously considered for the live summer musical show which will go on the air for Philco when Crosby finishes his present 39-week series on July 9. Another name artist said to be under consideration is Connie Boswell.

DO YOU NEED A SECRETARY???

Two years as secretary-assistant to M. C. of radio's best known record program qualify me for any radio executive needing amanuensis. girl Friday, good right hand, chief coffee maker and powder-mixer. WANT INTERESTING JOB, hours unimportant, salary open. CALL PLEASANTVILLE, N. Y. COLLECT, or write Apt. 6 C, 327 West 25th Street, New York.

Radio Production Under Way In Japan

(Continued from Page 1)

prised repeater, transmitter, and miscellaneous types.

Steps are being taken to improve the quality of radio sets turned out and to achieve this, minimum standards are being devised, testing facilities are being established, and all plants are establishing quality control systems to insure higher-quality production.

Aid For AWVS Campaign Planned By Radio Women

Women radio directors and commentators will give support to the first peacetime fund raising campaign conducted by the American Women's Voluntary Services, a permanent national organization rendering services to veterans and the community. The group launches its first appeal to the general public today, Jan. 14. Among the radio women who have promised their support to the drive are Margaret Cuthbert, director of women's programs for NBC; Helen Sioussat, director of talks for CBS education division; Elsie Dick, MBS director of women's activities; Jinx Falkenburg and Maggie McNellis, WNBC; Alma Kitchell, Margaret Langley and Shirley Wolff, WJZ; Dorothy Day, WINS; Dorothy Gordon, Iphigene Bettman and Alice Pentlarge, WQXR; Helen Post and Lillian Sudove, WNYC.

Corwin Talks On Nite Club Show

A new departure will be introduced into the "Matinee at Meadowbrook" program over CBS Saturday when Norman Corwin will be heard in a short talk directed to the youngsters at the club and, on the network, to the youthful listening audience tuned into the show. Today's problems confronting youth, generally, will be the theme of the address.

WBCC Names Commercial Mgr.

Washington—Joseph W. Marshall, advertising manager of Griffith-Consumers Co., has been named commercial manager of WBCC, Bethesda-Chevy Chase. Marshall will join the station's staff on January 15th. Willard D. Egolf, president of WBCC, announced. The station expects to be on the air February 1st.

Send Birthday Greetings To—

January 14

George Ansbro George McCoy
Spencer Bentley Ken McKenzie
Jeanne Poli Bill von Zehle



Vol. 38, No. 10 Wed., Jan. 15, 1947 Price 10 Cts.

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

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FINANCIAL

(Tues., Jan. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/8	170 1/4	171	— 3/8
CBS B	30 1/2	30 1/2	30 1/2	— 3/4
Farnsworth T. & R.	7 3/8	7 1/2	7 5/8	+ 1/8
Gen. Electric	36 3/8	35 5/8	36 1/8	— 1/4
Philco	22	21 7/8	21 7/8	— 1/8
Philco Pfd.	96	96	96	+ 1 1/2
RCA Common	9	8 7/8	8 7/8	— 1/8
RCA First Pfd.	75 1/2	75 1/2	75 1/2	— 1 1/2
Stewart-Warner	17 1/4	16 7/8	17	+ 1/4
Westinghouse	24 1/2	23 3/4	24 1/4	+ 1/4
Westinghouse Pfd.	95	94 3/4	95	— 1/2
Zenith Radio	19	19	19	+ 1/2

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/2	7 1/4
Finch Tele Comm.	7 1/2	8 1/2
Stromberg-Carlson	11	12 1/2
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	40	—
WJR (Detroit)	19	21

Du Mont Passaic Plant Cuts Engineering Staff

(Continued from Page 1)

ment have been given notice of a lay-off. Officials explained that the move is largely due to an "over-staffed" engineering situation which is a carry-over from the war, and that a chief objective at the moment is to get new receivers on and off the assembly lines.

Approximately 1100 persons are currently employed at the Passaic plant.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"
Represented by Forjes

Coming and Going

MARGARET KENNEDY, manager of CBS publicity for Columbia's South American network, La Cadena de las Americas, leaves Friday for Cuba, where she'll spend a vacation of nine days.

FRED WEBER, executive vice-president of WDSU, New Orleans outlet of the American network, in New York this week.

BILL HENRY, of the CBS Washington news bureau, is going to spend Thursday and Friday in New York. During that time he'll air his newscasts from the network's local studios.

ROBERT DE HART, Columbia network engineer in charge of shortwave broadcasting, in Chicago this week on business.

CURLEY BRADLEY, star of the Mutual network's "Tom Mix" series, has arrived from Chicago and will participate today in the March of Dimes program from Rockefeller Plaza.

ELIZABETH E. WOLCOTT, of the department of education at WBBM, Columbia-owned station in Chicago, is back in the Windy City. While in New York she attended the sessions of the Religious Radio Workshop conducted by the joint radio committee of the Congregational, Christian Methodist and Presbyterian USA Churches.

HAL COULTER, director of promotion for Mutual, leaves tomorrow for Chicago, where he is scheduled for conferences on network kiddie shows.

WARREN P. WILLIAMSON, owner and general manager of WKBN, Columbia network affiliate in Youngstown, Ohio, is in town on a short business trip.

STANLEY ANDERSON, radio editor of the Cleveland Press, is visiting briefly in New York.

ALLEN D. MCGHEE, domestic sales manager for Pilot Radio and Pilotone Records, has left for Los Angeles, with a stopover scheduled for Chicago. He'll confer with dealers serviced by his organization.

EVELYN KNIGHT, vocalist, leaves New York tomorrow for Baltimore, where she is booked for an engagement at the Chanticleer.

GEORGE B. EVANS, publicist, off for Hollywood to confer with clients.

JACQUES TRAUBEE, president of Traubee Co., Brooklyn, has returned from Atlantic City, where he was interviewed over WFGP on the "Perfect Housewife Contest, which his company is sponsoring.

Intra-Video Corp. Plans Expansion And Stock Issue

(Continued from Page 1)

of preferred stock and one share of common stock at \$5 per unit. Upon conversion, each preferred share of stock will be entitled to an additional two and one-half shares of common stock.

Intra-Video Corp., major control of which is held by Solomon Sagall, president of Telicon Corporation, manufactures and distributes the "intra-video" system developed by Dr. Heinz E. Kallman who helped design the transmitting equipment for the BBC before the war. System is said to have solved many problems impeding commercial tele reception in apartment houses in large cities by eliminating echo or "ghost images" due to waves reflected from steel frame buildings, bridges, etc. This problem was explored and given serious consideration at the TBA board meeting last week, at which time it is understood to have been agreed that until "ghosts" are licked apartment house reception is likely to be blurred.

All brands of television receivers can be tied into the Intra-Video system, it is pointed out and is described by company officials as the "only method to permit the simultaneous operation of a large number of television receivers in close proximity to each other without inter-action as would be the case in an apartment house."

First installation of the Intra-Video system is currently being completed in the offices of the Terminal Taxicab Co., in New York.

Joins WLW Staff

Cincinnati—Chalmer Adams has joined the WLW, Cincinnati, public relations and publicity department as trade news editor. He was formerly on the news staff of the Middletown (Ohio) Journal.

Senate Puts Aside Move For Radio Sub-Committee

(Continued from Page 1)

discussed more thoroughly again next week.

There was some general discussion of the question of broadcasting, but no definite plans were reached. At the same time, two members of the committee told RADIO DAILY it seems to them highly likely that there will be a committee probe of the FCC and study of the present Communications Act.

Play-Premiere Set For WNBT

The first premiere of a new play by British Playwright Emyln Williams, author of other works such as "Night Must Fall" and "The Corn Is Green," will be staged over NBC television station WNBT Sunday, Jan. 19, at 8:30 p.m. Stage stars Carol Goodner and Bramwell Fletcher will handle the only two roles in the new play titled, "Thinking Aloud." Drama will be directed by Fred Coe, NBC television producer.



Doing it the hard way

Those two women are washing clothes. (Incidentally, it's another GI contribution to these ads.) First they find a stream. Then they pound the clothes against the rocks to get the dirt out. No modern conveniences.

But back here in the land of laundries and washing machines, we know of a group of people who still do things the old-fashioned, hard way.

Take radio time buying in Baltimore. We can make it so easy for you. Forget the old-time call letters, forget the worn-out coverage maps. Look at this one fact:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's as simple and direct as that. So W-I-T-H belongs on the modern list by modern time-buying standards.



W-I-T-H
AM and FM
IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K. F. N. E.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

★ **AGENCY NEWSCAST** ★

EDMAS P. DOUGHTEN, member of the staff of Lennen & Mitchell, since 1944, has been appointed manager of the New York radio department, Ray Vir Den, executive vice-president, announced. Doughten and Lennen & Mitchell as assistants to Vir Den on the P. Lorillard account. He will continue with his duties on the Old Gold account in addition to managing the radio department.

EDWARD J. DEVNEY has been hired manager of the New York office of the Howard H. Wilson Company radio station representatives, as announced yesterday by Silvanus, general manager of the organization. Devney's first radio sales job was with WHKY and WCLE in Cleveland in 1935. He also sold time for WIBC, Indianapolis, before joining the Howard H. Wilson Company in 1939.

ELON PALMER, perfumer, has been appointed William von Zehle and Co. to handle its Hundredth Anniversary advertising campaign.

ARNER J. GRESHLER has been named entertainment director for the Annual Food Brokers Association convention which will take place in Atlantic City from January 15th through 18th. He also will produce entertainment for the American Canned Foods at the Canners' Convention in Atlantic City beginning January 19th, and at the National American Wholesale Association convention where he will supervise the entertainment at the Taylor Reed exhibit.

WOMEN'S ADVERTISING CLUB of Toronto, in the person of some 50 members, paid a visit to CFRB on January 6 and took away with them some valuable information on the general principles of radio broadcasting and what it entails, not to mention a pair of nylons each, a fair amount of cash for a winning contestant in the "Double or Nothing" game and the good wishes of the management of CFRB.

EDY S. DURSTINE, INC., has been awarded the Camus Cognac account by Browne Vintners Co., Inc.

NADINE MILLER, who has been director of information service for the public schools of Kansas City, has resigned her position, effective Feb. 1, to become director of press and public relations for the C. E. Hooper Corp., New York. Miss Miller is vice-president of the Advertising and Sales Executives Club of Kansas City, and has served three years on the board of directors of the Women's Chamber of Commerce. She will take over her new duties with the Hooper organization next month.

THE HUNTER DOUGLAS CORP., New York, has engaged Ruthrauff & Ryan, Inc., as their advertising agency. A consumer and trade campaign is being developed for Flexalium, a new aluminum alloy for venetian blind slats.

MELCHOR GUZMAN COMPANY, Inc., announces that John Charles Aviotti has joined the staff of the radio department in the capacity of time salesman.

RICHARD MANVILLE, consultant on advertising and research, announces his resignation as consultant to Alvin M. Goldberg Market Research, Inc., effective immediately.

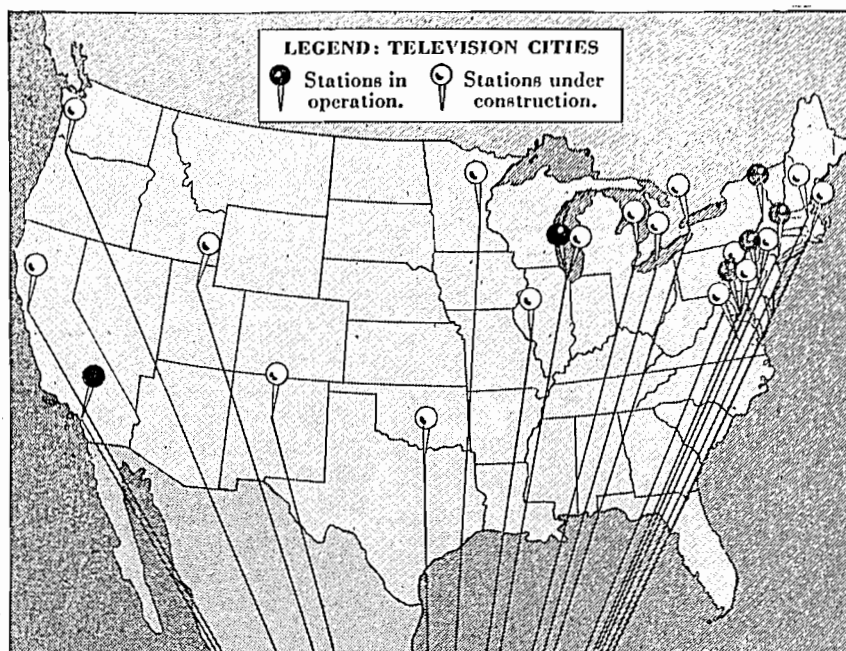
HENRY J. TAYLOR, journalist and author, will be guest-speaker today at the regular Celebrity-Luncheon of the Advertising Club of New York. His topic will be "Looking Ahead, at Home and Abroad."

WILLIAM A. MARA has been named director of advertising for Bendix Aviation Corp., assuming the duties of Herbert L. Sharlock, who has been granted a leave of absence. Malcolm P. Ferguson, president of the corporation, stated this week. Mara, a nationally-known figure in aviation for the past 20 years, joined Bendix in 1944 as staff executive in charge of product development relating to the personal airplane. Prior to that time he was director of personal airplane sales and service for the Consolidated Vultee Aircraft Corporation.

Manila Station To Join CBS Web On Feb. 1st

KZPI, Manila, owned and operated by the Philippines Broadcasting Corp., joins the CBS network Feb. 1 and becomes the web's 165th affiliate, according to Herbert V. Akerberg, CBS director of station relations. KZPI currently operates with 1000 watts power but plans an increase to 10 kw., within the next few months. Station is managed by Norman Paige, former war correspondent for ABC.

Another CBS affiliate, KFPY in Spokane, Wash., has changed its call letters to KXLY. Station is a 5000 watt owned and managed by Edward B. Craney.



MOTION PICTURES Can Give You TELEVISION Market CONTROL!

New television stations are springing up all over the map. But *only film* can develop new television markets for you... instantly... effectively... economically.

Only Film makes possible selective marketing, *without* costly individual programs—expensive rehearsals—telephone line charges—time zone differentials.

Only Film can guarantee repeat performances of uniform quality—identical selling messages.

Only Film will assure you perfect lighting—absolute focus—flawless dialogue.

In TELEVISION...
...**FILM** removes the question mark.

Now available for sponsorship... exclusive **Telereel** Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film — The Backbone of Television Programming."

RKO TELEVISION CORPORATION



Dept. RY-7, 1270 Avenue of The Americas, N. Y. 20, N. Y.
A Radio-Keith-Orpheum Corporation Subsidiary

* Copyright U. S. Pat. Off.

PERMANENT ANNOUNCER WANTED

We are looking for a top-flight Announcer, with responsibilities, who is willing to settle down here in sunny San Antonio, and work a straight shift on this 50Kw, ABC Station. If you believe you would qualify, wire Monte Kleban, WOAI, San Antonio that you are sending an audition disk air express and an air mail letter with your references, background and photo.

LOS ANGELES

By RALPH WILK

ASSOCIATED Broadcasting Advertising Co. is preparing a new package show to be called "Newly-weds' Treasure Chest Chatter."

Walter Tetley fan clubs throughout the country are issuing badges with a picture of Tetley from his character role as "Leroy" on "The Great Gildersleeve" air show.

Gordon T. Hughes, the CBS producer, has returned from San Francisco after looking over talent in connection with "Brother Cupid," legit comedy he will produce.

Following a traditional plan begun ten years ago, the Don Lee Broadcasting System this week gave cash bonuses to all its employees in Hollywood, San Francisco, San Diego and Santa Barbara, it was announced by Lewis Allen Weiss, vice-president and general manager. More than 350 persons, including new employees, shared in the New Year gifts, which came with the personal compliments of Thomas S. Lee, president of the pioneer Colifornia organization.

Jack Benny making three guest appearances within three weeks. He broadcast a repeat on the Dennis Day show January 8. On January 13 he then made an appearance on Screen Guild Players and on January 20 is scheduled to guest with Kenny Baker on Glamour Manor.

Sam Fuller, who is the Sherman & Marquette radio director, and also produces the Mel Blanc show, fell and broke his left elbow, so he will be directing with one arm for the next couple of weeks.

Robert Whitten returns to staff of Los Angeles City College Radio School, after three years with the Army Air Corps. Whitten, one of the better voice coaches in town, numbers such a diversified crew as Bob Lehman, producer, Robert Cole, actor, and Robert Behr, writer, among his former students.

Lee Cooper, handsome young West Coast representative of Pamora Music Co., has quickly established himself in popular music circles due to that "smooth" approach. Keep an ear out for Pamora's newest release "Illusion," which will be heading for the "Hit Parade."

Ken Niles, famous hunter and Friday "Maisie" show miker, has been invited to fly to Hawaii next spring to shoot wild mountain sheep.



Notes From An Aisle Seat . . . !

● ● ● Kate Smith will sub for the ailing Lulu McConnell on "It Pays To Be Ignorant" this week. . . Private dicks have been hired by the sponsors of "Superman" to track down threatening letters to scripter Ben Freeman, resulting from recent expose of phony song-publishers. . . Radio Row blinking its eyes at Ralph Edwards' latest stunt on handing over his entire show to a contestant as a consequence. . . Larry Finley closing his local offices here this week and moving to H'wood. . . Dave Broekman has finished the score for a musical version of "Uncle Tom's Cabin," with most of the lyrics by John LaTouche. . . Mercedes McCambridge, who's only been on about a zillion shows here, quits radio the end of this month to settle in the West Indies with her novelist-husband, Wm. Fifield. . . Lindsay MacHarrie, editor-director of "We, The People," gets out of the hosp. today after a siege of pneumonia and heads for a Florida convalescence. Sandy Stronach takes over the editing of the show, with Lester Vail and Ted Adams alternating on the direction. . . Marty Goodman also out of the hosp. after emergency appendectomy and running his business from home for awhile. . . Columbia Pictures have made a short, "Behind The Mike," which nicely plugs all four webs. . . Hildegard booked for a tour of Europe beginning in late spring.



● ● ● Just before Irving Berlin left for H'wood, he heard Crooner Chucho Martinez do a medley of his tunes from "Blue Skies" at the Embassy Club. "You sure know how to carry a tune," congratulated the famous tunesmith. "Mr. Berlin," replied Chucho, "You don't have to carry your tunes—they carry you."



● ● ● TICKER TAPE: Radio Vision still has a red face over last week's edition. Its cover girl, Marion Shockley, has been married to Bud Collyer for months and is no longer Mrs. Zachary, as the bio stated. . . Cootie Williams and Ella Fitzgerald set for the Paramount next month. . . Shirley Eder's WOR stanza, which has just been renewed another 20 weeks, shifts to 12:00 noon on Saturdays. . . Current Pageant features an article on Nila Mack, plus a profile on Arthur Godfrey. . . Apollo Records recording a tune by its press agent, Art Franklin, tagged "A Rainy Sunday." Lionel Hampton's platter of "Cocktails For Two," recorded for the American Cancer Society, has weller champ Ray Robinson sitting in on the drums. . . Bill Holden, back in pictures after a five-year bit in the Army, due in town this week to guest on "Theater Guild" and mebbe Hildegard. . . Mildred Murray featured in Equity Library prod., "A Church Mouse," on the 27th, 28th and 29th. . . Norwich Pharmacal Co. to bankroll "The Fat Man" starting Feb. 14th. . . Symphony Sid suggests a tag for a John J. Anthony type of show: "Weep, The People." . . This we'd like to see: Geo. Tobias has taken up ballet dancing to lose weight. . . San Francisco hotels waging a hot battle with each other for top names in entertainment. . . Camel ciggies and Jack Paar, who had made three guest appearances on Vaughn Monroe's show, have called it quits. Comic's contract had called for six guest shots with options extending over the next six years.



● ● ● At the Hotel Pennsylvania the other nite, a customer walked up to the bandstand after a medley of "Smoke Gets In Your Eyes," "All The Things You Are," and "Make Believe," and asked Jimmy Dorsey why he played all those by the same composer. "Oh, that's simple," replied Jimmy. "One good Kern deserves another."



● ● ● OUR HAT'S OF DEP'T: Al Bernie's sock clowning on the Kate Smith stanza last week. . . Irving Kaufman's standout performance in "Street Scene." . . The sensational new show at the Carnival with Olsen & Johnson and Beatrice Kay. . . Jan Murray, a solid click at the Palm Beach Hotel. . . Millard C. Vaught & Laurence Hammond's hilarious satire, "Care & Feeding of Executives."

CHICAGO

By NAT GREEN

F. CHASE TAYLOR, better known as Col. Lemuel Q. Stoopnagle, plays a straight role for the first time in his radio career when he appears in Chicago, today, as moderator of the "It's Up To Youth" Mutual Network show, sponsored by Seventeen magazine.

Russ Young, producer of the WGN Mutual "Captain Midnight" and Priscilla Alden Blackett, daughter of Hill Blackett whose agency handles the account, were married in Winnetka, Ill., January 5.

VA Seeking Support For Insurance Drive

(Continued from Page 1)

to aid in the conduct of the information campaign. The Advertising Council has advised the VA to "write its own ticket" provided it does not disturb allocations which had been previously arranged.

Wires to the agencies and networks went out earlier in the month and since then, VA branch radio chiefs have been making contacts and arranging for placement of material on network shows, and passing out especially prepared radio fact sheets on G.I. insurance.

STARTING 13th YEAR ON NEWS

Baltimore, Md.—Mention radio to Phillips Packing Company and they automatically answer "WFBR—News." Early in 1947, Phillips, one of America's largest food packers, begins their 13th consecutive year on WFBR with a famous morning newscast. For the past 10 years the time has remained constant. Are they satisfied? The answer's in 12 yearly renewal contracts!

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

1906 1947

Kern's

CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

N. Y. Tele-Time In '46 Showed Big Increase

(Continued from Page 1)

on the air in '46 with a total of 802, followed by WABD and WCBS-TV with 625 and 290, respectively. The Du Mont station reports that roughly 40 per cent of its total hours was commercial to head the list in this category and is followed by WNBT and WCBS-TV with 36.5 per cent and 22 per cent, respectively. Spot time is included in these totals in each case.

Significant in the figures herewith presented is the fact that all three stations were off the air for a considerable period during the year while channel switches, etc., were completed.

WNBT was off the air from March 1 to May 9; WCBS-TV from February 27 to April 27; and WABD's schedule did not officially begin until the opening of its new studios in the Wanamaker store on April 15.

Sports, Special Events at Top

Breakdown of program operations shows that sports and special events occupied the heaviest niche on both NBC and CBS' video schedule. Over 56 per cent of WNBT's programming was devoted to field operations (sports, remotes, etc.), 28 per cent to film presentation, and over 15 per cent to live studio programs. Sports programs accounted for 92.7 per cent of the remote pickups on WCBS-TV or about 50 per cent of all live programs broadcast. Live-studio shows and films followed in that order. On the other hand, WABD's programming was comprised of 40 per cent variety, 30 per cent sports and special events, 20 per cent drama, and 10 per cent spot announcements.

ABC's television operation offers no basis for comparison with the other New York broadcasters since the network bought time on WABD (and stations in other cities) and sold staff-rebuilt programs as a package. Distinction also here is that ABC is the only tele outfit operating commercially in five cities at once—New York, Schenectady, Philadelphia, Washington and Chicago. Latter city headed ABC's list in both total program and commercial hours with approximately 71 and 24 hours respectively.

ABC Total Is 227 Hours

ABC operations in these cities produced a total exceeding 227 hours, slightly over 75 per cent of which were commercial. Breakdown of cities and program hours follows:

New York: total, 42 hrs. 30 min.; commercial 23 hrs. 35 min.; Philadelphia: 34 hrs. 26 min.; commercial 2 hrs.; Schenectady: 36 hrs. 18 min.; commercial 2 hrs.; Washington: 42

AVAILABLE

Young man with successful commercial radio record in the most competitive market in the U. S., for the past seven years, is available now as manager or commercial manager. For complete details write Box 302, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

1946 VIDEO TIME IN NEW YORK (Approximate Figures)

Station	Total Hours	Sustain.	Comm'l.	Per Cent
WNBT	802	509	292	36
WCBS-TV	290	226	64	22
WABD	625	375	250	40
Total	1,717	1,110	606	35

MBS Commentator Offered For A New Co-op Series

Henry La Cossitt, former editor of Collier's magazine heard sustaining over Mutual for the last three months, begins a new co-op series today which was pre-sold to 28 stations, according to Bert Hauser, MBS director of co-op sales. The new series is titled "The Editor's Diary" and is scheduled Monday through Friday from 9-9:15 a.m. La Cossitt's former commentary was aired from 1-1:15 p.m., EST.

Until now La Cossitt has not been heard over WOR but Mutual's flagship will carry the new series which at present is sustaining over the New York outlet. "The Editor's Diary" will feature news of the day, human interest stories and frequent interviews with people in the news.

Language Stations Carry Italian Premier's Talks

Visit of Premier Alcide de Gasperi of Italy to New York afforded New York language stations an opportunity for special programming to the Italian population with WHOM leading in the number of broadcasts.

The Italian Premier was heard addressing the official luncheon at the Waldorf Astoria on WHOM Sunday and later was interviewed during a broadcast from his suite at the hotel. On Tuesday, WHOM made a transcription of the reception tendered de Gasperi at the city hall which was broadcast later in the day.

WOV carried the speech made by de Gasperi at a Biltmore Hotel dinner on Tuesday night. The title of the talk was "Friendship Through Trade."

hrs. 5 min.; commercial 23 hrs. 35 min.; Chicago: 71 hrs. 41 min.; commercial 24 hrs, 10 min.

Sports and special events, on the basis of figures shown above, will probably demand an equal percentage of television programming hours this year as last. Recent signing of the three major league baseball clubs in New York by NBC, CBS and Du Mont indicates that a heavier portion will thereby be given straight sports coverage during '47, augmented by professional and college football last year. ABC, currently running a heavy hockey schedule in Chicago and Philadelphia, will undoubtedly devote a comparable amount of time to sports in New York and other cities, with expectations high by web officials regarding a video license in Gotham to add to four now in its possession in San Francisco, Detroit, Los Angeles and Chicago.

Requests Clarification Of 'Correspondent' Status

Dave Driscoll, WOR director of news and special features, has written letters to all three major wire services urging that correspondents recognize themselves as radio correspondents as well as newspapermen. The letters were sent to Ed Johnson, veepee and general manager of the United Press; Kent Cooper, president of Associated Press, and Seymour Berkson, general manager of International News Service.

Driscoll, pointing out a by-lined wire service story stating, "Some 100 or more newspaper correspondents are expected here, etc.," suggests that reporters don't realize how much of their copy is broadcast. Driscoll suggests wire service consideration of a policy whereby correspondents regard themselves as working for both newspapers and radio.

BBC Official Arriving For N. Y. Visit Tomorrow

J. W. McAlpine, North American director, British Broadcasting Co., will arrive in New York tomorrow on the Queen Elizabeth for conferences with William Reid, director of the BBC operations in the United States. McAlpine, is scheduled to confer with United Nations radio officers during his stay here.

Shepard Joins Majestic

Riley Shepard, cowboy recording star, who for the past two years had been head of the Folk Artists Department at Leeds Music Corp., has resigned and has been named manager of the Folk Artists and Hillbilly and Religious Repertoire for Majestic Records. Shepard whose recording of "Atomic Power" was one of the top sellers last year, will also make a series of western and hillbilly records for Majestic.

Radio's Newest Record Show!

SAM ROWLAND
(LOOK's Record Editor)

3:30-4:30 P. M. Daily

1430 Kc. KWKW 1430 Kc.

SELL SAN DIEGO

NUMBER **1**
U.S. CITY IN SALES INCREASE

SALES + SERVICE UP
243.16%
SINCE 1939
* SALES MANAGEMENT

148,410
RADIO FAMILIES
** BROADCAST MEASURING BUREAU

and sell it *best* with

KSDJ

CLEAR CHANNEL • 1170 Kilocycles
5000 WATTS

AFFILIATED WITH
CBS

KSDJ is the broadcasting brother of San Diego's Great Newspaper—the Daily JOURNAL

Purnell H. Gould, Gen. Manager
Geo. C. Smith, Sales Manager
REPRESENTED NATIONALLY BY
FREE & PETERS

FCC Gives Decisions For Georgia-Florida

(Continued from Page 1)

Georgia and Florida. The Commission granted the following applications:

Florida Broadcasting Co., to change operating assignment of station WMBR, Jacksonville, Fla., from 400 kc., 250 watts, to 1460 kc., 5 kw., D-N, unlimited, subject to condition that its stockholders, officers, and directors shall divest themselves of any and all interest in station WFOY, Ft. Augustine, Fla.; Chattahoochee Broadcasting Co., for a new station at Columbus, Ga., to operate on 1460 kc., 1 kw., day, unlimited; Columbus Broadcasting Co., to change operating assignment stations WRBL, Columbus, Ga., from 1230 kc., 250 watts, unlimited, to 1420 kc., 5 kw. D-N unlimited; S. O. Ward to change operating assignment of station WLAK, Lakeland, Fla., from 1340 kc., 250 watts, unlimited, to 1430 kc., 1 kw., unlimited.

At the same time, the following applications were denied: City of Sebring, for a new station at Sebring, Fla., to operate on 1430 kc., 1 kw., unlimited.

A. Frank Katzentine for a new station at Orlando-Fla., to operate on 1420 kc., 5 kw., D-N, unlimited. Muscogee Broadcasting Co., for a new station at Columbus, Ga., to operate on 1450 kc., 250 watts, unlimited.

Georgia - Alabama Broadcasting Corp., for a new station at Columbus, Ga., to operate on 1450 kc., 250 watts, unlimited.

Palm Beach Broadcasting Corp., to change operating assignment of station WWPG, Palm Beach, Fla., from 1340 kc., 250 watts, unlimited, to 1420 kc. 1 kw., unlimited.

NBC Group Will Meet In N. Y. C. Next Week

(Continued from Page 1)

general manager, WSAM, Saginaw, Mich.; H. W. Slavick, director, WMC, Memphis, Tenn.; John J. Gillin, Jr., president, WOW, Omaha, Neb.; William B. Way, manager, KVOO, Tulsa, Okla.; Walter E. Wagstaff general manager, KIDO, Boise, Idaho, and H. Quenton Cox, manager, KGW, Portland, Oregon.

The meetings will also be attended by Niles Trammell, president; Easton C. Woolley, NBC director of stations departments; Sheldon B. Hickox, Jr., manager of station relations, and other NBC officials.

Retiring chairman is Clair R. McCollough, WGAL, Lancaster, Pa., and secretary, Campbell Arnoux, WTAR, Norfolk.

Daly To Alaska

John Daly, CBS news analyst and special events reporter, leaves for Alaska on Sunday, January 19, to cover the forthcoming Army tests, "Task Force Frigid." He expects to return to New York Feb. 2.

March Of Dimes Campaign Begins Today; Radio Busy

(Continued from Page 1)

ner, Jean Parker, Fred Astaire, Louise Albritton, Walter Kiernan, Tex Beneke and "The Modernaires," Curly Bradley, Col. George Badger, comptroller of the U. S. Military Academy and the Murphy Sisters who will sing the official "March of Dimes" song. WNBC will not carry the broadcast live but will transcribe for a rebroadcast at 6:15 p.m., tonight.

WNEW has scheduled a pickup of the rally at Rockefeller Plaza today to be heard from noon to 12:30 p.m. Art Ford, WNEW disk jockey, will emcee the local broadcast.

On the eve of the "March of Dimes" campaign, Basil O'Connor, president of the National Foundation for Infantile Paralysis, and Justin Miller, president of the NAB, were heard in a special CBS network broadcast yesterday from 4:45-5 p.m., EST. O'Connor spoke from Los Angeles while Miller was heard from Salt Lake City.

In connection with the two-weeks campaign, CBS has scheduled a "Cavalcade of Bands" program for Jan. 17 from 11:30 p.m., to 1 a.m., EST. Pickups will be made from New York, Chicago and New Orleans and will feature the bands of Chuck Foster, Jimmy Dorsey, Blue Barron, Guy Lombardo, Cab Calloway and Johnny Long. Special program is produced and directed by Robert Ray.

"March of Dimes" will be saluted in a special program over ABC network.

Mrs. Harry S. Truman and Mrs. Eleanor Roosevelt will be heard over the ABC network on Jan. 23, 3:15-3:30 p.m., EST., in a special program dedicated to the "March of Dimes" campaign. Also on Thursday, Jan. 23, ABC's Hollywood affiliate, KECA, will begin collecting and building "Hollywood's Ribbon of Dimes"

which will stretch back and forth along Vine street, between Sunset and Hollywood boulevards, until the length of the dimes totals one mile. Every ABC-KECA program on this date, starting at 6 a.m., originating in Hollywood will call attention to the day long activity. A special broadcast is being considered for a remote direct from the scene.

For the closing day of the campaign, Thursday, Jan. 30, ABC is to carry a broadcast from 11:15-12 midnight in which President Harry Truman will be heard from Washington. He will be introduced by Basil O'Connor. Program will also carry a report from ABC commentator Baukhage speaking from Hyde Park, N. Y. Another pickup is to be made from Hollywood.

The Mutual network has programmed the annual "March of Dimes" fashion show at the Waldorf-Astoria Hotel on Jan. 21 from 3:30-4 p.m., EST., Cornelia Otis Skinner and Leonora Corbett will be heard during the broadcast. MBS will mark the opening of motion picture collection week for the "March of Dimes" with a Hollywood broadcast Jan. 23 from 10-11 p. m., EST. Program will feature Dinah Shore, Jose Iturbi, Andy Russell, Olivia DeHavilland and Red Skelton. The closing of the campaign is scheduled by Mutual on Jan. 30 from 11:15-12 midnight. As for appearances on this broadcast, a Mutual announcement lists President Truman, Basil O'Connor, Baukhage from Hyde Park and movie personalities from Hollywood.

CBS reports that an 11:30-12 midnight "March of Dimes" broadcast is scheduled for Jan. 30. Presumably the final phase of the campaign on Jan. 30 will be a pooled broadcast for all networks, although no announcement has yet been made to that effect.

James Resigns FCC Post To Enter Law Practice

(Continued from Page 1)

in the Navy the following year. After a course at the Navy Communications school at Harvard university, he was attached to the USS Nevada as communications watch officer, legal officer and aide to the executive officer. He saw action at Iwo Jima, Okinawa and with the third fleet in the East China Sea. Returning to the Commission in early 1946 as special assistant to Chairman Paul A. Porter, he was named assistant to the general counsel on July 12.

Will Discuss Color Tele

Adrian Murphy, CBS vice-president, has been scheduled to discuss "Color Television," in a luncheon talk before the Essex Electrical League Thursday January 23, at the Newark Athletic Club in Newark, N. J.

WDSU Sells Control For Reported \$750,000

(Continued from Page 1)

per cent of the stock was sold by E. A. Stephens and B. G. Wall. Fred Weber, retains 22½ per cent of the stock and remains at the station as general manager and representative of the new majority stockholders. Buyers are Bill Spiegelberg Co., Wall Street brokerage concern and Charles H. Meyer, attorney.

Merger Announced

Spiegelberg is said to represent the investors as well as being part of the purchasing syndicate. New owners of the station include Cecil Bros., manufacturers. Deal was consummated through Smith, Davis & Co., of New York.

At the same time, it was learned that Stark & Co., of which Howard Stark is president, has merged his radio station brokerage firm with that of Smith, Davis.

Envisions Good Year For Radio In Canada

(Continued from Page 1)

ins. With the removal of restrictions in mid-1945, the industry immediately began its reconversion task and, making good progress, was ready at the beginning of the year with its plants converted and a marked increase in capacity.

"The trend in merchandising during 1947 will continue to follow the public demands for more record playing instruments. This demand, started before the war, has continued to grow and will be met with improved electric phonographs, both in combination with radio sets and as separate record playing attachments for manual and automatic operation.

Expect FM Expansion

"Frequency modulation, the new broadcasting service which provides high quality and to a great extent eliminates static and other electrical noises, will be greatly expanded this year. Broadcasting through this medium is being programmed regularly at the present time in Montreal and Toronto. New transmitters are being built as fast as materials become available and will begin rendering frequency modulation service in all the principal cities of the Dominion during the year.

"The Canadian Broadcasting Corporation recently announced the beginning of an investigation and analysis of television for the purpose of later recommending television service for Canada. Recently announced new developments and the placing of television receiving sets on sale to the general public in the United States, as well as the continuation of the operation of television by the BBC in England, will produce valuable data to be used in connection with this study.

"The application of electronic equipment will be broadened during the year in the communication and industrial fields. Wider use will also be made in industry in the electronic heating of plastics, the detection of unwanted metals in manufacturing processes and by industry and medicine.

"The radio industry has a bright outlook with exciting possibilities of development in the application of electronic principles in many fields. With the concentrated effort of labor and industry, 1947 should be a year of progress."

Heads Montreal ACRA

Montreal—Christopher Ellis, radio announcer of CFCF was elected president of the Montreal local (A. F. of L.) of the Association of Canadian Radio Artists (ACRA) at the annual meeting. Following the report of the year's work by George Alexander, the outgoing president, the election of officers to the executive council for 1947 proceeded as follows: Mr. Ellis, president; Mr. Alexander, vice-president; Alec Baird, secretary-treasurer, and Phyllis Carter, recording-secretary.

SOUTHWEST SIDELIGHTS

WELDON Robinson and Bob Rouse have been added to announcing staff of WFAA, Dallas. Dorothy Coufield and Margaret Welch have been added to the continuity staff. Robinson comes here from KRRV, Sherman, while Rouse comes here from Hollywood, where he did free lance work. Miss Coufield is new to radio while Miss Welch comes from KCKN, Kansas City.

Biff Collie, recently out of the armed services, has been named to head the special events staff of KISS, San Antonio FM station owned and operated by Howard Davis, who also operates KMAC. Paul Tarrodaychik, another veteran, is engineer. E. E. Case, KMAC engineer, is also technical supervisor for KISS, and Tony Bessan, program director of KMAC, will also be head of programs on KISS. Participating spot announcements will not be permitted on KISS

although some spots will be carried as station breaks, according to Mr. Davis.

"Radio Frolics" observed its third anniversary over KGKO, Fort Worth, last Saturday. Program is directed by Dorothy Bell, who has featured 8,000 young radio "stars of tomorrow" on the series. On the special program Norvell Slater was master of ceremonies and guests included Billy Mayo Quintet, Frances Beasley, Jimmy Wells and Jeannie McDonald.

O. L. "Ted" Taylor of the Taylor-Howe-Snowden Radio and KGNC, Amarillo, paid a visit to KTSA, San Antonio, one of the THS affiliated stations.

Paul Mifsud has been named to the English announcing staff of KCOR, San Antonio, replacing Eddy Hyman. Mifsud was a former control-room operator at KCOR.

Seven AM Applications Received By Commission

Washington Bureau, RADIO DAILY

Washington — Seven applications for new standard stations, most of them in small cities, were listed yesterday by the FCC. They include WSWZ, Inc., Trenton, N. J., to be operated on 1260 kc; the Wooster Republican Printing Co., Wooster, Ohio, to be operated on 1340 kc, 100 watts, unlimited; Radio Anthracite, Inc., Pottstown, Pa., to be operated on 1370 kc, 1 kw, daytime; the Sandhill Community Broadcasters, Inc., Southern Pines, N. C., to be operated on 1180 kc, 250 watts, daytime; Southern Broadcasting Corp., New Orleans, La., to be operated on 1230 kc, 250 watts, unlimited; Texas Star Broadcasting Co., San Antonio, Tex., to be operated on 860 kc, 1 kw, day, 5 kw night, unlimited; Crescent Bay Broadcasting Co., Santa Monica, Calif., to be operated on 1460 kc, 250 watts, daytime.

WMAQ's Free Advertising

The promotion scheme originated by the NBC Central Division advertising and sales promotion department in 1944 showed an increase of more than \$200,000 in 1946. Free advertising amounting to \$877,958 in 16,101 station break announcements on WMAQ was received by the division, local and network clients in 1946.

The cost of this promotion service was computed on the station's regular card rates. Break-down of the total showed that network clients received \$667,136 in free time, while local accounts were credited with \$210,822.

Stork News

Montgomery, Ala.—Leland Childs, WMGY's general manager, became the father of a second daughter when Mrs. Childs gave birth to a girl at a local hospital on Jan. 10. Baby was named Sonya.

GE Renews Tele Contract With Television Workshop

Television Workshop announced over the week-end that General Electric Co., in behalf of its tele station WRGB, Schenectady, has extended a contract for weekly shows produced by the Workshop to the end of February. New contract is the sixth received by the Workshop since it first started touring shows to GE over two years ago.

First show in the new series was "Guess-A-Song" which was aired Tuesday, January 14, at 7:30 p.m., EST. "Shin-Dig For Two," dance program, is scheduled for January 21.

Lever Bros. Promotions

Walter W. McKee, vice-president in charge of sales of Lever Brothers Company, has announced 5 promotions in the company's sales department, as follows:

John O. Brownell, who has been associated with Lever Bros for the past 29 years, has been appointed general sales manager; Richard E. Anthony, with the company since 1937, has been named general field manager of domestic soaps and household shortening; Leon L. Hopkins, who started with the company in 1920, becomes assistant general field manager.

Roger C. Baker has been transferred from the treasurer's department to the sales department as sales administration manager; Louis H. MacLeod, who joined Lever Bros. in 1924, has been appointed chain store and super market manager.

Schwab Joins NBC Tele

Laurence Schwab, Jr., son of the Broadway producer, has joined the production staff of the NBC television department. He has been associated with J. Walter Thompson, Young & Rubicam and Grant Advertising in various capacities and served also as assistant manager for the St. Louis Municipal Opera Association.

YOU'LL DIE LAUGHING!

Attend the Radio Executives Club luncheon this Thursday, January 16, at 12:30 p.m. at the Hotel Roosevelt when, honest, you'll die laughing.

HERE'S WHY

The National Laugh Week Foundation will present a plaque to the new young comedian who has made the most enduring contribution to humor and laughs in 1946. Kenny Delmar, pseudonym of Senator Claghorn, and Henry Morgan, the two leading contenders, have been invited to be present.

1,000 HUMORISTS

gagwriters, comedians and editors, the men who know humor and laughs best, 2 to 1, were polled by the NLWF for the results to be announced at the REC luncheon.

HARRY HERSHFIELD

will be master of ceremonies. On the dais will be Phil Foster (LaMartinique); Sid Caeser (Copacabana); Zero Mostel (stage); Lou Seiler (Dixie); Frank Marlowe (stage); Timmie Rogers (Cafe Society); Henny Youngman (Latin Quarter).

COME ON OVER—FORGET YOUR HOOPER!

Guest—\$2.75

Members—\$2.25

PROMOTION

Du Mont's "Queen"

To herald the fact that nation's first southern television station will be built in Miami this year, recent contest there to find "Queen of Television in the South" was held under auspices of Du Mont.

Winner, Miami model Jeano Tre-car, was awarded a free week in New York, plus a one-week buildup over DuMont's WABD outlet, to transform her from a television novice to a polished m. c. Stunt was accomplished between Monday and Friday with girl emerging with flying colors.

David O. Alber Associates handling the deal in New York showed Jeano the town with visits to places like the Stork Club, Copacabana, Versailles, and Latin Quarter, had her judge a Guy Lombardo dance contest with the Arthur Murrays at the Roosevelt Grill, and arranged for her to meet Mayor O'Dwyer, Henry Wallace, Jean Sablon and a host of celebrities.

In addition to getting the girl (and Du Mont) several publicity stories, Alber spotted her on two radio stanzas, and had her interviewed by Hy Goldberg for a magazine feature.

Climax to girl's whirlwind fling at New York life came, however, when she met Harry Conover, who inked her to a modelling contract, and Hunt Stromberg, Jr., who asked her to audition for a part in "Red Mill," famous operetta, which she turned down.

Girl returned to Miami Monday morning for four weeks to wind up affairs there, before returning to Gotham to commence working for Conover.

Film Exploitation

A two-minute Ted Husing film, part of the WHN promotion campaign in conjunction with Husing's twice daily record show, will be shown in 200 theaters in metropolitan New York, New Jersey and Connecticut for one week starting Jan. 15. The film, produced by Al Altman, M-G-M Eastern director, will be clipped to newsreels shown at some 70 Loew theaters and 130 Brandt movie houses in the Metropolitan area.

The short opens with Husing broadcasting a football game and is followed by a scene in which the sportscaster turned disc jockey is seated in a barber's chair having his hair trimmed by Guy Lombardo and his nails manicured by Martha Tilton. Latter pair give Husing elaborate service while begging him to play their latest recordings. And finally Benny Goodman telephones Husing for the first time in five years.

AVAILABLE JAN. 16th

Production background man. Detail, ideas, know-how and know-where. Dependable. Write

Box No. 303, RADIO DAILY
1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—TEXAS—

SAN ANTONIO—Sunday services of the Travis Park Methodist Church are broadcast each Sunday over KONO. At the same hour services are also aired through KISS, FM voice of KMAC. . . . **AUSTIN**—Plans for the use of FM in education was one of the principal subjects discussed before the fourth annual radio and audiovisual forum of the University of Texas. Formation of a proposed noncommercial statewide FM network was discussed by the educators. . . . **WICHITA FALLS**—KTRN, FM voice of the Wichita Falls Daily Times, has begun operating with a six-hour daily schedule. Station is currently operating with 250 watts on 97.7 megacycles.

—LOUISIANA—

NEW ORLEANS—William G. Gaudet, former newspaper and magazine correspondent in South America, is conducting a new series on WWL, discussing current Latin American trends. . . . New half-hour disc show, "Mike's Music Shop" took to the air this week with Mike Clark as emcee. . . . WWL marks a quarter-century on the air this March. . . . WWL boasts thirteen employees in their "Ten Year Club."

—NEW HAMPSHIRE—

CONCORD—Radio history was made in New Hampshire recently, as all of the eight Granite State radio stations carried the broadcast of the inauguration of Governor Charles M. Dale. The broadcast originated through the facilities of WKXL, with Norm Bailey, WKXL program director, serving as announcer. . . . Concord Buick Company is sponsoring the new "Time for Reminiscing" evening musical show launched by WKXL. . . . As part of a new five-minute program, WKXL gives information as to road conditions, ski conditions, and events of interest around the state.

—ALABAMA—

MONTGOMERY—Charles Zeenah, WSFA sports announcer, has returned to his job after a three months absence because of a broken leg. . . . Ed Gooth, hospitalized for several months, has also returned to WSFA. . . . **DOTHAN**—J. M. Swicegood, J. P. Burnett, and Lola C. Robinson, owners of Houston Broadcasters, will erect a station here to operate on 1450 kilocycles, 250 watts, and unlimited hours. . . . **BIRMINGHAM**—Lionel Baxter, WAPI announcer, gave a backstage report on the Toy Bowl game to the KC Men's Club. . . . WAPI's "Our American Heritage Program," held

Send Birthday Greetings To—

January 15

H. S. Goodman Thomas B. Smith
Lavin Robinson Kathleen Wilson

weekly, Saturday ayem, featured the Ensley High School A-Capella choir singing "America! You Are The Giver," with Charles Cox, student, as narrator.

—MASSACHUSETTS—

WORCESTER—Ruth Mason, newly-appointed WTAG Radio Club advisor, has assumed her new duties. . . . Paul Swan will replace Leslie Moore as WTAG news analyst while the latter attends the American Press Institute's seminar at Columbia University for four weeks, beginning January 20. . . . An orchestra composed of approximately 16 members of the WTAG Radio Club, is now being formed under the direction of A. J. Brissette, program director. . . . The Worcester Infantile Paralysis Campaign was officially launched January 14 with an address by Mayor Charles Sullivan over WTAG. . . . **LAWRENCE**—WLAW's "Round The Town" program has been especially commended by Lawrence Quigley, Dept. Commander of the American Legion, for the show's segment, "Lest We Forget" which urges listeners to remember with greeting cards and cheerful letters the maimed veterans of the last World War.

Paterson Is Fourth City On WNBC "Salute" Series

The industrial center of Paterson, N. J., will be number four in WNBC's series of all-day salutes to communities in its listening area, it was announced yesterday by James M. Gaines, manager of the station. "Paterson Day" will be Friday, January 24.

William P. Furrey, mayor of the city, stated that all the city's civic, industrial, educational, religious and philanthropic groups had promised whole-hearted support of the event.

As provided in salutes of other cities, WNBC's tribute includes performances of all stars of its local programs, including Mary Margaret McBride, Jinx Falkenburg and Tex McCrary, Maggi McNellis and Herb Sheldon, Ray Barrett and Bob Smith. In addition, station's "Modern Farmer," "Metropolitan News Roundup" and "Serenade To America" programs will be devoted to the salute. Day's program will include an NBC web program when a Paterson couple will appear on "Honeymoon In N. Y."

BIG NAME DISC JOCKEY

Seeking permanent connection with any progressive station in U. S. that can offer promising present and Executive Future. Currently employed by leading network in New York City. Excellent record of eleven years' outstanding performance in all phases of Announcing, Direction, Production and Presentation. Station must be good market area—suitable permanent residence. Write

Box No. 304, RADIO DAILY
1501 Broadway New York 18, N. Y.



SELLS

WDEL is located in Wilmington, Delaware which, because of its strategic location, transportation facilities and wide industrial diversification is assured a great, stable and prosperous future. WDEL sells profitably for you in this area composed of Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

5000 WATTS DAY AND NIGHT



BASIC STATION

Represented by
RADIO ADVERTISING COMPANY

New York • Dallas • Chicago
San Francisco • Hollywood

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 11

NEW YORK, THURSDAY, JANUARY 16, 1947

TEN CENTS

Retailers Sanction Radio

New Treasury Series Goes Into Production

The Treasury Department tomorrow will begin production at NBC of the new "Guest Star" series of transmissions for distribution among 1,000 radio stations throughout the country during the week of February 16th in connection with the U. S. Savings Bonds sales campaign.

Kenny Delmar will be permanent emcee of the series with Gladys Swarthout and Henry Morgan as the initial guests. A 20-piece orchestra under the direction of Denes Agay, Hungarian-American conductor-composer, will also be featured.

"Guest Star" is being produced by
(Continued on Page 5)

Brewery Spot Campaign Announced For East Coast

Plans for an extensive spot radio advertising campaign extending from Maine to Florida in the interest of the Ruppert Brewery were announced yesterday by George Ruppert. The campaign, under direction of Lennen Mitchell, Inc., is aimed to cover the consumer market in the primary sales territory of Ruppert beer and
te.

NBC Announces Plans For New Alberta Station

Montreal—The site for a new CBC 50-kilowatt transmitter in Alberta has been fixed near LaCombe, A. D. Dunton, chairman of the corporation's board of governors, announced. In a brief statement following a two-day meeting of the board here, Mr. Dunton said en-
(Continued on Page 2)

Cooperation

Chicago—The Chicago Radio Management club has arranged to cooperate with the planning and operation of Roosevelt College's Radio Workshop. Holman Faust, president of the club and vice-president of Mitchell Faust Advertising Agency, is directing the cooperation. The College Radio Workshop uses the studios of WJJD two hours a week.

Educational

Posters which pictorially tell the story of the United Nations organization are being mailed to American broadcasters by Christopher Cross, U. S. Radio Liaison Officer, this week. The posters are designed to acquaint stations, particularly news departments, with the functions of the UN officials and departments.

Convention Of IRE Will Attract 7,000

Some 7,000 radio and electronic engineers, including representatives from England and Canada, will attend the Institute of Radio Engineers' annual convention, March 3-6, which is to be held at Grand Central Palace and the Hotel Commodore in New York. A large group of engineering students from various colleges and universities also are expected to attend.

Engineers not only will learn of
(Continued on Page 5)

Canadians Here Inspecting CBS, Du Mont, NBC Tele

A group of 12 Canadian radio and government officials, including CBS's general manager and board chairman, arrived in New York yesterday for a two-day inspection of CBS, Du Mont and NBC television facilities. Members of the visiting party were guests yesterday after-
(Continued on Page 4)

Coaxial Cable Color Tele Test Being Sought By Commission

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday called for a coaxial cable test of CBS color television when the video hearings resume in New York on January 27.

With the avowed purpose of testing the network possibilities of CBS' color tele, the Commission announced it had requested the American Telephone and Telegraph Co., to "introduce certain evidence" at

NAB-NRDGA, In 2-Year Texas Study, Find Broadcasting Effective Tool; List Five Benefits Achieved

Coast Tele Station Going Commercial

West Coast Bureau, RADIO DAILY
Los Angeles—KTLA, operated by Television Productions, Inc., Paramount subsidiary, goes on air commercially January 22 with initial commercial program of one hour being sponsored by Tupman Motors Co., Los Angeles, Lincoln dealer. J. Walter Thompson Company is agency for Tupman.

Bob Hope will emcee program,
(Continued on Page 4)

CBS Affiliates Board To Meet In N. Y., Jan. 23

Members of the Columbia Affiliates Advisory Board will meet in New York on January 23 and 24 to discuss problems of the 157 affiliated stations and the network. The members of the board are: I. R. Lounsbury
(Continued on Page 5)

Amateur Dramatic Club Formed By NBC Employees

Formation of an Amateur Radio Drama club among NBC employees in New York to stimulate interest among potential radio artists was announced.
(Continued on Page 6)

Successful use of radio as an advertising medium by a major retailer has been definitely proved, and its continued expansion and integration as an effective sales promotion tool was outlined yesterday at the National Retail Dry Goods Association Convention at the Hotel Pennsylvania.

Its success for one particular store was detailed in a report made to the nation's largest department store association by Edward Sullivan, general manager of Joske's of Texas,
(Continued on Page 5)

Town Meeting Co-Op Signs 32 Sponsors

With the announcement that the New York Herald-Tribune would sponsor "America's Town Meeting of the Air" in the New York area effective today, ABC revealed that 32 co-op sponsors of the program had been signed throughout the country within the past two weeks.

The Herald-Tribune contract, signed through Donahue & Coe, Inc.,
(Continued on Page 6)

Feltis Carries BMB Ball At NAB 14th Dist. Meet

Salt Lake City—Hugh Feltis, president of Broadcast Measurement Bureau, answered specific questions submitted by broadcasters attending
(Continued on Page 6)

Salute

NBC will honor three Westinghouse stations, KDKA, Pittsburgh; WBZ, Boston, and KYW, Philadelphia, with a special salute on January 23. The program will commemorate twenty years affiliation with NBC. All three stations joined the network on January 1, 1927, and since that time have played important roles in affiliate and network activities.



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

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FINANCIAL

(Wed., Jan. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/8	9	9	- 1/8
Am. Tel. & Tel.	171 3/4	170 7/8	170 7/8	- 1/8
CBS A	31 3/4	31 3/4	31 3/4	+ 3/8
CBS B	31 3/4	30 1/2	31 1/4	+ 3/8
Farnsworth T. & R.	7 3/4	7 5/8	7 7/8	+ 1/8
Gen. Electric	36 1/4	35 1/2	35 1/2	- 5/8
Philco	22	21 1/4	21 1/4	- 3/8
RCA Common	9	8 7/8	8 7/8	- 1/8
Stewart-Warner	17 3/8	17 1/4	17 3/8	+ 3/8
Westinghouse	24 5/8	24 1/8	24 1/8	- 1/8
Westinghouse Pfd.	95 1/2	94 7/8	94 7/8	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 3/8	4 1/8	4 3/8	- 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 3/4	7 1/2
Finch Tele Comm.	7 1/2	8 1/2
Stromberg-Carlson	11	12 1/2
U. S. Television	1 3/4	2
WCAO (Baltimore)	40	40
WJR (Detroit)	19 1/2	21 1/2

CBC Announces Plans For New Alberta Station

(Continued from Page 1)

Engineering measurements show the site near LaCombe to be the best location for service to different parts of the Province.

'Aunt Jenny' 10 Years Old

"Aunt Jenny," CBS program heard Monday through Friday from 12:15-12:30 p. m., on Friday will celebrate its 10th anniversary on the air. Jessica Dragonette will be the special guest on the show for the occasion.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"
Represented by Forjes

Coming and Going

BOB HAWK, Columbia network, quip-master, goes down to Philadelphia tomorrow to speak at the dinner of the Poor Richard Club, an affair held each year on the birthday of Benjamin Franklin.

HUGH FELTIS, president of the Broadcast Measurement Bureau, who addressed the regional meeting of the NAB in Salt Lake City this week, has left for Omaha, where he'll confer with BMB subscribers in the Nebraska area.

MAURICE DREICER, commentator on WWRL, who returned yesterday from Wichita Falls, Tex., goes up to Schenectady today for a discussion of radio and radio news reporting before the Rotary Club of that city. Then he leaves for Pittsfield, Mass., where tomorrow he'll speak on "Radio and Religion" before the South Church Brotherhood.

ROY E. MORGAN, manager of WILK, Wilkes-Barre outlet of ABC, is in town on station and network business.

DAVID E. GREEN, publicist, to Hollywood this week to supervise operations at his West Coast office, recently opened.

V. N. SPRINGATE arrived yesterday. He's the commercial manager of KXOK, St. Louis, an affiliate of the American network.

ROBERT SCHMID, vice-president of Mutual in charge of advertising, promotion and research, is sojourning for a week at Miami.

RALPH MINTON, promotion director of WIP, Philadelphia, was in New York yesterday discussing his specialty at the headquarters of the Mutual network.

JOHN DALY, newsman at CBS, left yesterday for Washington, D. C.

JIMMY AMES, manager of sales at Mutual, and HOWARD W. CANN, network sales executive, are attending the Contadina Convention in Atlantic City, N. J.

JAMES W. WOODRUFF, president of WRBL, Columbia network affiliate in Columbus, Ga., is back at the station following a few days in New York.

BILL LEWIS, vice-president of Kenyon & Eckhardt in charge of radio; HAL DAVIS, TOM CARPENTER and DON MAGGINI, also of the agency's radio department, off to Detroit for the Jan. 19 opening of "The Sunday Evening Hour" on the American network.

ROBERT E. DUNVILLE, vice-president and general manager of Crosley Broadcasting Corp., is in Gotham for conferences with officials of the network.

WILLIAM T. LANE, general manager of WAGE, affiliate of ABC in Syracuse, N. Y., is in Gotham for conferences with officials of the network.

PETER DONALD, of Allen's Alley and "Can You Top This," has returned from Buffalo, where he opened the March of Dimes campaign at Kleinman's Music Hall.

EUGENE CARR, director of radio for the Brush-Moore Newspapers of Canton, Ohio, is spending a few days in town. Tomorrow he'll leave for Washington, D. C.

EDDIE GARR, comedian, is back in San Francisco following a vacation in Colorado. He's doing a night-club turn while planning his next radio series.

ROBERT B. HUDSON, Columbia network's director of education, is in Philadelphia to speak before the Adult Education Council for Philadelphia.

OLIVER DANIEL, musical director of the "School of the Air" broadcasts for CBS, leaves tomorrow for Washington, D. C., where he will make preparations for the "Gateway to Music" program to be broadcast from the Nation's Capital next Tuesday.

WALTER LURIE, director of new programs for MBS, has left for Hollywood, where he'll spend five weeks setting the stage for the airing of new shows from the West Coast. En route, he has a stopover scheduled for Chicago.

CECIL BROWN, Mutual network commentator, is in Cincinnati to address the Commonwealth Group on the subject "Are We Headed for War?"

Commission Now Seeks Coaxial Color Tele Test

(Continued from Page 1)

the intercity coaxial cable. In addition, AT&T Co., will have a qualified witness at the hearings to present testimony concerning the technical aspects of its coaxial cable in connection with the transmission of television.

Variety Series On WNYC Will Promote Tolerance

"Over The River," a new variety show on WNYC, aimed to promote mutual understanding and tolerance, will make its debut on Sunday, January 19 from 1:00-1:30 p.m. Starring in the premiere of this new series will be Teddy Wilson, Kenneth Spencer, Angeline Collins and the Al Casey Trio. Each week, stars of Broadway and the theater will appear on the program to promote the theme of understanding and tolerance.

Produced and directed by Bill Chase, columnist for the Amsterdam News, and Kenneth Joseph, WNYC announcer, "Over The River" will feature a variety program of music and drama each Sunday afternoon.

Jane Kalmus Resigns Post As Hutchins Publicist

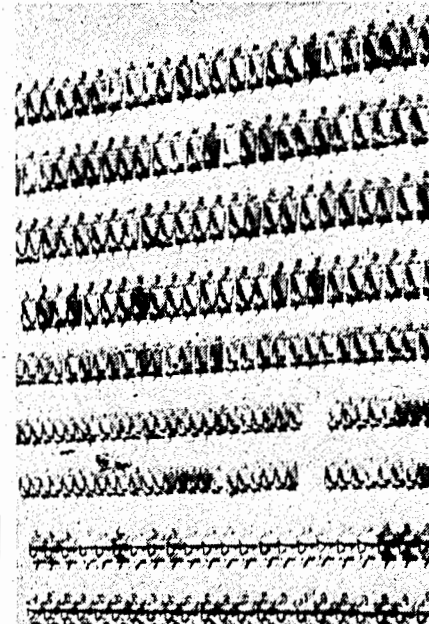
Resignation of Jane Kalmus as head of the publicity department of the Hutchins Advertising Company in New York was announced yesterday by H. Pierson Mapes, vice-president. As publicity head of the Hutchins agency, Mrs. Kalmus handled the publicity and promotion of Philco radio accounts including the Bing Crosby show, Don McNeill's Breakfast Club and the Burl Ives program. Activities of Mrs. Kalmus' department will be continued under the supervision of Mr. Mapes.



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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.



SURPLUS

In so small a picture that looks like a lot of nothing. Actually it's only a photo fraction of the thousands upon thousands of surplus planes lined up at the Naval Air Station in Clinton, Oklahoma. They're being dismantled, and the aluminum will be fed back into commercial channels.. window frames, ornamental fixtures, alloys, etc.

There's a lesson in that picture for business. Words such as "surplus . . . scrap" . . . "disposal" . . . "obsolete" are worth thinking over. We don't know which side of the market you're on . . . bull or bear . . . but a lot of smart fellows think the battle for brands is going to be colossal.

A lot of smart people don't think the public is going to stampe the market place to get any old name.

If you want to build up a backlog of public confidence in Baltimore for what you have to sell—radio station W-I-T-H is the way to do it.

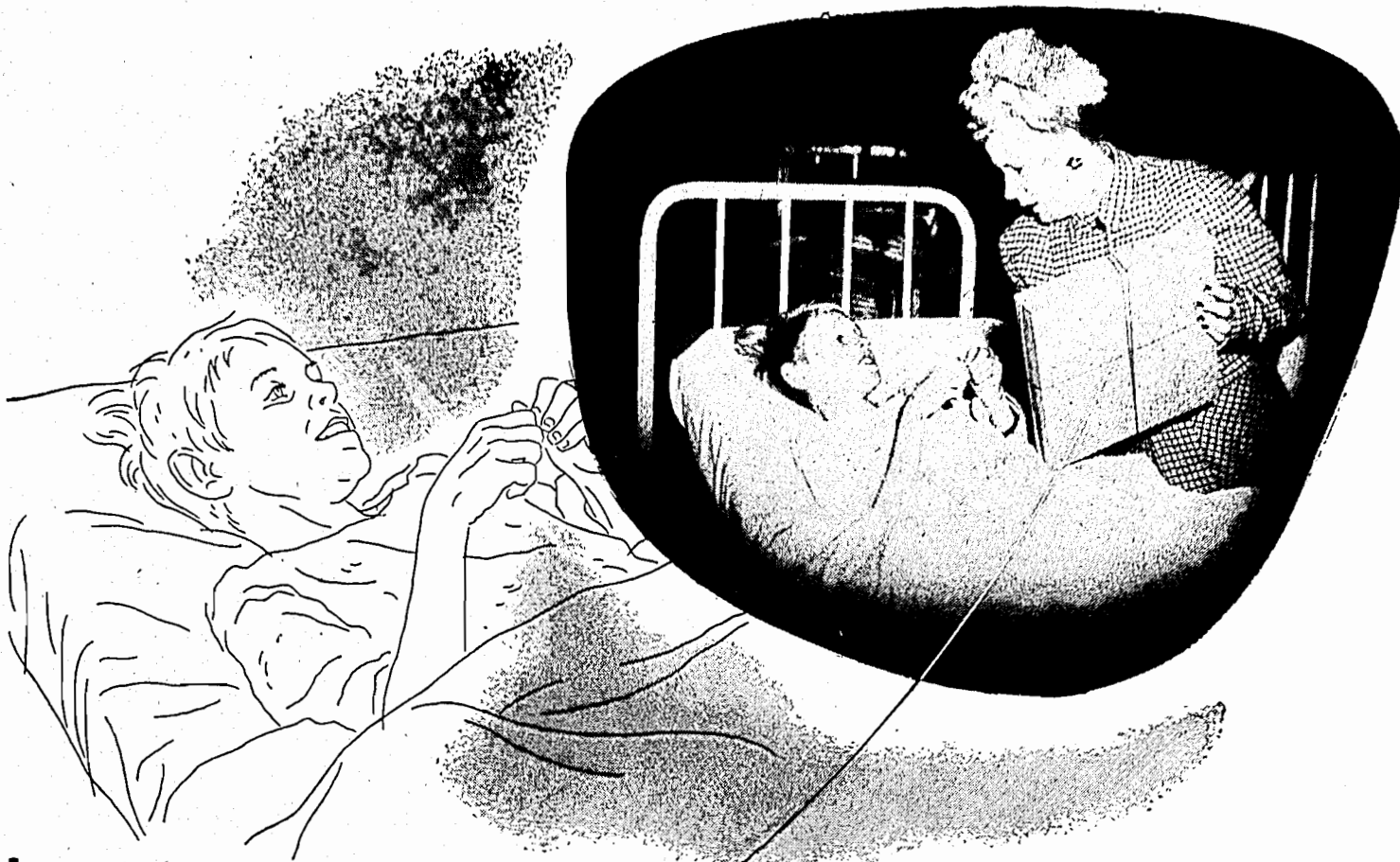
W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. It's the big stick in the country's 6th largest market. Get the hard-boiled facts . . . and you'll take W-I-T-H.



W-I-T-H
AM and FM
IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Hoadley-Reed



hundreds of sick children think *Santa is a Blonde*



Santa Claus is a blonde, with up-swept hair and a microphone . . . but no whiskers.

You've been taught differently?

So have we . . . but we know four children's hospitals whose young patients you'll find hard to convince otherwise. To them, Santa Claus is Ruth Lyons, that wonderful woman on the radio who visited them again this year.

We wish you could have seen the beautiful, shining tree—heard the squeals as truck-loads of toys were distributed—watched these tots, pain and suffering forgotten, singing and laughing . . . it would have been apparent why they were confused. We think maybe you'd understand, too, why the doctors and nurses—and countless listeners at home—blinked back joyful tears.

The generosity of Ruth's loyal "Morning Matinee" listeners made these Christmas parties possible. Each year they eagerly respond

to the program's annual drive for children's Christmas funds. Contributors of one dollar or more were sent a booklet, "Seein' Is Believin'", and thirty thousand copies weren't enough to meet the demand. *More than \$33,000* was received, and every cent above the cost of the books went to lighten the suffering and pain of patients of children's hospitals in Cincinnati, Indianapolis, Louisville and New York.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility . . . one which we have dedicated our resources and efforts to fulfill.

WLW

The Nation's Station

CROSLY BROADCASTING CORPORATION

PROMOTION

Symphony Leaflets

Printed leaflets, outlining the programs of the "Boston Symphony Orchestra" several weeks in advance of the ensemble's broadcasts over ABC, will be offered listeners beginning Jan. 21, when sponsorship of the weekly series is assumed by the John Hancock Mutual Life Insurance Company. The leaflets are written by Richard Gilbert, musical director of the RCA-Victor Recording Company. They also will contain interesting information concerning the orchestra, its conductor, Dr. Serge Koussevitzky, and plans for the series.

March Of Dimes

As part of their cooperation with the 1947 March of Dimes Committee, KECA, Los Angeles, and the Hollywood Citizen-News will run a ribbon of dimes along Vine Street, on Thursday, Jan. 23rd. This "Hollywood Ribbon of Dimes" will extend from Sunset Boulevard to Hollywood Boulevard and back again as many times as the dimes contributed by the cinema city's residents and guests hold out.

The ribbon of silver coins will be guarded by a special detail from the Los Angeles Police Department, assisted by uniformed members of the American Women's Voluntary Services.

Star Album Giveaway

An album of pictures of the various cowboy singing stars and groups are being given away to listeners of KABC, San Antonio, writing in and requesting the album. Photos of Del Dunbar, tall Bill Lister, the Texans and others are in the album, which was compiled by Jerry Spengler, merchandising manager for KABC.

Coast Television Station Now Going Commercial

(Continued from Page 1)

with Dorothy Lamour, William Bendix, Jerry Colonna, Ann Rutherford, William Demarest, The Rhythmairs and Digger O'Dell and Peter Lind Hayes among those appearing. Cecil B. De Mille will give a short address. Commercial program will be preceded by a 15-minute period during which city and state officials will participate. KTLA will pledge itself to devote considerable time to public service programs and its program "Your Town" is a weekly feature.

Klaus Landsberg, West Coast manager for Television Productions and general manager of KTLA, has been signed to a new five-year contract.

AVAILABLE

Young man with successful commercial radio record in the most competitive market in the U. S., for the past seven years, is available now as manager or commercial manager. For complete details write Box 302, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Windy City Wordage...!

● ● ● Ralph L. Atlass, general manager of WIND, has announced that the station will take possession of its new quarters at 400 North Michigan Avenue, in the Wrigley Building, on May 1. Occupying the entire second floor of the building, the station will have the use of four

Chicago large modern studios completely outfitted with the latest RCA equipment. Both studios and offices will be acoustically treated and air conditioned. Spencer Cone is the architect. . . . Regan Callais, former Patricia Stevens model who has been appearing on television station WBKB, claims the honor of being the first television actress to be signed for pictures. Miss Callais, 19-year-old ash blonde, has been signed by RKO. . . . Del Moore, who started in as a disc jockey on WCFL recently, had a tough break. A few days after he started—and from an audience standpoint he was doing all right—he was stricken with pneumonia and for a while the doctors held out little hope for him. But he came through safely, is now recuperating and expects to resume his disc program in a couple of weeks.



● ● ● Even though the holidays are past, radio's penchant for parties has not abated and it looks as if there will be plenty of them right through the winter. The Beulah Karney (she's WENR-ABC home economist) party on January 7 featured "eats" made from prize-winning heirloom recipes and prepared by Miss Karney and Alfred Camozzi, executive chief of the Drake Hotel. On January 8 Lloyd Larson & Associates, Inc., held an elaborate cocktail party and dinner at the Illinois Athletic Club to introduce Jack Stillwill, newly elected vice-president. The Russel M. Seeds agency had its hands full arranging for the premiere of the new Adventurers Club show and the party that followed on January 11, as everybody wanted to attend and only about 100 could be accommodated. A luncheon at the Kungsholm Restaurant for Harold Peary, the Great Gildersleeve, was staged yesterday, and with several out-of-town shows doing their broadcasts from Chicago shortly, there probably will be another rash of parties.



● ● ● Jack Ryan, NBC manager of press relations, had a bout with pneumonia last week but is back on the job. . . . Ell Henry, publicity manager for ABC, had his tonsils yanked at Evanston Hospital last week-end. . . . Doris Grundy, who has been heard on "You Make The News" and "Real Stories From Real Life" over Mutual, from New York, has transferred her activities to Chicago and made her debut January 15 from the WGN studios in "Crime Files of Flamond." . . . "Gypsy Nights," which was set for a run on ABC, will be broadcast only a couple of nights and then will be replaced by a new show, "That Was The Year." . . . I. E. Showerman, general manager, and Arthur Jacobson, production manager, of the NBC central division, back from a business trip to New York. . . . Joel Kupperman, Naomi Cooks, Jack Rooney and Lonny Lunde, Quiz Kids, with Joe Kelly and a battery of producers, engineers and staff members, will travel to Miami for a broadcast from the Orange Bowl January 26.



● ● ● Arnold Carlson, Mutual Midwest account exec, came back from a Cuba vacation wearing a healthy tan. . . . John Vacca, Jr., of the NBC studio setup department, has resigned to become staff announcer for KECK, Odessa, Texas. . . . The wife of Don Brinkley of the WGN continuity department presented him with a six-pound nine-ounce daughter, Kim, January 2. . . . John Harrington, WBBM newscaster, took off for Florida this week for a two-week vacation. Jim Conway is substituting for him. . . . Clifton Utley, NBC news commentator, has been named local chairman of a group raising funds to help care for European children being brought to the U. S.

AGENCIES

ISABELLE SHAVER, formerly with Anderson, Davis & Platte, has joined the copy staff at Ruthrauff & Ryan. The agency tomorrow will celebrate its 35th anniversary with a party at the Biltmore for its 325 employees.

WYNN MACK RAINBOLT has been promoted by Young & Rubicam to the post of associate copy director.

WALTER BLAKE, formerly of Blaine-Thompson, has joined McCann-Erickson as a member of its Los Angeles staff.

THE SWEETS COMPANY OF AMERICA, INC., maker of Tootsie Rolls, will start a radio campaign on Tootsie Fudge Mix in New York and Chicago Monday, January 20. Agency is Duane Jones.

EUGENE J. COGAN has been named media director of Geyer, Newell & Ganger, Inc., it has been announced by H. W. Newell, executive vice-president. Cogan formerly was media director of Ward Wheelock Company, and prior to that served as media director and business manager of Paris & Peart, with which he was associated for 14 years.

Canadians Here Inspecting CBS, Du Mont, NBC Tele

(Continued from Page 1)

noon in the studios of WCBS-TV and also saw a demonstration of color television at network headquarters on Madison Avenue. The Canadians inspected Du Mont facilities and WABD studios last night and will look over the NBC television set-up today.

The visiting party includes A. Davidson Dunton, chairman of the board of governors of CBC; Rene Morin, vice-chairman; Dr. Augustin Frigon, CBC general manager; Donald Manson, assistant general manager; C. W. Browne, comptroller of radio, and Dr. James J. McCann, Canadian Minister of National Revenue. Six other board of governors members in the party are F. J. Crawford, B. K. Sandwell, Dr. G. Douglas Steel, Howard B. Chase, Mrs. T. W. Sutherland and Adrien Pouliot.

MARLIN BLADES—ADAM HATS

JINGLES
that don't
JANGLE!

**RADIO'S MOST COMPLETE.
EFFECTIVE JINGLE SERVICE.**

YOUR Jingle Sung - or
Written, Packaged, - Produced

Jingle Division
'Lanny & Ginger' GREY
545 5th AVE., N. Y. C. • AT. 9-4021

SATTLER'S DEPT. STORE

ADAM'S CLOVE & BEEMAN'S GUM

CIRCULAR ON REQUEST

New Treasury Series Goes Into Production

(Continued from Page 1)
 erent O. Guntz, Director of Radio for Savings Bonds, assisted by Ruth Giffard.

Chief sriptor is Carroll Moore, Jr. (Henry Morgan show writer) with Milt Surrey and Mort Friedman of Kenny Delmar's staff, assisting.

Discs will be cut on a two-a-week basis every Thursday afternoon before a studio audience at NBC, but will be released to stations for one-a-week airing as a Public Service presentation.

The Joseph Katz Agency serves through the Advertising Council as task force agency supervising Savings Bonds transcriptions.

CBS Affiliates Board To Meet In N. Y., Jan. 23

(Continued from Page 1)
 Perry, WGR, Buffalo, chairman; E. E. Hill, WTAG, Worcester, Mass. secretary; C. T. Lucy, WRVA, Richmond, Va.; Glenn Marshall, WFOY, Ft. Augustine, Fla.; W. Howard Mummerville, WWL, New Orleans, La.; Frank Eighmey, WTAD, Quincy, Ill.; Arthur Church, KMBC, Kansas City, Mo.; Kenyon Brown, KOMA, Oklahoma City, Okla., and Clyde Doombs, KARM, Fresno, Cal.

CBS executives who plan to attend the meeting are Frank Stanton, president; Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president and treasurer; L. V. Akerberg, vice-president in charge of station relations; Edward L. Murrow, vice-president and director of public affairs; Davidson Taylor, vice-president and director of programs; Earl H. Gammons, vice-president and director of CBS Washington office; J. Kelly Smith, director of station relations, and William A. Schudt, Jr., eastern division manager of station relations department.

Giants Renew Contract For Sportscast On WMCA

A new two year renewal contract amounting to \$53,000 annually for sponsorship of nightly "Giant Jottings" over WMCA was signed yesterday by the New York Giants Baseball Club. New contract, handled through Warwick & Legler, Inc., is effective next April 1 when the current contract expires.

"Giant Jottings" is a sports commentary aired six nights a week from 11:45-7 p.m., and is handled by Steve Ellis, WMCA sportscaster, who broadcast the Giant baseball games last season.

The renewal contract was signed yesterday by Arthur Flynn, who handles radio matters for the Giants and represented owner Horace Stoneham; Lester Malitz, Warwick & Legler vice-president; Charles Stark, WMCA vice-president; and Steve Ellis, who is a part of the package.

NAB-NRDGA 'Joske' Study Finds Radio Valuable Medium

(Continued from Page 1)
 in which a two-year study conducted by the NAB, NRDGA and store officials pointed up the value of radio in the following respects:

(1) Contributed to a profitable increase of sales volume.

(2) Directly and indirectly brought more traffic to the store.

(3) Widened the range of Joske's trading area.

(4) Reached new customers not previously reached by other advertising.

(5) Helped increase the prestige of the Joske name and substantially aided in establishing the store's character, service and slogans.

Joske's radio appropriation in 1945 amounted to 20.5 per cent of the combined newspaper-radio budget, and that figure was believed to have been maintained, if not increased, for the last 12 months.

Sullivan pointed out that every month since the radio study began, a better comparison of the store's sales volume was produced with competition as shown in Federal Reserve reports than was shown the previous year. While this was also due to other factors, radio was "the added ingredient," he said.

"The past 20 years have seen the rise of the most important new advertising medium of our times," Sullivan said, "a medium which in the past five years has reached new heights of importance in the everyday lives of our customers." In the future, due in a large measure to the "aggressive and enthusiastic merchandising of radio sets in retail stores, there can be little doubt that the importance of radio advertising in our store's promotional programs will be on the increase," he declared, "or in any event, that the pressure will be on us to make use of radio in a greater way than in the past." The use of radio is an important fact of dynamic distribution today, he added.

Sees "Beaming" As Important
 Outlining the "clinical study" of radio and retailing at Joske's, Sullivan explained that air advertising had been used to a "varying degree" prior to the experiment, because "we didn't know what we were getting for our money." Recommendations from the initial survey showed that programs should be "beamed" to certain audiences, promoting certain specific departments or items. Nine 15-minute daily programs, two weekly shows, and 109 spot announcements were used at the outset of the campaign. Currently, Joske's is sponsoring 11 daily programs, in addition to the same number of spots.

The retail executive urged retailers to entrust their radio advertising problems to experts in the medium, itself, warning that radio production is not a business for amateurs, "and retailers are amateurs in radio." He also advised that successful retail use of radio could be

The Winner!

Winner of the NRDGA grand prize for programs was the James Black Dry Goods Company of Waterloo, Iowa, for its local news shows titled "RFD 1540," aired on KXEL. Joseph Du Mond, general manager of the outlet, and Helen Phillips, of the Black Company, were recipients of the award from Maj. Benjamin Namm, president of the NRDGA.

realized only by careful planning knowledge of the particular market, and a sustained use of the medium. "If you're not going to continue in radio, don't start," he said.

Echoing this principle in the use of broadcasting as a sales promotion medium, Walt Dennis, director of radio and television for Allied Stores Corporation, told the NRDGA that little could be expected from a radio campaign that does not use the "beam" technique as used by the Texas store. He urged the use of repetitive advertising, as applied by other national advertisers, and pointed to the success of such campaigns.

Winners of the NRDGA radio program contest were also announced at yesterday's session. Winner of the grand prize was the James Black Dry Goods Company of Waterloo.

Winners were the McCurdy Co., of Rochester for "Little Symphony"; Bullocks, Los Angeles, for "Diamond Lense"; Maas Bros., Tampa, Fla., for "Melody Matinee"; William Hengerer Co., Buffalo, for "Early Date at Hengerer's."

Contestants were entered from all over the country with the larger number of entries from stores away from eastern states. A study of NRDGA revealed that although 66.3 per cent of all stores polled used radio, only 45.6 per cent of eastern stores used radio while as much as 88.6 per cent of Western stores used the medium.

The Jury of Judges was composed of Arthur A. Stelzer, president of James McCreery & Co., New York; Thomas D. Connolly, director of program promotions, CBS; Margaret Cuthbert, director of women's activities, NBC; Arthur Pryor, vice-president and director of radio, Batten, Barton, Durstine & Osborn, and Isabel B. Wingate, professor, New York University and member National Consumer-Retailer Council, Inc.

Seated on the dais at the radio-retail panel were: Frank E. Pellegrin, NAB; Lee Hart, NAB, and Willard H. Campbell, sales manager, Sibley, Lindsay & Curr, Rochester.

Heads Radio Group

Generoso Pope, president of WHOM, has been appointed chairman of the Foreign Language Radio Stations Division for the "March of Dimes" campaign of the Greater New York Chapter.

Convention Of IRE Will Attract 7,000

(Continued from Page 1)

the latest in electronic developments but will have a chance to see many of them in actual operation. About 140 manufacturers are scheduled to show their most recent developments in radio and electronic research during the four-day event at Grand Central Palace.

While exhibits will be housed in Grand Central Palace, three ballrooms in the Hotel Commodore are to be used as assembly points for the reading of 120 highly technical papers bearing on the latest happenings in the fields of radio and electronic engineering. A list of the papers to be presented includes such titles as FM Reception, Television A, Television B, Broadcasting and Recording, Radar and Communication Systems, Particle Accelerators for Nuclear Studies and Relay and Pulse-Time Systems of Communication.

Dr. James E. Shepherd is chairman of the 1947 IRE national convention and Norman D. Israel is in charge of exhibits requirements. William C. Copp is acting as exhibits manager.

Atwater Kent Auditions Again Set By KECA-ABC

West Coast Bureau, RADIO DAILY
 Los Angeles—The 1947 Atwater Kent Foundation, auditions for non-professional singers who have passed their 18th birthday and not reached their 29th birthday, will be conducted by KECA and ABC for the second season. Last year 1,400 contestants auditioned to compete for the \$10,000 in prizes.

Texas Station Sold

Palestine, Tex. — Approval was given by the FCC for the sale by Bill Laurie of KNET to Gordon McLendon, John F. Long and Joe J. Brown for sale price of \$37,500. McLendon, has 51 per cent interest in the station and is the son of Barton McLendon, head of Tri-States Theaters. Long and Brown are associated with the Long Theater Circuit. Long has 39 per cent interest and Brown 10 per cent.

Shirley Wolff Talks For R.C.

Shirley Wolff, who conducts the "Celebrity Night" series (WJZ, Friday midnight), has been selected by the Red Cross to appear before the student bodies of several high schools in the Metropolitan area to give her lecture, "Food For Glamour." Miss Wolff's talks will be a part of the nation-wide Red Cross Nutrition Week campaign.

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

Town Meeting Co-Op Signs 32 Sponsors

(Continued from Page 1)

is for a 52-week period starting with tonight's broadcast from 8:30 to 9:30 p.m. It marks the first time that a metropolitan daily has commercially sponsored a forum show under terms of a full year contract.

Local sponsorships throughout the country signed within the past two weeks include newspapers, public utilities, banks, savings and loan associations and department stores. Among them are: Guarantee Trust Company of Phoenix, Ariz.; City Bank & Trust Company, Milwaukee, Wisc.; First National Exchange Bank, Roanoke, Va., and the San Diego Savings & Loan Association, San Diego, Calif. Among public utilities the program will be sponsored by the Southern Colorado Power & Light Company, Inc., in Pueblo, Colo.; Jackson Electric Department in Jackson, Tenn.; the Carolina Power & Light Company in Asheville, N. C., and the Springfield Street Railway Company, Springfield, Mass.

Among department stores sponsoring the program locally are Sears, Roebuck & Company, Grand Rapids, Mich.; Dunlap Company, Lubbock, Tex., and the Meier & Frank Department Store, Portland, Ore. In the Los Angeles, Calif., area, Sparkletts Drinking Water Corporation will sponsor the program over station KECA.

Feltis Carries BMB Ball At NAB 14th Dist. Meet

(Continued from Page 1)

the NAB 14th District meeting here this week. Following the meeting the broadcasters passed a resolution which said in part that "whereas (the BMB) study has developed facts of value to agencies and advertisers as well as to broadcasters . . . now therefore be it resolved that we, the broadcasters of the 14th District, commend BMB for the contribution which has been made to standardize radio as an advertising medium in the minds of advertisers and agencies."

To those broadcasters who wanted BMB audiences reported in places where less than 10 per cent of the radio families listen to the station, Feltis said that the sample used in the first study did not provide for statistical reliability under 10 per cent. To those who questioned the advisability of reporting as low as 10 per cent he said that station management might find this information interesting for its own consideration but that "we don't claim a station can do an advertising job in a county where only 10 per cent of the radio families listen to it."

Feltis read excerpts from letters from the AAAA Radio Time Buyers Committee; Fred Gamble, president of AAAA; Paul West, president of ANA, and Howard Abrahams, promotion manager of NRDGA, all supporting the work BMB is doing.

CALIFORNIA COMMENTARY

● ● ● Bob McAndrews, promotion manager of NBC's Western division, is all smiles these days. Bob, who is also vice-president of the Advertising Association of the West, organized the new Hollywood Advertising Club, and 140 persons, including presidents of eight advertising clubs in nearby cities, attended the organization's initial luncheon meeting. Charles

Los Angeles

R. Hogan, vice-president of N. W. Ayer & Son; Charles Collier, managing director of the Advertising Association of the West, and Tom Breneman were among the speakers. . . . Irv Hamlin has assumed full charge of the promotion managerial post at KFWB. Les Keiter, former sportscaster for KELA, Centralia, Wash., has checked in at KFWB to handle the newsroom editorial position vacated by Hamlin. . . . The recently formed Radio News Club has appointed a committee to study all facets of the news commentary field for awards to be made in 1947. The committee comprises Chairman Fred Henry, KLAC; Clete Roberts, KMPC; Freeman Lusk, director of public relations for Los Angeles Board of Education; Kerwin Hoover, KFI; Kathleen Wilson, ABC. . . . Andre Kaminker, former Parisian newsman and at one time press assistant to General Charles De Gaulle, was the guest speaker at a recent meeting of the organization. Helen Gahaagan Douglas will be the guest speaker at the February meeting.

★ ★ ★

● ● ● Freddy Martin, maestro of the Jack Carson show, slipped down to Mexico over the holidays and shot a deer, which he served at a great venison feast at his Malibu Beach home. Guests included Carson, Arthur Treacher, Frank Sinatra, Bing Crosby and members of Freddy's band. . . . William Conrad, radio producer turned actor for "The Killers," plays an important role in "Body And Soul," which co-stars John Garfield and Lilli Palmer. . . . LOOK magazine spent two days interviewing and photographing Jim "Hubert Updike" Backus for a layout. . . . Tommy Cook, one of the cast members of the Mel Blanc program, has achieved fame early. At 16 he has a fan club, organized this week by a group of Los Angeles girls.

★ ★ ★

● ● ● The miniature replicas of the "Sealtest Village Store" distributed by McKee and Albright have attracted much favorable attention. Cut-outs of Jack Haley, Eve Arden, Bob Stanton, Bob Jellison and the Fountainaires are used. . . . Miriam Lane, who conducted "Home Chats" over KMPC, has resigned her connection with the Broadway Department Store and will devote her time to writing, producing and broadcasting women's features. . . . Judy Canova's favorite radio producer is the fellow who, deep in a script conference, screamed at the writers, "If that gag hasn't been used before, how do you know it's any good?"

★ ★ ★

● ● ● Screen star Robert Cummings claims to have the world's youngest Jack Benny fan. He is the actor's 10-months-old-son, Robert Richard, who listens to both Benny's broadcast and re-broadcast. . . . Gil Simon, former promotion manager of KFWB, is now functioning as manager of Jim Ward & Company, Chicago advertising agency that has branched out under new name after dissolving partnership of Ward & Futterman. . . . Elliott Lewis, star of Mutuals "Gregory Hood" mysteries, screen tests at RKO this month for the role of Enrico Caruso in a film story of the famed tenor's life. Caruso's recorded songs will be dubbed in. . . . Pacific Coast Conference basketball, starting with the UCLA-Stanford game Jan. 10, is being broadcast over KLAC, with Bill Welsh at the microphone.

Henley Talks At NYU

Arthur Henley, scripter of the NBC series "Honeymoon In New York" and author of several articles on the art of script-writing, will address Carl Glick's class in "Foundation of Playwriting" at New York University at the session scheduled for next Monday evening.

Renews WHN Sponsorship

Sharbut, Incorporated will sponsor a new 13-week series over WHN every Saturday on "Sports Final," 7:15-7:30. Billy Gaxton, vice-president of Sharbut, will appear each week with Marty Glickman and Burt Lee. Agency handling the account is Lester Harrison, Inc.

Children's Programs Subject Of Meeting

Agency executives will join with Edgar Kobak, president of Mutual and other network officials in a discussion of the format and advertising policies of the web's children's shows in Chicago today.

Web executives who will attend the meeting include Ade Hult, vice-president in charge of midwest operations; Carroll Marts, assistant to the vice-president; Phillips Carlin, vice-president in charge of programs, and Dorothy Ann Kemble, director of continuity acceptance.

The agencies represented at the meeting will include those buying time on the one and one quarter hours of commercially sponsored juvenile drama shows on MBS. Among them are: Benton and Bowles (for "Buck Rogers" and General Foods); Ruthrauff and Ryan (for "Hop Harrigan" and Taylor-Reed Co.), Kenyon and Eckhardt (for "Superman" and Kellogg, Inc.), Hill Blackett (for "Captain Midnight" and Wanda Co.), and Gardner Advertising Co. (for "Tom Mix" and Ralston).

Amateur Dramatic Club Formed By NBC Employees

(Continued from Page 1)

nounced at NBC last night with Clarence L. Menser, vice-president in charge of programs, sponsoring the activity.

At the last organizational meeting Menser, Donald Bogart, employee service manager, and Garnet Garrison, NBC director, addressed the group. Garrison will give the course of study and will supervise transcriptions of the club's productions.

It is planned to transcribe the amateur programs each month and hold clinical play-back sessions with NBC officials attending.

Case Becomes Manager Of WINK, Fort Myers, Fla.

George T. Case, former program director for KABC, San Antonio and at one time assistant program director and production manager of WBBM-CBS, Chicago, has been named general manager of WINK, Fort Myers, Fla. The station was recently purchased by the United Garage and Service Corp., from Ronald B. Woodyard. Coincident with Case taking over, the following staff additions were announced: Lawrence S. Roser, chief engineer; Marshall Pack and William Snyder, announcers, and Cleve Cleveland, engineer.

Waltham Time Signals

William Scheibel, Advertising Manager of the Waltham Watch Co., announced yesterday that beginning today, 70 time signals per week will be made over WINS, and effective May 1st, 20 time signals per week will be aired via WLW.

THE BOOK OF THE YEAR



**THE ABOVE 1946 RADIO ANNUAL CONTAINS A LIST OF
CHIEF ENGINEERS OF STATIONS—STARTING ON PAGE 1051**

**THE 1947 RADIO ANNUAL WILL CONTAIN AN UP-TO-DATE SECTION
OF CHIEF ENGINEERS, FM TELEVISION AND CONSULTING ENGINEERS**

COAST-TO-COAST

— OHIO —

CINCINNATI—Contrary to popular belief, teen-agers are not interested only in crooners and swing music, according to Elsa Waterman, director of guest relations at WLW. On a tour conducted by her, the youths showed a keen curiosity in the technical, historical, and mechanical aspects of the industry. . . . "A Broadcast From Your Stage" article written by Charles Lammers, dramatic director of WLW, will appear in February's issue of "Dramatics," official publication of the National Thespian Association. . . . DAYTON—The latest news flashes from the wires of WING are now found on luncheon tables of the city's three leading hotels. . . . WHIO starts the New Year with an alert and aggressive safety campaign to continue throughout the year. A summary of traffic accidents are broadcast each day.

— NORTH CAROLINA —

CHARLOTTE—Patty Green, formerly of the WBT Promotion Department, has joined the continuity staff at WSOC. . . . Latest sponsor to climb on the WBT "Carolina Hayride" wagon is Stewart Sales of Chicago. . . . It was a double arrival at the Claude Casey menage this week when Casey (WBT Briarhopper star) brought home a new contract with London Specialties Co. and Mrs. Casey arrived from the hospital with their new son. . . . JACKSONVILLE—Alex Filipovic takes over the engineer berth from Ray Cummins who leaves to work at the new station opening at Morehead City. . . . Manager of WJNC, Lester Gould, has been appointed head of the Jacksonville March of Dimes drive. . . . WILSON—Allen F. Wannamaker, President of the Tobacco Network, spoke at the dedication ceremony for the new Trans-Lux Flash-casting News Sign recently inaugurated by WRAL.

— SOUTH CAROLINA —

COLUMBIA—WIS promotion manager Steve Libby is touring other Carolina stations, exchanging ideas and viewpoints on promotion and publicity. . . . Ex-GI Joseph Deane joins the WIS announcing staff. . . . Clair Shadwell, WIS agricultural director, confined to bed with a severe case of the flu. . . . CHARLESTON—Recent staff changes at WCSC included Wayne Poucher heading the revamped sport department, and announcer Stewart Spencer falling heir to the duties of promotion director Annemie Heineman who resigns to be married.

— NEW JERSEY —

NEWARK—New WAAT public interest series, "Music in the Newark Schools" designed to acquaint the community with the "joyful music experiences" available to boys and girls from kindergarten through high school. . . . PATERSON—WPAT's weekly presentation "Columns Write" celebrates its first year on the air. . . . WPAT presents a new man and wife series with a new angle. Mrs. Alois Havrilla will collaborate with her husband in scripting the new "Alois Havrilla Presents . . ." show . . . Bill Bohack joins the WPAT announcing staff.

British Television Progress Covered In ATS Report

The status of television in Great Britain is concisely told by E. Chisholm Thomas of the British Information Service in a report to the American Television Society which was released this week. Thomas' evaluation of British video follows:

"The British Broadcasting Corporation television service has not changed its system fundamentally since the dramatic closedown for security reasons on September 1, 1939. The station employs the Marconi-E.M.I. system of transmission, giving a picture definition of 405 lines, interlaced, with 50 frames a second. The hours of transmission have, however, been extended by approximately half-an-hour daily, and, thanks to a thorough overhaul of the apparatus and improvements in the aerial, better pictures are now being sent out over a slightly increased range. The official area of coverage is within a radius of some 40 miles from the transmitter, at Alexandra Palace, in London's northern suburbs, but good pictures are regularly ob-

tained in the south coast towns, 60 and 70 miles away. Fair reception has been reported at even greater ranges, and one viewer gets results—variable, it is true—at Guernsey, in the Channel Islands, 170 miles distant. Even if greater range could be achieved (and technical experts say that the limit has been reached with the 'ultra-short' waves used for television) the BBC would not attempt it.

"Country-wide television is certain in the next few years—but it will be supplied by relay stations, the first at Birmingham and, continuing as a chain, others in places like Manchester, Newcastle, Edinburgh or Glasgow and Bristol. When all these transmitters are functioning, it is estimated that 75 per cent of the population will come within television range. Something like 12,000,000 people reside within the television orbit. Set manufacture is lagging behind demand and probably not more than 25,000 receivers are working at the moment."

Soviet Shortwave Program To Japan Now Confirmed

Washington Bureau, RADIO DAILY

Washington—Russia is now broadcasting "propaganda" programs to Japan from a special, high-powered station located outside of the former enemy country, State and War department officials admitted yesterday.

The broadcasts are sent on a standard radio wave length, thus reaching large numbers of Japanese, it was said. The State Department's "Voice of America" broadcasts to Japan are sent via short-wave, thus reaching only a handful of Japanese.

In addition, newspapers and radio broadcasts within Japan are heavily censored by the staff of General MacArthur. The Russian broadcasts have an edge over American news, since the Soviet radio cannot be censored at its source.

The Russian transmitter is said to be located in either Northern Korea or Siberia.

General MacArthur recently refused a request by the U. S. State Department calling for a rebroadcast in Japan of the Voice of America broadcasts. The State Department hoped in this manner to reach a wider audience than the handful of Japanese owning short wave radios.

Will Address Ohio Group On Radio Ad Sales

Dayton—John Pattison Williams, of Dayton, executive vice-president and general manager of Radio Stations WING, Dayton, and WIZE, Springfield, and president of Transcription Sales, Inc., Springfield, will address Ohio State University's newly-organized radio advertising class Tuesday, January

New Tele Unit Successful In Industrial Plant Use

Television has been used with a high degree of success for industrial purposes, as reported this week after a nine-month trial at the Hell Gate station power plant of the Consolidated Edison Co. of New York, where a sight-transmitting system known as the "utiliscope" was used in a boiler room to transmit water gauge readings to a central control room some 325 feet away.

Developed by Farnsworth Television & Radio Corp., and the Diamond Power Specialty Corp., instrument is expected to play an important part in increasing efficiency and safety in industry by showing on a screen similar to that of a home video receiver an exact picture of something currently taking place at a remote or inaccessible point. At the Hell Gate station, camera was focused on the water-level gauge and continuously transmits the picture to the control panel where a 200-line image is reproduced on the screen. Boiler and main control room are separated by a distance greater than a city block, eight floors, a building wall and various other obstructions, it is pointed out.

Instrument also is expected to be valuable in conducting dangerous research experiments visually from a safe distance, such as the observation of dangerous processes involving radio-active substances. Complete installation weighs 121 pounds and includes four units,—camera with deflection unit, two small power units and the monitor, or viewer.

28, at 11 p.m. He will speak on "Simplified Spelling of 'Success' is: S-A-L-E-S," which will cover the local station's problem of selling radio advertising time.

EQUIPMENT

FM Exploitation

As a service to FM broadcasters the sales department of General Electric have allocated shipments of Model 417 AM-FM console combinations to distributors to be sold immediately to FM stations located in their territories for studio and promotional use.

Plaque Presentation

Gordon Shannon, assistant factory manager of Emerson Radio and Phonograph Corporation, presented an engraved plaque and the 7th million radio set, a table model, to Benjamin Abrams, president. It was revealed that Emerson's production for 1946 was considerably more than 1,000,000 sets.

New Antenna

Federal Telephone and Radio Corporation, through the use of the 300-ohm lead-in wire K-1046, announces that a simple, low cost FM and television receiving antenna can be built. Company claims that the antenna is superior in performance and easier to install than many of the more elaborate and expensive types.

New Rochester Station Going On The Air, Feb. 2

Rochester, N. Y.—WRNY, new AM station, will go on the air February 2 and the station's new FM outlet is expected to be ready in the spring, officials of the Monroe Broadcasting Co., announced yesterday.

Lester W. Lindow, former Army radio public relations officer who was previously associated with WFBM, Indianapolis, and WCAE, Pittsburgh, is WRNY's general manager. Harold Kolb has been named programming director and news, sports and special events will be handled by Add Penfield. Felix Bonvouloir, who served on the staffs of several Hartford stations, has been named chief engineer.

Joins WNEW Staff

WNEW staff additions include Bob Labour, formerly with BBD&O, who has joined the station's production department, and writer Bob Stewart, who is serving in continuity. Jean Enzinger, staff writer, has become assistant to Ted Cott, program director.

Send Birthday Greetings To —

January 16

John B. Kennedy Charles Stark
Joe McMichael Albert Morgan
Eihel Merman Babs Ryan

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 12

NEW YORK, FRIDAY, JANUARY 17, 1947

TEN CENTS

Color-Tele Tour Today

20 FM-CP's Awarded in Commission Action

Washington Bureau, RADIO DAILY
Washington—FCC yesterday granted 20 FM construction permits and awarded conditional FM grants to 10 other applicants.

CP's were awarded the following: Exie Broadcasting Co., Montgomery, Pa.; Capital Broadcasting Co., Washington, D. C.; Central Valley Broadcasting Co., Sacramento, Cal.; Wichita Beacon Broadcasting Co., Wichita, Kansas; the Monumental

(Continued on Page 3)

No More Than Five Tele." FCC Informs Paramount

Washington Bureau, RADIO DAILY
Washington—Suspension of further television grants to Paramount inter-districts was announced yesterday by the FCC after the Commission had granted the film organization its fifth license. All remaining Paramount applications were put in the "pending file" by the FCC after it granted a new commercial video permit to the Glen B. Du Mont Labs for a station in Pittsburgh, Pa., bringing to five

(Continued on Page 5)

N. Y. Stations To Aid Boy Scouts Fund Drive

Radio stations in Greater New York as a public service gesture to the Boy Scouts of America have volunteered support of the New York's Council's drive for funds, Warren Jennings, chairman of the radio committee, announced yesterday. The campaign gets under way next Monday.

Campaign kits carry a series of (Continued on Page 2)

Hot Stuff

WOWO in Fort Wayne, Ind., found itself well situated for on-the-spot reporting yesterday when a fire, raging for hours directly across the street from the station, destroyed four business houses. Station dropped all regular programming to report the event and bring to the microphone fire and city officials for special announcements.

Wartime Surplus

Montreal—Canada's War Assets Corporation will soon put on the market several hundred unused war surplus radio receivers. The Corporation said these sets, ultra-high frequency receivers designed for radar operation by the U. S. Army at anti-aircraft batteries to receive identification signals from Allied planes, would be released to the trade across Canada.

Radio Will Support 1947 Red Cross Drive

Plans for the annual American National Red Cross drive with Lennen & Mitchell, Inc., acting as the volunteer agency, were announced yesterday by The Advertising Council. The drive will be staged over a four week period beginning March 1.

Heading the agency group is Phillip J. Kelly, Lennen & Mitchell vice-president. Paul Ellison, who served as the Council's Co-ordinator on

(Continued on Page 2)

Humor Award To Delmar At Radio Execs. Meeting

Kenny Delmar, the "Senator Claghorn" of radio, was presented yesterday with the National Laugh Week Foundation annual plaque as "The New York Postwar Comedian Who Has Made the Most Enduring Contribution to Humor in 1946," at

(Continued on Page 2)

Executive Of CBC Explains Canadian Radio Operations

By VAL ADAMS
Staff Writer, RADIO DAILY
A growing impression, particularly in the U. S., that the Canadian Broadcasting Corp., is government controlled and operated is contrary to fact, according to Dr. Augustin Frigon, CBC general manager, who left New York last night following a two day visit. An analysis of CBC, as reported by Dr. Frigon, finds the operation differing from that of any other country and the general man-

Chairman Of The FCC And Party Here To Visit CBS And View Broadcast Of Video At Tarrytown, N. Y.

Nets And Stations Air Georgia Battle

Networks have given special coverage to the fast breaking battle for Georgia's governorship and the event put Atlanta local station personnel on virtually a 24 hour schedule. All four major webs have carried pickups from Atlanta within the last two days, with the two contestants, Ellis Arnall and Herman Talmadge, appearing on some, and other broadcasts are scheduled for today.

Herman Talmadge was heard over (Continued on Page 5)

Four Sports Authorities To Address SBA Luncheon

Sports in general, with special emphasis on baseball and track, will be the subjects of discussion at the regular bi-monthly luncheon meeting of the Sports Broadcasters Association (Continued on Page 2)

Cardinals Baseball Series Gets St. Louis Sponsorship

St. Louis—Exclusive broadcasting rights to all 154 of the World's Champion St. Louis Cardinals games in 1947 have been granted to the Griesener (Continued on Page 3)

FCC's investigation of the progress of color television as it relates to the CBS application for a commercial color license took a new turn yesterday when it was announced that Charles R. Denny, chairman of the FCC Commission, Commissioner Ray C. Wakefield, Harry N. Plotkin, assistant general counsel and Curtis B. Plummer, chief tele engineer, would visit New York for a color tele demonstration today.

The FCC chairman and his associates (Continued on Page 3)

NAB 14th Dist. Mulls Mayflower Case, BMI

Salt Lake City—Meeting of District 14, NAB, held Jan. 13, 14 and 15 at the Hotel Utah, Salt Lake City, drew an attendance of about 150 and was marked by some important discussions on topics of vital interest to the industry. The district represents five states—Utah, Idaho, Colorado, Montana and Wyoming. In addition to members from these states there (Continued on Page 5)

Still No Appointment To Vacant FCC Post

Washington Bureau, RADIO DAILY
Washington—With a White House decision on the person to fill the seventh seat of the FCC still being withheld, Democrats are once again hopeful that one of their number (Continued on Page 4)

Jungle Jaunt

Chicago—William J. Halligan, president of the Hallicrafters Company and well-known radio amateur, is sponsoring what is said to be the first radio monitored expedition into the jungles of Africa. The safari is now in process of organization here and expects to get under way this summer, with assignments from U. S. Army Signal Corps and other organizations.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thurs., Jan. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists items like Nat. Union Radio, Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

N. Y. Stations To Aid Boy Scouts Fund Drive

(Continued from Page 1) spot announcements and other information about the Boy Scout Drive to raise \$5,000,000 over a three year period in the Greater New York area have gone out to radio stations from the office of Al Nichols, Boy Scout public relations official. In addition a series of transcribed announcements featuring name stars are being prepared by Warren Jennings' committee. The New York campaign to raise funds will be conducted for two weeks beginning Monday with the national Boy Scout drive getting under way February 7.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 730 KC "Anthracite's Most Powerful Independent" Represented by Forjes

COMING AND GOING

FRED THROWER, vice-president of the American network in charge of sales, planes out this morning for Nassau, in the Bahamas, where he'll spend a two-week vacation.

WILLIAM KEIGHLEY, producer of the "Lux Radio Theater" on CBS, plans to come to New York following the broadcast of Jan. 20. He will be accompanied by his wife, Genevieve Tobin.

JIM BAKER, of the promotion department at WTRY, Troy, N. Y., is back at the station following a few days of conferences at the headquarters of CBS, with which the station is affiliated.

WALTER KANER, whose Broadway commentary is heard on WINS, leaves for Philadelphia today to address the 97th Infantry Division alumni tomorrow night.

G. T. C. FRY, eastern sales manager of ABC, will spend the week-end in Pittsburgh on network business.

ROBERT B. HUDSON, Columbia network's director of education, is back from a short trip to Philadelphia.

SIDNEY ASCHER, publicist, has returned from Baltimore, where he saw Evelyn Knight open her engagement at the Chanticleer.

WARREN P. WILLIAMSON, owner and general manager of WKBN, Youngstown, is back at his Ohio headquarters following a visit to the New York offices of CBS.

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

AMES CASSIDY, director of public relations at WLW, Cincinnati, and LARRY NEVILLE, of the station's special broadcasts division, in Louisville for the convention of the Kentucky Press Assn. WLW last night carried a special broadcast of the proceedings.

BOB WOLF, associate radio director at Kenyon & Eckhardt, is in Chicago for the meeting of agency men and Mutual network officials on the subject of juvenile programs.

GLENN MARSHALL, commercial manager of WMBR, Columbia network outlet in Jacksonville, has returned to Florida following a few days in New York.

FRED ROBBINS, of the "1280 Club" heard on WOY, off by plane for Lancaster, Pa., where tomorrow he will announce the NBC "Teentimers" show.

VICTOR KING, maestro, arrived this week from Detroit.

ELEANOR WITT, secretary to Robert C. Fehlgan, commercial manager of WHBC, Canton, Ohio, leaves tomorrow for a two-week vacation, during which time she will adorn the sands of Miami Beach.

BOB MARSHALL, executive of the St. George Wire Recording Co., off for a few days of rest and relaxation in Miami.

Humor Award To Delmar At Radio Execs. Meeting

(Continued from Page 1) the Radio Executives Club Luncheon at the Hotel Roosevelt. Brent Gunts, director of radio for the Savings Bonds Division of the U. S. Treasury, made the presentation as selected by editors, comedians, humorists and gag writers throughout the nation. Presentation was the highlight of the luncheon-meeting which had as honor guests comedians from all fields of entertainment with Harry Hershfield as master-of-ceremonies. Announcement was made by Robert D. Swezey, president of the REC, that the organization has set up a talent search for promising young artists in radio to be participated in by stations in the greater New York area. A \$250 award provided by the REC will be made to the winning contestant as offered by the stations and selected by a committee of radio editors from the trade and consumer press.

Four Sports Authorities To Address SBA Luncheon

(Continued from Page 1) sociation at the Great Northern Hotel next Monday, Jan. 20. Four outstanding figures in the sports world: Bucky Harris, manager of the New York Yankees; Dan Ferris, secretary of the AAU; Ralph Furey, director of Athletics at Columbia University; and Thomas C. Greenwald, well-known track coach, will be on hand to address the play-by-play announcers on the respective fields. Program was arranged by Bernie London of the WCBS-TV sports department. Stan Lomax is president of the SBA.

Radio Will Support 1947 Red Cross Drive

(Continued from Page 1) previous Red Cross fund raising campaigns, will again co-ordinate the coming campaign's activities. Douglas Meldrum will serve as council staff executive. In co-operation with the Advertising Council's Radio Allocation plan leading advertisers are allotting time on the major network shows for Red Cross messages.

Gets Drama Post

Jean Meegan, radio feature writer for the Associated Press, has been named drama critic for afternoon papers, it was announced this week. Miss Meegan will continue with radio, in addition to her new assignment.

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



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it. Adopted soon after he was born, now even Puddles' real mother cannot approach him. Pee Wee's got the right idea. Search . . . search . . . search and you'll find. Research is an important factor in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market. Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget this is a five-station town. Facts are available to prove that W-I-T-H is the buy in Baltimore.

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

10 FM-CP's Awarded in Commission Action

(Continued from Page 1)

Radio Co., Baltimore, Md.; Suffolk Broadcasting Corp., Coram, N. Y.; East I. Godofsky, Hempstead, N. Y.; Eastern Carolina Broadcasting Co., D., Goldsboro, N. C.; the News and Observer Pub. Co., Raleigh, N. C.; the Ohio Broadcasting Co., Canton, Ohio; Tri-County Broadcasting Co., U., Dubois, Pa.; Mon-Yough Broadcasting Co., McKeesport, Pa.; Scranton-Wilkes Barre-Pittston Broadcasting Co., Inc., Wilkes Barre, Pa.; William Kleeman, Clarksville, Tenn.; Mary Hardin-Baylor College, Belton, Texas; Sunshine Broadcasting Co., San Antonio, Texas; Wichita Broadcasters, Wichita Falls, Texas; Hampton Roads Broadcasting Corp., Newport News, Va.; Land of the Lakes Broadcasting Co., Superior, Wis.; Northern Broadcasting Co., Inc., Musau, Wis. Conditional grants were made to the following:

The New Haven Broadcasting Corp., New Haven, Conn.; Narragansett Broadcasting Co., Fall River, Mass.; Radio Station WOW, Inc., Omaha; Joe L. Martinez and Harold C. Bishop doing business as FM Broadcasting Co., Albuquerque, N. Mex.; Lockport Union Sun and Journal, Inc., Lockport, N. Y.; Greensboro Broadcasting Co., Inc., Greensboro, N. C.; the Crosley Corp., Columbus, Ohio; Summit Corporation, Stanton, Pa.; Larus Bros. & Co. E., Norfolk, Va.; Macon Broadcasting Co., Macon, Ga.

Re-Allocate Ga. Channels

FCC yesterday allocated two additional FM channels to Atlanta, Ga. In addition, the Commission took the channel away from Griffin, Ga. Additional channels given Atlanta are 224 and 231. Removed from Griffin was channel 224. Channel 231 was previously not allocated in the Atlanta, Ga., area. Channel 224 is one of the two class B channels (the other being channel 230) which had been allocated to Griffin, Ga. The Commission has not received any applications for FM stations for Griffin, Ga., whereas Atlanta is not eligible for class A channels. Griffin and its surrounding vicinity is eligible for at least 10 class B channels. Since a class A station will adequately serve a city of the size of Griffin, the Commission is of the opinion that re-allocation of channel 224 from Griffin to Atlanta will result in a more complete utilization of FM facilities.

Bothwell On '1600 Club'

Johnny Bothwell, bandleader, will appear as Fred Barr's guest on the "1600 Club" over WWRL today at 8:00 p.m., in behalf of the Queens County March of Dimes campaign.

Gardner, Barnett To Guest

Ed "Archie" Gardner, of "Duff's Tavern," and Charlie Barnett, bad maestro, will guest tomorrow on the Vaughn Monroe show over CBS from 7:30-8 p.m.

Executive Of CBC Explains Canadian Radio Operations

(Continued from Page 1)

members receive \$50 a meeting but never more than \$500 a year.

The Canadian government's Transport Department is comparable to the FCC in that it supervises all radio and wireless communication. Applications for broadcasting permits are submitted to this department which turns them over to CBC for consideration. After the CBC makes its recommendations, applications go to the Minister of Reconstruction for a final ruling. Dr. Frigon points out that 56 privately owned stations, built within the last 10 years, were granted licenses following recommendation of CBC. He suggests this as proof that CBC is not fighting private broadcasting.

CBC Self-Sustaining

The CBC, says Dr. Frigon, is a self sustaining organization which must always operate within its income derived from commercial programs, annual license fees from set owners and operation of two short wave transmitters for the Canadian government. Dr. Frigon relates that commercial programming amounts to about one-third of CBC's total revenue and that in 1945, last available figure, revenue from sponsors was about \$700,000.

There are 1,800,000 home radio receivers in Canada. Annual license for receivers operated from an electric power line and in automobiles is \$2.50 while a battery set is \$2. Dr. Frigon reports these fees are turned over in full for operation of CBC.

Eleven stations are owned and operated by CBC, although it feeds 50 privately owned outlets, and it is borrowing \$2,000,000 from the government for an expansion program this year. CBC is planning for two new 50 kw., transmitters plus a power increase for two other established stations. It also expects to complete seven new FM stations by the middle of this year. CBC already has

three 250 watt FM stations in operation now.

Although there are four FM stations in Canada, one of which is privately owned by the Canadian Marconi Co., in Montreal, there is not a single FM receiver in the country with the exception of CBC laboratories and the homes of a few broadcasting officials. Manufacturers have promised to deliver 20,000 FM sets within the next six months.

Says CBC Favors FM

Dr. Frigon states that CBC is very favorable toward FM and is encouraging its establishment. CBC, in recommending FM license applicants, will give priority to AM broadcasters in the early stages while equipment production is limited.

CBC policy forbids the use of commercial spot announcements and neither does it encourage advertising of a strictly local nature. Some CBC stations do carry advertising confined to their own locale but the big effort is aimed at selling the whole network.

Actually, CBC is made up of three networks, all of which operate just like U. S. webs, says Dr. Frigon. The Trans Canada and French networks broadcast six daylight hours while the Dominion hook-up operates at night only. CBC at present has about 1000 employees but more will be added under the expansion program. The job of general manager, which Dr. Frigon holds, commands an annual salary of \$13,000 while his assistant, Donald Manson, receives \$9,000. These appointments are made by the Canadian government.

Dr. Frigon and CBC and government officials came to New York for an inspection of television facilities at CBS, NBC and Du Mont. However, CBC has no plans yet for entry into television. Only step so far has been to choose a site for future construction.

Cardinals Baseball Series Gets St. Louis Sponsorship

(Continued from Page 1)

Dieck Bros., Brewery Co., in a deal worked out with Sam Breadon, Cardinals president, by O. A. Zahner, vice-president and manager of the St. Louis office of Ruthrauff & Ryan, Inc. WTMV and WEW will carry the games in St. Louis and other outside stations will be added for coverage in Missouri and Southern Illinois. Harry Caray and Gabby Street have been signed to do the play-by-play descriptions of the games.

Writers Join Firm

Springfield, Mass.—Film Group, Inc., which is producing television programs on films, has announced that William L. Rohde, New England feature writer, and Eugene C. Zack, former Springfield newspaperman, have joined the staff.

Robert Keller To Handle WKMO Nat'l Sales Prom.

Kokomo—Robert S. Keller, Inc., has been named to handle national promotion for WKMO, Kokomo, Ind., it was announced this week by John Carl Jeffrey, general manager, and a member of the recently formed sales promotion committee of the NAB.

Keller returned to his New York headquarters this week following a survey of the station and market setup of WKMO.

"Televiser" Sets Plans For Two-Day Tele Meet

Plans for Televiser magazine's second annual "Television Institute and Trade Show" to be held at the Hotel Commodore April 14 and 15, were announced yesterday by Irwin A. Shane, publisher.

Geo. Denny And Party See Color Tele Today

(Continued from Page 1)

ciates were not members of the Commission party of 25 who visited the CBS headquarters for a color demonstration on December 17th. Yesterday the Commission officials expressed a desire to see the same demonstration and CBS made arrangements for a tour of the network's engineering quarters and a visit to Tarrytown, N. Y. At a Tarrytown inn the FCC group will view a color program on a color receiver. The program will originate in New York.

Meanwhile the network possibilities of CBS' color tele system will be put to an official test during the New York hearings since, as reported yesterday, the Commission has called for a color demonstration via the coaxial cable between here and Washington.

Adrian Murphy, vice-president in charge of television for CBS, made known yesterday that a live, as well as film, demonstration over the cable would be offered for FCC perusal. Contention among pro-black-and-white video engineers is that the AT&T cable at 2.7 megacycles width, is not capable of satisfactory color transmission.

Cites Test of Last April

Murphy pointed out that the same limitations in the cable as regards color apply to black-and-white, but that any loss of definition in the color system is made up in the quality of the color picture. It will be recalled that CBS held a laboratory demonstration of color film transmission via the AT&T cable last April which, according to Frank Stanton, removed the "last major objection on the practicability of color television as a network service." That particular demonstration was achieved over a distance of 450 miles, originating on the 10th floor of the web's offices, sent by cable to the studios at Grand Central Station, then by cable to the AT&T Long Lines Building, and finally over the loop to Washington via Philadelphia and Baltimore. Transmission was then retraced back over the same route.

Send Birthday Greetings To—

January 17

Halsey Barrett Frank Foster
Dave Carpenter Warren Bull
Elizabeth R. McKean

January 18

Art Kassell Donna Munson
Ruth Lyon Lucille Wall

Ann Viola

January 19

Norman Barry Paul Small
Dick Granville Alvin Weisfeld
Charles Henderson Fair Taylor
Lew Preston Roger Williams
Lanny Ross Gene Kraener

LOS ANGELES

By RALPH WILK

THE 1947 radio listeners really have a treat in store for them on the Army's "Proudly We Hail" shows transcribed in the C. P. MacGregor's Sound Studios. Barry Fitzgerald, Keenan Wynn and John Hodiak appear on the roster of stars on these shows, and the stories are worthy of the stars appearing in them.

Bob Nolan and the Sons of the Pioneers have just recorded "Cigarettes, Whiskey and Wild, Wild Women" for Victor. Song was composed by Tim Spencer, one of the Pioneers.

Frank Morgan left by Constellation recently for Manhattan, accompanied by Z. Wayne Griffin, producer of Morgan's NBC show, "The Fabulous Dr. Tweedy." They will return next week in time for Frank's Wednesday night program.

Stu Wilson, one of the Coast radio's better emcees, wants it known that he is definitely free-lancing and not on the KHJ staff as is generally supposed.

"Should the United States Adopt Compulsory Military Training?" was the topic discussed by Benjamin Franklin High School students on "Young America Speaks," January 11th over KFI.

Announcer Bernard Dudley of Saturday "This Is Hollywood" dramas, opens his own production and radio "package" offices here this month under the name of "Dudley Productions."

When Al Jarvis' "Make Believe Ballroom" goes on the air January 18, the new record jockey he'll present will be the popular orchestra leader, Woody Herman. Herman will take over the 10 to 1 spot every Saturday thereafter, in complete charge of the "Ballroom."

Jack Benny and Mary Livingstone observed their 20th wedding anniversary Tuesday, January 14. The Bennys were married January 14, 1927, in Waukegan, Ill. They will observe the event quietly at the house they have rented in Palm Springs for the season.

Three Pickups on CBS Show

"Cross Section, U. S. A.," will feature three pickups tomorrow in airing its discussion of the subject, "What Changes Should Be Made in Our Present Taxes." Amalgamated Garment Workers Union speakers will be picked up from a New York clothing shop, National Farm Bureau Federation representatives from Chicago, and executives of the National Assn. of Manufacturers from a location to be determined today.

Ave Maria Hour
WMCA — Sunday — 6:30

William Smith as St. John
Paquita Anderson as Eudoxia
In its 12th year as a Donald Peterson
Production.



Manhattan Memoranda. . . !

• • • Kay-Kyser thinking of dropping his Musical Quiz gimmick and substituting idea burlesquing the John J. Anthony routine. First guest, Jack Haley whose problem is how to get a tune published. . . . Walter O'Keefe, scheduled to take over the emceeing on the Bill Todman-Mark Goodson quizzer, "Winner Take All," this coming Monday, forced to cancel out and rush to Calif. to his ailing son. . . . Tom Fizdale set to handle publicity for the Jack Benny show. . . . Adam Hats interested in bankrolling Arthur Godfrey's Talent Scouts. . . . Despite Jean Meegan's added duties at AP (she's now covering drama for the afternoon sheets), she'll continue handling the radio beat as well. . . . Bing Crosby, due in town next week, plans to spend more time next year in Pittsburgh with his beloved Pirates. Speaking of the Groaner, when he made his deal with Philco, he completely forgot a little item called music royalties (amounting to some 75 G's out of his take), but has since made a satisfactory settlement with MPPA and Warner Bros. . . . Chrysler, through Cecil & Presbrey, hot for a new pkg. built around Raymond Paige. Will also include an all-youth ork to be selected through nation-wide contest a la Stokowski. . . . One of the local swoon crooners, now in H'wood for a fling at pictures, screened so badly that three of his songs were deleted from his first film. . . . Hal Block says he's kinda shamed of coming from N. Y. It's one of the few states to have only one governor!

★ ★ ★

• • • After witnessing the smash opening of the new show at Nicky Blair's Carnival, we think few will challenge the statement that Beatrice (O)Kay is one of the greatest femme entertainers around the Big Street today. The little lady can clown with the best of them—and when it comes to her special type of singing, well, there just ain't anybody around to compare her with. Five mags, including Collier's, are currently readying spreads on her. Take a bow, Ade Kahn.

★ ★ ★

• • • SMALL TALK: Add nice gestures: Bruce Robertson, who won that television set at the Radio Execs' Christmas Party, sold it for \$350 and then turned the cash over to the club's fund. . . . Ruthrauff & Ryan celebrating its 35th ann'y tonite with a shindig at the Biltmore. Especially honored will be the 17 employees who've been with the agency over 25 years. . . . Ann Thomas added to cast of "Willie Piper." . . . Herb Gordon, celebrating his first year as program mgr. of World Broadcasting on his birthday this week, gifted with a Cadillac by his missus. . . . Recommended: Roy Smeck's new Sonora platters (due out Feb. 1st) including "Ann'y Waltz" and "Charmaine." . . . E. S. Kneeland Prod. packaging a new half-hour dramatic musical, "First Lady," geared for the femme trade. . . . Paul Gardner, who has a piece in the current Holiday mag, just sold two more articles to Collier's and Today's Woman. . . . Evelyn Knight slated for the Roxy Feb. 5th. . . . Eddie Garr talking with Moutha Raye about touring with him in his planned revusical. . . . Four members of the Press Agents Mutual Admiration Society will vie with four Chi publicity gents on "Quiz of Two Cities" over WOR and WGN on Feb. 23rd. Local line-up will be Lou Strauss, Mac Eichler, Barney Heberick and Arthur Miller. . . . Georgia Gibbs journeying out to San Francisco to join Danny Kaye at the Golden Gate Theater Feb. 19th. . . . Flash: Musical Director Phil Davis just heard of a radio program that didn't win a poll.

★ ★ ★

• • • Talk about your back-door methods of getting a break in no business like show business: Joan Drury, WNEW telephone op, received a call the other ayem saying that so-and-so (a warbler on the 4 p. m. show) was ailing and would be unable to make the show—so what does our Joan do but march up to the mike come 4 o'clock and turn in a wow of a performance. Anybody know where WNEW can get a good telephone operator now?

SOUTHWEST

JAMES E. RENNIE has been named general manager of KWBC, Fort Worth, soon scheduled to take to the air on 870 kilocycles with a power of 250 watts. Rennie comes here from KPRO, Riverside, Calif.

Bob Shack has been named manager of KIUN, Pecos. Shack comes here from KOH, Reno, Nevada, where he was program director.

Elaine Kincaid, for the past five years traffic manager of KNOW, Austin, will leave the station to become a bride. She will be replaced by Jo Ann Switzer who comes from KBST, Big Springs.

John Scott has been added to the announcing staff of KYFM, San Antonio. He was formerly with KABC and KTSA there.

Frances Branner has joined the staff of KXYZ, Houston, coming here from KVOO, Tulsa.

Les Eugene has been named program director of KTFS, Texarkana, which recently took to the air, operating with 250 watts.

Application has been submitted by Lester Lee May for a new standard broadcast station for San Antonio. May is seeking facilities on the 630 kilocycles band with a power of 5,000 watts full time. Same facilities is being sought by Howard W. Davis, owner and operator of KMAC, who would operate KMAC, now 250 watts, with the new power and dial setting.

Still No Appointment
To Vacant FCC Post

(Continued from Page 1)

will be selected. Former Senator Jim Mead of New York, who lost out in his bid for the governor's chair in November, arrived here this week but has not yet seen President Truman.

Mead told RADIO DAILY yesterday that he would not comment on reports that he is being considered for the post, but from other sources it is known that his name has been proposed.

In the meantime, Republican support is united behind Marion Martin, former head of the women's division of the Republican National committee. Senator Capehart of Indiana told RADIO DAILY yesterday he is not seeking the post for Thad Brown, Jr., son of the former FCC member. Republicans feel so strongly that one of their number should get the post, that it is unlikely they would confirm any Democrat but a former member of the body. Mead, it is likely, could be confirmed without too much trouble.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635

RECORDING CORP.
42nd Floor • 20 N. Wacker
Amb. 2142 • Chicago 6 Sta. 5635

Wet And Stations Air Georgia Battle

(Continued from Page 1)

The Mutual network Tuesday at 7:30 a.m., just a few hours before the Georgia legislature elected him governor. Talmadge was heard again at 11 p.m., the same night along with Governor M. E. Thompson. A special Mutual broadcast from 10:30-11:00 p.m., last night carried interviews with Talmadge and Arnall and Ralph McGill, Atlanta Constitution editor, came on with a wrap up from 11:03-11:08 p.m.

The MBS pickups from Atlanta have been handled by the web's affiliate, WATL. To bring listeners reports of the controversy direct from the state Capitol and other points, WATL dropped all regular programs between 10 a.m., Tuesday to 2:30 a.m., Wednesday. Special schedule was supervised by Jim Hardin, WATL program director, and handled by staff announcers Stan Raymond, Ray McRay and Zena Sears. The 16 hour stint also was fed to a hookup of 11 Mutual stations throughout the state and nearby areas.

Both Arnall and Talmadge have been heard on ABC's nightly "Headline Edition" at 7 p.m., through facilities of the network's Atlanta affiliate, WAGA. Bill McLain, station staff announcer, interviewed Talmadge for ABC listeners last night and Arnall on Wednesday night.

Chaplin To Cover Event

W. W. Chaplin, NBC's roving reporter now touring the nation, arrived in Atlanta just in time to cover the event. Chaplin's first resume from Atlanta was heard by NBC listeners at 7:15 p.m., Tuesday and again at 11 a.m., and 7:15 p.m., Wednesday on the "News of the World" programs. Last night at 7:15 p.m., NBC carried another pickup from Atlanta with a report by Wright Bryan, editor of the Atlanta Journal.

WSB, Atlanta outlet for NBC, had promoted and personnel on hand in the Capitol building yesterday morning when Arnall found that Talmadge had locked him out of the governor's office. Station carried statements by Talmadge from the office and by Arnall speaking from the Capitol's rotunda. WSB news engineering and production staff has maintained a constant watch at the Capitol since the fireworks began.

The CBS audience got a report direct from Atlanta at 8 a.m., yesterday by Percy Herle, staff announcer for Columbia's affiliate, WGST. Herle was on the network again this morning at 8 a.m. CBS is trying to arrange interviews for tonight with both Talmadge and Arnall.

NAB's 14th Dist. Meet Mulls "Mayflower Case" And BMI

(Continued from Page 1)

were a number of NAB executives, network, advertising and other representatives in attendance.

Highlighted in the discussions were the Mayflower case, labor relations, BMI music, the BMB, and time changes. In discussion of the Mayflower case it was pointed out that as broadcasters are constantly searching for ways and means of improving their service to the communities they serve and are anxious to fully discharge the duties and responsibilities of public-interest programming, and that frequently service of great value to the community can be accomplished by assuming the leadership in promotion of civic, educational and cultural projects and by advocating community action that must necessarily stem from the establishment of an editorial policy by nature of public dissemination with a wide sphere of influence, some action should be taken by the NAB board of directors to bring about a revision of the inference in the Mayflower case that "radio must not be an advocate."

Resolution on BMI Drawn

It was contended that in the Mayflower case the FCC has thwarted assumption of editorial leadership by broadcasters and that something should be done about the matter in keeping with the constitutional guarantees of free speech.

Another feature of the meeting was the resolution adopted on BMI music, which read as follows:

Whereas, The prevailing trends in labor relations throughout the radio industry tend to impose nation-wide or industry-wide practices and policies upon all broadcasters without due regard to receptive local and area conditions; and

Whereas we consider such practices economically unsound and destructive of most efficient employer-employee relations in local stations. Be it

Resolved: That members of the 14th District urge the board and management of NAB to establish and promote policies of employer-employee relations which will recognize and make as effective as possible local and area negotiations.

Whereas music constitutes a very important, if not the most important, raw material for broadcasters, and is essential to their service to the listening public, and whereas the licensing of performing rights has constituted in past years a problem of serious concern to broadcasters; and

Whereas as a measure to protect itself against unjust and unreasonable demands, the industry created Broadcast Music, Inc., as a means to bring about healthy competition in the field of music copyright. Be it

Resolved that we urge all stations in the 14th District to carefully an-

alyze their music used to the end that a larger percentage of BMI music may be employed where such music on the basis of its merits deserves such performance and that every effort be made by broadcasters to popularize BMI tunes.

We further urge stations of this district to give early consideration to renewal of their BMI contracts to the end that BMI may be maintained as a strong competitive factor in the music licensing field, and that the management of NAB continue its study of the entire field of music copyright to the end that the interest of the industry and the public may be adequately protected. It was urged that the management of NAB co-operate with other industries in the formation of plans whereby uniform time may be applicable throughout the country and throughout the year, inasmuch as the present periodical changes in time adversely affect the ability of the broadcasting industry to properly serve the listening public and create maladjustments in broadcast schedules to the disadvantage of listeners.

President Justin Miller was highly commended for the enlightened, constructive and forceful leadership he has given the broadcasting industry, and was pledged wholehearted support in his continued efforts to bring about a better understanding in the minds of public officials and the public at large with respect to the role of radio broadcasting.

Members of the NAB staff who contributed to the success of the meeting were given a vote of thanks, as were Hugh Terry, of KLZ, Denver, district director under whose direction the meeting was held, and Ralph W. Hardy, KSL, Salt Lake City, who handled arrangements for the meeting.

LaGuardia On Corwin Show

Fiorello LaGuardia is scheduled to appear on the second in the series of new programs by Norman Corwin over CBS next Tuesday, Jan. 21, at 10 p.m., EST. LaGuardia will re-enact the presentation of the "One World" award which he originally gave to Corwin at an official ceremony last year.

BIG NAME DISC JOCKEY

Seeking permanent connection with any progressive station in U. S. that can offer promising present and Executive Future. Currently employed by leading network in New York City. Excellent record of eleven years' outstanding performance in all phases of Announcing, Direction, Production and Presentation. Station must be good market area—suitable permanent residence. Write

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1501 Broadway New York 18, N. Y.

No More Than 5 Tele, FCC Tells Paramount

(Continued from Page 1)

the stations controlled by the Paramount interests. Five television stations, said the Commission, is the limit under the "multiple ownership" rule.

Placed in the "pending file" by the Commission were the following applications, all from Paramount interests:

Allen B. Du Mont, Cincinnati, Ohio; another Du Mont request for Cleveland, Ohio; Interstate Circuit, Inc., Dallas, Tex.; New England Theaters, Inc., Boston, Mass.; United Detroit Theaters, Detroit, Mich.

In addition to the Du Mont Pittsburgh grant, however, the Commission awarded a tele grant to the Maison-Blanche in New Orleans, La. The possible control of Maison-Blanche by Paramount was an issue during the Los Angeles television hearing, during which time the FCC probed Paramount's interests. During that hearing the FCC ruled that Paramount has no "stock ownership or management interest" in Maison-Blanche. It did rule, however, that Paramount "exercises" the control contemplated by the Commission's rules and regulations over Television Productions, Inc., Balaban & Katz Corp., United Detroit Theaters, New England Theaters, Inc., Interstate Circuit, Inc., and Allen B. Du Mont Labs, Inc.

Unless one of the companies identified with Paramount under the Commission definition is removed from such affiliation, it appears that Paramount will, for the present, be stopped from further television broadcasting station expansion. The word "control," by the Commission definition, is not limited to majority stock ownership, but includes "actual working control in whatever manner exercised."

John Reed King III

John Reed King, suddenly brought down with a heavy cold and fever, will not appear on his regular Sunday night television program "Party Line" over WCBS-TV, it was made known yesterday.

Hooper Ratings
continue to show
that WTAG has
more listeners
than all other
stations heard
in the area
combined.



GORDON M. DAY

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COAST-TO-COAST

— NEW YORK —

SYRACUSE—Ron Dulavey, WFBL veteran announcer, takes over new duties as sportscaster, also will continue writing, producing and directing "Historical Showcase." Dey Brothers has purchased the 8:30-8:45 ayem portion of WFBL's "Musical Clock Program." . . . Charles Phillips, commercial manager of WFBL, reports that WFBL has made an 11 per cent increase in local sales over 1945—an all-time high.

— PENNSYLVANIA —

PITTSBURGH—In an effort to describe the philosophy and methods of teaching in the Catholic Schools and their relation to public schools, WWSW will present the Rev. Thomas J. Quigley in a series, "The Catholic School Forum." . . . James MacFarland leaves WWSW to accept the berth of Chief Engineer with the Pittsburgh Broadcasting Company. . . . WPEN inaugurates a new series designed to encourage singers toward a professional career titled, "Vocals By Locals." . . . **PHILADELPHIA**—The Philadelphia Electric Company has renewed its sponsorship of the WIBG's "Zella Drake Harper" program for 26 weeks. . . . The Saturday Evening Post has increased its spot announcement schedule on WEBG from three to five spots weekly.

— TENNESSEE —

MEMPHIS—WHBQ's "Citizens Jr." school age forum show, features panel discussions by highschoolers on adult subjects of current interest. . . . An outstanding WHBQ program is "Quest For Talent," which brings teen-agers to the studio for auditions on the air. . . . E. A. Alburty, general manager of WHBQ, announces that he is having a wireless radio telephone installed in a WHBQ automobile. . . . New staffers at WHBQ include announcers Lade Conlee, Dick Winters, and John Russell; Bob Taylor, sales staff; Carroll Gewin, publicity director; and Olivia Howard, joining the continuity staff. . . . The WHBQ announcing and program departments are entirely staffed by veterans. . . . **JOHNSON CITY**—WJHL, ABC affiliate, officially opened its new studios with the origination of the Sammy Kaye "Sunday Serenade" on January 12.

— CONNECTICUT —

HARTFORD—J. Jeremiah Hallas has been appointed WTIC state political commentator and legislative correspondent. . . . WTIC was on the scene to broadcast the take-off of the four Sikorsky helicopters which participated in the world's first store-to-customer parcel delivery. . . . Hartford YMCA officials have sent their thanks to WWRC station manager Walter Haase for the publicity plugging for their New Year's Eve dances.

AVAILABLE

Young man with successful commercial radio record in the most competitive market in the U. S. for the past seven years, is available now as manager or commercial manager. For complete details write Box 302, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Versatile seems to be the only name for them . . . we refer of course to contactmen (songpluggers) . . . keenly aware of Guy Lombardo's great love for speedboating, the song salesmen have made frequent visits to the public libraries to brush up on the aquatic sport . . . thus when visiting the "king of corn" at the Roosevelt Hotel in Gotham, they delight the maestro with long dissertations on the subject and then (just as each is about to leave) adds . . . "and by the way, Guy, I have a little song here which seems made to order for your band." . . . ● Benny Bloom, Advanced Music executive, has a sure-fire smash in the new Sunny Skylar ditty, "Too Many Times." . . . ● Stay-up-lates are discovering a new air personality . . . breezy Johnny Dale's all night platter ABChatter. . . . ● When his secretary recently placed a copy of "The Hucksters" on his desk, BBD&O exec Russell Tolg said, "Please take that book away . . . you know I never read fiction." . . . ● Frank Kelton's new assistant at Paul-Pioneer Music is Harry Hoch . . . and garnering many plugs on the ballad, "Let's Put Our Dreams Together," written by the late Ira Schuster and Jack Rosenberg. . . . ● Johnny Olsen's "Ladies Be Seated," ABChucker starts its third year this week . . . Johnny's come a long way since we first spotted his talents one night via WTJM, Milwaukee. . . . ● Mills Music follows "Prisoner of Love" with another revival . . . "That's My Desire," written by Carroll Loveday and Helmy Kresa, originally published back in 1931 by Pat Flaherty's Sterling Songs.

★ ★ ★

● ● ● Campbell-Porgie has just started work on a fine ballad titled, "It Might Have Been A Different Story," written by Hughie Prince, Dick Rogers and Mickey Addy. . . . ● After a decade with E. B. Marks, Jack Segal joins the staff of Music Publishers Holding Corp. as ass't Production mgr. . . . ● Bill Harrington, currently featured on his own morning MBSerenades, joins the (Vera) Holley House program starting next Friday 8:15 p. m. Harrington is headed for the big time, but fast. . . . ● Mack Martin has been brought east by Ben Barton to head the professional department of Barton Music . . . Mack's initial plug tune is "Roses in the Rain," penned by Al Frisch, Fred Wise and Frankie Carle. . . . ● Hugh Martin and Ralph Blane have placed their latest effort "Connecticut" with Harry Warren Music, Inc. . . . lads wrote "The Trolley Song." . . . ● Kasper-Gordon Productions up in Beantown has a great transcribed series in "Gloria Carroll Sings." . . . We call it glorious car-rolling. . . . ● Al Comparte has been named West Coast rep for Lewis Music Co., publishers of "Jersey Bounce" and "Tuxedo Junction." . . . ● Don't know when we spent a more pleasant half-hour . . . the Bing Crosby-Al Jolson Philco ABCast last night, we mean. . . . ● WHN Disc Jockey Tedd Lawrence has been signed to narrate a series of pix for Purpose Pictures. . . . ● Billy Butterfield's ork opens Jan. 30 at Donahue's with beaucoup air time. . . . ● Rosalie Allen, western and folk songs WOVocalovely, will be seen and heard in a series of telecasts via WABD.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Buddy Clark's rendition of "On The Other End of a Kiss," (Columbia) easy to listen to . . . flip-over. "You Are Everything To Me," a mixed Foxtrot-Beguine tempo. . . . ● Pilotone making bid for waxery leadership by making its own vinylite powders and bases . . . vinylite plastic, essential in the manufacture of non-breakable and noise-free records, is limited in quantity and by storing its own stockpile of the product, Pilotone execs will enjoy an enviable position. . . . ● Tip to Platter execs:—Get a load of the piano-song duo Noble and King which opens Feb. 4 at the Cotillon Room of the Hotel Pierre . . . suave sophistication. . . . ● Surprise Dep't.: Though he's been universally credited with having soloed the great trumpet passage in "Tuxedo Junction," it's not Erskine Hawkins, but Dud Bascomb's horn artistry . . . and incidentally lend an ear to Dud's horn-filling in the new Sonora disk, "That's My Home." . . . ● The new De Luxe Kiddie Album, "A Child's Garden of Manners" starring Tommy Riggs and Betty Lou, highly entertaining . . . and what's more important is the educational and enlightening theme.

AGENCIES

CHESTER T. BIRCH, formerly vice-president of Lennen & Mitchell, has joined Robert W. Orr & Associates as vice-president and account executive in charge of the advertising for Jergens products and the Comic Weekly.

SAM M. BALLARD, executive vice-president of Gardner Advertising Co., has been designated to head the eastern operations of the agency and has transferred his headquarters from St. Louis to the New York office of the agency. He will remain a member of the organization's board of directors and of the executive committee.

ROBERT M. SCHOLLE has joined the home office of Concert Program Magazines, New York, representatives of 39 publications throughout the U. S. A. Scholle formerly was a vice-president of WLIB and previously sales manager of WQXR.

THE NEW SCHOOL FOR SOCIAL RESEARCH, New York, will inaugurate a 15-week course on "General Advertising" by Julian Brodie, partner in the Green-Brodie Advertising Agency, beginning Monday, February 3rd. The course, which affords practical training in current techniques employed by business and industry, will emphasize research, marketing, media selection, advertising art and production, copywriting, sales promotion and the planning and evaluating of campaigns.

CHARLTON COWLING has been named manager of the new Detroit office of Donald Cooke, Inc., radio station representatives, New York City. The Detroit office is located at 701 Penobscot Building. Cowling formerly was manager of the Detroit office of Headley-Read Co.

FLORENCE PAGE has joined Benton & Bowles, Inc., as a space buyer, it has been announced by Clarence B. Goshorn, president of the agency. Mrs. Page was formerly with Federal Advertising Agency, Inc.

MELCHOR GUZMAN CO., INC., is pleased to announce that they have been appointed the exclusive representatives in the United States and Canada of the following radio stations: CB68, Radio Metro of Vina del Mar, Chile; YV3RN-YV3RE, Radio Barquisimeto of Barquisimeto, Venezuela, and YV3RS-YV3RD, Radiodifusora Occidental of Barquisimeto, Venezuela.

OPPORTUNITY

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How to Avoid Saving Money

by DANNY KAYE



To avoid saving money, the first thing is to cut off all your pockets. (Or throw away your purse and keep your lipstick in your snood.) Thus you will have to carry your money in your hand. Which will insure that you—
1. spend it, 2. lose it, 3. get it taken from you—quicker!



Also to be avoided like crazy are piggy banks and sugar bowls. Keep these out of your home! The kiddies in particular are victimized by such devices, often saving quite a bale of moolah. Be stern even if the little ones cry—remember what money could do for them! And be sure to avoid budgets or, before you know it, you'll be in the black! It is best to draw your pay and walk down Main Street buying anything you don't particularly hate.

Above all, don't buy any U. S. Savings Bonds—or it's impossible not to save money! These gilt-edged documents pay fat interest—4 dollars for 3 after only 10 years! There is even an insidiously easy scheme called the Payroll Savings Plan by which you buy bonds automatically. Before you catch on, you have closets full. You may even find yourself embarrassed by a regular income! Get-gat-gittle!



IF YOU MUST
SAVE

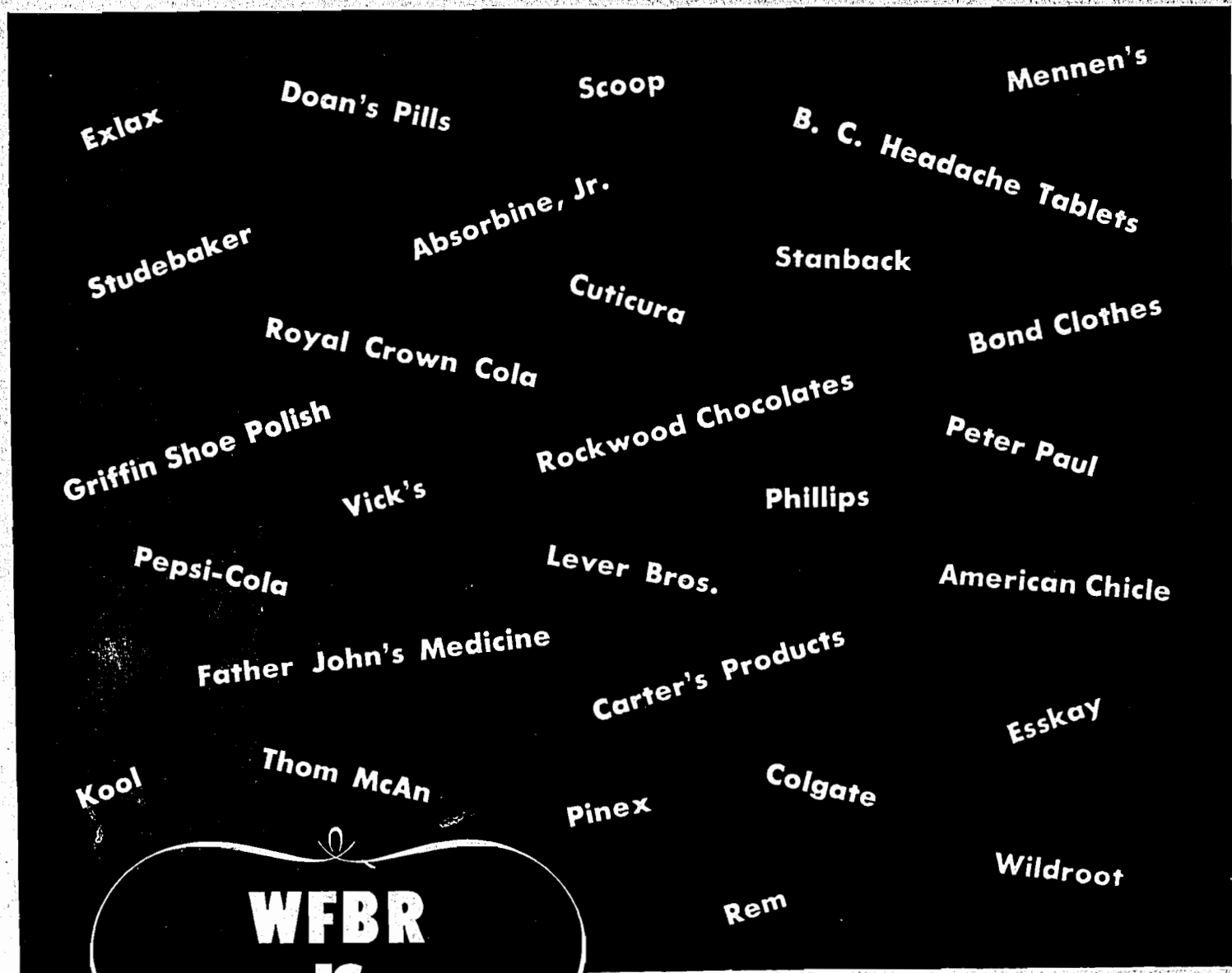
SAVE THE EASY WAY...

BUY YOUR BONDS THROUGH PAYROLL SAVINGS

Contributed by this newspaper in co-operation
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NAMES MAKE NEWS



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IS
BALTIMORE**

Because WFBR is a household word in Baltimore, these national household words are heard on WFBR. It's as natural as ham and eggs.

To them WFBR is Baltimore and a

living, breathing radio station, not just a spot on a dial.

At WFBR these smart advertisers get the plusses of the 118,000 odd studio audiences who see the product displays and come to see visualized the radio they hear—WFBR.

It pays to advertise on WFBR.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 13

NEW YORK, MONDAY, JANUARY 20, 1947

TEN CENTS

FCC Seeks Program Data

CBS Demonstrates UHF Tele For FCC

Ultra-high frequency performance color television standards as proposed by CBS was demonstrated to FCC Chairman Charles R. Denny and Commissioner Ray C. Wakefield Friday at the web's headquarters in New York, climaxed by a broadcast to Tarrytown, N. Y. Two Commissioners were accompanied by Harry T. Plotkin, assistant general counsel, and Curtis B. Plummer, chief television engineer of the FCC.

Friday's demonstration, which included a trip through the CBS laboratories, covered much of the data

(Continued on Page 6)

Named To Directors Posts in Field Radio Corporation

R. N. Sampson, general manager of WSAI, Cincinnati, has been made a director of Buckeye Broadcasting Company, wholly-owned subsidiary of Field Enterprises, Inc., which operates WSAI, it was announced by Edward Lane, radio director of the parent company. Also announced were the appointments of Arthur F. Garre as director of WJJD, Inc., Chi-

(Continued on Page 2)

Ben Franklin Ceremonies Televised In Philadelphia

Philadelphia—Ceremonies attending the anniversary of Benjamin Franklin's birthday, highlighted by the presentation of the Poor Richard Club gold medal achievement award, were televised for the first time on Friday over WPTZ, the Philco station

(Continued on Page 2)

Musician Union Elects WREN Mgr. As Pres.

Verl Bratton, general manager of WREN, Lawrence, Kansas, was re-elected president of Local 512, AFM, for the eighth consecutive time last week, stepping from manager's office to the podium of the musicians' studio. Bratton declared: "Another year of fruitful good-will between WREN and Local 512 seems assured." He concluded with a solo on his vibraharp.

Crews To Tokyo Post As U. S. Radio Advisor

Chicago—Albert Crews, an NBC production director, has been appointed to the post of officer in charge of the radio unit of the information division of the War Department under General Douglas MacArthur's command in Tokyo, Japan, it has been announced.

Crews will leave Jan. 21 for General MacArthur's headquarters, where he will assume complete di-

(Continued on Page 5)

Radio Personnel Needed To Staff German Stations

Two program directors, one special events director, announcers and writers are needed to man the American Forces network stations in Frankfurt, Bremen, Berlin and Munich, Germany; Bill Murray, chief of

(Continued on Page 2)

Sets Composite Week Dates For Reports Required Under Blue Book Policy; Gives Stations Instructions

Coast Hearing Weighs Don Lee Re-Licensing

West Coast Bureau, RADIO DAILY
Hollywood—Testifying at the FCC hearing at which Don Lee Broadcasting System requested re-licensing of its four owned-and-operated California stations was Dr. J. Mark Lacy, who is attending Thomas Lee, head of Don Lee. He testified that the reason Thomas Lee was not pres-

(Continued on Page 6)

Collegiate News Program Planned At Ohio State 'U'

Columbus, Ohio—WOSU, Ohio State University's 5,000-watt educational outlet, will inaugurate a new 11:30 a. m. Saturday series of programs Feb. 1 which will highlight the news from 21 Buckeye schools who are co-operating in the plan. Series

(Continued on Page 5)

Proposed Station Grants Announced By Commission

Washington Bureau, RADIO DAILY
Washington—FCC on Friday announced its proposed decision looking toward the grant of the application of the Commonwealth Broad-

(Continued on Page 3)

WOKO Petitions Commission To Reconsider License Denial

Washington Bureau, RADIO DAILY
Washington—Outlining a reorganization plan, WOKO, Albany, N. Y., has asked the FCC to give it a "second chance" and grant the Albany station a license renewal.

WOKO told the Commission it would: 1. Purchase all stock owned in beneficial interest by Sam Pickard, former member of the Federal Radio Commission. Pickard's connection with the station will be en-

tirely severed, according to this plan.

2. Accept the resignation of Harold Smith as officer and director of the corporation. In addition, Smith will relinquish all voting stock in the corporation. He will however, remain as an employe of the station because of his "outstanding job."

By these actions, WOKO told the Commission, the station "Will have severed all connections with the sta-

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—FCC announced over the weekend that the composite week for program reports required under its Blue Book policy will comprise the following dates in 1946: Feb. 4, Mar. 12, Apr. 17, June 20, Aug. 23, Sept. 28 and Nov. 3.

Throughout 1947, the commission, in the absence of in-

(Continued on Page 5)

Role Of Advertising Outlined By Speaker

The advertising field is now facing its most serious test in history and must make use of "hard hitting, believable" copy to promote future economic prosperity for the nation, according to Frederick B. Ryan, board chairman of Ruthrauff & Ryan. The talk by Ryan was addressed to R&R employes at a 35th anniversary celebration of the company held at the Biltmore Hotel Friday night.

Ryan said he believed a pent-up

(Continued on Page 2)

WFIL Executives Dedicate New Transmitter Site

Philadelphia — Ground-breaking ceremonies for the construction of WFIL's new 5,000 watt transmitter were held Friday in Whitmarsh

(Continued on Page 4)

Honored

Brig. Gen. Ken R. Dyke, NBC vice-president in charge of Broadcast Standards and Practices, and Charles Wall, administrative assistant to the NBC vice-president in charge of finance, have been awarded the Conspicuous Service Cross of the State of New York. The Cross is awarded by the Governor in the name of the Legislature.

Progressive

Interstate Commerce Commission on Friday asked Congress to grant the agency authority to require railroads to install a radio, telegraph or other train communications system as safety measures. ICC's annual report noted that the Pennsylvania, Missouri Pacific and Atlantic Coast Line railroads are installing such communications systems on parts of their lines.



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

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FINANCIAL

(Jan. 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

Named To Directors Posts In Field Radio Corporation

(Continued from Page 1)

cago and Harry H. Buckendahl as director of KOIN, Inc., Seattle. These directorships represent a move on the part of the Field organization to give the managers of Marshall Field stations a greater responsibility in the policy making of their respective operating companies.

Rathbone Starts Jan. 21, MBS

Basil Rathbone takes up a new, detective role in "Scotland Yard" which premieres over WOR-Mutual on Tuesday, Jan. 21, from 8-8:30 p.m., EST. Show is written by Peter Barry, produced by Carlo DeAngelo.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATT WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjee

COMING AND GOING

EARL H. GAMMONS, vice-president of CBS in charge of the Washington office, spent Friday and Saturday in New York and now is back in the Nation's Capital.

JOHN T. MURPHY, who acts as NBC liaison between the network's affiliates and the NBC sales department, goes out to Wilkes-Barre, Pa., tomorrow to address the Advertising Club of that city.

RED BARBER, Columbia network director of sports and PAUL JONAS, sports head for the Mutual web, are in Washington, D. C., attending the two-day meeting of the executive committee of the Sports Writers General Committee on Juvenile Delinquency.

JAMES SANDNER, director of grocery trade relations at WLW, Cincinnati, is attending the brokers and canners meeting in Atlantic City, N. J.

VIC DAMONE, singer heard in the past on WHN and other stations, is expected back today from Atlantic City, where he participated in the opening of the March of Dimes campaign.

MARY CONWAY, head of the radio section, British Information Services, sailed Saturday for England aboard the Queen Elizabeth. According to present plans, she'll return to New York Feb. 18.

FIORIELLO H. LA GUARDIA and MORRIS NOVICK, were in Washington, D. C., over the week-end. The former Mayor broadcast Saturday's Mutual program and Sunday's WJZ feature from the Nation's Capital.

SAMUEL CAUNTER, technical production chief of Truabee Products Co., extensive advertiser via radio, is back at his Brooklyn offices following a short trip to Toronto, Ont.

JOHN DALY, news analyst and special events reporter at CBS, left yesterday for Alaska, where he will cover "Task Force Frigid," by which the U. S. Army will test its personnel and equipment under sub-zero conditions. Daly will observe and participate in the tests, and is scheduled to report his experiences on CBS news programs.

GERALDINE KAY, Chicago radio actress, has completed a one-week vacation in Gotham.

Role Of Advertising Outlined By Speaker

(Continued from Page 1)

demand by the public will absorb goods produced for some time to come but that the advertising profession "must look to the time when supply will exceed demand and prepare for the inevitable day when demand must be created in order to keep pace with production." The R&R official related, "It is the job and responsibility of advertising to create this demand in order that the country may fully realize the tremendous opportunities for the most prosperous economy in our history."

Ryan emphasized that a manufacturer whose advertising fails to hit hard at the buying public, no matter how good the product, may well lose sales even in the midst of good financial times. Advertising, he said, based on "simple advertising truths" will be a potent force in crystallizing prosperous economic trends in the days ahead.

Ben Franklin Ceremonies Televised In Philadelphia

(Continued from Page 1)

here. Robert McLean, president of the Associated Press, received the award this year.

Ceremonies both inside and outside Franklin Institute, where the award was made, were aired from 11:15 to 12:30 Friday morning. Using two new image orthicon cameras, video crew presented pictures and sound of the 19-gun salute to Governor John C. Bell, Jr., as a battery of guns on Logan Circle were fired upon the arrival of the chief executive of the State.

Featured speakers on the telecast beside Governor Bell included Senators Francis J. Myers and Edward F. Martin, Mayor of Philadelphia Bernard Samuel, Richmond T. Nalle, president of Franklin Institute, and Benjamin F. James, president of the Poor Richard Club.

Radio Personnel Needed To Staff German Stations

(Continued from Page 1)

the AFN news bureau in Germany, revealed at the Hotel Pennsylvania in New York on Friday. Murray, who is here to confer with War Department radio officials, asks that applicants for the positions contact him by letter at the Hotel Pennsylvania. Letters should include background information and references to expedite consideration.

Gets FCC Promotion

Washington—FCC on Friday announced the promotion of David C. Adams from chief rate counsel to assistant to the general counsel. Adams succeeds Walter I. James, who resigned to enter private practice. Since he joined the Commission in 1941, Adams has specialized in common carrier legal work. He formerly headed the the international telegraph section of the law department, and was a member of a committee of the Board of War Communications, and handled many cases affecting international communication services and rates.



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.

Advertisement for K.F.N.F. radio station. Text includes: 'The BEST Farm Station Buy?', 'SINCE 1924, IT HAS ALWAYS BEEN', 'K.F.N.F.', 'THE FRIENDLY FARMER STATION', 'SHENANDOAH, IOWA', 'Call or Wire FRANK STUBBS'.

Advertisement for W-I-T-H radio station. Features a logo of a man's face with a lightning bolt. Text includes: 'W-I-T-H', 'AM and FM', 'IN BALTIMORE', 'TOM TINSLEY, President', 'Represented Nationally By Headley-Reed'.

THE WEEK IN RADIO

FMA Encouraged By FCC

By JIM OWENS

FCC Chairman Charles Denny offered enthusiastic support of the newly organized Frequency Modulation Association at its first official meeting in Washington. He suggested a seven-point program, predicted 700 stations on the air by the end of '47. . . Development of a perpetual industry-wide public relations program was urged. NAB's Justin Miller and A. D. Willard, Jr., at the San Francisco district confab. . . Philco will drop Bing Crosby ET show when the sale runs out in July, according to reports from the Coast. James Carmine, Philco veepee, denied it. President Truman asked Congress for an additional million dollars for the FCC budget. . . Keith Kiggins resigned as vice-president of ABC. The Arnall-Talmadge battle over governorship of Georgia was given wide coverage by networks and local outlets. . . Radio will give heavy support to the 1947 Red Cross drive, set to debut on March 1. Lennen & Mitchell is the volunteer agency working with the Advertising Council. . . FCC granted CFM construction permits and 10 additional grants. National Retail Dry Goods Association was told of radio's effectiveness as a sales promotion medium. Trailers heard results of a two-year study of air advertising. . . FCC called for a coaxial cable test of CBS' color tele system. Meanwhile, Commissioner Denny and several others took a look at the NBC's color setup in New York. United Nations radio budget for 1947 was set at \$794,000—triple that of last year. Programming in U. S. will be extended. . . Production of radio sets in Japan reached a peak of approximately 75,000 despite scarcity of materials, etc. . . Murphree B. Grabhorn, ABC stations' sales department added supervision of WJZ, web's key outlet. . . "March of Dimes" campaign was officially launched, with webs and stations providing heavy support. Three New York tele stations had a total of 1,717 hours in '46, of which approximately 35 per cent of the figure was commercial. . . Assistance of broadcasters will be sought by Veterans Administration for its insurance campaign. . . Members of the new NBC stations planning advisory group will meet in New York this week. . . "America's

Plans For German Radio Outlined By Gen. Clay

Berlin—The establishment of 20 to 30 radio stations in Germany, privately and independently owned, is the desire of Lieut. Gen. Lucius D. Clay, head of the U. S. Military Government in that country. The statement was made by a spokesman for Gen. Clay to counteract reports that U. S. authorities were planning to set up state control over the future German broadcasting industry. The impression came about, said the spokesman, when Gen. Clay recently stated that he believed state ownership of radio was the only practical expedient. To clarify the matter, the spokesman pointed out that Gen. Clay viewed state ownership simply as a technical means of putting the operation into effect and that he did not intend for the state to control broadcasting. In regard to the U. S. occupied zone of Germany, the future of broadcasting rests with decisions to be made by the three German state governments which have been organized within the zone. Recommendations

of the three local governments are now being collected for review by U. S. military authorities who retain the right of approval. A possible rehabilitation plan for German radio comes from the pattern set down by the newly organized German state of Greater Hesse. Here the state provides for a 15-man board of trustees which represent labor unions, political parties, entertainment field, churches and other organizations. Only one state government representative, however, will be on this board which will control and administer the broadcasting industry. The industry would be financed by collecting fees from set owners which would be two marks a month. As a safeguard against state control of broadcasting, laws are being prepared to insure freedom for newscasting and other items of propaganda. In the U. S. zone of occupation, the only function of the German state government in reference to radio will be to collect receiver license fees.

Barry Gray's New Show Starts Feb. 3 Over WOR

Barry Gray begins a Monday night show on WOR from 10-10:30 p.m., starting Feb. 3, as a replacement for "Broadway Talks Back." The new record program will be in addition to Gray's all night show and his Saturday afternoon program.

Town Meeting of the Air," now ABC co-op, signed 32 sponsors. Herald Tribune bought the show in New York. . . KTLA, Los Angeles tele outlet, goes commercial on Jan. 22. . . Approximately 7,000 engineers will attend the IRE convention at the Grand Central Palace, March 3-6.

Salt Lake City meet of NAB (District 14), mulled the "Mayflower Case," BMI. . . Dr. Augustin Frigon, CBC general manager, outlined operation of Canadian broadcasting system. . . Advertising Council set to start an impressive public service drive. Council expects \$40,000,000 support via radio alone. . . New educational institute financed by some 20 broadcasters will shortly open in New York. Training will be offered GI's and others, in electronics, etc.

WDSU, New Orleans, was sold to an investment group for a reported \$750,000. . . Industry outlook in Canadian radio is bright, according to a prediction by F. R. Deakins, president of RCA Victor, Ltd. . . Joseph Gerl, RMA official, opposed taxes on radio parts. . . Overburdened with a heavy backlog of applications, FCC issued temporary freeze order. . . ABC will halt tele studio operations in New York for an indefinite period. . . Treasury Department started production at NBC of a new series of ET's for the coming bond drive.

Proposed Station Grants Announced By Commission

(Continued from Page 1) casting Corp., for a new station at Danville, Ky., to operate on 1230 kc., provided applicant file an application for use of 250 watts power (present application specified 100 watts power), unlimited. At the same time the Commission proposed to deny the application of Danville Broadcasting Co., seeking the same frequency with 250 watts, at Danville, Ky.

The Commission also announced its proposed decision looking toward the grant of the application of Newnan Broadcasting Co., for a new station at Newnan, Ga., to operate on 1300 kc., 1 kw., power, unlimited, employing a directional antenna for night use. At the same time the Commission proposed to deny the application of Volunteer State Broadcasting Co. Inc., for a new station at Nashville, Tenn., to operate on 1300 kc., 5 kw., power, unlimited. However, the Commission said that if on or before February 7, 1947, Volunteer State Broadcasting Co., Inc., can show that a local broadcast facility is available for use by Newnan Broadcasting Co., Inc., Newnan, Ga., the Commission will consider granting such facility to Newnan Broadcasting Co., in lieu of the grant proposed above, and granting the instant application of Volunteer State.

FCC over the week-end approved the voluntary assignment of license of KTBS, Shreveport, La., for a consideration of \$134,000. Assignees are Allen D. Morris, Prentiss E. Furlow and George D. Wray, Sr. Commissioners Clifford Durr and Paul A. Walker voted for a hearing. At the same time, the Commission okayed the moving of WLIB's studio from Brooklyn to Manhattan.

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, has announced the appointment of two vice-presidents—Herbert R. Bayle and L. Grant Hamilton—both veteran members of the organization. Bayle is director of media for the Detroit division. Hamilton has been an account executive of BSF&D on several important accounts.

HILDRED SANDERS has joined Dancer-Fitzgerald-Sample as a copywriter in the Chicago office. Miss Sanders formerly was with Mitchell-Faust in Chicago, as vice-president in charge of radio. . . Dancer-Fitzgerald-Sample, Inc., during 1946, paid out \$142,000 in employee benefits. The largest part of this was made up of the agency's profit-sharing plan, which is a retirement income plan paid for entirely by the company. Other employee benefits included the Christmas bonus, group life insurance, group hospitalization, and group sickness and accident insurance.

WILLIAM H. JENKINS, who has been director of publicity and public relations of Young & Rubicam, Inc., for the past 16 years, has resigned from that position, effective Feb. 1st, because of ill health, according to an announcement made by S. S. Larmon, president. Harold A. Smith, who has been manager of public relations of the agency, will succeed Jenkins as director of publicity and public relations. He joined Young & Rubicam in October, 1942, after having been with Liberty magazine and the New York Daily News.

Dances By Fred Astaire Set For WCBS-TV Show

Five couples, all instructors at Fred Astaire's newly-established modern dance studios, introduced "Swing Trot" and other ballroom dances developed by the veteran stage and screen dancer for non-professionals, before WCBS-TV tele cameras during "Saturday Revue" on Saturday, Jan. 18, at 8 p. m. The dancers wore the latest in winter resort clothes as part of the program's fashion exhibit. Professional models also appeared in the fashion segment, wearing ski clothes, lounging robes and bathing suits designed for heated pools. Paul Belanger directs "Saturday Revue."

Send Birthday Greetings To— January 20 George Burns Ed Fitzgerald Mischa Elman Connie Haines George V. Kelly Al Rico

WANTED BY LEADING TRANSCRIPTION MANUFACTURER Salesmen interested in earning potential income of more than \$10,000.00 per year. Experienced radio station men to cover territories east of the Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal drawing against commissions. Automobile necessary. Give full details in first letter. Reply Box No. 306—RADIO DAILY 1501 Broadway New York 18, N. Y.

CHICAGO

By NAT GREEN

PAUL McCLUER, manager of the NBC central division network sales department, has announced that the "Dr. I. Q." program has been renewed on the full NBC network for 52 weeks by Mars, Inc. The new contract is non-cancellable and is effective March 31. Grant Advertising is the agency and J. D. Galbraith handled negotiations for NBC.

Brig. Gen. David Sarnoff, president of RCA, and John H. MacDonald, NBC vice-president in charge of finance, arrived in Chicago Thursday for a three-day visit.

Clifton Utley's Sunday news commentary, which has been aired from several Chicago stations during the last 12 years, under sponsorship of the Charles A. Stevens Co., was heard over WMAQ starting January 19, for the same sponsor.

WFIL Executives Dedicate New Transmitter Site

(Continued from Page 1)

township outside of Philadelphia. Participating were Walter H. Annenberg, publisher of the Philadelphia Inquirer, owner of WFIL; Roger W. Clipp, general manager of WFIL, Louis E. Littlejohn, chief engineer, and Whitmarse township officials. Speaking at the ceremonies, Annenberg declared:

Statement By Annenberg

"Any radio station merits its franchise only by virtue of its service in the public interest. No one is forced to tune to a radio station or to listen to a radio program. It is only by supplying the listener with a planned program of information and entertainment of the highest character that listeners become loyal friends. This is the formula which WFIL will continue to follow when this new 5,000 watt transmitter for which we are breaking ground today goes into operation. We shall accept our responsibilities to new listeners gravely.

"We shall renew our pledge to all our listeners to provide only information and entertainment of the highest character."

Clipp revealed that construction will start immediately and that the power increase will enable the station to reach an area of 19,750 square miles populated by approximately 8,000,000 persons. Detailed plans for the new construction will be made public in the near future.



California Commentary. . . !

• • • O. J. Neuwerth, formerly production manager of the CBS Central division, has been appointed production manager of Les Mitchel Productions, Inc., Hollywood transcription firm. Neuwerth, whose long friendship with Les Mitchel, dates from when both were radio

Los Angeles

production men in Chicago, has directed daytime shows such as "Romance Of Helen Trent," "Tena And Tim," and other well known Windy City originations. He will take active direction of some of the current Mitchel assignments as well as program development for the rapidly expanding firm. . . . Rudy Vallee and Joe Glazer, head of the Associated Booking Corporation, have become associates in several business ventures, including a music publishing firm. . . . In a recent broadcast, Lum, of Lum and Abner, said he would serve a "Lumberger." This piqued the interest of several leading chefs and they wrote him for his recipe. He had to concoct one, and to top it off, the House of Murphy, famous Hollywood eatery, tossed a party and invited several Hollywood and Los Angeles chefs to prepare their versions of the "Lumberger" for the press.

★ ★ ★

• • • The guys and gals of Radio Row are still talking of the wonderful job Eddie Cantor did in spearheading the annual drive for disabled war veterans. More than five million gifts were secured in the last few years. Eddie is now busy on "If You Knew Susie," which he is producing for RKO-Radio. Eddie and Joan Davis are among the personalities in the production. . . . Arthur "Dagwood" Lake has been offered the leading role in the forthcoming screen play adaptation of the book, "Stork Bites Man." . . . Skinnay Ennis may take his Abbott and Costello show orchestra on an air tour of South and Central America next summer. A Latin American amusement chain operator has made an attractive bid to Ennis for a series of appearances. . . . Plot of "The Great Gildersleeve" over NBC Jan. 8 indicates that the character of Leila Ransom will return regularly within the next two months. Role was created by Shirley Mitchell, who returned for a single show after dropping out of the cast several weeks ago to be wed and live in New York City.

★ ★ ★

• • • Johnny Desmond, who recently arrived on the Coast, has been set to cut two transcribed programs for AFRS; first called "Say It With Music," second "Personal Album" with the Page Cavanaugh Trio. . . . Bob Garred, newscaster, belatedly received his most expensive Christmas present a few days after the New Year from, of all persons, Uncle Sam. The "present" was a sizable income tax refund for 1942! . . . One of Phil Baker's most unusual contestants on his "Take It Or Leave It" quizzer popped up on his last broadcast from Hollywood. Apparently the gentleman was a bookie, for he wanted to give Baker odds of \$64 to one dollar that he'd flunk the quiz. . . . Bill Gargan, the two-listed detective of ABC's thriller, "I Deal In Crime," is sporting a handsome gold tie-clasp which is inscribed, appropriately enough, "I Deal In Crime." It was given to him by Ken Dolan, Hollywood talent agent.

★ ★ ★

• • • What Price Glory Department: Judy Canova was delighted when statistics showed that she had received 250,000 fan letters during 1946, and sent out 150,000 pictures. But statistics also showed that at five cents each, the pictures cost Judy a cool \$7,500. Judy also notes that now she has received fan mail from every U. S. city. . . . Earl Wilson, columnist and author of "Pike's Peak Or Bust," was the guest of Leo Guild, "The Wizard Of Odds" when that program was presented Jan. 19 over KFI. Guild gave the odds on a book or a song becoming a hit, the odds as to whether or not a gentleman prefers blondes and odds on many other interesting questions.

★ ★ ★

SAN FRANCISCO

FOR a week prior to the airing of their Vox Pop program from the Scottish Rite Auditorium here, Parks Johnson and Warren Hull roamed every curve and corner of this village, doing everything doable (including beating the Press Club's one-armed bandits). As a result, the characters they finally picked for their program were choice slices of every strata of the city's life.

Gayle V. Grubb, KGO manager, has been appointed chairman of the radio division of the "March of Dimes" campaign for Northern California.

Elliott Robertson, formerly of NBC's Washington staff, has joined the KPO-NBC force here as a producer, replacing George Snell, resigned.

John Wolfe & Co., is taking over the recording division of Photo & Sound, Inc. The new firm is composed of John Wolfe, who has managed the department for the past six years, Paul Williams, and Howard Riddell.

A new announcer on the KSFO staff is George F. Crowell, formerly with WCOP, Boston. George came here for a vacation, liked it so well he decided to stay.

Herb Caen, columnist-commentator, returns to KPO-NBC Saturday night (10 p. m.), sponsored by the Acme Brewing Co.

Red Skelton acted as emcee at the San Francisco Ad Club's meeting this week when the club was host to the Los Angeles Ad Club.

Frank Schmitt has joined the KGO sales staff, replacing Russ Shaffer. Schmitt was formerly purchasing agent for the Basalt Rock Co.

NAB President Justin Miller's speech before the Advertising Club last week was so enthusiastically received that the judge had to get up and take two bows before the applause would cease. And the members of the Western Area NAB liked his speeches so well that they want them recorded and made available for individual station use.



"Ever since 'Bride and Groom' went on WFDF Flint, it's been like this."

GORDON M. DAY

ADVERTISING SERVICE

Musical Commercials, Radio Productions

145 E. 53 St., New York City, PL 3-3460

120 Boylston St., Boston, HAN-9343

FCC Designates Dates of 'Composite Weeks'

(Continued from Page 1)

structions to the contrary in special cases, will expect information on broadcast station performance for the days stipulated, especially in connection with AM and FM renewal applications. Likewise, this composite week will be used in all hearings during the current year upon applications of existing stations for different facilities, transfers, etc.

The FCC suggested that the licenses of AM and FM stations whose present authorizations expire on May 1, August 1, or November 1, 1947, may wish to prepare their program analyses in advance of preparing their renewal applications so that such applications within the 10-day period will not be delayed.

The Commission also suggested that the licensees of existing stations with pending applications involving AM or FM facilities which have been designated for hearing, should come to the hearing with program analysis and supporting logs for the composite week stated; and that in all cases where a program showing is expected of a licensee, whether in connection with a hearing or otherwise, the same week should be used unless the Commission should specify a different period.

Collegiate News Program Planned At Ohio State 'U'

(Continued from Page 1)

ed "Campus Cavalcade" will be a round-up of the week's top news from as many colleges as can be covered in the quarter-hour program.

Ohio schools participating in the show will supply news coverage from their own campuses and will publicize dates and listening time in college communities. Mrs. Zenith Hendri Gross, assistant to Ohio State's public relations director, Harold K. Sellsinger, will handle the scripting and broadcasting.

Vets On WJOL

Three former war veterans have been named to key positions on the staff of WJOL, Joliet, Ill., it was announced by Robert L. Bowles, general manager of the station. Bowles stated that Joseph B. Kirby, of the news staff, has been promoted to news manager; Joseph J. Lyons, staff pianist, has been named musical director, and Burke R. Mead, former Chicago newspaperman, has been appointed promotional and public relations director.

WOKO Petitions Commission To Reconsider License Denial

(Continued from Page 1)

tion of Sam Pickard, the instigator of the deception, and Harold Smith, the person who carried it out, will no longer have any voice as an officer or director or stockholder in corporate affairs."

The U. S. Supreme Court upheld the FCC's decision to deny WOKO a license renewal because Pickard's interest in the station had not been disclosed to the Commission.

WOKO also revealed that stock held by Pickard had been purchased for \$108,000. The amount, WOKO said, "was reached after prolonged bargaining and represents the very lowest amount and purchase of Pickard's stock would put Raymond M. Curtis, WOKO president in control of the station. Commission approval of this change in control was asked by WOKO.

New Plan Suggested

Commission approval also was asked for a deal whereby common ownership of WOKO and WABY, Albany would be eliminated. Press Co., Inc., now owns 200 shares of WOKO and 30 shares in WABY. Under the plan, Smith, and Curtis would exchange their controlling interest in WABY for WABY's minority interest in WOKO. In addition Smith and Curtis would each pay \$5,000 to Press Co.

WOKO said that Smith had resigned as director, secretary-treasurer

er and general manager of the station on Jan. 10. He agreed to relinquish his 255 shares of stock in WOKO and take in lieu thereof an equal number of non-voting stock.

If Commission approval is forthcoming, WOKO said, "Harold Smith will be stripped of his right to have any say in the corporate affairs," of the station.

WOKO also told the Commission that it would file an application for an increase in power to 5,000 watts.

The station asked the Commission for a second chance as a "basic American right." Denial of the second chance, WOKO said would serve "no useful purpose" and would mean a "serious loss" to the company's minority stockholders.

Discussing the "deception" of keeping Pickard's stock ownership from the Commission, WOKO said.

"When the motive is recognized the action taken by Smith, even though it was grossly wrong and can not be condoned, is not as reprehensible as it would have been if it had been designed to obtain any benefit for the corporation, for Smith or for any other stockholder other than Pickard."

WOKO said Samuel Jacobs, assistant corporation counsel for Albany, has been named a director and secretary to replace Smith.

WLEE Sports Ed. Launches Drive Against Gambling

Richmond—A drive against gambling in sports, and the consequential ill feeling towards sports in general as a result of recent incidents in professional football has been launched by WLEE and sports editors of the station Lan Singer and Jim Fair, and its effect is expected to be felt throughout the radio industry. Although the campaign is still in early stages, results among Virginia broadcasters seem to indicate that all stations east of the Mississippi will line-up solidly behind the drive to keep radio sportscasts from aiding gamblers and racketeers in sports.

In Touch With AP

Singer and Fair released notices to the Associated Press affirming their desire to have radio play a leading part in the battle to free sports from the ridicule resulting from gambling scandals. At the same time they sent letters to over 520 stations east of the Mississippi asking co-operation in the drive. Request was made to sign a petition enclosed in the letter with permission to make public the number of co-operating stations through every medium at radio's disposal."

Enclosure read as follows: "We, the undersigned, realizing the responsibility of this sports department to our listeners, agree to co-operate in the maintenance of clean sports;

WPTZ Now Carrying Show Originating On NBC-WNBT

Gulf Oil Company's sponsorship of Jon Gnagy's "You Are An Artist" has been extended on the NBC television network to include WPTZ, Philadelphia, effective with Thursday's broadcast, Jan. 16, it was announced by Reynold R. Kraft, sales manager for WNBT.

Sponsorship by Gulf of the Gnagy program started on WNBT on Dec. 12, 1946. Prior to last week, Philco's station was unable to pick up the show because of local program commitments.

Agency for Gulf Oil is Young and Rubicam.

we shall maintain honest and clean reporting practices, and in no way release information specifically beneficial to gambling and racketeering."

Sports editors of the stations and their staffs were requested to sign the letter which is expected to precipitate a region-wide drive to preserve the principle of quality sports broadcasting.

Crews To Tokyo Post As U. S. Radio Advisor

(Continued from Page 1)

rection of U. S. Army broadcasting activities and general supervision of the Japanese civilian radio. His appointment as a civilian employee of the War Department is slated for two years.

Crews left the job as head of Northwestern University's Department of Radio in 1943 to become NBC production director. In September, 1945, he was granted eight months leave of absence to establish a radio department at the U. S. Armed Forces Institute at Biarritz, France. He was commissioned a major and remained in France until April, 1946. He was one of the founders of the NBC Northwestern University Summer Radio Institute and author of two books, "Radio Production Directing" and "Professional Radio Writing." His wife Lois and son, Stephen, five, will join him in Tokyo in about five months.

Desmond To Sub For Lomax

Connie Desmond will substitute for Stan Lomax on the latter's 6:45 p.m., nightly sports show over WOR for a two weeks period starting Feb. 27. Lomax will take his first vacation, journeying to the West Indies, since he began a six-nights-a-week program over WOR in 1933.

DEVIL FINDS FEWER IDLE HANDS

Baltimore, Md.—For two years now Mr. Frank Woodfield has been producing his Hobby Club of the Air over WFBR.

This feature is definitely designed to interest Baltimore children in hobbies and to combat juvenile delinquency. Both Variety and Billboard cited this program and WFBR for so doing.

Now sponsored by Rice's Bread Company—first as a public service and second as a shrewd merchandising opportunity, it is paying off in true WFBR style.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

COMPLETE TRANSCRIPTION SERVICE STATE 5635



Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
b. 2142 • Chicago 6 Sta. 5635

OPPORTUNITY

for investor to become partner in established N. Y. Radio Packaging and Producing business. Experienced man or woman preferred. Will consider inexperienced persons. Write
Box No. 305, RADIO DAILY
1501 Broadway New York 18, N. Y.

Coast Hearing Weighs Don Lee Re-Licensing

(Continued from Page 1)

ent at hearings was because he was suffering from a spine injury and has been under the doctor's care for some time and that he thought it unwise for him to attend. Lewis Allen Weiss, vice-president and general manager of Don Lee, had been given full power to operate network by Thomas Lee, who has been hospitalized, to use his discretion in operating the stations.

Rosel Hyde was one of seven FCC members who was present from Washington to hear the case. FCC Attorney Bernard Koteen put into the record correspondence between FCC and certain affiliates of the Don Lee web relating to certain actions on the part of the chain which it had alleged violated FCC regulations.

William Dempsey attorney for Don Lee, declared that outside of hearings, he was in the dark as to charges and asked for specific statements of them. But Koteen said exhibits to be introduced and testimony "would develop the theory of charges against the web." Dempsey asked that Don Lee be given sufficient time to answer any charges made as a result of present hearing and was assured by Commissioner Rosel Hyde that he would be given opportunity should any charges result.

Web-Show Use Studied

Attorney Koteen sought to determine if the web had opposed in any certain instances policies of affiliates in cutting out network programs in order to carry local events which they considered important to their listening audiences, particularly local athletic events, etc., but Lewis Allen Weiss testified that carrying of chain programs was not mandatory, saying that the independent station manager must exercise his own discretion in evaluating the work of chain programs, or, local programs of the community. He stressed that the local station manager has power to refuse to carry chain programs if he so chooses and substitute a local program.

The hearing was brought to a close Friday. The matter will be placed before the full FCC in Washington, which consists of seven members.

The hearings were brought to a close without any specific charges being made.

Paul R. Bartlett, manager of the Fresno affiliate, described problems in clearing time for network on broadcasts, and said that they were torn between importance of network shows and broadcast of local programs. There was nothing pertinent in his testimony.

J. E. Rodman, who is licensee of the Fresno affiliate, gave testimony along the same lines.

Lewis Allen Weiss was recalled to stand and described how he built this so-called "haywire network of the Pacific light-bulb stations" into the nation's largest regional network in a period of 10 years. He recounted the history of the web for Govern-

COAST-TO-COAST

—NEW HAMPSHIRE—

MANCHESTER—Warren Journay, WFEA program director, has returned from the seven-day junket aboard the USS *Manchester* which was sponsored by the Navy. . . . Melvin Green, WFEA manager, back at work after a quick trip to New York for a confab with WFEA owner, Harry Bitner. . . . Arman La Pointe, WFEA news editor, recently interviewed Pearl Primus, famed dancer. . . . **CONCORD**—Heading the list of new programs inaugurated at WKXL is "An Evening at Angelo's," musical quiz offering free dinners at Angelo's Restaurant. . . . Joseph Badger, of the WKXL sales staff, has been appointed to a committee raising funds for the construction of a memorial hospital.

—MAINE—

PORTLAND—The Balladeers, instrumental trio making pretty music over WGAN for the Boston and Maine Railroad. . . . The WGAN news bureau presents three five-minute Maine news summaries a day on city and state happenings. . . . WGAN broadcasting comprehensive reports on statewide highway conditions for winter travelers. . . . Kent Cleaners sponsoring "Daily Almanac," giving calendar statistics for each day, sunrise and sunset, time for turning on car lights, etc.

—KANSAS—

LAWRENCE—WREN is providing listeners with complete coverage of all University of Kansas home basketball games. . . . Station is using car cards in all Topeka public transportation units in an intensive promotion of Bingsday Night programs. . . . WREN farm director Arden Booth and promotion director John Bondeson both have been appointed to committee chairmanships in local Kiwanis Club for coming year.

—SOUTH DAKOTA—

YANKTON—WNAX newscaster, Jim Corbett, hit the air just five minutes after the fire, destroying \$150,000 worth of merchandise belonging to his sponsor, was reported under control. WNAX newsmen, including Corbett, battled their way into the smoke-filled building to cover every detail, enabling them to give a first-hand report to listeners. . . . **SIOUX FALLS**—Rollie R. Williams joins KSOO as general sales manager.

—ARKANSAS—

FORT SMITH—Construction work on the KWHN transmitter site and studio building has been started. KWHN will operate on 1320 kilocycles with a power of 5,000 watts, and will serve the rural population as well as Fort Smith proper. William Slates has been appointed general manager, and Frederick Darby, takes over the chief engineer role.

ment records and told of the forming of the network.

Rosel Hyde left for Washington over the week-end and will lay a full report before the FCC.

General consensus was that there was no damaging testimony given throughout the hearing, just petty complaints, nothing that would preclude a renewal of licenses.

—MINNESOTA—

MINNEAPOLIS-ST. PAUL—Continuing its public service policy, WDGY is the only Twin City radio station to operate a full-time news bureau at the 1947 session of the State Legislature. . . . New morning presentation at WDGY features Shirley Davis and the Four-Fourteen, four men who play fourteen different instruments. . . . Visiting WDGY recently were Charles Winkler, chief engineer of KOIL and Vic Williams, promotion manager of KOIL, KFRO and WLGY.

—VIRGINIA—

ROANOKE—WROV, first station to reach the fatal Eastern Air Lines Detroit-to-Miami airliner crash on Jan. 12, presented the survivor's story of the accident, as told in his own words. Story was an exclusive, given to WROV newsmen soon after the patient's response to doctors' treatments of the severe-shock case. . . . **PORTSMOUTH**—Newly-appointed program director at WSAP is Joseph J. Friedman. . . . **RICHMOND**—Edward S. Whitlock, general manager of WRNL, was chosen by the Navy Department to represent the 4th district on the reserve cruise of the USS Wisconsin.

—COLORADO—

DENVER—Gus Swanson, KFEL farm reporter, is doing a series on 17 quarter-hour remote broadcasts from the National Western Stock Show. The Land Office of Jack Wehner, Realtor, sponsor and KFEL are splitting the expense. . . . Sears, Roebuck & Co. has signed a 52-week contract for sponsorship of the half-hour KOA Mile High Farmer program. . . . Ben Bezoff, recently elected Colorado State Representative, and who is still carrying on as assistant manager of KMYR, made the initial broadcast of a commentary on the happenings in the Colorado State Legislature on January 6.

WBT Corporate Name Now Jefferson Company

Charlotte, N. C.—The owners and operators of WBT, have changed their corporate name from Southeastern Broadcasting Co., to Jefferson Standard Broadcasting Co., Charles H. Crutchfield, general manager of WBT and secretary and treasurer of the new company, announced last week. Previously, home offices were moved from Greensboro to Charlotte.

Board members of Jefferson Standard Broadcasting are: Joseph M. Bryan, president; Julius C. Smith, vice-president; Crutchfield, secretary-treasurer; and Edward DeGray, WBT business manager, assistant secretary-treasurer.

Messrs. Bryan and Smith will remain in Greensboro, where they are, respectively, vice-president and attorney for Jefferson Standard Life Insurance Co., of which Jefferson Standard Broadcasting is a subsidiary. Messrs. Crutchfield and DeGray will have their offices at the station in Charlotte.

CBS Demonstrates UHF Tele For FCC

(Continued from Page 1)

on which the network's witnesses testified at last month's hearings before the Commission in Washington on CBS' petition for immediate commercial use of color tele. In their trip, the FCC officials witnessed a simulated demonstration showing the color possibilities under proposed CBS standards, and saw in operation the UHF color vileo image orthicon equipment for remote pickup now under test. Also demonstrated was a combination receiver for UHF color and low-band black-and-white video, and a table-model color receiver, both of which were built in the CBS laboratory.

Immediately after the laboratory demonstrations, the FCC group went to Tappan Inn, Tarrytown, where they saw a small new-type antenna used by CBS for UHF color tele reception, in addition to that via a black-and-white antenna.

Color broadcast originated in the CBS Laboratories at 485 Madison Ave., and was aired by the web's experimental tele station W2XCS over Chrysler Bldg. transmitter.

Denny Non-Committal

Denny declined, for obvious reasons, to make any comment on the demonstration, other than to say it gave him an opportunity to view what other FCC officials had seen last December. He had been ill at the time of the previous demonstration.

The hearings to be conducted in U. S. Courthouse on Jan. 27-28, Denny said, will give ample opportunity for demonstrations by all parties concerned. Commission, he pointed out, will consider all testimony pro and con. Questioned if public opinion will have any bearing on the outcome, (hearing will be open to the public) the FCC chairman said it would not, since the issue now is chiefly a technical one.

"There seems to be little doubt we will have color television eventually," he said, adding that the question to be settled now is whether standards should be established as proposed by CBS.

Following the New York hearings, FCC will go to Princeton for a full day, and expects to take up the question again in Washington on Monday, February 10. It is hoped, Denny said, that all testimony will be completed by the end of February.

Regarding the remaining television channels in New York,—there are four with six applicants—Denny said he hoped they would be "cleared up" within a few weeks, and "certainly by the end of February." The color video hearings will have no bearing on pending black-and-white applications, he added.

Bryan Field At Hialeah

Bryan Field, turf specialist, is covering the racing highlights at Hialeah race track in Miami for WOR-Mutual every Saturday afternoon from 4:30-4:45 p. m., EST.

FAVORED FOR FACTS

The 1947 Edition of

RADIO ANNUAL

will contain such factual information as:

- **1063 AM Stations** were operating in the United States on January 1, 1947... 823 applications await processing.
- **Nine Television stations** are operating, 46 Grants have been made and 19 applications are pending.
- **136 FM Stations** are on the air and 500 applications are pending.

The above are samples of pertinent information to be found in the Forthcoming 1947 RADIO ANNUAL.



*A one Year subscription to RADIO DAILY
(260 Issues) includes a complimentary copy of
the 1947 RADIO ANNUAL and costs \$10.00.*

Again - and Again - and Again!

"EASY ACES"

AND THE RENEWAL RECORD BY LOCAL SPONSORS THAT'S
THE TALK OF THE INDUSTRY...

Denver 7th Renewal	Kansas City . . . 6th Renewal
Salt Lake City . . 7th Renewal	Boston 5th Renewal
Cincinnati 7th Renewal	St. Louis 5th Renewal
Altoona 7th Renewal	Knoxville 5th Renewal
Miami 7th Renewal	Zanesville 5th Renewal
Seattle 6th Renewal	Chattanooga . . . 5th Renewal

AND DOZENS MORE!

America's Funniest Husband and Wife!

Written and played by Goodie Ace, one of the nation's top comedy creators, a headline laugh fashioner for 13 years...

Plus Jane Ace — radio's beloved "dumb dora" who has malaproped her way to radio immortality. 1040 quarter hours immediately available. EASY ACES means easy listening and easy renewals.



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NEW YORK · CHICAGO · HOLLYWOOD

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 38, NO. 14

NEW YORK, TUESDAY, JANUARY 21, 1947

TEN CENTS

Four FM Bands 'Frozen'

Mobile Phone Grants From FCC Total 1,000

Washington Bureau, RADIO DAILY
Washington — Approximately 1,000 experimental authorizations have been issued by the FCC in connection with the development of mobile two-way radio telephone service, the Commission reported yesterday. This testing program involves about 12,000 vehicles of various types. Included are taxicabs, trucks and private cars. These experimental authorizations are apart from such rec-

(Continued on Page 5)

New Guest-Star Policy Planned By 'Hit Parade'

Chicago — CBS will launch a new guest-star policy next Saturday, January 19, with Dinah Shore beginning a series of four appearances. Andy Russell continues as male singing star, with popular vocalists set for limited engagements. Program will otherwise remain unchanged, featuring the 10 hit tunes of the week in addition to "Extras," all-time favorites.

A. "Speed" Riggs and F. E. Stone, show's tobacco auctioneers, will move to Hollywood, eliminating

(Continued on Page 2)

Radio Veteran Returning To Air With ABC Program

Chicago — Quin Ryan, pioneer in broadcasting, returns to radio January 23 in a new ABC program entitled "That Was the Year," originating at WENR. The series will feature dramatizations of events actually covered on-the-spot by Ryan during the last quarter-century. On

(Continued on Page 2)

Gubernatorial

Austin, Tex. — Complete radio coverage will be given the inauguration here today of Beauford Jester as Governor of Texas. Besides airings over KNOW, KVET and KTBC here, WOAL, San Antonio will send Jerry Lee here for an origination to also be aired over stations of the Texas Quality Network for a half hour. In addition to the actual inauguration ceremony, a special quarter hour salute to the new governor will be broadcast over WOAI and the TQN stations immediately following the ceremony, from the President of Mexico, Miguel Alem-

Samish Gives Views On ABC's Tele Plans

West Coast Bureau, RADIO DAILY
Los Angeles — Television operations of the American Broadcasting Co., are now "well into the second of three planned stages," Adrian Samish, vice-president in charge of television and web's programs, stated here yesterday. The ABC official,

(Continued on Page 7)

State Dept. Sets Plans For Broadcasts To Soviet

State Department will begin daily Russian language broadcasts to the Soviet on February 15, it was learned yesterday.

Originating in New York, the

(Continued on Page 8)

Assignment Of Class A Channels Halted Until July 1 By FCC As Result Of Heavy Demands For Stations

Upturn In Spot Biz Indicated In Chicago

Chicago — Considerable new and renewal business was reported last week by WENR, WMAQ and WBBM. Spot business for WENR included Coliseum Enterprises, through Malcolm Howard Adv., 27 live station-breaks; National Tea Co., through Schwimmer & Scott, six weekly chain-breaks, 52 weeks; The Beich Candy Co., through Meyerhoff Agency, three

(Continued on Page 6)

Tex. Governor Candidate Loses Plea To The FCC

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday rejected the contention of Homer Rainey, former candidate for the governorship of Texas, that he was discriminated against by the Texas Quality Network in the state's pri-

(Continued on Page 2)

New Veterans Series Planned On Mutual

Albert L. Warner, Mutual news director in Washington, will report the latest news for veterans weekly over MBS, 2:45 to 3:00 p.m., EST.,

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington — FCC yesterday proposed to freeze assignments on four class A FM channels until July 1. The Commission said its decision to withhold the assignments was due to the "heavy demand for Class A FM stations in certain areas, such as those adjacent to New York and Los Angeles."

"It appears necessary," the FCC said, "to provide means that will per-

(Continued on Page 5)

New BMB Regulations Issued To Subscribers

Broadcast Measurement Bureau has sent all subscribing stations a folder containing new rules and regulations pertaining to the presentation of BMB station audience data by subscribers. New rules permit the presentation of data in three forms, which are illustrated in the folder.

Preamble to the new rules states that "BMB subscribers may publish their official BMB reports in detail which preserves the completeness

(Continued on Page 7)

Speculation Continues On Commission Post

Washington Bureau, RADIO DAILY
Washington — Betting odds on the name to be selected by the White House to fill the long vacant seventh seat on the FCC have shifted during

(Continued on Page 5)

FM Engineers Hold Clinic; Addressed by Armstrong

An FM engineering clinic, first one of its kind in New York, got under way yesterday at the Radio Engineering Laboratories in Long Island City with about 150 in attendance. Visitors were officially welcomed by Frank A. Gunther, REL veepee and a member of the board of directors of the newly formed FM Association.

The morning session of the clinic was devoted to a talk by Major E. H.

Armstrong in which FM's inventor traced the history of FM development. The major stated that FM had been found to have "nine lives" and that now its future was assured. Through facilities of experimental station W2AG in Yonkers, N. Y., owned by C. R. Runyon, Jr., Maj. Armstrong demonstrated reception of FM in regard to musical quality and sound effects. This is the same

(Continued on Page 8)

Cited

Detroit — Harry Wismer, assistant to G. A. Richards, president of WJR, and director of sports for ABC, was named as one of the "Nation's Ten Outstanding Young Men of the Year" by the U. S. Junior Chamber of Commerce. Wismer was chosen "for his campaign to interest young people in sports as a means of better physical and mental development."

Higher Mathematics

Overheard in a New York adv. agency. Two time salesmen were trying to sell their respective stations to a new time buyer. "My station has twice as many watts, 10,000 to 5,000," said one. The other salesman thought fast. "That doesn't make much difference," he countered, "my station has 1,600 kilocycles, while the other has only 550."



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FRANK BURKE : : : : : Editor

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FINANCIAL (Mon., Jan. 20)

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

Whitten Enters Hospital Phillip F. Whitten, general manager of the Tobacco Network, of North Carolina, entered New York Hospital yesterday for an operation. Whitten expects to be hospitalized for about three weeks.

Stewart, Capra On CBS James Stewart and Frank Capra, star and producer, respectively, of the current feature film "It's a Wonderful Life," will be heard as guests tomorrow on "Information, Please," over CBS.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 730 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

COMING AND GOING

ADRIAN MURPHY, vice-president of CBS, goes out to Newark tomorrow to address the Essex Electrical League on the subject, "Color Television."

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, left yesterday for Chicago, where he will confer with officials of the web's Central division.

JIM O'BRYON, press chief at Mutual, is in Boston on a short business trip.

TOM PETERSON, manager of the Chicago office of Taylor-Howe-Snowden Radio Sales, has returned to the Windy City following a short visit to New York. ARTHUR POPPENBERG, of the main offices in New York, went down to Philadelphia yesterday on business.

JIMMY DURANTE, GARRY MOORE and other members of the Schnozzle's program company, were in Denver Friday as guests of Hon. William Knous, Governor-elect of Colorado. They staged their Rexall show as a feature of the opening of the March of Dimes campaign.

BILL HENRY and WILLIAM SHADELL, Columbia network newsmen, have returned to their Washington headquarters following a few days in New York.

BILL BENNETT is in town from KXYZ, Houston, Texas, for confabs at the offices of ABC, with which the station is affiliated.

JOHN J. LAUX, president of WFPG, Atlantic City, N. J., and IRVING TEETSELL, commercial manager of the station, an ABC affiliate, have joined the executive contingent currently in New York on business.

ROBERT SCHMID, vice-president of the Mutual network in charge of advertising, promotion and research, has returned from a two-week vacation trip to Florida.

J. P. KELLIM is here from KTBC, Austin, Texas, for conferences with the sales representatives of the station.

WILLIAM DAVIDSON, of ABC's station relations department, is expected back today from Charleston, West Va., where he attended the opening ceremonies of WKNA, the web's new affiliate.

STEPHEN LAIRD, Columbia's correspondent in Berlin, has just finished an assignment in Warsaw, where he acted as observer at the Polish elections.

HAROLD R. KRELSTEIN, general manager of WMPG, American network outlet in Memphis, Tenn., is visiting briefly in Gotham.

JACK BANNER and EDDIE GRIEF, partners in the publicity organization bearing their names, are back from Cleveland, where they just finished their latest assignment, the Materials Handling Exposition.

GEORGE CROTHERS, director of "Opinion Please," leaves tomorrow for Troy, N. Y., where on Friday he will conduct that day's session of the program from WTRY, Columbia network affiliate.

CAMPBELL ARNOUX, president of WTAR, Norfolk, Va., is back at the station after having attended the NAB board meeting in San Francisco.

Radio Veteran Returning To Air With ABC Program

(Continued from Page 1) the initial broadcast to the Floyd Collins story will be retold. In addition to Ryan a cast of approximately eight Chicago actors has been engaged, and a 25-piece orchestra directed by Rex Maupin, ABC music director, will play a special musical background composed by Bruce Chase. H. Y. Bingham and Roy W. Winsor will do the scripts, Fred Kilian will produce, and Lee Walters will announce. Starting as a reporter on the Chicago Tribune, Ryan turned to radio when the Tribune opened a station in 1924, and he covered most of the important sporting events, tragedies and important happenings of the '20's and '30's, his "firsts" including the first broadcast of the Indianapolis Speedway race and the original broadcast from the floor of the U. S. Senate.

New Guest-Star Policy Planned By 'Hit Parade'

(Continued from Page 1) the commercial cut-ins from New York, where commercials continued to originate after "Hit Parade" moved to Hollywood last November. Mark Warnow conducts the orchestra and Hit Paraders chorus.

Barlow Leaving WINS

William L. Barlow has resigned as public relations director for WINS, New York, and has returned to his home in Cincinnati. Barlow came to WINS last August from WLW where he held a similar position.

Tex. Governor Candidate Loses Plea To The FCC

(Continued from Page 1) mary. In a memorandum opinion, the Commission said the Rainey complaint had "no basis in fact." The Commission held that the policy of limiting political broadcasts was initiated by the network in 1940, considerably before Rainey announced his candidacy for the governorship. The network comprises stations WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston. Commission Qualifies Opinion The FCC did not, however, find that this and subsequent decisions to limit political broadcasts were made in "concert" by the stations. The Commission said that the decision should be made by individual licensees. The stations have indicated to the Commission that this will be done in future elections.



Married woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

W-I-T-H delivers more listener-per-dollar-spent than any other station in this big five-radio-station town.

And that's a fact.

WEVD 5000 WATTS 1330 KC. ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market. Send for WHO'S WHO on WEVD WEVD-147 West 46th Street, New York, N. Y.

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

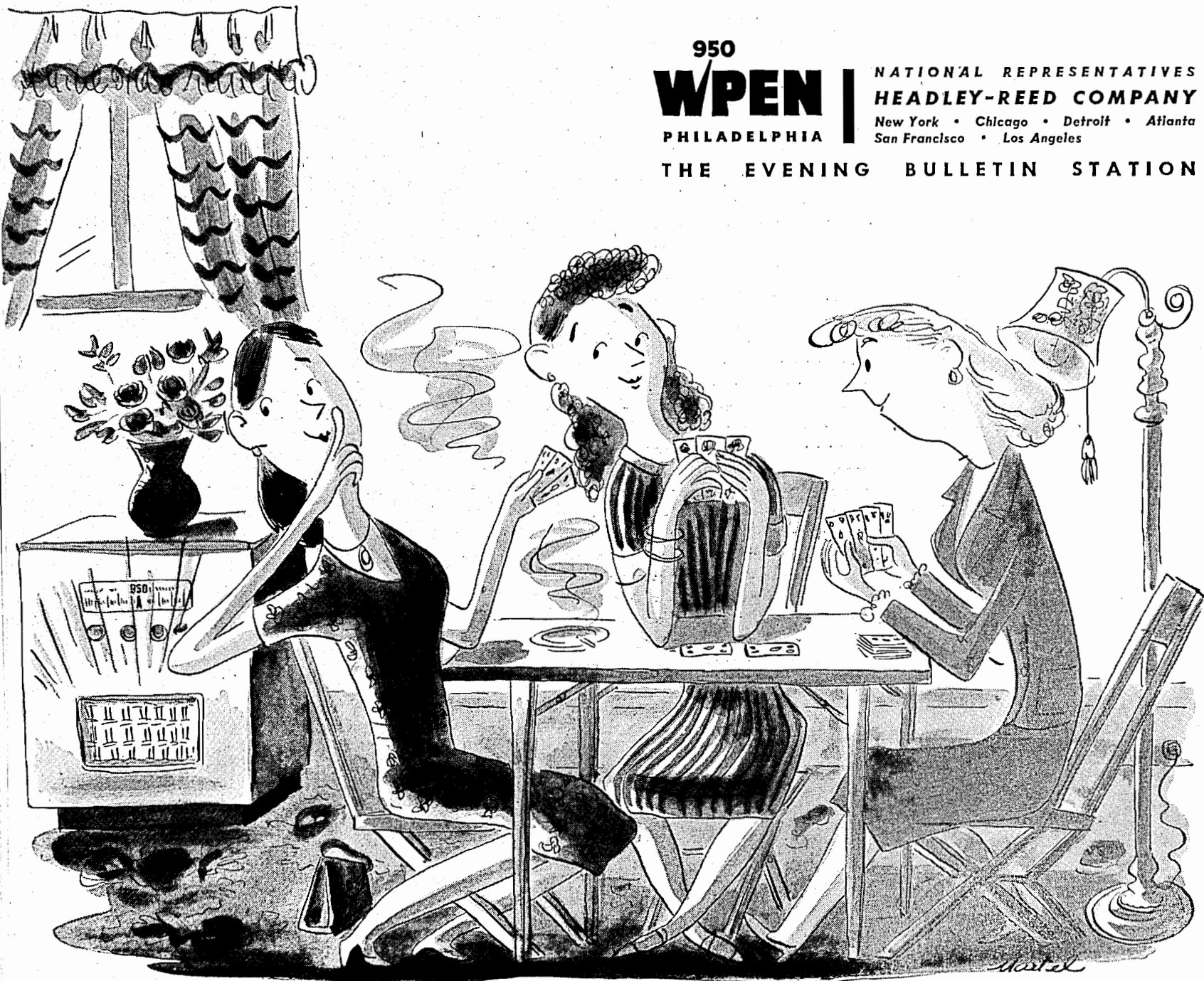
"Sh, girls—
it's Frances!"

She sparkles cheerfully like sleigh-bells—twice daily, five times a week. And, listening, Philadelphia women can forget their winter and rough weather. For Frances McGuire whisks her audience into a feminine dream world of home hints and fashions and celebrities, too.

Frances McGuire's is a new program. But it is fast winning friends for this progressive station. Owned and operated by *The Evening Bulletin*—America's largest evening newspaper—WPEN knows Philadelphia tastes.

At 950 on the dial, Philadelphians of both sexes find what they want when they want it. That's why more Philadelphia listeners know WPEN than any other independent—and one network outlet. That's why advertisers find WPEN an open sesame into the prosperous homes of the nation's huge third market. You can, too.

950
WPEN | NATIONAL REPRESENTATIVES
PHILADELPHIA | **HEADLEY-REED COMPANY**
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
THE EVENING BULLETIN STATION



CHICAGO

By NAT GREEN

NAOMI COOKS, age 8, one of the Quiz Kids, was struck by an auto January 14 as she was crossing the street near her home in Chicago. She was taken to Swedish Covenant Hospital where physicians said she suffered a fractured collarbone. Her injury will not keep her from attending a Quiz Kids broadcast from Miami, Fla., on January 26.

An article entitled "New Corn and Old Lace" concerning the talkative Aunt Fanny of Don McNeill's "Breakfast Club" on ABC appears in the February issue of "The Woman" magazine.

Bill Duane, chief of the WBBM production and announcing staffs, discussed problems of doing classic drama on radio during the second session of the WBBM-FM Studio Theater on January 17. WBBM-FM Studio Theater is a new educational feature designed to promote the study of good listening and a fuller understanding of radio technique.

Forrest Lewis, versatile WGN actor who plays dual roles on "Charm School" and on "Tom Mix," is now doing two roles on "Mystery Playhouse." In addition to playing the director of the Playhouse productions he is doing a Peter Lorre type of detective.

New Veterans Series Planned On Mutual

(Continued from Page 1)

beginning February 2. Jack Paige, MBS director of special events, and Charles E. Dillon, Veterans Administration radio director announced the new format for this mutual public service segment which has been on the air since the middle of last year, under the banner, "The Veteran Wants to Know," and produced in co-operation with the VA.

New format calls for the first half of the quarter-hour stint to be handled by Warner as he gives the week's developments in up to the minute news and legislation affecting veterans affairs.

Three veterans will be picked up from as many cities in the remaining portion of the program to ask questions about veterans "benefits." Previously, the panel members have answered the veterans. Under the new program outline, one expert will answer all three veterans.

Winthrop Sherman, WOL newsman, will continue to announce the series which originates in Washington, and is supervised by Dale Morgan, WOL program director.

JACK ROURKE
Productions

6331 Hollywood Blvd.
GRAnite 1950



Broadway Bulletin Board. . . !

● ● ● After next week's show, Jay Simms and Andre Baruch will be dropped from the Hit Parade commercials, with Speed Riggs and Basil Ruysdael scheduled to do their stuff from the coast. . . Benny Goodman switching from Columbia records to the Capitol label. . . New Simon & Schuster book, "Aurora Dawn," will make "The Hucksters" seem like a lullaby, according to insiders. . . Lionel Barrymore scripting a play based on his "Mayor of the Town" airer for summer stock production. . . Who says bands can't last? Emil Coleman, at the Waldorf, celebrates his 30th ann'y as a bandsman in March. . . Dorothy Stone's suggested sign-off: Kilroycycle was here. . . Next story line on Mutual's "Superman" deals with local hate groups which seek to terrorize vets who obtain government land under the GI Bill of Rights. . . Whatever happened to that \$200,000 legal suit Metro was going to toss at a famed actor-producer when he returned to H'wood? . . . Ad exec Rob't Isaacson has an idea for a radio show: A new quizzer that will give away contestants.

★ ★ ★

● ● ● It happened in the ABC newsroom Sunday nite. Walter Winchell was cut off the air for a few seconds in the switch from Miami to N. Y. for the commercial. The columnist contacted the N. Y. office via teletype for an explanation. The best one, which must have tickled the sun-tanned WW, came from Ben Grauer. Said the spieler to Winchell: "Broadcasting from Miami, you had to pass thru Georgia. Prob'ly Talmadge had you cut off."

★ ★ ★

● ● ● **SMALL TALK:** Word from Denver that ace disc-jockey, Alan Courtney, is considering offers to return to N. Y. . . Nets vieing for Boyd Raeburn and his surrealistic 25 when he opens at the new Vanity Fair nite club on the 28th. Raeburn has copped or placed in every music poll this past year. . . Peter Lorre and Pat O'Brien set for the Kate Smith stanza next month. . . Milton J. Kramer and Al Garry have teamed up as a new comedy-mystery writing duo. They'll develop a new slant on "Detective O'Malley," (a former Collier's feature now appearing in the Satevepost) for the air. . . Mel Torme slated for nat'l build-up by Musicraft Records. . . It's a boy at the Hobe (Y & R) Morrisons. . . Agencies have informed script writers to cut down on characters in dramatic shows, we hear. . . Talk around that Jennifer Jones may win the Academy Award with her performance in "Duel in the Sun". . . Len Stern, gag-writing partner of Marty Raganway, comes east next month to wed Betty Ketchel. . . Candy Jones, already a model, stage and screen actress, fashion commentator and authoress, has a secret yen to become a disc-jockey. . . Peter Donald, telling of a so-so soprano, cracked: "She had one of those fly-by-ningtongale existences."

★ ★ ★

● ● ● If Bill Stern ever gets weary of being one of the country's top sportscasters, he can always baffle the poorhouse by turning thespian, if we're to judge by his deft performance on Sherman Dryer's fascinating "Exploring the Unknown" Sunday nite. Bill turned in a highly polished and professional job, lending a sensitive and sympathetic understanding to his role. Too bad such a great show has to be spotted against such rugged competish as Winchell, tho'.

★ ★ ★

● ● ● Leo Guild's "Wizard of Odds" stanza from H'wood, which estimates the odds on anything from having quintuplets to your chances of meeting Miss America, came up with the following quotations last week: 12 to 1 against a B'way show reaching the hit class—70,000 to 1 against a book selling a million copies—and 35 to 1 against a new nite club becoming a financial success. Actor John Loder was told that the chances of his wife, Hedy Lamarr, having twins was a million to one shot.

LOS ANGELES

By RALPH WILK

NEWEST addition to publicity staff of N. W. Ayer's Hollywood office is Marcene Buckman, formerly assistant photo editor at ABC's publicity department.

Lyn Murray, chorus master on "Sound Off With Mark Warnow," has returned after a brief visit in New York, where he helped with the finishing touches on the Yip Harburg musical, "Finian's Rainbow." The show opened January 10th, in New York.

Al Gordon, Night Production Manager, and Jean Karasin, receptionist, at KFWB, were married on January 16th, and left for two-week honeymoon. Gordon is at present producing KFWB's new public service feature, "For This We Fought."

Tom Breneman began his seventh year on the air with his famed "Breakfast In Hollywood" with the ABC broadcast of Monday, January 13th.

"Greatest Story Ever Told" an unusual new program, will debut via the American Broadcasting Company, January 26th.

AD GLIBS

by DAVID O. ALBER

Comes the revolution and credit will be given to those who really rate it.

The star of the comedy show will not be the comedian, but the writer. Thus, the sponsor will buy a topnotch writer for \$5,000 a week and give him top billing. He will hire a comic for perhaps \$100 a week. Any comic will do. It's the material that will make people laugh.

Similarly, the sponsor will sign up a firstrate musical arranger, paying him an enormous salary.

The arranger will hire a good-looking guy to front the orchestra, for scale.

Comes the revolution and the highest paid guys will be the fellows behind the scenes.

The director of the show will come into his own, and his stipend will be commensurate with his talent.

The control room engineer will be recognized as one of the most important cogs in the program and his salary will compare with those of Hollywood camera men.

Yeah, comes the revolution, and Congress will pass a law that every program must have a publicity agent. Yeah?

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.
PLaza 9-2700

Hollywood: 1627 N. Vine St.
Gladstone 9469

Mobile Phone Grants From FCC Total 1,000

(Continued from Page 1)

ized services as police, fire, special emergency, aviation, marine, road, public utility, and geological, which in themselves number over 1,000 licensees operating numerous mobile units.

The taxicab industry was among the first to recognize the value of radio telephone implementation. There have been more than 200 such grants involving nearly 8,000 taxicabs in cities from Boston, Mass., to San Diego, Cal., and applications are on hand for nearly 2,000 additional units to cover some 135 cities in 40 states. The largest grant of this nature was to a fleet of 1,600 cabs in San Francisco and Los Angeles.

Taxi Figures Impressive

The taxicab industry, with about \$100,000 invested, claims that by using "dead" mileage and increasing speed and efficiency of service, radio may bring about reduction in fares. A case in point is experimentation at High Point, N. C., where four radio-equipped taxis in a 10-day period traveled 5,200 miles, carried 1,700 passengers and secured \$1,400 revenue, while six other cabs without radio traveled 6,000 miles, carried 1,200 passengers and grossed only \$900 in the same period.

Grants to firms, organizations and individuals experimenting with their own vehicles include such enterprises as hauling ready mixed concrete, packing up and delivering merchandise, armored car delivery of cash and valuables, railway express trucks, fuel trucks, highway passenger buses, ambulances, doctors, vessels, river and coastal boats and an aircraft.

First Trial at St. Louis

The Southwestern Bell Telephone Co. at St. Louis was the first to try mobile telephones on a large scale. The first overseas call from a moving auto was made from St. Louis to Honolulu (4,600 miles) on July 16, 1946. The New York Telephone Co., handled 100 calls on its first day of urban mobile service, most of which was to Paris. In many cities radio telephone-equipped autos are being used by press and radio news reporters. Baltimore is the proving ground for mobile facsimile research by the Western Union Telegraph Co.

Vehicles so equipped move about the city picking out of the air and delivering telegrams sent from New York, Chicago and Washington. Replies can be sent by the same means. This mobile service is in lieu of neighborhood telegraph offices.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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

FCC 'Freezes' Assignments On 4 Class A, FM Channels

(Continued from Page 1)

mit an equitable distribution of Class A stations and maximum utilization of Class A channels. It is believed that a reservation policy for Class A channels, similar to the present Class B reservation policy, is desirable for these purposes."

Channels affected are 297, 298, 299 and 300.

New York, Los Angeles Cited

The Commission noted that communities in some congested areas may ultimately lack Class A service due "solely" to the assignment of all available channels prior to receipt of applications from the communities.

"Since it is not now known for what cities Class A channels will be received," the FCC said, "the commission cannot now devise an allocation of Class A channels for congested areas which would make maximum use of the available frequencies. In the areas of New York City and Los Angeles, the demand for Class A channels is rapidly approaching the numbers of channels available for assignment."

The Commission will continue to grant Class A stations and channels in other areas below 297 where such assignments are permissible from an interference standpoint. Applications received, which cannot be granted due to the unavailability of channel assignments will be held for consideration until July 1, 1947, at which time all pending applications will be given

an equal consideration regardless of their respective filing dates, the Commission said.

At the time such applications are considered by the Commission consideration will also be given to the possibility of changing Class A frequency assignments in congested areas in order that improved and additional allocation of Class A facilities may be permitted.

On the basis of the information presently available, it does not appear that adoption of the proposed rule would preclude the grant of any application now on file. The proposed rule would affect only future applications for the areas of Boston, Chicago, Los Angeles and New York City. It is particularly important for Class A FM channels to be reserved in these areas in order to insure so far as possible that the numerous small communities surrounding these large cities have an opportunity to obtain their own FM stations, the FCC said.

Any interested person who is of

Provides for Objections

the opinion that the proposed rule should not be adopted or should not be adopted in the form set forth, may file with the Commission on or before Jan. 31, 1947, a written statement or brief setting forth his comments.

Speculation Continues On Commission Post

(Continued from Page 1)

the past few days, with former Representative Chase Going Woodhouse of New London, Conn., favored over Marion Martin, former head of the women's division of the Republican National Committee. Although President Truman was at first interested in Miss Martin for the job, Democratic National Chairman Bob Hannegan and other Democratic leaders have been battling hard for Mrs. Woodhouse.

It is believed that Chairman Charles R. Denny, of the FCC was reluctant to have Miss Martin at the Commission for fear that she might turn out to be a liability in the event of Congressional investigation. Additionally, Denny is known to desire a liberal for the vacant post, and Mrs. Woodhouse fills that bill far more than Miss Martin.

Still in the running for the job is former Senator Jim Mead of New York. Mead made it clear to RADIO DAILY last week, without saying flatly, that he would be interested in the post if it is offered him.

Join "Our Gal Sunday"

Haila Stoddard and Scott McKay have joined the cast of "Our Gal Sunday," broadcast Monday through Friday on CBS from 12:45-1 p.m.

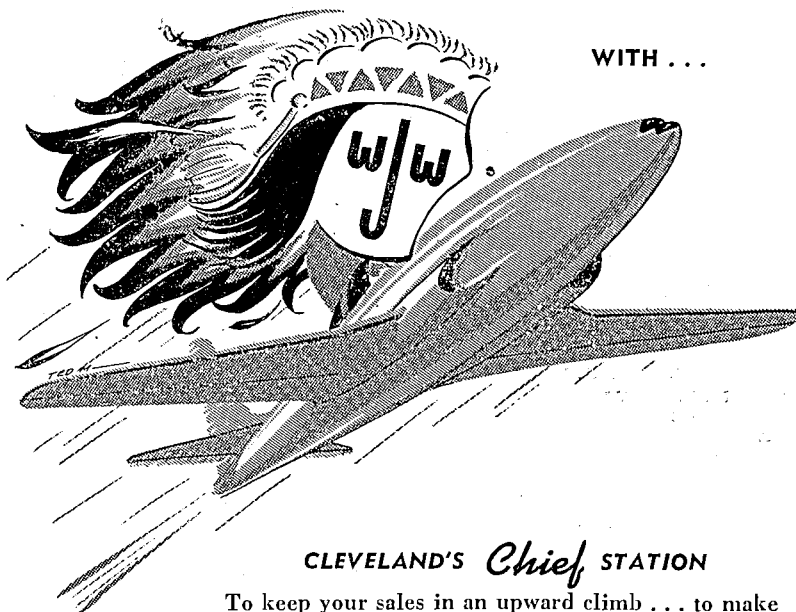
Infantile Paralysis Fund Starts On Mutual Today

Top-ranking personalities of the entertainment world, including Red Skelton, Jose Iturbi, Ethel Merman, Olivia de Havilland, Cornelia Otis Skinner and Dinah Shore, will participate in two special broadcasts over Mutual to be presented in cooperation with the National Foundations of Infantile Paralysis today and Thursday, January 23.

Today's broadcast, from the Waldorf-Astoria, where a special fashion show will be presented, will be heard from 3:30 to 4 p.m., EST. Ethel Merman and Cornelia Skinner will make personal appearances on this broadcast.

Topflight radio publicity man available. Four years network, agency experience. Many years newspaper writing background. Trade, newspaper and magazine contacts. Have handled program and personality publicity - promotion. Prefer N. Y. berth. Write RADIO DAILY, Box 309, 1501 Broadway, New York 18, N. Y.

KEEP ABREAST OF THE TIMES



CLEVELAND'S Chief STATION

To keep your sales in an upward climb . . . to make your sales plan a modern vehicle with all the fleetness of the times . . . Let CLEVELAND'S CHIEF STATION through its knowledge of programming give power and propulsion to your advertising message.

BASIC
ABC Network **WJW** 850 KC
CLEVELAND, O. **5000 Watts**
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AGENCIES

AARON S. BLOOM of Kasper-Gordon, Inc., who has been hospitalized, recuperated from a series of operations, and returned to his desk in the offices of the package show company in Boston.

FRED GARDNER, formerly account executive and merchandising and marketing specialist for McCann-Erickson, Inc., has formed his own advertising agency at 425 East 86th Street, New York. It will be known as the Fred Gardner Company. Prior to joining McCann-Erickson, Gardner was research manager of Buchanan and Company, Inc.

HOME PRODUCTS SALES CORP. of New York, selling organization for the Taylor-Reed Corp., manufacturers of Cocoa Marsh, Q-T Pie Crust and Tumbo Puddings, has named Luke F. Fichthorn, Jr., manager of the newly created export sales department. Fichthorn was formerly connected with the Chase National Bank of New York.

ERWIN D. SWANN has joined the Biow Agency in a major executive capacity, it has been announced this week by Milton Biow, pres. Swann was formerly a vice-president of Foote, Cone & Belding in charge of copy and art and before that held a similar post with Dancer-Fitzgerald and Sample.

MAJ. GEN. ANTHONY C. McAULIFFE, of the U. S. War Department, will be guest of honor and speaker at the regular Wednesday Celebrity Luncheon of the Advertising Club of New York, Jan. 22, 12:30 p. m. His topic will be "The Atom Bomb and Its Future."

PACIFIC NATIONAL ADVERTISING AGENCY announces its resignation of the account of Seattle Woolen Company as of January 1, 1947.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to handle all advertising of Milady Scarfs, Inc., New York City. Jeanne McEwen is the account executive.

ALBERT E. VAN WAGNER, formerly assistant advertising manager of Interchemical Corporation, has joined the copy department of St. Georges and Keyes, Inc.

KENDALL BURGESS has joined the arranging staff of Griffin, Boyle and King, new radio production firm, with offices at 109 W. 45th Street. Buddy DuFore has been appointed head arranger.

WANTED

A Commercial Manager and also a Manager for a new station in the East. Expect to be on the air in the next 30 to 45 days. Good opportunity for proper men. Salary measured by your ability. Write

Box 307 — RADIO DAILY
1501 Broadway New York 18, N. Y.

Chicago Spot Biz Increases; Renewals Also Show Strength

(Continued from Page 1)

weekly chainbreaks, 52 weeks; Jay's Potato Chips, through Atlas, three weekly chainbreaks, 52 weeks; Capital Airlines, through Lewis Edwin Ryan Agency, renewal of five weekly live chainbreaks, 13 weeks; Commonwealth Edison Co., through J. R. Pearsall Agency, renewal of five weekly live chainbreaks, 13 weeks, and Milani Foods, through Jim Ward & Co., renewal of one weekly chainbreak, 52 weeks. Also reported by WENR were the Cimino Wine Co., through the Malcolm Howard Agency, renewal of five weekly one-minute announcements in "Rhythm at Random" for 26 weeks ending May 27, 1947; The Anderson Co., through Arthur Mogge, renewal of one weekly spot announcement in "Rhythm at Random" for 52 weeks; the Oldsmobile Co., through D. P. Brother & Co., five weekly one-minute announcements in "Rhythm at Random" for total of 13, and the Celanese Corp., through Young & Rubicam, renewal of Monday, Wednesday and Friday participation in the "Beulah Karney" program for 26 weeks.

Time orders for 45 station breaks and 16 one-minute announcements were placed by WMAQ, it was reported by Oliver Morton, manager of national spot sales. Orders included DeMert & Dougherty Co., through Meyerhoff, 16 one-minute announcements to be aired four times a week; the Cleveland Cleaner & Paste Co., through Bayless Kerr, 20 stationbreaks to be aired two a week; the Chicago Sun, through Wade, 12 station breaks; Select Lake Theaters Corp., through Atlas, eight station breaks, and RKO Radio Pictures, five station breaks.

On WBBM, the Columbia Record Corp., through McCann-Erickson, renewed "Columbia Record Shop" for 26 weeks; the Presba, Fellers & Presba Agency set "In the Cameo Room" for 52 weeks, and the Lynn Fieldhouse Agency set "Melody Makers" for 17 weeks, for Crackin' Good Crackers. Three new participants joined WBBM's "Sunrise Salute" and "Housewives' Protective League,"

RCA Leases War Plant For Record Production

Washington Bureau, RADIO DAILY
Washington—Lease of a building at Canonsburg, Pa., a multiple tenancy project, to the Radio Corporation of America, Camden, N. J., for five years at \$40,683 a year was approved yesterday by the War Assets Administration. The structure is known as Building No. 40, and was an \$8,461,254 war plant used to produce aluminum drop forgings. It will be used by RCA as a center for record production, with 700 persons employed by the organization on two shifts.

Two other tenants, the Continental Can Co., and the Pennsylvania

each for a period of 52 weeks, it was announced by Paul Gibson, SS and HPL director in Chicago. They are the Inland Rubber Co., through L. W. Ramsey; New Process Baking Co., through Olian Advertising Co., and Commonwealth Edison Co., through J. R. Pearsall Co. Newsweek magazine, through Duane Jones Agency, signed to sponsor three news shows each week for 52 weeks, and National Biscuit Co., renewed its schedule of four quarter-hour newscasts a week for 52 weeks, and also added participation in "Sunrise Salute" and "Housewives Protective League."

The prevailing confidence of Chicago retail merchants in radio as an advertising medium, both from an institution-building angle and the sale of price merchandise, will place Chicago radio in an unusually enviable position in 1947, according to Roy McLaughlin, manager of ABC owned and operated station WENR and manager of ABC central division spot sales.

Statement by McLaughlin

"While I do not anticipate a drop in national spot business," said McLaughlin, "there will be more time available during the new year for commercial sales locally."

Beginning last month the afternoon structure of WENR became almost entirely network, the one exception being the women's feature program "Beulah Karney." The 8 to 10 p. m., hours continued to carry network programs completely, but was followed by a number of important local programs. In the matter of public service, WENR followed the allocation plan of the War Advertising Council, scheduling as many announcements as possible promoting public service programs which the council listed as important. Three to six different types of public service announcements were carried daily on all subjects in the interest of public service and welfare. The station also co-operated with the Chicago Junior Chamber of Commerce in broadcasting religious programs each Saturday afternoon during the latter half of 1946.

New Call Letters Familiar To N. Y. C., Survey Finds

Over 40 per cent of a cross-section of New Yorkers are familiar with the WCBS and WNBC call letters of the old WABC and WEA radio stations, according to a survey of New Yorkers recently made by International Surveys, Inc.

Only eight per cent still believe that WEA is the name of the NBC station and only 13 per cent believe that WABC are still the call letters of the Columbia Broadcasting System station here.

Transformer Co., have been occupying space at the plant for several months.

NEW BUSINESS

WENR, Chicago: Coliseum Enterprises, through Malcolm Howard Adv., has ordered 27 live chainbreaks. National Tea Company, through Schwimmer and Scott, has ordered six weekly chainbreaks, fifty-two weeks. The Beich Candy Company, through Arthur Meyerhoff & Co. Agency, has ordered three weekly chainbreaks, fifty-two weeks. Jay's Potato Chips, through Atlas Advertising Agency, has ordered three weekly chainbreaks, fifty-two weeks. Capital Airlines, through Lewis Edwin Ryan Agency, has ordered renewal of five weekly live chainbreaks, thirteen weeks. Commonwealth Edison Company, through J. R. Pershall Agency, has ordered renewal of five weekly live chainbreaks, thirteen weeks. Milani Foods (1890 French Dressing), through Jim Ward and Company, has ordered renewal of one weekly chainbreak, fifty-two weeks.

WNBC's Paterson Salute Will Include Sta. WPAT

WNBC's salute to Paterson, N. J., as part of its honor series to cities in the station's area, will include WPAT on the "Hi! Jinx" segment of the day's schedule set for next Friday, January 24. Program, which will include an interview with Sidney Flamm, manager of the Paterson station, will be broadcast direct from the Junior Order Hall from 8:30 to 9 a. m., EST.

Another feature of the Paterson salute will be the appearance by remote control of comedian Lou Costello. A native of Paterson, Costello will record a special greeting to his home from NBC's Hollywood studios. Recording will be heard on Maggi McNellis' "Maggi's Private Wire" from 12:30 to 12:45 p. m. Guest of honor on this program will be Mayor William P. Furray.

New Rochelle Incorporators

Albany—Radio New Rochelle, Inc., New Rochelle, has been chartered by the Secretary of State with capital of 200 shares preferred stock \$100 par value, 200 shares Class A. Common, no par value and 100 shares Class B Non par value stock, 120 shares A Common subscribed.

G. Russell Chambers, Flushing, Lewis L. Fisher, New York City, James D. Parker, New Rochelle, are directors and subscribers.

Send Birthday Greetings To—

January 21

Smith Ballen	Muriel Pollock
Sam Faust	Allen Prescott
Elizabeth Hart	George Putnam
	Charlotte Manson

New BMB Regulations Issued To Subscribers

(Continued from Page 1)

and meaning of the original reports." Tables state that "where maps and tables are used they must be used to differentiate between high and low audience per cent penetration of counties and groups of counties, rather than to imply a complete uniformity of penetration throughout the entire reported area."

To accomplish these purposes, tables permit presentation of BMB data in three forms it is explained. Where possible, maps should contain the per cent and numerical audience figure in each county and measured city. If only the per cent figure can be shown on the map, an accompanying table may show the completed data by counties and measured cities.

Where physical or space limitations prevent reproduction of full BMB data, maps may show the per cent penetration in each county by a "decile" in each county (5 to 50-59 per cent, etc.) In this case the map must be accompanied by a complete audience data tabulation by counties and cities or a summary table of audiences totalled by deciles and the complete BMB Audience Reprint must be offered free on request.

Third alternative is for stations with BMB audience area maps so large as to preclude even the use of deciles in each county on the map. Such stations may reprint their BMB maps provided they show by color, shading or cross hatching at least two categories of counties classified according to audience per cent penetration. The upper and lower limits of each selected range must be prominently defined with emphasis on the per cent range rather than any descriptive terminology. Such maps must be accompanied by tables tabulating the audiences by deciles and also by the per cent ranges as tabulated and the complete BMB Audience Reprint must be offered on request.

Illustrations of these alternative presentations emphasize, according to BMB, (1) clearly and prominently defined maps, (2) tables which support the maps and which present the BMB data as conspicuously as any other information, such as market data, and (3) a prominent offer of the complete BMB Audience Reprint. Each subscriber was also sent two bank base maps for use in presenting its BMB data according to the new rules. New official BMB maps are now being prepared for each subscriber showing the per cent penetration in each county and measured city.

NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of January 10-16, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
All By Myself.....	Berlin
Among My Souvenirs.....	T. B. Harms
And So To Bed.....	Famous
Anniversary Song.....	Mood Music
Best Man, The.....	Vanguard
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
Gotta Get Me Somebody To Love.....	E. H. Morris
Guilty.....	Feist
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
It's A Pity To Say Goodnight.....	Leeds
It's All Over Now.....	Broadcast Music
Love Is A Random Thing.....	Harms
Oh, But I Do.....	Witmark
Oh, Why Oh Why Did I Ever Leave Wyoming.....	Feist
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke & Van Heusen
So Would I.....	Burke & Van Heusen
Sooner Or Later.....	Santly-Joy
Things We Did Last Summer, The.....	E. H. Morris
This Time.....	Dorsey Bros.
Uncle Remus Said.....	Santly-Joy
Whole World Is Singing My Song, The.....	Robbins
Winter Wonderland.....	Bregman-Vocco-Conn
You Keep Coming Back Like A Song.....	Berlin
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

Feltis Visits Nebraska; Learns New BMB Usage

Omaha — Another new use of Broadcast Measurement Bureau figures came to light here when BMB President Hugh Feltis, visited his old home town and attended a meeting of 20 station men, arranged by John J. Gillin, Jr., NAB director and President of WOW, Inc.

Feltis learned WOW has applied its BMB county figures to eight sub-markets as defined by the U. S. Department of Commerce's atlas of grocery trading areas. The brochure entitled "How WOW Served Eight Sub-Markets," gives the precise station audience for each of the sub-markets and has many valuable uses for wholesalers, jobbers, brokers and manufacturers in the food and drug fields.

Promotion Manager Bill Wiseman of WOW said he had used the information effectively at last week's National Food Brokers' Association convention in Atlantic City, New Jersey.

Representatives of station KOIL, KOWH, WOW, KBON, and KFAB, where Feltis was formerly general manager attended.

Cleveland Station Gets New Public Service Series

Cleveland—WGAR, Cleveland in conjunction with City of Cleveland Community Relations Board, premiered on Jan. 12 (1:45 p.m.) new quarter hour series titled "Inside Story" designed to combat and attack prejudices.

Series has been in works since last summer and scripts will dramatize problems involved in Cleveland's highly mixed racial and religious backgrounds.

Following community agencies Jewish Community Council, Urban League, National Council of Christian and Jews, and National Association for Advancement of Colored People co-operating with WGAR and community relations board and have furnished from their files much of materials for the programs.

DO YOU NEED A SECRETARY???

Two years as secretary-assistant to M. C. of radio's best known record program qualify me for any radio executive needing amanuensis. girl Friday, good right hand, chief coffee maker and powder-mixer. WANT INTERESTING JOB, hours unimportant, salary open. CALL PLEASANTVILLE 876, N. Y. COLLECT, or write Apt. 6 C, 327 West 25th Street, New York.

Samish Gives Views On ABC's Tele Plans

(Continued from Page 1)

who flew from New York to Hollywood this week to spend some time conferring with local network execs, outlined the three stages as follows:

(1) Experimental—during which ABC spent \$140,000 last year in programming on other companies' facilities. Other companies include: Du Mont—WABD, New York and Washington; Balaban & Katz, WBKB, Chicago; Philco's WPTZ, Philadelphia; General Electric, WRGB, Schenectady. This stage has now been completed, said Samish, and "we feel that we know what to do now."

(2) Obtaining franchises — ABC now has licenses in Los Angeles, Chicago, Detroit, San Francisco and Washington, D. C.,—latter through web's affiliate WMAL,—according to Samish. New York application is currently on file with FCC, from which approval is expected very shortly. He stated that this stage was the "get set" plan in which choice sites would be selected and plans completed for the building of studios and the purchase of equipment.

(3) Actual Operational—in which ABC will begin television broadcasts with its own equipment, studios, productions, cameras, etc.

Samish emphasized the fact that ABC was more interested in getting video operations rolling in New York because it is the commercial center; more prestige at present and where the most competition will be at first. He added, however, that this "will not deter any ideas" on building in the West.

DeWeese, News Reporter, Starts Jan. 22 On WLW

Cincinnati—Dallas DeWeese, formerly of WTOL, Toledo, will join the WLW, Cincinnati staff Wednesday, Jan. 22, handling three major newscasts daily as the "Sohio Reporter," according to R. E. Dunville, president and general manager of the Crosley Broadcasting Corp.

A veteran of 20 years in newspaper and radio, DeWeese will report the news Monday through Saturday at 7:30 a.m., 12:30 p.m., and 6:15 p.m., under the sponsorship of the Standard Oil Company of Ohio.

THERE'S ONLY ONE

Lord Tazleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

WIBW
SALES DOLLARS TRAVEL FAR • •
Ben Ludy, GEN'L. MGR. .. when you use them on
WIBW
The Voice of Kansas
TOPEKA

Engineering Clinic Started By FMers

(Continued from Page 1)
station which Armstrong used in 1935 to first demonstrate FM to the FCC.

Paul A. DeMars, consulting engineer of Wilmott & DeMars Co., in Paxton, Mass., delivered a talk at yesterday's afternoon session titled, "Propagation in FM Broadcasting." DeMars was formerly associated with the Yankee Network and helped establish the web's FM outlet WGTR.

Several FCC engineers are attending the four day clinic, including C. M. Braum, chief engineer, who is scheduled to deliver an address. Purpose of the clinic is to show engineers, familiar with AM broadcasting, what conditions they will meet in the FM field and how they can go about fulfilling the requirements of good service.

Engineers in attendance from outside the U. S. include representatives from Canada, England and Australia. The engineers from England represent the Electrical Musical Industries which plan to enter the FM field.

State Dept. Sets Plans For Broadcasts To Soviet

(Continued from Page 1)
"Voice of America" broadcasts will be relayed to Russian listeners from transmitters located in Munich, Germany.

The daily programs, State Department sources said, will include an hour-long broadcast each evening of news and music. A staff of five full-time and about 10 other Russian-speaking persons already are working on the program.

State Department estimates that about 70,000 to 80,000 sets capable of picking up the American broadcasts are now available in Russia.

Melchior Set To Appear On NBC "Telephone Hour"

Lauritz Melchior, opera, concert and motion picture tenor, will make his first appearance as guest soloist on the Telephone Hour next Monday, January 27, over NBC (9-9:30 p.m., EST). Melchior, who has recently returned to the Metropolitan for his 21st season, will be assisted by Donald Voorhees and the Bell Telephone orchestra.

Noted for his interpretation of the music of Richard Wagner, Melchior and the orchestra will present an all-Wagnerian program of numbers from three operas written by the immortal composer.

COAST-TO-COAST

— OHIO —

CANTON—Jim Dooley, WHBC news editor, recently interviewed Louis P. Lochner when the ex-war correspondent visited the city. Lochner was introduced by Richard Neher, station program director. . . . **CINCINNATI**—Bill McCluskey, talent promotion manager for WLW, attended the Ohio Fair Managers Convention in Columbus last week. . . . Tickets for Ruth Lyons' "Fifty Club," heard daily over WLW, have been sold out for the remainder of the year. . . . WCKY newscaster and announcer Bill Robbins is passing around cigars and candy to celebrate the birth of a son born Jan. 10 at Christ Hospital.

— NEW YORK —

UTICA—Rotarians at their weekly meeting last week got a demonstration of FM service presented by the staff of WIBX-FM. Jack Dowdell, chief engineer for WIBX and WIBX-FM was emcee while Walter Griswold, program director for the FM station, made a speech. . . . **SYRACUSE**—Doug Johnson, WAGE local news editor, has been selected the "Young Man of 1946" by the Syracuse Junior Chamber of Commerce. Johnson's age is 27. . . . R. G. Soule, veepee and treasurer of WFBL, gave a talk last week on "Problems in Operating a Network Station" to members of the Syracuse University Radio Workshop. . . . **POUGHKEEPSIE**—College Drug Co. is sponsoring a report on ski conditions over WKIP every Thursday night.

— MASSACHUSETTS —

LAWRENCE — Cooperating with WLAW, three New England newspapers will sponsor the local appearance of Johnny Olsen and his ABC "Ladies Be Seated" in a fund drive to equip and support a summer camp at Plum Island off Newburyport. Camp will be used for rehabilitation of 400 children suffering from infantile paralysis. . . . **BOSTON**—WBZ and WBZA will begin a new series of vocational guidance programs on Jan. 28. The new in-school listening program is designed for high school students and is presented in cooperation with the New England Committee on Radio in Education. . . . **SPRINGFIELD** — WMAS has launched a new public service series, "Springfield Talks It Over." Civic and organization officials participate in forums which air views on controversial subjects such as housing, traffic situation, etc. . . . **WORCESTER**—"Quizpartners, Inc." is a new program being heard daily over WTAG. Members of studio audience are paired off as heads of a "corporation" and if they fail to answer questions the "firm" is dissolved. If they do answer, they win prizes.

— MONTANA —

MISSOULA—New account executive at KGVO is Jack Traxler, recently returned to civilian life from the navy. A. J. Mosby, president of KGVO, sales manager Marion Dixon, program director Bud Blanchette and continuity chief Dorothy Miller recently attended the program.

managers' clinic in Salt Lake City. . . . **ANACONDA**—Local newscast over KANA daily at 12:25 p.m. is now sponsored by the Washoe Market on Monday and Friday. . . . The Pal Club, open to youngsters under 16, is now heard over KANA on Tuesday and Thursday afternoons.

— OREGON —

EUGENE—KORE, one of the Northwest's pioneer stations, will celebrate its 20th year of broadcasting on Feb. 15. . . . **PORTLAND**—Luke Roberts, KOIN educational director, received his auto license plates recently and found they bore the same number as the ones the year before. Roberts didn't request it. Just happened that way.

— COLORADO —

DENVER—Milton Shrednik, KOA musical director, just completed his 2325th coast-to-coast program over NBC. Shrednik's "Sketches in Melody" show is heard thrice weekly. KOA announcer Tor Toland, former ski pro, recently carried a 60 pound short wave transmitter on his back to describe a descent down the slopes of Roch Run at Colorado's Aspen winter playground. . . . WLZ's farm reporter Lowell Watts moved his entire office, including steno Laura Beeler, into the station's farm booth at the livestock and horse show in Denver. With the help of special events director Mack Switzer, visiting farmers and ranchers got a behind the scenes view of KLZ's "Farm Reporter" which is broadcast daily.

— CONNECTICUT —

HARTFORD — Traffic Manager Sterling V. Couch and G. Arthur Peterson of the sales staff, are celebrating their fifteenth and sixteenth anniversaries, respectively, with WDRC. . . . **BRIDGEPORT**—The Avalon Quartet of Danbury, four veterans of World War II, return to WICC following three years' service overseas. . . . "Symphonies For Youth," featuring the Los Angeles Philharmonic Orchestra and dedicated to music loving youth, will begin a weekly series over WICC. . . . **NEW HAVEN**—WHNC continues to bring its listeners a service unobtainable in most cities, "Backstage Interviews" with Tom Romano conducting interviews and a review of plays having their tryouts in this sector.

Remember

THESE POINTS
WHEN YOU BUY
RADIO IN THE
METROPOLITAN
NEW YORK AREA

1 WAAT is the station in North Jersey—America's Fourth Largest Market.

2 WAAT'S bonus audience in the five boroughs of New York City is almost equal to WAAT'S North Jersey audience.

3 When the time costs are considered, WAAT is the best buy!

Result?

WAAT DELIVERS MORE LISTENERS PER \$ IN NORTH JERSEY—AMERICA'S 4th LARGEST MARKET* THAN ANY OTHER STATION... INCLUDING ALL 50,000 WATTERS. (EVEN BEFORE CONSIDERING THE BONUS AUDIENCE IN THE 5 BOROUGHS OF NEW YORK CITY.)

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

Now Celebrating
TWENTY YEARS OF SERVICE TO THE PEOPLE OF SOUTHEASTERN CALIFORNIA

1927 1947

MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEE RAYMER

WAAT 970 ON THE DIAL
NEWARK-NEW JERSEY

WANTED

Manager for a day-time station in the East. New station, has been on the air 6 months. Good opportunity for proper man who is capable of taking complete charge.

Write Box 308 — RADIO DAILY
1501 Broadway New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 15

NEW YORK, WEDNESDAY, JANUARY 22, 1947

TEN CENTS

Ready Market For News

Probe Of Commission Rooms In Washington

Washington Bureau, RADIO DAILY
Washington—A study of FCC operation with a view toward "Remedial Legislation" is a certainty in the view of Representative Richard Wigglesworth, R., Mass., a long-time critic of the Commission. But Wigglesworth told RADIO DAILY he does not yet know who will propose the study or what committee will undertake it.

As chairman of the independent offices sub-committee of the House (Continued on Page 8)

Parisian Fashion Expert Here With Program Ideas

Marjorie Dunton, famed Parisian dressmaker who forsook a fashion career to enter radio into the North American service of the French Broadcasting System in Paris, arrived in New York on the S.S. America last week with a portfolio of transcribed show ideas for American radio consumption.

Mrs. Dunton who is here "on mission" for the French government as artistic Program Director of the gov- (Continued on Page 8)

WIBC Gets 50 Kilowatts; Other Activities At FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced its proposed decision looking toward the grant of the applications of the Indiana Broadcasting Corp., Inc., licensee of WIBC, Indianapolis, Ind., operating on 1070 k., for an increase in power from (Continued on Page 8)

AFRA-Webs Resume

AFRA execs and representatives of the four major networks met yesterday at CBS headquarters for further discussion preparatory to signing a new contract. Signing has not taken place yet, however, and it is not expected to occur until negotiations throughout the country are completed. AFRA is still in session with KFI in Los Angeles.

Hollywood Stars Set For New MBS Series

West Coast Bureau, RADIO DAILY
Hollywood—What is considered to be the heaviest groups of motion picture talent gathered for a radio program will be heard over a new weekly series on Mutual titled "The Family Theater" set for debut on Thursday, February 13 (10-10:30 p.m., EST), it was learned here yesterday.

Program, which opens as a sustainer, is based on original stories by (Continued on Page 3)

Sales Manager Committee Of NAB Starts 3-Day Meet

Washington Bureau, RADIO DAILY
Washington—Sales and promotion problems plaguing the industry will be explored in an all-inclusive, three-day meeting of the executive committee of NAB's Sales Managers Committee beginning here today at the Hotel Mayflower. The committee is chaired by Odin S. Ramsland, KDAL, Duluth, Minn.

Survey Shows It Saleable Commodity Continuing Rapid War-Time Pace Despite Fewer Commentators

15 Stations Form N. W. Regional Web

Fifteen stations have banded together in the Northwest to form a new regional network replacing the defunct North Central Broadcasting System. The new network will be known as the Great Northern Broadcasting System with offices in Minneapolis and Aberdeen, S. D.

A. A. Fahy, of KABR, Aberdeen, has been named president of the new (Continued on Page 2)

U. S. Urges Soviet To OK Airing Of Moscow Confab

Washington Bureau, RADIO DAILY
Washington—Soviet Russia has made no decision yet on whether radio broadcasting facilities will be made available for reporting the Moscow meeting of the Council of Foreign Ministers, the State Department (Continued on Page 2)

Courses In Radio, Tele Set By CCNY Bus. School

City College, School of Business, announced this week the opening of a new course for men and women in radio and television, with registry (Continued on Page 8)

Radio news programs, which reached a maximum audience during the war years, still are being used by advertisers to sell everything from candy bars to automobiles. Furthermore, stations throughout the country are airing just as many regular news periods now as they did during the war and just (Continued on Page 7)

Sees Tele Advertising As Growing Medium

Speaking before a luncheon of the Washington Advertising club in Washington, D. C., yesterday, J. David Cathcart, RCA Victor home instrument advertising manager, declared that television will be a major advertising medium by 1948.

"Production willing, television will be an economically sound investment for the advertiser—and strictly on the (Continued on Page 8)

Kirsten Flagstad Signed For American Concert Tour

Signing of Kirsten Flagstad, renowned Norwegian operatic and concert soprano, for an American tour beginning in March was announced yesterday by George Engels, president of Consolidated Concerts Corp., (Continued on Page 2)

Color Tele Demonstration Creates Audience Problem

Unusual interest in the color tele demonstrations scheduled by the FCC for next Monday at the Federal Court House in Foley Square, New York, has resulted in the Commission assigning Lee Farran, press representative, and Harry M. Plotkin, assistant general counsel, to come to New York Friday to handle press arrangements.

It is expected that more than 50

accredited newspaper people will be on hand when the demonstration is held. This group will include representatives of wire services, trade, press and daily newspapers.

Room 1703 in the Federal Court House, scene of the planned public demonstration of color tele, will accommodate around 250 persons. Preference is being given to television (Continued on Page 3)

Stove Leaguer

Buffalo—Joe McCarthy, former baseball manager of the N. Y. Yankees, has just signed a contract with the Robert T. Mendelson Productions to do a syndicated transcribed radio sports series dealing with the inside of baseball. Joe retired as manager of the N. Y. Yankees this past year and is presently living on his farm just outside of Buffalo.

Tele Goes Atomic

New York University's tele series "Visual Education" delved into the realm of the mysterious Monday over WABD, in which a miniature (?) atomic bomb was exploded before the video cameras. There was no danger, however, since fissionable material was not included. Program, titled "Atomic Power," was supervised by Dr. C. C. Clark and Bob Emery.



★ COMING AND GOING ★

Vol. 38, No. 15 Wed., Jan. 22, 1947 Price 10 Cts.
JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (1), Ill.—Nat Green, 1417 Ashland Bldg., 155 No. Clark St., Phone State 2332. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dahlonga Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Clagett, 2122 Decatur St. NW., Phone, Hobart 7627. Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tues., Jan. 21)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, 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).

MARK WOODS, president of the American network; ROBERT E. KINTNER, executive vice-president, and EARL MULLIN, manager of the press department, in Boston yesterday to attend the first broadcast of the Boston Symphony under sponsorship of John Hancock Mutual Life Insurance Co.

HUGH FELTIS, president of Broadcast Measurement Bureau, is back in New York after having attended the NAB board meeting in San Francisco and regionals in St. Louis, Omaha and Chicago.

AUGUSTO ELIAS, head of Publicidad Augusto Elias, S. A. Mexico City advertising agency which is McCann-Erickson's affiliate in that city, has arrived in New York for conferences at the foreign department of McCann-Erickson. He'll be here until Feb. 1.

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp.; R. E. DUNVILLE, vice-president and general manager, and ELMER BOOS, vice-president and treasurer, are spending this week in New York on station business.

W. R. JOHNSTON, supervisor of program acceptance and production at CJBC, American network affiliate in Toronto, Ont., is in New York for confabs at the offices of the web.

ARTHUR HULL HAYES, general manager of WCBS, is in Washington for the meetings of the NAB's sales managers' executive committee, to be held today, tomorrow and Friday.

W. H. SUMMERVILLE, general manager of WWL, New Orleans' outlet of CBS, is in Gotham on station and network business.

DAVID O. ALBER, publicist, leaves today by plane for Chicago, where he'll spend a few days with clients.

OLIVER DANIELS, musical director of the CBS "School of the Air," has returned from a short trip to Washington, D. C.

WILLIAM A. BANKS, president of WHAT, Philadelphia, is sojourning in Nassau and Havana, after which he'll cross to Mexico, visiting at Mexico City and Acapulco. He'll return to Philadelphia some time in February.

MURRAY CARPENTER paid a call this week at the offices of the American network. He's the vice-president of WPOR, Portland, Me.

BOB HAWK, emcee on many a CBS program, has returned from a short jaunt to Philadelphia.

ROBERT B. HUDSON, director of education for CBS, goes up to Cleveland today to address the Greater Cleveland Radio Council.

JAMES M. PATT, general manager of WNBR, New Bedford, Mass., visiting this week at the headquarters of ABC.

BILL DOWNS is back from Oklahoma City, from which point CBS show, "Cross Section, U. S. A.," originated. He also took time to address the local Chamber of Commerce.

STUBBY KAYE, comedian, has returned to New York and will be interviewed today on the Dorothy Day show over WINS.

ROBERT C. FEHLMAN, manager of WHBC, Canton, Ohio, is spending this week in town on station business.

GENE RIDER, Columbia network field technician, has left for a three-week vacation in Florida.

ART FRANKLIN, publicist, is back from Philadelphia, where he made arrangements for radio tie-ups to promote the forthcoming opening of Don Pallini's new dance studios.

RED BARBER, director of sports for CBS, has returned from Washington, where he participated in the two-day conferences of the Sports Writers' Committee on Juvenile Delinquency.

Kirsten Flagstad Signed For American Concert Tour

(Continued from Page 1) New York. Madame Flagstad, who was given a testimonial for her wartime patriotism by Emil Stang, chief justice of the Norwegian Supreme Court, will arrive in the United States on the S.S. America, March 7. Madame Flagstad at present is making a European concert tour which includes visits to London, Paris and Milan.

15 Stations Form N. W. Regional Web

(Continued from Page 1) corporation. Other officers are John B. Cooley, vice-president of KLPM, Minot, N. D., Harold Dell, treasurer of KGDE Fergus Falls, Minn., and J. W. Huss, secretary of WJMS, Ironwood, Mich.

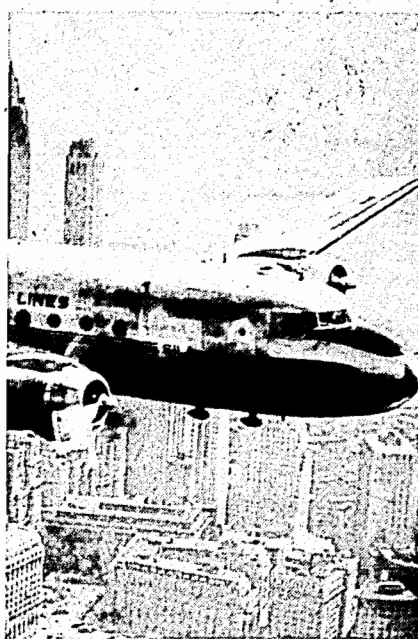
U. S. Urges Soviet To OK Airing Of Moscow Confab

(Continued from Page 1) ment said yesterday. The department revealed that Ambassador Bedell Smith had conferred with Soviet Deputy Minister for Foreign Affairs Vyshinski on the subject of press coverage and radio broadcasting facilities. According to the department, Ambassador Smith stressed to Vyshinski the "importance" of making radio facilities available.

A special meeting of the creditors of the North Central Broadcasting System will be held at the Federal Courts building in St. Paul on Feb. 4 at which time the final account of the receiver will be heard.

DAV To Honor Kate Smith

On her program of Sunday, Jan. 26, 6:30 p.m., on CBS, Kate Smith will receive the 1946 Americanism award in recognition of her efforts in the promotion of tolerance. The award will be presented by Vivian D. Corbey national adjutant of the Disabled American Veterans.



Another First

There are a lot of firsts knocking around. And this we think is an unusual one. It was the first commercial passenger aircraft to be photographed over New York since the war (May 9, 1946) and it was the first foreign ship ever to be pictured over the city. Incidentally, it was also the first Swedish airliner over New York harbor.

We have an unusual "first" to talk about too. It's all about W-I-T-H, the successful radio independent down here in Baltimore.

And here it is: W-I-T-H, in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town.

That's a wallop first, as smart time buyers have learned. If you've got a sales curve that needs a boost in this 6th largest city . . . in radio, W-I-T-H is the way to do it! Glad to have you on board.

Advertisement for K.F.N.F. 'The BEST Farm Station Buy?' Since 1924, it has always been K.F.N.F. 'THE FRIENDLY FARMER STATION' SHENANDOAH, IOWA. Call or Wire FRANK STUBBS

Advertisement for W-I-T-H AM and FM IN BALTIMORE. TOM TINSLEY, President. Represented Nationally by Headley-Reed

Advertisement for WHWL 730 KC. 'Anthraxite's Most Powerful Independent' Represented by Forjoo

Hollywood Stars Set For New MBS Series

(Continued from Page 1)

op radio and movie writers, and is the result of a suggestion by the Rev. Patrick Peyton. Idea was developed during the last year through co-operation of execs at Mutual, motion picture and agencies. Themes of the stories to be dramatized will include many of the problems which have been engendered or aggravated by the recent war. Top radio producers will alternate in the presentation of the stories under supervision of Bob Longnecker. Topflight authors are said to have been given great latitude in selecting material for the broadcasts but all have agreed to submit the story which they believe tells its moral in a simple yet highly dramatic manner.

Fifty Stars Scheduled

At least 50 prominent actors and actresses, including several Academy Award winners, will appear in leading roles. First broadcast, "Flight from Home," written by True Boardman, stars Loretta Young and will be directed by Dee Englebach. Meredith Villson will direct the music for the entire series. A special script editorial board has been chosen to select and cast each broadcast.

A list of the motion-picture talent to be heard during the series follows: Sarah Allgood, Don Ameche, Fay Bainter, Lionel Barrymore, Charles Bickford, William Bendix, Charles Boyer, Walter Brennan, Joe E. Brown, Joan Caulfield, Joseph Cotten, Bing Crosby, Jeanne Crain, Dane Clark, Irene Dunne, Dennis Day, Pedro de Cordoba, Lou Costello, Jeff Donnell, William Eythe, Fibber McGee and Molly, John Farrow and Barry Fitzgerald.

Also William Gargan, Edward Gargan, James Gleason, Dick Haymes, Ruth Hussey, June Haver, Jack Haley, Alma Kruger, Joan Leslie, Roddy McDowell, Frank McHugh, Marion Martin, Lon McCallister, Lloyd Nolan, John Nesbitt, Pat O'Brien, Una O'Connor, Maureen O'Sullivan, Maureen O'Hara, Gregory Peck, Cesar Romero, James Stewart, Ann Todd and Loretta Young.

Directors, Writers Listed

Directors on the program are: Dee Engelbach, William Bacher, Glen Hall Taylor, Jack Zollar, Ted Bliss, Don Bernard, Don Clark, Wayne Griffen, Vic Knight, Tom Lewis, Fred MacKaye, Irving Reis, William Robson, Ted Sherdeman, Mel Williamson and Frank Woodruff.

Writers for the series include: True Boardman, Sam Carter, Dina Carlson, John Driscoll, Carl Cass, Russ Hughes, Harry Kronman, Walter Newman, Charles Tazwell, George

★ AGENCY NEWSCAST ★

H. K. McCANN, president of McCann-Erickson, Inc., announces the election of three new directors—Roy M. Alderman, Marion Harper, Jr., and Julian L. Deane. Alderman is in the New York office of McCann-Erickson as vice-president and a service group head, handling such accounts as American Gas Association, Revlon Cosmetics, National Cash Register, Canadian National Railways, Manufacturers Trust Company and others. Harper joined the agency as a trainee in February, 1939. He later was transferred to the research department. This work led to his appointment as manager of copy research and later director of all research activities. He was appointed a vice-president of the agency in April, 1945. Deane, McCann-Erickson vice-president and account executive for Standard Oil Company of New Jersey and affiliated Esso Marketers, has been with the agency since 1934. Prior to that, he was advertising and sales promotion manager for American Bosch Corporation, Springfield, Mass.

JOSEPH T. GAUSS, recently art director of Hazard Advertising Co., and formerly an art director of Lord & Thomas, has joined Donahue & Coe, Inc.

NATIONAL STAMPING & ELECTRIC WORKS, Chicago, makers of "White Cross" electrical appliances, has appointed Geyer, Newell & Ganger, Inc., to direct its advertising. Among products which National is now manufacturing are a new automatic toaster, waffle irons, coffee vacs for home and commercial use, a lightweight automatic electric iron, and table electric stoves.

Williamson Candy Renews "True Detective" On MBS

Williamson Candy Company has renewed "True Detective Mysteries" over 300 Mutual stations (Sundays 4:30-5 p.m., EST.) for 52 weeks, effective March 2, it was announced yesterday.

Program which stars Richard Keith as John Shuttleworth, editor of "True Detective Magazine," is handled through Aubrey, Moore and Wallace of Chicago.

Wells and Glen Wheaton. Charles Bulotti and Ned Tollinger will assist producer Bob Longnecker.

Members of the executive committee are:

Chairman, Robert Longnecker, Sam Jaffe Agency; Thomas Lewis, Young & Rubicam; Wayne Tiss, BBD&O; Cornwall Jackson, J. Walter Thompson; William Bacher, 20th Century Fox; Leo McCarey, Paramount; Charles Bulotti, KHJ, Hollywood; Ned Tollinger, Mutual network; Mary Harris, Young & Rubicam; John Driscoll, BBD&O; Clarence Hutson, 20th Century-Fox, and Eric Johnston, president, MPPA.

SCOTT LEONARD has been added to the staff of Tracy-Locke Co., Dallas, Texas, advertising agency, as account manager. He was formerly associated with eastern agencies, including J. M. Mathes and BBD & O.

RICHARD G. LANCASTER has been transferred from Chicago to the New York office of C. E. Hooper, Inc. where he is working more directly with the management and sampling consultants on sample distribution in connection with station audience reports (Area Hooperatings) and network audience reports (National Projectable Hooperatings).

ACME FLUORESCENT CO., INC., manufacturers of portable fluorescent lighting fixtures for home and office, have named The Arnold Cohan Corp., as advertising agency.

ROBERT L. BLISS, former with Compton Advertising, Inc., has been named director of public relations of the National Association of Insurance Agents. He was a major with the Army Air Forces, serving 43 months. Previously he had been active in trade association public relations with J. Walter Thompson.

TEN LEADING advertising agencies in total radio time billing during 1946, as shown by the networks, were as follows: Dancer-Fitzgerald-Sample, J. Walter Thompson, Young & Rubicam, Compton, Ruthrauff & Ryan, BBD&O, Biow Company, Benton & Bowles, Wade, Kenyon & Eckhardt.

PAUL SMITH, art director, D'Arcy Advertising Company, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, January 23rd, on "Advertising Layout and Illustration." This meeting will be held at the Engineering Societies Building.

ESTABLISHMENT of a new service to advertisers has been announced by Lee-Muiron Rousseau and James E. Jump, principals. The organization will be known as Market Research and Advertising, Incorporated, with offices at 17 East 42nd Street, New York.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives

Audience Is Problem At Color Tele Exhibit

(Continued from Page 1)

witnesses, technicians, and the press in the seating arrangements.

Farran and Plotkin will be at the Hotel Lincoln in New York to screen applications for press credentials. They will also be prepared to give an outline of the proposed CBS and Du Mont demonstrations and the one which will follow at the RCA labs in Princeton, N. J.

The color tele demonstration was set up by the FCC in connection with the Commission's hearings on the CBS application for a commercial color television license. The Commission asked that in addition to the New York transmission that CBS be prepared to demonstrate color tele between New York and Washington using coaxial cable.

CBS Names Turf Commentator

Joe H. Palmer, writer on racing for the New York Herald-Tribune, has been signed by the Columbia network to do network broadcasts of turf events.

Stork News

Remo Palmiere, CBS musician, is the father of twin girls born Monday at the Doctors Hospital. Mrs. Palmiere is Margery Heath, vocalist.

"NOW THOSE GUYS CAN STICK TO RADIO" SAY WILD DUCKS

Baltimore, Md.—With the duck hunting season over, WFBR executives have settled down to normal. Hope Barroll, Bob Maslin, Bill Pirie, all like to get 'em on the 'wing.

So now Bill Pirie of National Sales asks "How about the Scholastic Scrapbook at 7—Thursdays? It's a darn good program of wide interest to teen agers and we've featured it for two years." Now available for sponsorship.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

WANTED

Manager for a day-time station in the East. New station, has been on the air 6 months. Good opportunity for proper man who is capable of taking complete charge.

Write Box 308 — RADIO DAILY
1501 Broadway New York 18, N. Y.

IT WAS GOOD BUSINESS

Quite a few years ago we put down a number of ideas that seemed to us essential for good station representation. These we published at the time and are reproducing in the copy below and on the opposite page.

Now, as we start our fifteenth year, we realize how these principles of good business have evolved into our consistent guiding policy.



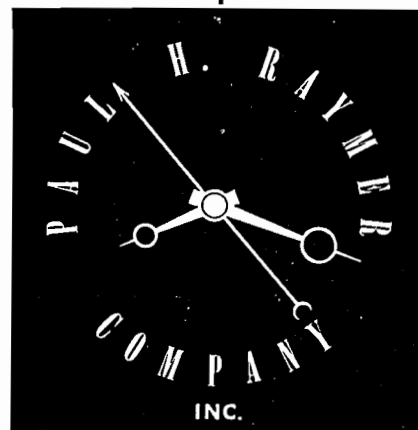
"A national representative should:

- 1. Value above all else the respect and confidence of recognized, progressive advertising agencies.*
- 2. Give prompt and dependable information to be worthy of this respect and confidence.*
- 3. Sell effectively without exaggeration or high pressure.*
- 4. Employ only men with experience of ten or more successful years in selling national advertising.*
- 5. Have enough resources, offices and men to sell radio time effectively to national advertisers throughout the country, and obtain first information about new radio prospects.*
- 6. Direct its entire energy to selling radio time, and not be dominated by the demands of competing media.*

WHEN—IT IS GOOD TODAY

7. *Report to stations not only on business they will get, but in advance on orders that are slated for a competitor.*
8. *Sell each station individually as a unit, not just as part of a list.*
9. *Hold consistently to the same policies, without re-organization, refinancing or frequent change of men, over a period of years.*
10. *Have firmly established a proven record of success.*

We consider that our obligation to our stations is a many-sided one requiring more than just the selling of time. It involves a willingness on our part to accept responsibilities, to offer constructive suggestions in the matter of national sales policies, and in general to consider ourselves as added to each station's organization rather than the station as 'added to our list.' We believe that these characteristics make for representation in the fullest sense of the word . . . representation that gets a maximum of results for the important stations with which we are associated."



PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING

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

LOS ANGELES

By RALPH WILK

AT a dinner party given by NBC to celebrate his 10th anniversary on radio for Standard Brands, Edgar Bergen was given a Lincoln automobile by Standard Brands and one of newest television receivers by NBC and J. Walter Thompson. Jack Benry was emcee.

NBC's Rudy Vallee has finished his book on radio and hopes to have it on the shelves of the booksellers by April.

"Backgrounds For Living" has been selected by the National Association of Broadcasters as outstanding in the field of radio programs sponsored by retailers throughout the United States.

Pat Campbell, Don Lee station relations chief, hosted a party for managers of Don Lee affiliates at the Bohemian Club in San Francisco, January 8th, as the NAB convention got under way. Campbell, a member of the National Association of Broadcasters resolutions committee, is representing the Don Lee net and Station KHJ.

William Henry and his wife, Grace Durkin, former actress, celebrated their 12th wedding anniversary on January 14th by appearing on the "Bride and Groom" show over KECA and the ABC network. Married on Nov. 14, 1936, the couple have observed their anniversary each year since.

Betty Hutton will be guest star on the Lucky Strike "Hit Parade" for six weeks, beginning in February. Andy Russell will continue to emcee the show.

Plan Glenn Miller Salute On Hires Show Premiere

Premiere on CBS Sunday, Jan. 26 of the Hires show, "Here's To Ya" will be a tribute to the late Glenn Miller. Not only will tunes formerly identified with Miller, such as "Moonlight Serenade" and "Chattanooga Choo-Choo," be featured, but three ex-members of his band will be in the Hires' ensemble. They are Bill Conway, vocal arranger for the Hires Hands; Trigger Alpert, bass fiddler, and Bernie Previn, trumpet-er.



Notes From An Aisle Seat. . . !

• • • When Bing Crosby winds up his air series in July, he'll take off with Bill Morrow for Europe to line up some recordings with outstanding talent on the continent. It may interest Der Bingle to know that altho' Maurice Chevalier (whom he prob'ly has in mind for one of the spots) has been cleared of any collaboration charges, he's been barred for two years from French radio work as punishment for making broadcasts for the Nazis during the occupation. . . . Tony Martin has the inside track for the spot vacated by Sinatra. However, Tony is holding out for more than a mere fill-in deal until June, and wants a fall contract as well. . . . Frank Munn, off the air for a year and a half due to ill health, has definitely retired from radio. He's made over a million bucks and retires to his big estate at Merrick, L. I. . . . Raymond Swing, whose failing health also caused temporary retirement, comes back to ABC Feb. 2nd with a once-weekly 15-minute session. . . . Lot of revived interest in Alfred Hitchcock's suspense dramas for the air, with the film director as narrator. . . . Bert Gordon, the Mad Russian, not coming back as a regular on the Eddie Cantor show, but will make a series of guest shots with him. . . . Toscanini returns to NBC Symphony Feb. 9th after a six-week absence. . . . N. Y. Post's Vic Riesel says he met a man in Atlanta, Ga., today who didn't claim to be governor.

★ ★ ★

• • • **THOUGHTS WHILE DIALING:** The Henry Morgan show could use a good vocalist, male or femme, to give it balance. . . . It's a shame Monica Lewis didn't get the spot on the Milton Berle aircer. She was great in the audition platter. Most surprised of all about the switch to an unknown guy groaner were Milton Berle and Ray Bloch. . . . Most upset person before a broadcast—Anna Sosenko, Hilde's mentor, who always turns out to be the most pleased after the show is over. . . . To our way of thinking, Paul Whiteman has always worn the most becoming double chin in town. . . . Ten years ago, Groucho Marx pulled the greatest gag line on the beauties of Calif. Said G. M. to his NBC audience: "On a clear day you can see Madeleine Carroll."

★ ★ ★

• • • Ex-Governor Arnall will be on "Info, Please" next week (providing, he says, he gets out of the state alive). . . . Ben Grauer set for the announcing chores on the N. Y. end of the Chesterfield Supper Club. . . . News services cutting down on their staffs. Some are even letting office boys go. . . . Add look-alikes: Isabel Gibbs and Jill Warren. . . . Al Barker will prob'ly have his newest legit play, "Beating of Wings," published in book form before it hits B'way. . . . That contestant who won Ralph Edwards' entire "Truth or Consequences" show for an evening, wound up by packing the program with his relatives all of whom won sizable amounts of cash last Sat. nite. . . . The Leibert Lombardos expect their image in March. . . . Sam Pierce now producing the Dick Haymes show. . . . Johnny Olsen and his "Ladies Be Seated" aircer to New England in Feb. for March of Dimes. . . . Joe Louis is backing Leonard Read in his proposed B'way musical. . . . It's a boy at the Ward Byrons. Pop is producer-writer of the Perry Como show.

★ ★ ★

• • • **OUR HAT'S OFF DEPT:** Otto Kruger and Jessie Royce Landis' artful pretending in the new click, "Little A." . . . J. Dorsey's rhythms at the Hotel Penn, especially Dee Parker's thrushing. . . . Johnny Desmond's Victor disc, "I'll Close My Eyes." . . . Thelma Carpenter's socko performance at Loew's State. . . . Herbie Fields' Victor platter of Kermit Goell's "A Huggin' and a Chalkin'." . . . Larry Marvin, ex-GI, boosted to starring spot in Bill Miller's Embassy show. . . . Al Shanky's ork at the Biltmore. . . . NBC's sparkling comedy, "Life of Riley." . . . Marie Greene's warbling with the Chittisons Sat.

4 markets it pays
you to cover

WORK
YORK, PA.

WGAL
LANCASTER, PA.

WRWA
READING, PA.

WKBO
HARRISBURG, PA.



NBC

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

Represented by

**RADIO ADVERTISING
COMPANY**

1906 1947

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

NEW BUSINESS

COA, Denver, Colo: The Campbell Cereal Co., for Malt-o-Meal has signed a 13-week contract for two-minute transcribed announcements weekly. Agency handling the Campbell Cereal account is Campbell-Mithun, Inc., Minneapolis; Colgate-Palmolive Peet Co., has renewed for 52 weeks its contract for four-minute transcribed announcements weekly for Colgate Dental Cream. Agency handling the Colgate-Palmolive-Peet account is Ted Bates of New York; General Corporation of America has renewed for 26 weeks its contract for three one-minute announcements weekly. Young and Rubicam of New York is the agency; Wacker Transfer and Storage Co., has renewed for 52 weeks its contract for six live one-minute announcements weekly. Contract was signed by the Robertson Advertising Agency of Denver; Dundee Sales Shop, Denver, has renewed for 12 weeks its contract for six one-minute live announcements weekly. Mr. Goldberg Advertising Agency handles the Dundee account; B. K. Sweeney, Inc., Denver, has renewed for 13 weeks its schedule of two one-minute announcements. Galen E. Bates Advertising Agency handles the Sweeney account.

CR Products has renewed for 26 weeks its contract for seven one-minute transcribed announcements weekly. Earle Ludgin and Company, Chicago, is the agency; Marlin Fire-arms Co., has renewed for 26 weeks its contract for two one-minute transcribed announcements weekly. Green and Hedrick of New York is the agency handling the Marlin account; Colgate-Palmolive-Peet has signed for eight transcribed announcements weekly for one year. William Esty and Company of New York is the agency handling the account; American Chicle Co., has renewed for 52 weeks its contract for one-minute transcribed station break announcements weekly. Badger, Brown, and Hersey, Inc., of New York is the agency.

Hv. Men At WCBS-TV

A studio audience of advertising men interested in the home economics field will witness "Come Into My Kitchen," a cooking showcase for food distributors and related equipment manufacturers over WCBS-TV tomorrow at 8:30 p. m. Eloise Parker Broeg, home economics authority and bakery engineer is "Mother Parker" of WEEL-TV, Boston, is hostess for the experimental program which is devoted to up-to-date methods of cooking.

MUCH WITH TOMORROW... IN TUNE WITH TODAY

KGW
 PORTLAND, OREGON
 PRESENTED BY EDWARD PETRY & CO.

News Finding Ready Market In Maintaining Its Status

(Continued from Page 1)

as many sponsors are paying the freight.

Some stations have reached the point where their news periods are practically sold out across the board. In New York, WOR, which has more news periods and more sponsors now than it did during the war, has 13 news strips and commentaries across the board between 6:30 a. m. and midnight and all are sold except one. Latter is the new Harry La Cossitt 9 a. m. program which premiered last week. WMCA is another station whose newscasts are sold out across the board except for a 10:30 p. m. spot, although a deal is pending for sponsorship of this period.

There are a number of advertisers who go in heavily for sponsoring newscasts on local stations around the country. One of the biggest spenders in this field is Peter Paul, Inc., which puts its entire advertising budget, handled by Platt-Forbes agency, into radio news sponsorship. The candy company buys news periods on hundreds of local stations, never using networks, and at present has accounts with three outlets in New York City. On WOR, WNBC, and WINS Peter Paul buys a total of 19 quarter-hour news periods a week and in Chicago it sponsors even more. The company has concentrated on this type of radio advertising for the last 10 years. Other advertisers who make similar deals and are heavy spenders include Grove Laboratories, Inc., Bond Stores, Inc., National Biscuit Co., and Plough, Inc.

WNBC is adding another news show to its schedule starting Feb. 3. The 8 a. m. Bob Smith show currently leads off with three minutes of news but this is to be extended to five minutes with WNBC picking up a new sponsor, Metropolitan Life Insurance Co., for the program.

WCBS has added several newscasts since the war ended, locally originated, and all strips are sponsored in full or part. WJZ's biggest newscast bank-roller is Standard Oil Co., which sponsors the 5-minute Esso news re-

ports four times daily, six days a week, and three times on Sunday.

Additionally, WCBS has announced that the magazine Newsweek has signed with the station for sponsorship of the 11 p. m. news.

WHN reports that it still airs just as many regular news periods now as it did during the war and that 75 per cent of them are sponsored. WINS has about the same number of sponsors although it has consolidated its hourly 5-minute newscasts into quarter-hour periods. Some local stations, such as WNEW and WQXR, do not offer news programs to sponsors.

Sponsorship of network news programs is a different picture from that of the local stations and in general advertisers seem to be more interested in the local outlets rather than the webs. There is more than one reason but primarily it's because radio listeners today follow local and regional news more closely than they do international events. However, despite the fact that networks air a number of sustaining newscasts, they still have just about as many sponsored news periods as they ever did. And the webs report that among all their co-op shows, the type which gets wider coverage than any other is the news program or commentary show.

Indies Expand News

Another indication that radio newscasts are here to stay is that many independent broadcasters within the last two years have greatly expanded their news department and staff personnel. Whereas not all have done so, neither have there been reports of local stations cutting down on their news facilities.

There are also varied reasons why such a wide range of advertisers buy newscasting periods. One of them is that news has universal appeal; it is of interest to both men and women and teen-age youngsters. Another reason is that for every dollar spent, a radio advertiser probably gets a bigger audience than with any other type of program.

Will Broadcast Dinner

Chicago—The annual national dinner of the Junior Association of Commerce, which will be held in the Terrace Casino of the Morrison Hotel today, Jan. 22, will be broadcast over the ABC network. Speakers will include the association's national president, Sheldon Waldo; Illinois President Hunter Gehlback, and the Chicago president, William Heaton, and names of the 10 men voted the leading young men of the country will be announced. An attendance of 2,000 members is expected.

Signs With Signature

Baritone Larry Douglas who, is currently featured on the Gloom-dodgers air show (WHN), has been signed to record for Signature Records.

Dulles On CBS Saturday

John Foster Dulles, alternate United States delegate to the General Assembly of the United Nations, will be heard on CBS Saturday, Jan. 25, when he delivers an address at the 26th annual luncheon of the Women's National Republican Club. His subject will be "American Leadership in Peace."

WANTED BY LEADING TRANSCRIPTION MANUFACTURER
 Salesmen interested in earning potential income of more than \$10,000.00 per year. Experienced radio station men to cover territories east of the Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal drawing against commissions. Automobile necessary. Give full details in first letter.
 Reply Box No. 306—RADIO DAILY
 1501 Broadway New York 18, N. Y.

PROMOTION

Exploit Web Thriller

Extensive promotion has been undertaken by Howard S. Keefe, promotion manager at WSPR, Springfield, Mass., in connection with ABC's "Murder and Mr. Malone." Tying in the fact that the script author is the famed mystery writer Craig Rice, Keefe arranged with George Freeman, Loew's Poli Theater manager, for a trailer to be run at the theater all week. It tied in with "Home Sweet Homicide," one of the pictures made from a Craig Rice novel, currently being shown at the movie house. In exchange for the trailer, WSPR gave Freeman courtesy announcements of his billing. A Shopping News advertisement invited audiences to become critics of the new radio show, with prizes of Craig Rice novels going for the best letters. The station's book review program, sponsored by H. R. Hunting Book Co., also plugged the new show with brief reviews of Craig Rice books, and book sellers donated window displays as did package stores (since sponsor is the Wine Growers Guild of Lodi, Cal.)

"March Of Dimes"

An effective appeal for support of the current "March of Dimes" campaign was made over WISN's "Ann Leslie's Scrapbook" program Wednesday, January 15, by a Milwaukee father whose own son is now waging a winning fight against polio.

The father is Marshall North, whose son, Bill, eight, was stricken with the severe bulbar type polio last October.

North appeared before the WISN microphone to tell how services and treatment offered by the National Foundation for Infantile Paralysis is aiding his son.

KLZ Mailing Piece

Entitled "KLZ Farm Reporter First Annual Report," a multiple fold mailing piece showing various action shots and giving pertinent data on activities of Lowell Watts, station's farm reporter, during first year of operation (1946), is being mailed by KLZ to 2,000 leaders in education, business and advertising circles throughout the nation.

Hooper Ratings continue to show that WTAG has more listeners than all other stations heard in the area combined.

WTAG
 WORCESTER

Probe Of Commission Looms In Washington

(Continued from Page 1)

Appropriations Committee, Wigglesworth is himself in the driver's seat so far as the FCC is concerned. He is in position to probe fully into any phase of Commission activity which interests him, and although he had a similar opportunity during the 78th Congress as ranking minority member of the Cox-Lea special committee he is not one to balk at repetitive questioning.

Along with Wigglesworth on the committee are Representatives Fritz Coudert, of New York, John B. Phillips of California and Robertson of South Dakota, Republicans, and Democrats Hendricks of Florida, Andrews of Alabama and Thomas of Texas.

WIBC Gets 50 Kilowatts; Other Activities At FCC

(Continued from Page 1)

five kilowatts to 50 kilowatts, and the Mid-America Broadcasting Corp., for a new station at Louisville, Ky., to operate on 1080 kc., one kw., night, five kw., day.

At the same time the Commission proposed to deny the application of Kentucky Broadcasting Corp., Inc., licensee of WINN, Louisville, Ky., for change in frequency from 1240 kc., to 1080 kc., increase in power from 250 watts to one kilowatt, night, and five kw., day, and for a change of location of the transmitter site.

Parisian Fashion Expert Here With Program Ideas

(Continued from Page 1)

ernment's radio service, applies psychology and psycho-analysis in creative radio work. Her programs designed to mirror "The glamour that makes eternal woman" will be offered to New York agencies, stations and networks during the next few weeks.

"Back in 1938 when I was here in New York I fell in love with radio," Mrs. Dunton declared. Then and there I decided should the gods of feminine apparel forsake me, radio would then be my renaissance. Those gods did forsake me in June, 1940, when the Germans walked in on Paris and people with passports like mine."

Will Broadcast Inaugural

WAAT, Newark will carry inauguration of New Jersey Governor-elect Alfred E. Driscoll today at 12:35 p.m..

WANTED

A Commercial Manager and also a Manager for a new station in the East. Expect to be on the air in the next 30 to 45 days. Good opportunity for proper men. Salary measured by your ability. Write Box 307 — RADIO DAILY 1501 Broadway New York 18, N. Y.

COAST-TO-COAST

—ALABAMA—

MONTGOMERY—The three stations here, WMGY, WSFA, and WCOV, gave generous time to the broadcasting of inaugural ceremonies for Gov. James E. Folsom on Jan. 20. Many commercial sponsors donated their time. . . . As a new promotion outlet, WMGY has contracted with the Red Taxi Company to carry posters on the rear of the cars advertising the radio station. . . . **MOBILE**—The city commission has set a date for public hearings on a zoning ordinance amendment to permit radio transmitting towers in local business districts. . . . **TUSCALOOSA**—\$8,000 was raised in one day for the family of a murdered drug store clerk when Ed Reynolds, WJRD manager, broadcast for financial aid for the aged mother of the girl.

—MISSOURI—

ST. LOUIS—Those wishing to enter Rush Hughes KXOK favorite band contest must send along a dime with their entry. The ten-cent pieces collected go to the March of Dimes campaign. . . . Walter K. Rott has been named publicity director of KMOX, CBS outlet. . . . **KANSAS CITY**—Dorothy Aldrich joins the KCMO continuity department.

—UTAH—

SALT LAKE CITY—Judge Reva Beck Bosone, celebrated woman jurist, returns to KDYL with the program entitled, "Her Honor, The Judge." The Salt Lake Council of Women and KDYL are co-operating in the new series as joint public service effort. . . . Ivor Sharp, v.-p. and general manager of KSL, announced the opening of Utah's first FM station, KSL-FM, which began operation on a frequency of 100.1 megacycles.

—GEORGIA—

ATLANTA—Arny L. Brown, has been appointed program director of WAGA. . . . Station has also been giving intensive coverage to the gubernatorial situation, with a continuous series of follow special event programs. . . . **LA GRANGE**—WLAG also has made special broadcasts from Atlanta, covering the political battle for the governor's chair. In addition to its own originations, WLAG carried several special feeds from WATL, Mutual outlet in Atlanta. . . . **COLUMBUS**—Construction of a new 1,000 watt full-time station on 1460 kilocycles will be started immediately by the Chattahoochee Broadcasting Co. Permit was granted by the FCC to William K. Jenkins and Willis J. Davis, Atlanta theater men, and Edwin Mullinex, general manager of WLAG in LaGrange.

—WASHINGTON—

TACOMA—When Governor Mon C. Wallgren made his "State of the State" address to the 30th Legislature in Olympia, KMO originated the broadcast from the House chambers to five Washington stations. Handled by KMO's program manager, Verne Sawyer, and engineered by Max Bice, chief engineer of the Tacoma "Independent," the show was released to KGY, Olympia; KOL, Seattle; KXRO Everett; KIT, Yakima; and KIRO, 50-thousand watt CBS outlet in Seattle. KMO plans continuing coverage of

legislative events from the State Capitol during the 60-day session. . . .

SEATTLE—The stork has made two trips to KIRO since the beginning of the year. Bill Tucker, national advertising manager, and Peter Mer-tons, announcer, are fathers of girls. . . .

YAKIMA—A program that has been on KIT for well over ten years —Dr. Laws' "Lost And Found," has been moved to a new time, 8:40 a. m. Harrison A. Miller, KIT sales manager, has announced his resignation as musical director and pianist of the Capitol Theater orchestra. Miller stated that the two positions were too much to handle at the present time. "Town Hall," Yakima open forum program, featuring city officials on the receiving end of the questions, is now broadcast over KIT Tuesday nights.

—WISCONSIN—

MILWAUKEE—Walter J. Damm, vice-president and general manager of radio for the Milwaukee Journal Co. (WTMJ-WTMJ-FM) has returned after attending the San Francisco District NAB meets and the District NAB meet at Salt Lake City. He spoke on frequency modulation at both places. . . . Eleven students of Messmer High School were presented over station WISN recently in a special dramatic production under the direction of Sister Electa, debate coach and head of the speech department. The thirty-minute program, written and produced by members of the student body, was a narrative drama designed to portray the great fight for liberty waged by pioneers.

—NORTH CAROLINA—

CHARLOTTE—Newcomers to this city receive a letter of welcome from WSOC, NBC outlet, here. In each letter, attention is called to WSOC's network affiliation and its programs. A cordial invitation to visit WSOC studios is also extended. . . . **CHARLESTON**—WCSC's top talent joined in a half-hour salute to radio station WHAN, Charleston's newest, which began operation Jan. 19th. John M. Rivers, president of WCSC, wished the new venture well, and Wiley Calder, manager of WHAN, responded with thanks on behalf of the officers of the new station.

Brewery Sponsor Buys First Of Package Series

Griffin, Boyle and King, new radio packaging and producing firm, whose first package, made up of Metopera soprano Nadine Conner, ex-Radio City Music Hall tenor George Griffin, Victor King's orchestra and Milton J. Cross, narrator, a transcribed series titled, "Music In The Air," has been sold to a brewery sponsor to debut in the 8:30 p.m. EST., spot on Feb. 12, over ABC-WJZ, have purchased the rights to over 60 Broadway hit musicals of the past 15 years for radio reproduction.

Waxing of first platters on the new "Music In The Air" series has already begun and work on the music-comedy collection will commence shortly.

Sees Tele Advertising As Growing Medium

(Continued from Page 1)

basis of augmented business—in the areas where the television market has been developed, by 1948, Cathcart said. "Many new products will be born out of the power of television advertising, just as they were from radio. Already many of the country's principal national advertisers are using the medium on regular schedules."

He described the development of television market areas as being far speedier than the growth of radio audiences, traced the growth of television network facilities and operations, and summarized early reactions to the rebirth of the medium as a result of placing postwar television receivers on sale.

Courses In Radio, Tele Set By CCNY Bus. School

(Continued from Page 1)

dates set for February 6, 7, 10 and 11. Course, which will be held during evening sessions, includes the following: survey of radio and station practice, radio announcing, script-writing and production, television studio operation, program production, tele-laboratory production workshop, documentary radio, radio dramatics workshop, advanced dramatics workshop, radio audience research, speech in radio and television, workshop in television commercials, and radio broadcast advertising.

Dr. Robert A. Love is director of the courses.

Berlioz' Romeo And Juliet Under Toscanini Feb. 9-16

Arturo Toscanini will return to the NBC Symphony Orchestra podium to present a complete performance of Berlioz' dramatic symphony, "Romeo and Juliet," in two broadcasts, on Sundays, Feb. 9 and 16 (NBC, 5:00 p.m. EST). Gladys Swarthout, mezzo-soprano, and John Garris, tenor, will be soloists on Feb. 9 when parts one and two will be broadcast, and Nicola Moscona, bass, will be soloist on Feb. 16, when part three will be performed.

In addition to part three of "Romeo and Juliet," excerpts from Berlioz' "Damnation of Faust" will round out the hour-long concert on Feb. 16.

Send Birthday Greetings To —

January 22

Felix B. Dyck Hoff	Sam Roskyn
Jack Nadeau	Ralph Minton
Vivien Ruth	Rhoda Cantor
James Milton	



The National Daily Newspaper of Commercial Radio and Television

VOL. 38, NO. 16

NEW YORK, THURSDAY, JANUARY 23, 1947

TEN CENTS

Battle For Wave Length

Networks Awaiting Russian Decision

Washington Bureau, **RADIO DAILY**
 Washington — State Department said yesterday it is still "hopeful" that Russia will make available radio broadcasting facilities for coverage of the Moscow Peace Conference beginning March 10. Negotiations are still going on, department spokesman said.
 Following the invitation of Russia that the conference be held in Moscow.
 (Continued on Page 7)

NFLA, Hollywood, Starts With Elaborate Ceremony

West Coast Bureau, **RADIO DAILY**
 Hollywood—With a program that indicated the vast potentialities of television as a new medium of mass communication, television station NFLA last night, Jan. 22, began its commercial operation. The gala affair was witnessed by an overflowing radio audience of more than 500 Hollywood celebrities, local and state civic leaders and many visiting executives from the East. Among the latter were Robert Gillham, vice-
 (Continued on Page 7)

Food Company Buying Time On Coast Stations

San Francisco—Placement of a spot campaign for Southwest Foods Company on Pacific Coast and Northwest radio stations was announced yesterday by Garfield & Guild, agency for the food company.
 The air advertising includes sponsorship of the quarter-hour "Dallas Turner" program on KALE, Portland;
 (Continued on Page 8)

Foreign Version

Marking the introduction of singing commercials to Italian radio, a new series of Royal Baking Powder (Standard Brands) jingles has just been recorded by the National Broadcasting Radio-Recording Division for distribution to the SIPRA (The Italian Network) radio stations in Milan, Turin and Genoa, Italy. Sung in Italian by the "Chiquita Banana Girl," Elsa Miranda, to a calypso rhythm tune composed by Emilio de Torre, musical director of the NBC International Division, the jingles are being distributed by Fremantle Overseas Radio, Ltd.

Webs' Station Groups Here For 2-Day Meet

Paul W. Morency, vice-president and general manager of WTIC, Hartford, Conn., was named chairman of the NBC stations planning and advisory committee at the opening session of a two-day meeting here yesterday. Richard H. Mason, manager of WPTE, Raleigh, N. C., was named secretary.

Niles Trammell, president of NBC,
 (Continued on Page 7)

Script Writers Seek New Contract Clause

West Coast Bureau, **RADIO DAILY**
 Los Angeles.—Radio Writers Guild announced that under terms of proposed free-lance contract which it is seeking, writer of audition script is
 (Continued on Page 2)

Opposition To WOKO Petition To FCC To Reopen License Denial Case Filed By Van Curler Corporation

N. Y. Radio Stations Aid Boy Scout Drive

Local stations are publicizing the million dollar fund drive just begun by the Greater New York Council of the Boy Scouts of America which is to run through February. In addition to special programming encouraging interest in Scout activities, all stations are airing 20 and 50-second live announcements prepared by Boy Scout headquarters.

Transcribed statements by name
 (Continued on Page 8)

NAB Women Broadcasters Meeting In Washington

Washington Bureau, **RADIO DAILY**
 Washington—Association of Women Broadcasters of Washington will hold a four-hour radio institute here today.

Women broadcasters from nine
 (Continued on Page 6)

Fulton Lewis' Co-op Show Hits Mark Of 250 Stations

An all-time record of 250 stations for a co-op program sold to local advertisers was reached yesterday with the sale of the Fulton Lewis
 (Continued on Page 8)

Washington Bureau, **RADIO DAILY**
 Washington—Plea of WOKO, Albany, N. Y., for a "second chance" was opposed yesterday in a petition filed with the FCC by the Van Curler Broadcasting Corporation which covets WOKO's wave length.

"To entertain WOKO's 'petition,'" Van Curler told the FCC, "would not merely reward
 (Continued on Page 8)

WNBT To Televis Literary Program

NBC's television cameras will move into the ballroom of the Barbizon-Plaza hotel next Monday night to pick up WHN's radio program, "Books on Trial" which will feature a discussion of Elliott Roosevelt's book, "As I Saw It." The television pickup will be simultaneous with WHN's broadcast from 8 to 8:30 p.m., and will be televised on WNBT.

Roosevelt, as author of the book,
 (Continued on Page 6)

New Standard Applications Announced By Commission

Washington Bureau, **RADIO DAILY**
 Washington—Four applications for new standard stations were listed yesterday by the FCC. They include
 (Continued on Page 2)

Ardent Fan

Mrs. William L. S. Olmsted of Genesee, N. Y., has been nominated by WKBW, Buffalo, as being one of the nation's most enthusiastic radio fans. Mrs. Olmsted paid for the insertion of a display ad in the Livingstone County papers complimenting the station for its early morning serious music and urging listeners to encourage continuance by writing the station.

Programs Of U. S. Via BBC Popular Abroad—MacAlpine

Radio listeners in England are keenly interested in U. S. programs which are carried by the BBC under an exchange programming plan being carried on by broadcasters on both sides of the Atlantic, according to Warren MacAlpine, BBC's North American Service Director Overseas, who is currently on a business trip to this continent. MacAlpine states that American radio commentators are particularly welcomed by British

audiences and that an agricultural program originated by WGY, Schenectady, N. Y., in an exchange deal has a bigger reception by Scottish farmers than any other similar program broadcast by BBC.

Through this program, says MacAlpine, questions are submitted back and forth between WGY's agricultural listeners and those of the BBC, particularly in Scotland, where the
 (Continued on Page 7)

It's a 'Scoop,' Son

Bob Stephan, radio editor of the Cleveland Plain Dealer, in New York for a looksee this week, was scooped by Mrs. Stephan back home in Cleveland. Bob learned yesterday that his wife had entered a photograph of their 17-month-old son, Bob, Jr., in a children's picture contest staged by the Cleveland News and Bob, Jr., won the rival paper's contest.



★ COMING AND GOING ★

Vol. 38, No. 16 Thurs., Jan. 23, 1947 Price 10 Cts.

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

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DOROTHY LEWIS, co-ordinator of listener activity for the NAB, returning to her New York office following a trip to Washington, D. C., where she attended the panel of the Association of Women Broadcasters, the Radio Institute of Club Leaders and the A.A.U.W. dinner, at which she spoke on "Five Freedoms for American Listeners."

JOHN HERTZ, JR., chairman of the board of Buchanan & Co., is in Washington to confer with government officials on general business prospects for 1947, also to analyze current economic trends.

MARTIN B. CAMPBELL, manager of KGKO, Fort Worth, Tex., affiliate of ABC and the Lone Star Chain, is in town on station and network business.

C. GLOVER DeLANEY, manager of WTHT, Hartford, was in town from Connecticut yesterday. Visited for a while at ABC, with which the station is affiliated.

RAY E. DADY, station director of KWK, St. Louis representative on the Mutual roster, has spent the major portion of this week in New York. He plans to leave for home tomorrow.

F. C. EIGHMEY, general manager of KGLO, Mason City, Iowa, paid a call yesterday at the offices of CBS, with which the station is affiliated.

WELDIN HERRIN, station manager of WCCP, Mutual outlet in Savannah, Ga., was welcomed this week at the New York headquarters of the web.

LAWRENCE W. LOWMAN, vice-president of the Columbia network, off for Florida and a week of leisure.

CECIL BROWN, commentator heard on the Mutual web, leaves tomorrow for Cincinnati, where he will speak before several educational groups.

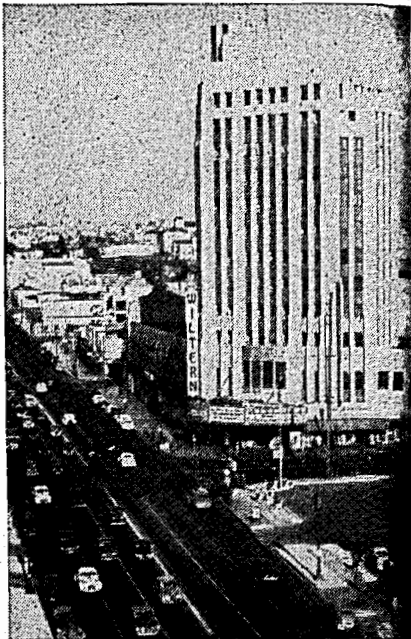
W. D. MAULDIN is spending a few days in Gotham. He's head of KPAC, Port Arthur, Tex. He'll leave on the return trek to the Lone Star State at the end of the week.

JACK WOLEVER, manager of the ABC outlet in Hot Springs, Ark., KTSS, exchanged greetings yesterday with officials of the network.

WALTER ROTHSCCHILD sat in for a while yesterday at the station relations department of CBS. He's the sales manager of WTAD, the network's affiliate in Quincy, Ill.

ELIZABETH WILDER, for eight years a staff member at WTAR, Norfolk, Va., is leaving in a few days to join her husband in Patuxent, Md.

JOHN R. McKENNA, manager of WGLN, Johns Falls, N. Y., an affiliate of ABC, paid a call yesterday at Radio City.



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our point in Baltimore radio:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Ross

FINANCIAL

(Wed., Jan. 22)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., 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 include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Script Writers Seek New Contract Clause

(Continued from Page 1)

considered as one of creators of finished show. Under proposed agreement, if he is not hired to write script when show goes on air, he will be guaranteed a percentage consistent with his property rights in show.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjee

New Standard Applications Announced By Commission

(Continued from Page 1)

Louis Lasaponara, doing business as New City Broadcasting Co., Torrington, Conn., to be operated on 1170 kc., 1 kw., daytime; Big Island Broadcasting Co., Hilo, T. H., to be operated on 1110 kc., 1 kw., unlimited; John J. Laux, Niagara Falls, N. Y., to be operated on 1080 kc., 1 kw., daytime; Charles J. Saunders doing business as Biloxi Broadcasting Co., Biloxi, Miss., to be operated on 1490 kc., 250 watts unlimited.

Moran Named Manager Of WJSW At Altoona, Pa.

James E. Moran, former assistant manager and publicity director of WMRF, Lewiston, Pa., has been named station manager of WJSW which goes on the air at Altoona, Pa., on February 1, T. W. Metzger, general manager of WJSW announced yesterday. Jerry McDevitt, formerly of WMC, Memphis, and WJLS, Beckley will head the production and program department. WJSW a Mutual affiliate, will operate on 650 kc.

Stanton, CBS, Will Speak At Atlantic City Meeting

Frank Stanton, CBS president, will preside at a session on "Recent Developments in Radio Research" at the American Statistical Association convention in Atlantic City Saturday at 2:30 p.m. Oscar Katz, assistant CBS research director, speaks on "Recent Experience in the Use of the Program Analyzer" and Donald Horton, manager of CBS Television Audience Research Institute, speaks on "First Steps in the Television Audience Research." Elmo C. Wilson, CBS Research Director, also will attend.

WOR Will Streamline Radio Publicity Service

Believing that the present system of voluminous press releases sent daily by radio publicists serves to bury editors under barrage of mimeographed pages, the WOR Publicity Department will introduce a new streamlined service early in February.

Stressing facts and eliminating unnecessary information and adjectives, the new WOR daily release will consist of only one extra-length page. Titled, "WOR Bulletin," it will list the various activities—such as new programs, special features, time changes, guests, etc. Stories under each category will be brief and factual.

Brainchild of Charles Oppenheim, station's exploitation director, "WOR Bulletin" will be a one-month experiment. A letter to all editors will accompany the first issue asking for reactions and suggestions.

The WOR Publicity Department will increase its specialized service and exclusive stories for Metropolitan and New Jersey editors, and it will continue its weekly Featured Trade releases.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.



ON TARGET

Being there at the right time is no accident in any fast-moving game. Thorough coverage, backed by 251 years of combined experience, enables Weed and Company representatives to score consistently in the high geared business of time-selling.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

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

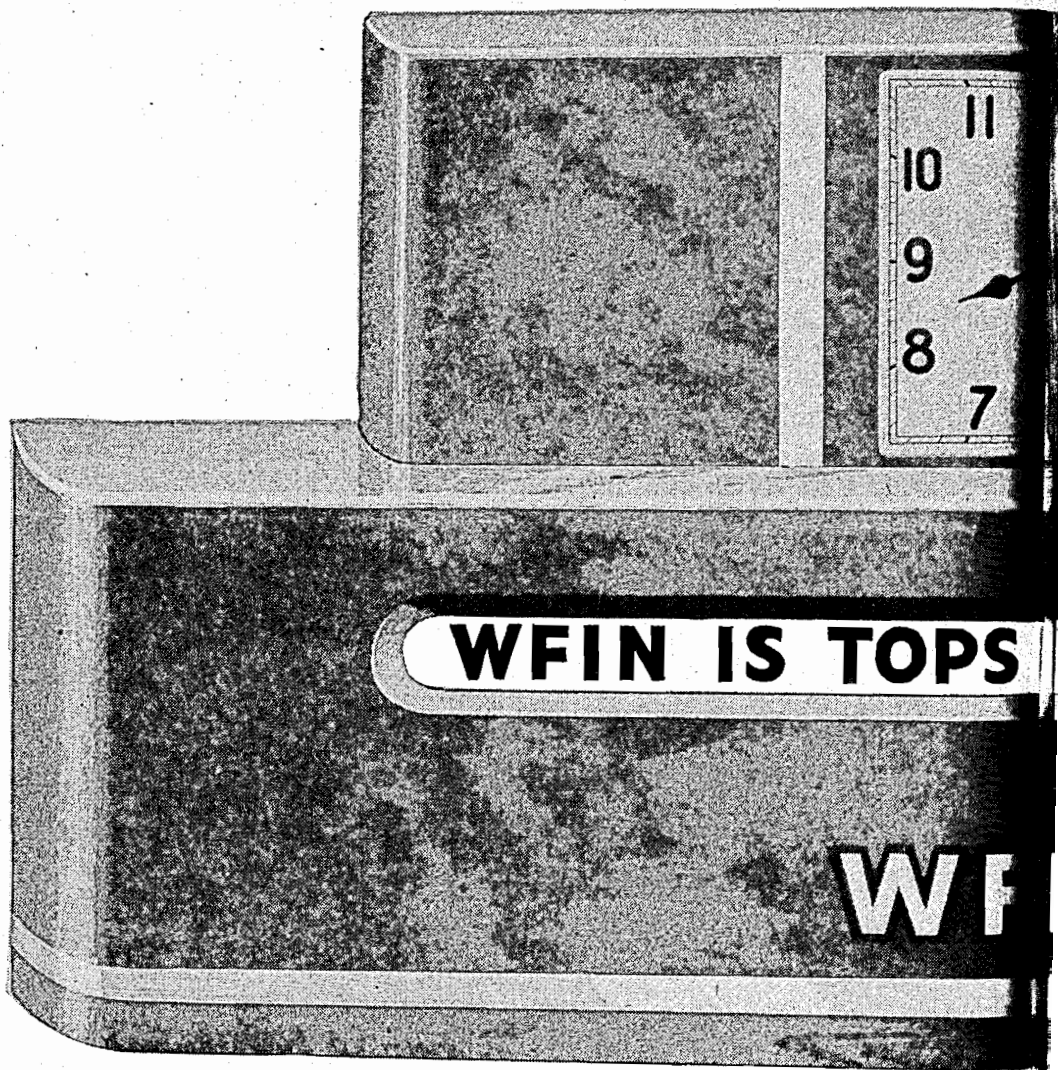
THERE IS SOMETHING

Here is one of the finest exclusive combinations offered radio stations. An animated color station's program message to the public flashing before the eyes of your public as you wish!

Only a very limited number of these displays are available for each exclusive listening area. (Displays will not be placed with competitive stations in the same territory.) Not over twenty are available for any one station, --- the minimum is ten!

Copy on movie film is equally divided between station and advertiser! Copy can be changed as often as desired. Four different copies are furnished at time of original installation! Displays are personally installed and personally serviced! Extra movie film is furnished (besides the original four) at \$3.50 per issue.

Operation of the display is electric, ...practically fool proof and requires no day to day attention. Film is changed when desired in half a minute!

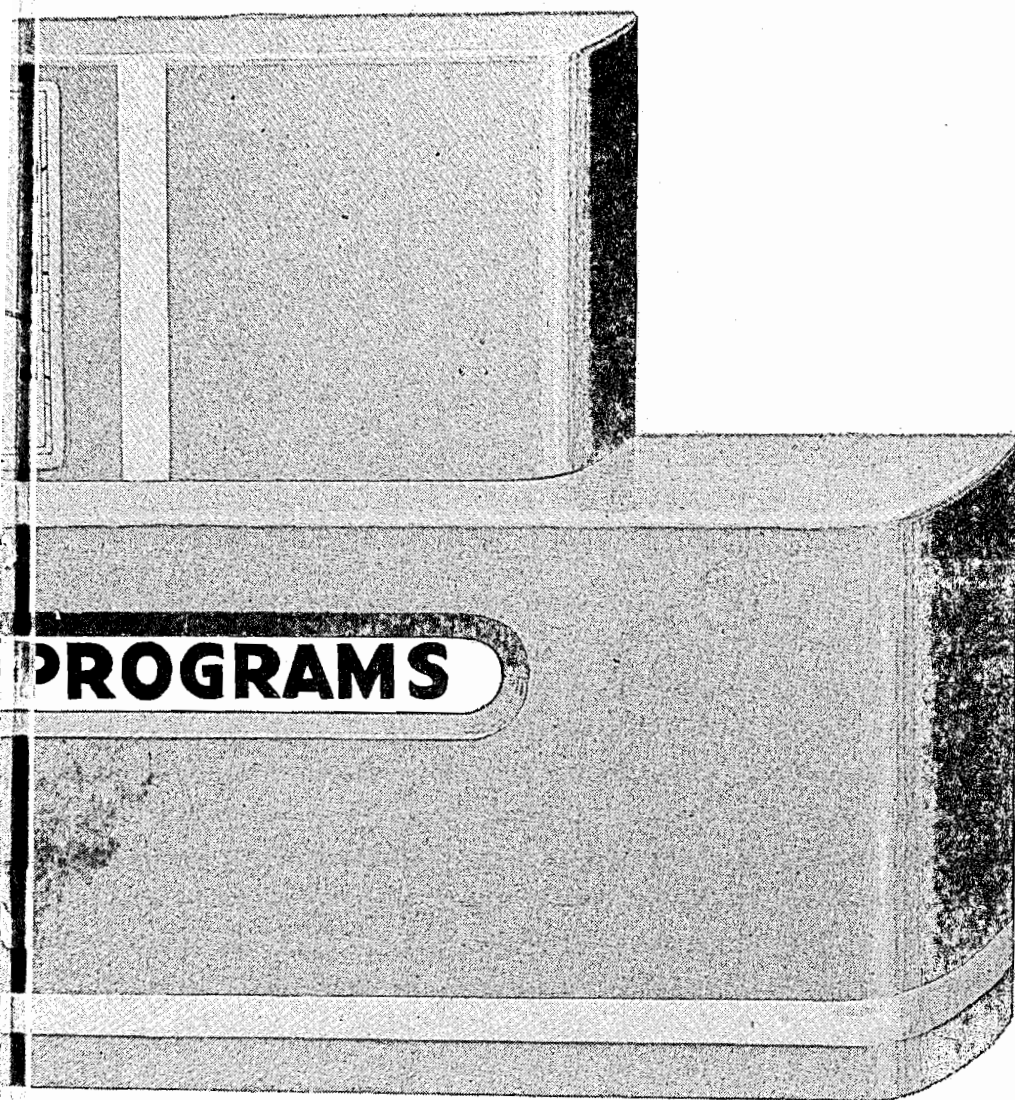


SOLD ONLY IN THE U.S.A. -- REPRESENTATIVES IN PRACTICAL

ALLAN MILL
SUITE 308 BELL BUILDING, TOLEDO

W UNDER THE SUN !

ponsor promotion features ever
Illuminated and bringing your
A continuous message constantly
the copy being changed as often



The illuminated, animated color display is an exclusive feature placed on display in the windows of business houses in your listening area for a period of one year in exchange for one fifty word announcement per week. There is no other cost to the station, the business firm pays a yearly rental fee for the display!

The electric motor operating the display is packed in oil and cannot get out of order. Entire display as well as motor receives personal inspection at regular intervals. Display is approximately 27 inches long, 16 inches high and 5 inches wide. Weighs approximately 50 lbs., and is finished in beautiful mahogany.

The large illuminated clock is also electrically operated with large dial readily readable at considerable distance.

WIRE, WRITE OR PHONE TODAY AND RESERVE YOUR AREA!

RADIO AGENCY
PHONES: GARFIELD: 8603-4

THERE IS SOMETHING

Here is one of the finest exclusive combinations offered radio stations. An animated color station's program message to the public flashing before the eyes of your public as you wish!

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DATE! WIRE, WRITE OR PHONE TODAY AND RESERVE YOUR AREA!

R AGENCY

HIO PHONES: GARFIELD: 8603-4

LOS ANGELES

By RALPH WILK.

JUDY CANOVA draws a citation for her radio comedy from Commentator Erskine Johnson, who will appear on Judy's program in a couple of weeks to present the award.

The nonsense phrase, "Ugga Ugga Boo," which Producer Sam Fuller and Writer Mac Benoff dreamed up as a weekly greeting on the "Mel Blanc" show, is expanding. Written into a song by Conductor Miller, Blanc and Eddie Cherkose, it will be introduced on the Blanc program January 28th, by Mel and the Sportsmen quartet, and will later be published.

Walter Tetley is set for the role of a newspaper cub reporter in "The Fighting Madonna," which Steve Sekely will make for Republic, starting next month.

Bill Anson will be screen-tested for a role in the PRC production of "Disc Jockey," which he wrote with Fritz Blocki.

WNBT To Televis Literary Program

(Continued from Page 1)

Leonard Stowe, author and commentator, and Norman Cousins, editor of the Saturday Review of Literature, will appear on the program. Stowe will be heard defending the author and the book while Cousins will take up the critical viewpoint.

While regarded as a special events pickup, NBC television executives see a potential commercial video program in "Books on Trial." In this connection agency executives and prospective sponsors have been invited to view the pickup.

Dr. I. Q. Increases Prizes

Chicago—The award on the Dr. I. Q. silver dollar quiz program has been increased to \$1,000 for six correct answers on the right and wrong statements. This raise from \$500 was inaugurated on the first of a series of broadcasts from San Diego, Cal. A new consolation award also was initiated. Now the theater contestant receives \$200 if he gets five out of the six statements right. Otherwise he receives the usual \$5 for each correct answer.

Guild Cites WMCA Program

WMCA's weekly series on atomic power, "One World Or None," has received a "Page One Must" citation from the New York Newspaper Guild. The series, heard every Friday at 9:30 p.m., received the award for "dramatizing the issues of atomic power."

WANTED

Manager for a day-time station in the East. New station, has been on the air 6 months. Good opportunity for proper man who is capable of taking complete charge.

Write Box 308 — RADIO DAILY
1501 Broadway New York 18, N. Y.



Windy City Wordage. . . !

• • • With Ted Grizzard, out on the West Coast to do "at least two network programs" originating in L. A., local Radio Row is wondering whether it has lost another of its bright boys. . . . Pat Campbell, '43 Stephens

Chicago

College grad, has joined the WGN program department and will assist Claire Oldsen in the music clearance division. She comes from KCMO, Kansas City. . . . John H. Norton, vice-president in charge of stations of ABC, arrived in Chi Monday (20) and will remain all week conferring with network execs. . . . Maurice Copeland has been added to the cast of "Sky King." . . . Paul Millen, NBC night announcers' clerk who resigned January 19, goes to the sales department of KFJB, Marshalltown, Iowa. . . . When the racing and stunt flying exploits of Major Al "Speed" Chandler were broadcast Saturday (18) on CBS' "The Adventurers' Club" Major Chandler and his family listened in from beds in Passavant Hospital, where the major is recovering from a fractured leg and where Mrs. Chandler and her few-days'-old son are sojourning.

★ ★ ★

• • • No title has yet been announced for the new half-hour show series to replace "The Whistler" when it moves to New York to become a Columbia network program, but Al Morey, of the WBBM program department, is asking writers to submit scripts of original mystery stories, indicating the new show will closely follow the format, plot material and restrictions of "The Whistler." Station is offering from \$100 to \$150 per script, with option to purchase, at a mutually agreed price, all rights to additional broadcasts in other radio markets. The writer retains full rights to use the story in all other media. Policy appears to be no "blood and thunder" or "cops and robbers" type of plot.

★ ★ ★

• • • It's a vacation with work for John McCormick, who pilots "Matinee At Midnight," an hour of recorded musical hits on WBBM. John's vacation sightseeing is being confined to the radius of his new convertible, and each night around midnight he arrives at the studio to do his full hour show before lapsing into another 23-hour vacation. . . . Bruce Dennis, director of WGN public relations and a lieutenant commander in the Naval Reserve on inactive duty, spoke late last week before a conference of executive and public relations officers from 28 naval training commands at Glenview Naval Air Station, outlining a program for recruiting former navy enlisted men in the reserve's air training program. . . . Jim Ward, news writer, was married recently to Marilott Lotts of Ottawa, Ill. . . . Although

★ ★ ★

• • • Mail reaction to the "Children's Corner" show over WCFL would indicate that the station has a winner on its schedule. The show is handled by Norman Pierce and features kiddie platters plus bales of sage advice from Pierce, whose five-year-old son is his toughest critic. Departments include a Help Mother section and a story department, and the gimmick is an interview with a youngster—four to ten—each week. One bright moppet won star billing by mentioning that his scooter "has skinny wheels due to shortages."

★ ★ ★

• • • Vernon Brooks, administrative assistant to Carl J. Meyers, WGN director of engineering, has returned from Washington, where he has been on a research assignment since his discharge from the navy some months ago, and will be in charge of co-ordinating television, FM and AM activities of the station. . . . Jack Odell, WCFL program manager, on the mend after a siege of pneumonia. . . . Wendell Campbell, general manager of KMOX, St. Louis, headed back to the Mound City after a business conference in Chicago. . . . Everett Mitchell, NBC ad director, will address the Illinois Junior Chamber of Commerce at Joliet, Ill., February 3.

AGENCIES

BEN POTTS, formerly with N. W. Ayer and McCann-Erickson, has joined the radio department of Federal Advertising Agency as assistant to Frank Barton, radio director.

RAYMOND E. NELSON, INC., has been named to handle all publication and radio advertising of Foods Plus, Inc., New York City. The appointment is effective immediately. Foods Plus, Inc., are exclusive distributors for products formulated by Carlton Fredericks, internationally known nutrition authority.

VACUUM CANDY MACHINERY CO., New York, has retained Leon S. Golnick and Associates, Baltimore and New York, to direct its advertising.

WILLIAM MORRISON, radio director and account executive of Garfield & Guild, has been elected a vice-president of the agency, according to a statement by Sidney Garfield, president of the firm.

WORUMBO MFG. CO., Lisbon Falls, Me., makers of fine woollens for men's and women's apparel, have engaged Cecil & Presbrey, Inc., to place their advertising.

NAB Women Broadcasters Meeting In Washington

(Continued from Page 1)

Washington radio stations have combined efforts on this Institute to give information and instruction to the District's club women on the use of radio.

Featured speakers include A. D. Willard, Jr., executive vice-president of NAB; Dorothy Lewis, co-ordinator of listener activity for the NAB; and Arthur Casey, assistant general manager of WOL.

Other highlights of the day will be a movie, "On The Air"; a skit entitled "Has This Happened to You?" put on by members of the AWB, and an audience participation radio program conducted by station WOL.

AWB has received 160 acceptances from various clubs throughout the District.

Color Tele Talk

Adrian Murphy, CBS vice-president, will talk on the subject, "Color Television," at 12:15 p.m., today (Thursday) before the Essex Electrical League luncheon meeting at the Military Park Hotel, Newark, N. J.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5375

Networks Awaiting Russian Decision

(Continued from Page 1)

Byrnes, one of the networks, representing the four major nets, wrote former Secretary of State James Byrnes requesting that broadcasting facilities be made available in Moscow.

Byrnes took the question up with Soviet Foreign Minister Molotov in New York at the Council of Foreign Ministers. Molotov said at the time that the question required further study and pledged himself to take the problem up with Russian officials. Byrnes, it is understood, then notified the nets of where the question stood.

Radio Ignored Thus Far

Up to now, radio broadcasters have been left out in the cold. The Russian government has assured American Ambassador W. Bedell Smith that foreign correspondents will be allowed to write with "complete freedom" of conference matters. Although Ambassador Smith stressed the "importance" of making broadcasting facilities available for radio reporting of the conference, the Russians say no decision on the subject has been reached. No list of radio representatives expected to attend the Moscow conference is available yet, because Russia says it does not yet know how many correspondents will be permitted in Moscow. American broadcasters also are not sure that even if broadcasting facilities are set up in Moscow whether uncensored broadcasts will be permitted.

Assign Web Correspondents

Despite uncertainty as to whether broadcast facilities in Moscow will be made available to U. S. and other foreign radio correspondents when the peace conference opens next month, fairly definite assurance that the meetings would be aired in a manner similar to other major conferences is seen in networks' assignment of top correspondents to the Soviet capital.

Assignment of web reporters to cover the meetings follows closely the announcement yesterday by the State Department that an official request had been made to the Kremlin for provision of radio facilities denied all foreign broadcasters a short time ago. Explanation by Russian officials at that time was that present facilities were "overburdened."

Assignments of correspondents by the networks is as follows: Henry Cassidy and Robert Magidoff, NBC; Richard C. Hottel and Howard K. Smith, CBS; John Fischer, Mutual; and Ed Stevens, ABC.

It was learned yesterday, however,

Programs Of U. S. Via BBC Popular Abroad—MacAlpine

(Continued from Page 1)

greatest interest is shown. The difference of accent between the two groups is also conceded to stimulate interest.

Probably the biggest outlet for BBC in this country is the Columbia network, which carries a two-way program, between New York and London, every Sunday at 12:30 p.m., EST. Show is titled "Yours Sincerely" and features a discussion between a U. S. commentator in New York and a BBC man in London. This program is aired by many CBS stations and is heard in all parts of the U. S.

The number of U. S. stations carrying BBC programs varies from week to week but at present there are some 60 outlets broadcasting about 35 hours of BBC shows a week. MacAlpine grants that although there is no comparison between the number of BBC programs carried in this country now and during the war, the interest here has been maintained. The BBC director states that prior to the war practically no BBC programs were heard in the U. S.

Since the war's end, BBC has concentrated on restoring radio to a

peace-time footing and no plans have yet been made for such things as FM. There are no FM stations in England now, although the BBC is watching its progress here. England's new Labor Party, says MacAlpine, has made no change in BBC operations and the corporation was granted a new five-year charter the first of this year. During the war the BBC in England operated on one wave length but now it has returned to seven regional bands.

Manufacturing Increasing

Radio manufacturing is on the increase in England with about the same number of manufacturers as there were seven years ago. There are upward of 10,390,000 home radio receivers in England for which each owner pays an annual license fee of one pound. As for television sets, the last available estimated figure showed 23,000.

MacAlpine leaves New York Friday for a week's trip to Canada following which he returns here and on to Washington and Philadelphia. He is scheduled to sail for England on Feb. 5.

Live Action-Film Bridges Used Effectively In Tele

Second world premiere of a legitimate stage play was aired by WNBT last Sunday night, using film sequences as bridges between live-action scenes. Drama was "Thinking Aloud," written by Emlyn Williams, author of "The Corn Is Green," which had a successful run on Broadway a few years ago.

Carol Goodner, Bramwell Fletcher had the principal roles, and were supported by Vaughn Taylor, John Graham, Michael Blair, Don Valentine, Charles Dean, Ruth Taylor and Bob Emerick.

Frederick Coe, NBC tele producer, handled production chores, assisted by Ira Skutch and Reid Davis.

Most of the "thought" dialogue was pre-recorded in advance of production, and played back as cameras "studied" faces of the characters.

Stork News

Robert Sturdevant, ABC correspondent in Paris, reports the arrival of a six pound baby daughter.

that the four major networks sent a joint request to the State Department and the then Secretary of State James F. Byrnes on December 12, following the Big Four meet in New York, in which an "urgent request" was made to re-establish broadcast operations from the Russian Capital. This letter was signed by vice-presidents of the webs, and is said to have expressed the hope that the relationship between Byrnes and Molotov was such that adequate radio coverage of the peace conference would be provided.

Webs' Station Groups Here For 2-Day Meet

(Continued from Page 1)

welcomed the new members of the committee which also includes: William B. Way, manager, KVCO, Tulsa, Okla.; Milton Greenebaum, president and general manager, WSAM, Saginaw, Mich.; H. W. Slavick, director WMC, Memphis, Tenn.; John J. Gillin, Jr., president, WOW, Omaha; Walter E. Wagstaff, general manager, KIDO, Boise, Idaho, and H. Quenton Cox, manager, KGW, Portland, Oregon.

Meanwhile, first meeting of the year of CBS' affiliates advisory board gets under way today at web headquarters in New York. Meeting will continue through tomorrow, is attended by representatives of the 57 independently-owned stations of CBS.

Board members who arrived yesterday for the CBS meet are I. R. Lounsbury, WGR, Buffalo, chairman; E. E. Hill, WTAG, Worcester, secretary; C. T. Lucy, WRVA, Richmond; Glenn Marshall, WFOY, St. Augustine, Fla.; W. Howard Summerville, WWL, New Orleans; Frank Eighmey, WTAD, Quincy, Ill.; Arthur Church, KMBC, Kansas City, Mo.; Kenyon Brown, KOMA, Oklahoma City, and Clyde Coombs, KARM, Fresno, Cal.

For CBS, attending the meeting will be Frank Stanton, president; Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president and treasurer; H. V. Akers, vice-president in charge of station relations; Edward R. Murrow, vice-president and director of public affairs; Davidson Taylor, vice-president and director of programs; Earl H. Gammons, vice-president and director of CBS Washington office; J. Kelly Smith, director of station relations, and William A. Schudt, Jr., eastern division manager of station relations department.

of Ceremonies, Bill Bendix and John Brown of the "Life of Riley" and Eddie Bracken, Jerry Colonna, William Demarest, Rhythmaires, the DeCastro Sisters and Mike Douglas. The program was sponsored by Tupman Motors of Los Angeles through the J. Walter Thompson advertising agency. Tupman Motors will sponsor a pictorial news round-up on KTLA each Sunday evening at 8:45.

FEMALE VETERAN OF BIKINI

Wants to be "RADIO-ACTIVE"!!!

Extensive newspaper and public relations background. Experienced in radio publicity, news editing, special events broadcasting. Write RADIO DAILY, Box 310, 1501 Broadway, New York 18, N. Y.

WANTED

A Commercial Manager and also a Manager for a new station in the East. Expect to be on the air in the next 30 to 45 days. Good opportunity for proper men. Salary measured by your ability. Write

Box 307 — RADIO DAILY
1501 Broadway New York 18, N. Y.

BOOKKEEPER WANTED

Full charge—knowledge radio stations—small office—salary \$45.00 to start—5 day week — Phone MURRAY Hill 2-5168.

WOKO "2nd Chance" Opposed In FCC Plea

(Continued from Page 1)

evildoers, subvert the Commission's procedures, and expose the Commission to a charge of insincerity in its previous prosecution of the case, but it would penalize an innocent person (Van Curler) who acted in good faith in reliance on the Commission's order and the firmness of the Commission's purpose."

The Commission already has held a hearing on Van Curler's application for WOKO's wave length in Albany but no decision has been forthcoming. After the U. S. Supreme Court's decision upholding the Commission's refusal to grant WOKO a license renewal, WOKO asked the Commission for a "second chance" and outlined a reorganization of the company. Before this, however, Van Curler petitioned the FCC for present consideration and grant of its application.

Van Curler opposed WOKO's petition on the following grounds:

1. There is no application before the Commission which can be the subject of "amendment." The Commission's order of March 27, 1945 was a final order. WOKO now files a paper called "petition for leave to amend and reconsideration and grant of application" which has no conceivable standing. It is merely a request that the FCC disregard and subvert its own procedures in the interest of persons who have been found guilty of fraudulent concealment and bribery; and that it deny the sincerity of its own representations to the Supreme Court.

2. If WOKO's paper is considered as a petition for rehearing, which in fact it is, it has been filed beyond the period fixed by the Communications Act and the Commission lacks jurisdiction to consider it. If WOKO's paper should be considered to be what it is not and does not purport to be—a new application for its old frequency—it cannot be considered under the Commission's rules because Van Curler's mutually exclusive application already has been heard.

Moreover, if the Commission should have the discretion now to waive this rule, it should not do so to aid guilty persons who have been roundly condemned by the Commission and the court.

3. If all procedural problems are disregarded, the petition still should not be entertained because the "plan of reorganization" tendered in WOKO's paper is obviously not in good faith.

"Hi Jinx" Gets Sponsor

Sale of a 15-minute segment of the "Hi Jinx" program on WNBC to Doubleday, Inc., for the Literary Guild on Mondays, Wednesdays and Fridays effective Feb. 3 was announced yesterday. Deal was handled through Huber Hoge and Sons Agency with Don Norman, spot sales department of NBC, as the account executive.

SOUTHWEST SIDELIGHTS

W. M. THORNTON, chief of the Dallas News Austin Bureau, will be heard in a weekly series of quarter hour programs each Friday over WFAA, Dallas. Thornton will discuss subjects of importance to Texans taking place with the lawmakers at the state capitol.

June Lockhart, movie star, was a surprise guest on Interstate Theater's "It's Showtime" on Jan. 12 from the stage of the Majestic Theater, Dallas, over stations of the Texas Quality Network. Miss Lockhart's latest picture "It's a Joke, Son," was given world premiere at Austin on Jan. 21. Film also stars Kenny "Senator Claghorn" Delmar who was also here for a personal appearance.

Mrs. B. C. "Boots" Luedecke has been added to the staff of WOAI, San Antonio as day receptionist. Mrs. Luedecke was formerly with KNOW, Austin.

Barney Ogle, manager of KRGV, Weslaco spending several days in San Antonio discussing station problems with George Johnson, manager of KTSA, San Antonio, Rex Preis, commercial manager and Owen Johnson, merchandising and promotion manager. Both stations are Taylor-Howe-Snowden operated.

Fast becoming one of the southwest's top cowboy singers is Lucky McCoy being heard twice daily over KCOR, San Antonio. McCoy is a postal clerk in the local post office and sings during his hours off duty from the Post Office.

The Barkston Hall Motors of Dal-

las are sponsoring a series of sports broadcasts over WRR, Dallas. Currently they are sponsoring basketball broadcasts.

Jim Padgett, Farm and Ranch activity director for KCOR, San Antonio, was married to Katherine Donoho on Sunday, Jan. 19 at the Travis Park Methodist Church in San Antonio.

A section of the new KERA-FM 1,000 watt antenna was smashed when a defective winch let the 15-foot top section of the new Mercantile Bank Building tower structure drop to the roof. The antenna, which was ready to be placed atop the steel structure, would have increased the KERA signal strength to 1,000 watts power for a coverage of 40 miles radius. Construction will go ahead as soon as the antenna section can be replaced.

Alice Lon of Dallas, will leave for Hollywood Feb. 15 where she will make a screen test for Paramount Pictures. Miss Lon has appeared as soloist on the Interstate Theaters "It's Showtime" heard over stations of the Texas Quality Network and recently was heard as guest soloist on the ABC "Breakfast Club."

Thomas B. Moseley, former secretary-treasurer and chief engineer for the International Electronics Corp., at Dallas, and chief radio engineer, Signal Office, Headquarters 8th Service Command during the war has been named broadcast sales engineer for the southwest area of the Collins Radio Co.

Fulton Lewis' Co-op Show Hits Mark Of 250 Stations

(Continued from Page 1)

Mutual show over WSLB, Ogdensburg, N. Y., to the George Hall Coal Corp. Program is heard Monday through Friday from 7-7:15 p. m., and sponsors now total 280.

Lewis started on Mutual in 1937 as the first news co-op and the first network co-op. His oldest sponsor is reputed to be the American National Bank of Denver, Colo., which has sponsored his shows over KFEL for over nine years.

Break-down of sponsorship on the Lewis program follows: Of 280 sponsors, 10 per cent are automotive agencies; 8 per cent are banks; 7 per cent each are breads, grocers, coffee and teas, etc.; 5 per cent each are dairies, clothing, hardware and home appliances, jewelry stores; breweries total 4 per cent; building materials, drug stores, fuel companies and furniture stores 3 per cent each. Remaining sponsors are divided among shoe stores, patent medicines, toiletries, soft drinks, etc.

Since the end of August, 1945, Lewis has shown an increase from 161 stations sold to 250. Carrying the program as a sustainer are an additional 80-100 MBS outlets, many of which are expected to sell him shortly, according to web's co-op department.

Food Company Buying Time On Coast Stations

(Continued from Page 1)

on Mondays, Wednesdays and Fridays; KOMO, Seattle, Mondays, Wednesdays and Fridays, and KFPY, Spokane, on Tuesdays and Thursdays. Participation announcements have also been placed with the KGO, "Home Forum," KPO's "Woman's Magazine of the Air," and the KJBS "Alarm Klock Klub." All in San Francisco.

Campaign centers around the Dude Ranch brand of canned foods.

Hope On CBS Program

Washington — Chairman Clifford Hope of the House Agriculture committee and Dr. Bennett T. Simms, chief of the Bureau of Animal Industry of the Dept. of Agriculture will share the spotlight on the revamped Columbia Country Journal Saturday, Don Lerch, CBS agricultural director, revealed yesterday. Lerch, who recently came to Washington to take over the farm spot, is instituting a policy of "name" guest stars for every show, and plans to choose them not only for their interest in agriculture but for what they can tell consumers, since the journal program has a large city listening audience.

N. Y. Radio Stations Aid Boy Scout Drive

(Continued from Page 1)

personalities in behalf of the campaign are now being prepared and will be sent to all stations shortly. Red Barber and Arthur Godfrey CBS have already contributed to the phase of the drive and others have volunteered.

Last Sunday WNBC offered a special quarter-hour dramatic program pointing up Boy Scout work, in which Richard Tyler, child actor of "Christopher Blake" and also an Eagle Scout, was starred. Interviews with local Scouts were heard over WIN last Saturday on Gene Schoor "Sports Club of the Air" and "Here Your Chance." Another WINS Saturday program, Gertrude Wixen's "Youth Speaks," will feature interviews with Scouts on Feb. 1.

Boy Scout Figures Are Guests

Three women active in Boy Scout activities were guests of emcee Harry Kramer's "Hits and Misses" show on WCBS last Monday. Two other WCBS personalities, Bill Leonard and Margaret Arlen, are definitely scheduled to aid the campaign.

Many WJZ local programs will publicize Boy Scout work, according to program director John Hade. WJZ highlighted the opening of the campaign when it broadcast a speech by Jim Farley from a Scout "Dawn Patrol" breakfast at the Waldorf-Astoria Hotel.

Eve Schoenholtz of WNYC will conduct a transcribed interview over that station on Jan. 28 with Nathan M. Ohrbach, general chairman of the finance campaign and an executive board member of the Greater New York Council, BSA. Interview will be heard on the "Musical Caravan" program.

An appeal to WOV's Italian audience will be made on Feb. 8 in a broadcast by Hugo D'Alessandro, chairman of the activities committee of the Boy Scout Manhattan Council.

Pick Up Arctic, Antarctic

The top and the bottom of the world will be represented tomorrow on the 8 a.m., news program over CBS, when Arthur Hanes will be picked up from the Byrd Antarctic Expedition, after which John Daly will be tuned in from northern Alaska, where he is serving with "Task Force Frigid" of the U. S. Army.

Send Birthday Greetings To—

January 23

Madeline Ensign Maxwell Smith
Edward Harris Earl Waldo
Edward Phillip Lyon

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 38, NO. 17

NEW YORK, FRIDAY, JANUARY 24, 1947

TEN CENTS

Video Production Grows

Commission Outlines Proposed Decisions

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced its proposed decision going toward the grant of the following applications:
Mike Broadcasting Co., Inc., for new station at Wichita, Kans., to operate on 1490 kc., 250 watts, unlimited; T. Hall Collinson and Norville Wingate, doing business as the Collinson-Wingate Broadcasting Co., for a new station at Topeka, Kans., on 42 kc., 250 watts, unlimited; Frank Bowler, et al, doing business as the

(Continued on Page 6)

Paper Shortage A Problem In The Record Libraries

The general paper shortage which has hampered many industry operations for the last five years has now brought about a serious handicap for broadcasting record libraries. Within recent weeks the shortage of 10 and 2-inch green envelopes or jackets, used by stations for filing and safe keeping of records, has become so severe that platters are subjected to

(Continued on Page 5)

Truman Confirms Report of Miss Martin For FCC

Washington Bureau, RADIO DAILY
Washington — President Truman yesterday said that Miss Marion Martin was one of several persons under consideration for the vacancy on the FCC. Miss Martin, formerly head of the Women's Division of the Republican National Committee, has the backing of Senators Brewster and Hale of Maine.

Aircraft Radios

Surplus aircraft radios, salvaged from tactical aircraft will be offered in special bid sales by War Assets Administration regional offices during February, it was announced yesterday. Items were accumulated from 5,000 planes scrapped to meet WAA commitments. They formerly were offered in over-the-counter sales at location, but bid sales were later decided upon.

San Quentin Prisoners To Study Radio Scripts

Thirty-five copies of scripts of programs of the ABC have been sent to Alfred J. Rowan, Supervisor of Prison Education for the California State Prison at San Quentin, for use by journalism and radio classes there.

Scripts sent were those of forum, dramatic, variety and news programs originating in New York, Detroit, Hollywood and San Francisco. Among the scripts selected were those of "Are These Our Children?" "Famous Jury Trials," "Show World," and "The Real Story."

NBC Honors Stations With Special Plaques

Fifteen affiliates of the NBC were honored at a "21 Club" dinner in New York last night in commemoration of their 20th year with the network. Nine of the fifteen were presented with commemorative plaques by Niles Trammell, president, the other six having received plaques at cere-

(Continued on Page 8)

NAB-RMA Liaison Unit Meets Jan. 30 In Capital

Washington Bureau, RADIO DAILY
Washington — NAB-RMA liaison committee, jointly headed by the presidents of both organizations, will meet at the Hotel Statler here on

(Continued on Page 2)

Plans For Tele-Showing Set; Four Firms To Demonstrate

Tele interests huddled yesterday as they planned their strategy for the "Battle of Demonstrations" which gets under way Monday at the U. S. Court House in New York under the sponsorship of the FCC. The hearing will be a three-way battle, with RCA comparing its brand of electronic color with CBS' system, and Philco and Du Mont prepared to show that black-and-white video surpasses color television

Principal Manufacturers Reveal Orders For Tele Transmitters In 35 Cities; Deliveries Skedded For 1947

New Vets ET Series Ready On February 1

Washington Bureau, RADIO DAILY

Washington—Thirteen more transcriptions of the "Here's To Veterans" series will be ready for distribution to 900 stations starting about February 1, Charles E. Dillon, Veterans Administration radio director announced yesterday.

From a talent standpoint, the latest stanza of recordings is probably

(Continued on Page 6)

New Tele Receivers Being Readied By G. E.

General Electric expects to start national distribution of television receivers between Feb. 1 and 15.

Sets will be sent to distributors in areas where stations are now operating — Schenectady, New York

(Continued on Page 2)

La Guardia's Sun. Show To Come From Hyde Park

Fiorello H. La Guardia's regular weekly broadcast over WJZ at 12 noon will originate next Sunday from the Roosevelt Library in Hyde

(Continued on Page 2)

At least 35 major U. S. cities will be equipped for television broadcasts before the end of this year, with another dozen or so expected to be added in the latter part of '47, according to transmitter production schedules of RCA, Du Mont and General Electric.

RCA has deliveries scheduled for approximately 25 cities, a "conservative" figure, according to company officials. Du Mont expects to deliver about a dozen up to July, with a considerable number later on in the

(Continued on Page 5)

FM Receiver Shortage Hits New Broadcasters

Shortage of new FM receivers has seriously hampered the development of frequency modulation stations throughout the country with many of the 140 stations now on the air trying desperately to get sets in order to establish an audience, RADIO DAILY learned yesterday.

Shortage of new receivers will be one of the first problems the new

(Continued on Page 8)

Coast Station Opening Both As AM-Fm Outlet

Ontario, Calif.—KOCS will go on the air simultaneously with AM and FM radio on Sunday, Ken Thornton, general manager, announced

(Continued on Page 5)

From Talmadge

Atlanta — Charging that WSB, Atlanta, gave "unlimited time to Ellis Arnall and all opposition to the General Assembly of Georgia," while refusing time to Herman Talmadge, the latter yesterday dispatched a protest to the FCC. He also sent an appeal to all Georgia Congressmen demanding newspaper-radio divorce. Atlanta Journal owns WSB.



★ COMING AND GOING ★

Vol. 38, No. 17 Fri., Jan. 24, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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JAMES V. McCONNELL, director of national spot sales for NBC, who is in Washington this week for the meetings of the NAB sales managers executive committee, is expected back at the network Monday.

ARTHUR HULL HAYES, general manager of WCBS, has returned from Washington, D. C.

J. L. VAN VOLKENBURG, Columbia's general sales manager for Radio Sales, leaves today on a business trip to Chicago.

FRANCES SCOTT and CHARLIE BASCH have gathered unto themselves nine entertainers and are leaving for the U. S. Army's proving grounds in Aberdeen, Md., where Sunday they will put on a show for the troops at the post.

LEWIS LANE, director of music research at NBC, tomorrow goes up to Middletown, N. Y., where he'll speak at the dinner of the First Congregational Church on the subject "Behind the Scenes at NBC."

KEN D. GIVEN, president of WBBJ, Bowling Green, Ky., is back at the station following a short trip to New York for conferences at the headquarters of the Mutual network, with which the station is affiliated.

LOUIS G. COWAN, president of the package-show agency bearing his name, left town yesterday for four weeks in Hollywood, where he will survey the radio production field. He is creator of the "Quiz Kids" program heard on NBC.

MARION KEISKER, who was here from WREC, Memphis, for about three weeks, is back in Tennessee.

THOMAS D. CONNOLLY, director of program promotion at CBS, to Philadelphia today on short business trip.

GEORGE CROTHERS, director of "Opinion Please" heard on the Columbia network, is in Albany, from which point today's stanza of the series will emanate.

La Guardia's Sun. Show To Come From Hyde Park

(Continued from Page 1) Park, birthplace and home of the late President, it was announced yesterday.

Fredric March, stage and screen actor, will be a guest on the program, and will read the Atlantic Charter. Another guest on La Guardia's show will be Judge John E. Mack, of Poughkeepsie, a close friend of the late President.

NAB-RMA Liaison Unit Meets Jan. 30 In Capital

(Continued from Page 1) January 30, it was announced yesterday. Plans for National Radio Week this year, as well as RMA's "Radio in Every Room" promotional campaign, will be discussed at the meeting. The NAB prexy, Justin Miller, and the RMA head, R. C. Cosgrove, are expected to attend the meetings, along with several members of their staffs.

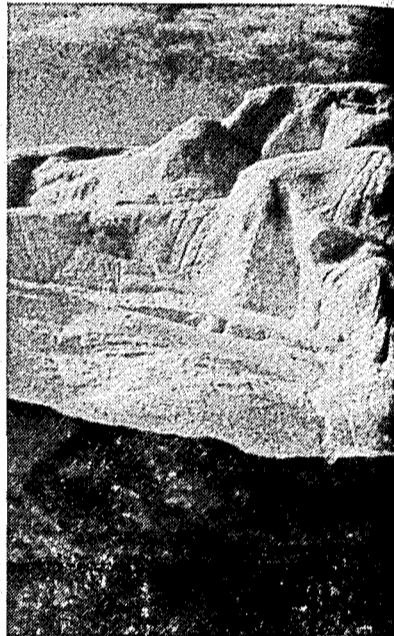
New Tele Receivers Being Readied By G. E.

(Continued from Page 1) City, Philadelphia, Washington, Chicago, Los Angeles, and Detroit. The first model will be a console unit of the direct-view type, producing a picture about six by eight inches. This receiver will also have the standard broadcast band enabling owners of the set to tune in AM stations. The price has not yet been determined.

Barry Show Aids Polio Drive Jack Barry, moderator, and the cast of the Mutual network program, "Juvenile Jury," on Sunday will do its bit for the current March of Dimes Drive. They will feature a talk by a young victim of infantile paralysis, after which a collection will be taken up and contributed to the campaign.

Templeton On 'Family Hour' Alec Templeton, piano virtuoso, will make the first of a series of guest appearances when he is heard Sunday on the "Family Hour" over CBS.

FINANCIAL (Thurs., Jan. 23) NEW YORK STOCK EXCHANGE. Table with columns: High, Low, Close, Net Chg., and a list of stocks including Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, etc.



Irresistible

That's a Navy picture . . . shot some three years ago on one of their wartime north coast patrols. And that glacier (we don't have the name of the exact spot on the coast) is moving slowly but irresistibly down to the sea. It's a force that will not be denied. We've used that picture and the word "irresistible" pretty deliberately. Because we've been pounding away in these ads on a fact that time buyers find almost irresistible when they want to boost client sales in Baltimore. The fact is this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Addresses Men's Club Philip Booth, television director at WCBS-TV, addressed the men's club of the Marble Collegiate Church in New York last night, on the subject of video and its development.

Glickman 'Profiles' Dodds Marty Glickman, WHN sports director, has written an article on track star Gil Dodds for the March issue of Sport magazine. Story is titled "The Reverend Runs Again" and is the first of a series of sports pieces which Glickman will turn out for the Macfadden publication.

CKLW MORE COVERAGE PER WATT MORE WATTS PER DOLLAR! in the DETROIT AREA 5,000 WATTS · DAY and NIGHT 800 kc. · MUTUAL SYSTEM

It's a fact . . . and we'd be glad to show you the details any time you're making up your list. But don't wait too long! W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Rood

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

PROMOTION

Contest Awards

The 26 major winners from the Chicagoland area in the recent nationwide ABC contest conducted on "Try and the Pirates" (Quaker Oats), "Sky King" (Derby Foods), "Jack Armstrong" (General Mills), and "Tennessee Jed" (Ward Canning Co.) were given their awards at 10 a. m., Saturday (18) at Station WENR in the Merchandise Mart, where the winners were interviewed on a 15-minute recorded program which was rebroadcast at 4:45 p. m. These boys and girls won bicycles, watches, radios, tennis rackets and cameras. Fifty-two other winning contestants from the Chicagoland area were recipients of pen and pencil sets.

Of the 1,000 winners in the nationwide contest, 68 were from the immediate listening area of WENR—Chicago and suburbs.

Recorder-Reproducer On Tape Demonstrated

The new magnetic recorder-reproducer employing paper tape and named Soundmirror was demonstrated for the first time in New York yesterday by its manufacturer, the Brush Development Company, of Cleveland. The device will go on sale in New York next Monday, Jan. 27. McCann-Erickson has arranged a national advertising campaign for Soundmirror's introduction. It will be launched Sunday, Jan. 26.

Soundmirror makes one-half-hour continuous recordings by use of magnetized paper tape. It has already been used by some broadcasters, including WNYC and WCBS in New York. Recordings can be edited or cut with scissors and spliced with tape. The manufacturer reports that editing and splicing in any way affect the playback and that recordings can be replayed 1,000 times with unchanged fidelity of reproduction.

RCA Victor Makes Awards To 15 Employees For '46

Philadelphia—Fifteen employees of the RCA Victor Division were honored here last week-end with the highest award provided by the company for outstanding salaried workers when they were presented with the 1946 RCA Victor Award of Merit. Newly-established merit awards, according to the plan, will be presented each year to a maximum of 15 salaried employees in office, field and laboratory for individual exceptional performances during the previous 12 months' period.

Presentations, including one posthumous award, were made at a dinner held Saturday night at the Hotel Barclay in the presence of top company officials. Posthumous award was made to the late Gordon E. Riley, former general traffic manager, who died in Chicago on January 5.

Folsom a Speaker

Principal speaker at the award dinner was Frank M. Folsom, executive vice-president in charge of the RCA Victor Division, who lauded the winners for their outstanding contributions to the company's advances in 1946. J. G. Wilson, operating vice-president, read the citations and made the awards, and J. K. West, director of public relations for RCA Victor, reviewed the entire award of merit program. Award presented consists of a solid gold money clip embodying a miniature gold watch decorated with an inlaid RCA Victor trademark, and a scroll citing the recipients outstanding performance.

Winners of the 1946 awards were: Albert F. Watters, Home Instruments Department, Indianapolis; John H. Pfieger, accounting and finance department, Camden; William T. Warrender, record department, Camden; Robeson Howell, record department, Camden; A. K. Weber, personnel section of engineering products department, Camden; Neal A. Drought, personnel department, Camden; J. K. Burton, tube department Lancaster (Pa.); Otto H. Schade; tube department, Harrison, N. J.; J. M. Clifford, law department, Camden.

Also W. F. Fell, engineering products department, Camden; Edward M. Tuft, tube department, Harrison; Gordon E. Riley, general traffic manager; H. M. Rundle, home instruments department, Camden; H. I. Reiskin, record department, Camden; and Merrill G. Gander RCA Service Company, Camden.

Three Citations For WNEW

WNEW received three awards this week—one for public service and two for encouraging racial and religious tolerance. The "Page One Must" award was given to the station for development of its tolerance spot announcements made available to all stations throughout the country. The Veterans Administration, New York branch, saluted WNEW for its weekly "Operation Homecoming" program and the National Association for the Advancement of Colored People granted an award for the airing of "American Negro Theater of the Air."

Mrs. Kennedy Appointed To WABD Spot Sales Post



MRS. J. KENNEDY

Mrs. Jarmila Kennedy, affiliated with Allen B. Du Mont television for the past three years, becomes one of the first women video sales executives with her appointment yesterday as head of spot sales for WABD. Announcement was made by Sam Cuff, general manager of the New York Du Mont outlet.

Widely known to advertisers and agencies, Mrs. Kennedy has served in an executive capacity with Du Mont. She will report to Louis A. Sposa, director of commercial operations for WABD.

Navy Using Heslep Talk

The talk delivered to a seminar of Naval officers by Charter Heslep, administrative head of Mutual's Washington bureau, has been bound into a pamphlet by the Navy Dept., for the use of its personnel. The address is titled "Radio, Its Relation to Other Media, and How to Use It." Heslep has just returned from a cruise aboard the U.S.S. Wisconsin as guest of the Secretary of the Navy. He visited several bases in the Pacific.

SOUTHWEST

MARGARET Whitten has been added to staff of KTSA, San Antonio. Miss Whitten becomes secretary to Merrill Meyers, KTSA program director.

Monte Kleban, program director of WOAI, San Antonio has instituted a new service to listeners of the station during the current cold wave which has the state in its grip. Every hour on the hour, temperature readings are given with the high and low expected. Warnings are also given, when necessary, to farmers and others who may need time to protect their crops or cattle or whatever may be damaged by the cold weather.

Stork News

Robert Sturdevant, ABC foreign correspondent in Paris, reports the arrival of a six-pound-baby daughter, Frances Adeline, born in the American hospital of Paris. Mother is the former Joan Huss of the Ballet Russe de Monte Carlo.

Laurie Novel For Films

Hollywood—"Where the Chips Fall," novel of Lew Laurie based upon the talent end of the radio industry, has been optioned by Jack Schwartz, film producer, who plans to do it as a motion picture comedy late this spring.

KEEP ABREAST OF THE TIMES



WITH . . .

CLEVELAND'S Chief STATION

To keep your sales in an upward climb . . . to make your sales plan a modern vehicle with all the fleetness of the time. . . . Let CLEVELAND'S CHIEF STATION through its knowledge of programming give power and propulsion to your advertising message.



BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

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

LOS ANGELES

By RALPH WILK

KFWB broadcast the opening rally of the "March of Dimes" drive from the Hollywood Bowl from 3 to 4, Wednesday, Jan. 15th. Admission was free with special emphasis on school children attendance. Guests included Kay Kyser, Alan Young, Tom Breneman, Governor Warren, Basil O'Connor and Ralph Edwards, and a hundred piece Pasadena Junior High School Band, and 75 boys' choir from Jefferson High.

Walter Tetley, "Leroy" on "The Great Gildersleeve" show, is making a series of recordings of "Andy Panda" stories for Capitol.

Paramount is talking a term directional contract to Gordon T. Hughes, the CBS producer. Hughes is currently producing "Your Hope Chest" at CBS Sundays.

Cora Jean, 6 lb. 13 oz. baby girl, was born to Mr. and Mrs. Sam Zelman, January 9th. He's a news writer and reporter for ABC-KECA, and it's their first child.

MCA is offering a new package, involving a revival of the dramatic show, "Lights Out," with Gordon T. Hughes producing.

Frank Morgan may make a tour of Eastern colleges in April to build good will for his NBC program, "Fabulous Dr. Tweedy."

Newest addition to the growing staff of Les Mitchel Productions, Inc., transcription firm, is Grace Neuwerth, formerly of the educational and documentary programming department of NBC's Central Division in Chicago. In her new assignment Mrs. Neuwerth will both act as office manager and assist in the production of "Skippy Hollywood Theater" and other Les Mitchel shows. She will also function in the development of public service vehicles for small station use.

Walter Lurey, Mutual exec in charge of program development, is in town for two months' conferences with local Don Lee execs, according to an announcement by Charles Bullotti, Jr., Don Lee network program director.

Kenny Baker, star of his own ABC morning program, and Frances Scully, Hollywood "Star-Gazer," will co-emcee Hollywood's "Ribbon of Dimes" broadcasts and act as the official host and hostess for the activities on January 23.

Country Washburn, orchestra leader on the "Saturday Night Roundup" show, and his collaborator, Foster Carling, have formed their own music publishing concern under the name of Composers Music Company of Hollywood.



Manhattan Memoranda. . . !

• • • Joan Edwards going through with her suit against her ex-sponsor on the Hit Parade. One of the issues at stake will be the fact that she was offered several big shows in the past (Jack Carson, Don Ameche, Philco, etc.) but was forced to turn them down as Lucky Strikes wouldn't permit her to double. Another role she had to nix was the Ginny Simms part in the film, "Night And Day." Joan is skedded for a Paramount Theater booking next month. . . . One of the webs has offered former Sec'y of State James Byrnes a \$100,000-a-year executive post. . . . A book on Pres. Truman, written by Major-Gen'l Harry H. Vaughn, will be published shortly and dramatized as an air series. . . . Good human interest yarn behind Larry Clinton's guesting with his former vocalist, Bea Wain, on latter's WMCA stanza tomorrow. There were plenty of hard feelings when Bea left his band some time ago, and this date is in the nature of a reunion. . . . Tommy Dorsey talking of forming his own platter company. . . . At least three top-flight band leaders will have disc jockey shows on the air before the year is out. . . . Understand Sinatra's comedy in "It Happened In B'klyn" is so good that he may just clown without singing in his next film. . . . Satevepost considering publishing a weekly news photo mag. . . . Don Quinn (Fibber McGee's scripiter) takes over on the Eddie Bracken show. . . . Evelyn Knight's wardrobe for her Roxy date has been insured for \$50,000. One gown alone is valued at \$8,500.

★ ★ ★

• • • Here's a switch for you. Two weeks ago, N. Y. Post's Paul Denis item'd that Ted Lloyd has been getting so much work for his client, Ted Malone, that the latter finally muttered "This is murder" and refused any new contracts. So Lloyd then set a new Saturday nite mystery show for another client, Frank Lovejoy—with the title "Murder and Mr. Malone." The show was originally scheduled to be on at 10 p. m. Saturday nites, but a last-minute shift at ABC calls for the series to go on at 9:30—or just about the same time Mr. Malone is heard emceeing Mutual's "Leave It To The Girls." This caused the commentator to moan to Lloyd: "Boy, you sure are murdering Mr. Malone."

★ ★ ★

• • • TICKER TAPE: Mutual's "Married For Life" just had its first baby—a couple that were married on the show last May. The show is expected too—a sponsor, adds Nick Keesely. . . . NBC very happy over new rating on Frank Merriwell stanza. In three weeks, it jumped from 1.7 to 3.5. . . . Rudy Vallee's MGM record deal has collapsed. . . . Plenty of agency interest in John Stanley's 15-minute-daytimer, "Solo Dramas," which Bob Novak will direct. . . . Frank Telford, whose Molle Mystery ainer now boasts a 13.5 rating plus leading its field in sponsor identification, leaves this week-end for a well-earned three-week vacation in Havana. . . . Albert Bayne has left Art Franklin's publicity emporium and is now a partner with Betty and Frank Law. . . . Frankie Carle and Dave Dryer, Irving Berlin music exec, opening their own publishing company in a few weeks. . . . Thea Dispecker, formerly with Wm. Morris, has already lined up Polyna Stoska and Norman Cordon, of "Street Scene," Richard Tucker and John Brownlee, of the Met, among others. . . . Elaine Rost gets a running part on CBS' "Rosemary." . . . Milton Seiden, at Florida's Palm Beach Hotel, proving top Southern host, according to returning mikerophoners. . . . Bill Perry taking concert bookings for March and April.

★ ★ ★

• • • Last Tues. nite, Herb Moss was slated to produce a new type "listener-participation" quizzer at the Longacre Theater. The scheduled emcee took sick and was unable to show, so Herb pulled an Orson Welles and stepped in before the mike himself. The audition platter turned out so terrific that the show (Lucky Birthday) is now being offered as is.

★ ★ ★

CHICAGO

By NAT GREEN

F. G. Van Etten and R. Brethauer, both of whom have been with ABC since 1945, have been appointed sales co-ordinator and sales service manager, respectively, for the central division, it is announced by E. J. Borroff, vice-president in charge of the division.

Harry Wismer, ABC's national director of sports, was awarded a distinguished service award key by the Junior Chamber of Commerce at its annual meeting and dinner at the Morrison Hotel here Wednesday (22).

Station WGN has made eight separate entries in the 1946 George Foster Peabody Radio Awards competition. Entries feature six regular programs and six special programs produced and broadcast by WGN during 1946.

Walter Evans, Westinghouse vice-president, was in Chicago from Pittsburgh last week-end to confer with ABC execs. Also here conferring with local execs were Art Stanley of WHFB, Rock Island, Ill., and Elzey Roberts, Jr., of KMOX, St. Louis.

Ben Orloff, chief of WBBM's purchasing department, back from a three-week vacation in California.

Home office of Sparton Radio Co. at Jackson, Mich., threw an office party last week at which Cinderella and her Fellas, WBBM staff singers, entertained.

WHAT KEY ARE YOU PLAYING IN?

Baltimore, Md.—At the WFBR Christmas party—the studio musicians formed a parade led by Joseph Imbroglio—Musical Director—who thumped a beer case. After marching 50 or-so yards through the halls, Joe suddenly turned and asked "What key are you playing in"?

Advertisers know what key WFBR plays in. It's the key to sales . . . for WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audience—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Ave Maria Hour

WMCA — Sunday — 6:30

Martin Wolfson as

Father Paul James Francis

The favorite religious drama on 170 stations — Donald Peterson Production

Production Increases On Tele Transmitters

(Continued from Page 1)

ear and GE is currently "in production." Latter company will shortly let its first video transmitter off the production line, but several will definitely be delivered this year, it is pointed out. First broadcaster to get a GE transmitter will be the Don Lee network in Hollywood.

RCA's transmitter-customer list is the heaviest of the three manufacturers, and includes stations which are already on the air but will require new sending equipment. List includes: New York, Philadelphia, Chicago, Albany, Washington, Los Angeles, Detroit, St. Louis, Buffalo, Cincinnati, Baltimore, Richmond (Va.) Boston, Minneapolis, Cleveland, Columbus, San Francisco, Providence, Fort Worth, Dallas and Detroit Wayne.

WWJ Awaits Green Light

WWJ, owned by the Detroit News, will go on the air January 27, and is now awaiting FCC permission to put the carrier in operation. Station's transmitter and studio equipment was installed by Du Mont.

Prices of transmitters run about the same for RCA and Du Mont, with GE not definitely set in this regard. RCA's five-kw., video transmitter sells for approximately \$65,000, covering all channels. Du Mont is putting out a five-kw., and three-half-kw., transmitter at \$59,000 and \$64,350, respectively. Latter equipment covers channels 7-13 while the five-kw., is for the 1-6 channel segment of the spectrum. Price of Du Mont equipment, it is pointed out, includes test equipment needed by broadcasters which might ordinarily cost an additional \$3-\$5,000.

Griffin To WFAA Post As Director Special Events

Dallas, Tex.—Martin B. Campbell, managing director of WFAA has announced the appointment of Wayne Griffin, former master of ceremonies of the ABC's "Wake Up and Smile," and "American Farmer," as new director of special events and assistant production manager of WFAA.

Griffin, who was announcer and master of ceremonies for "Spotlight Bands," on ABC and Mutual, has participated in almost every phase of radio activity. He was announcer, news writer, salesman, music director, program director and assistant manager of KFYZ, Bismark, North Dakota.

Plans For Tele-Showing Set; Four Firms To Demonstrate

(Continued from Page 1)

is ready for public acceptance. The other interests will endeavor to establish that color is still experimental and that present day black-and-white television has already found acceptance.

The Commission's hearing will be held Monday and Tuesday in room 1703 U. S. Court House, Foley Square. Hearing will begin each day at 10:30 a. m. CBS will lead off the show, presenting a live show right in the court room. The program will be sent down to Washington on ATT's coaxial cable, then bounced back to New York for the Commission's benefit. Du Mont will follow, in an attempt to show the comparative quality of black-and-white tele. A sort of television cross examination will be allowed by the Commission, with the FCC and opposing counsel joining in quizzing demonstrators as to the good and bad points

of each method being demonstrated.

After Tuesday's session, the hearing will take up again in Princeton, N. J., where RCA will show its color tele system and Philco will demonstrate black-and-white video. This session will be held in the Penn's Neck Community Club on U. S. Route No. 1 in Princeton, beginning at 10:30 a. m. Following these sessions, the hearing will resume in Washington at 10 a. m., on Feb. 10, and will continue until concluded. This final session is intended for the purpose of having cross examination of those witnesses whose cross examination had been deferred. Led by Chairman Charles R. Denny, the Commissioners will attend the hearings en masse. Also expected to attend from the Commission are Ben Cottone, Harry Plotkin, George Adair, Curtiss Plummer, Lee Farran, Earl Minderman and William Bauer.

Paper Dearth A Problem In The Record Libraries

(Continued from Page 1)

scratching and damaging and finally destruction.

Normally station music librarians never file away a record in the thin paper envelope in which the disk is received from the manufacturer or dealer. Most stations use for this a green colored jacket, made of heavy paper almost like cardboard, and upon which pertinent information can be jotted down. But this protective jacket is now almost impossible to obtain from music dealers since many paper manufacturers have quit making them.

While a handful of jackets might be picked up from a dealer here and there, those that are stumbled upon are found to be of inferior grade with the paper only about one-third as strong as formerly. Most local dealers say they haven't had any jackets in stock for months and that when backlogs of orders grew to great proportions they were forced to stop taking orders entirely.

Some dealers and paper manufacturers are still promising to deliver the 10 and 12 inch jackets to customers but so far the orders are crying to be filled. One station reported that six weeks ago it ordered 3,000 envelopes, received only 300, and still doesn't know when the remainder will be delivered.

Some paper manufacturers in recent weeks have been forced to drop a number of their items and into this group fell the record jackets. The continuing paper pulp shortage is a puzzle to most manufacturers and they don't know when the backlog of envelope orders for broadcasters will be filled.

Stork News

Bill Griffin, traffic manager at WNEW, is the father of a girl born to Mrs. Griffin on Jan. 22.

Coast Station Opening Both As AM-FM Outlet

(Continued from Page 1)

yesterday. Thornton recently vice-president and general manager of KXO, El Centro, sold his interest in KXO to Paul Jenkins, president of Val-Radio, Inc.

The staff of KOCs as announced by Thornton follows: Jack Conway, program manager, formerly of CBC; Wib Perry, chief announcer, formerly of CJBC where he handled the two hour Breakfast Club show; Al Kiersey, news director, formerly of KRD, El Paso and before then staff man with WODD, Chattanooga. Other staff men are Larry Probasco, recently of KFLW and Orrin Wedgwood, formerly of KVSF.

Station will operate on 250 watts power, daytime, AM on 1510 kc., and on FM, 104.3 mcs, 250 watts full time.

Demonstrate Television To Conn. School Classes

West Hartford, Conn.—The first demonstration of television in connection with education in New England was put on here recently with a three-night show in the auditorium of the Alfred Plant School.

Engineered by Alfred C. Dennison of Rockville, groups of students and educators watched programs emanating from WCBS-TV in New York. Dennison erected an antenna on the roof and used a stepped-up receiver with a 10-inch screen. Reception was clear even at that distance, except when marred slightly by adverse weather on the first night of the demonstration.

Dr. Lloyd H. Bugbee, superintendent of schools, for some time interested in television for instructional purposes, put Richard W. Morton, director of audio-visual aids, in charge of the arrangements for the demonstration.

4 markets it pays you to cover

WORK
YORK, PA.

WGAL
LANCASTER, PA.

WRWA
READING, PA.

WKBO
HARRISBURG, PA.



NBC

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

Represented by

RADIO ADVERTISING COMPANY

WANTED BY LEADING TRANSCRIPTION MANUFACTURER

Salesmen interested in earning potential income of more than \$10,000.00 per year. Experienced radio station men to cover territories east of the Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal drawing against commissions. Automobile necessary. Give full details in first letter.

Reply Box No. 306—RADIO DAILY
1501 Broadway New York 18, N. Y.

Commission Outlines Proposed Decisions

(Continued from Page 1)

Blue Valley Co., for a new station in Independence, Mo., to operate on 1510 kc., 1 kw., daytime.

Deny Wichita Applicants

At the same time the following applications were proposed to be denied:

Air Capital Broadcasting, Inc., Wichita Beacon Broadcasting Co., and KCLC Broadcasting Co., Inc., all requesting a new station in Wichita, Kansas, to operate on 1490 kc., 250 watts, unlimited; KTOP, Inc., Topeka, Kans., for a new station to operate on 1400 kc., 250 watts, unlimited; Emporia Broadcasting Co., Inc., Emporia, Kans., for a CP to change the frequency of station KTSW from 1400 to 1490 kc., operating with 250 watts, unlimited; General Broadcasting Co., for a new station in Independence, Mo., to operate on 1490 kc., 250 watts, unlimited.

The Commission further proposed to sever the application of the Inland Broadcasting Co., for a new station at Lincoln, Neb., to operate on 1400 kc., 250 watts, unlimited, from the other applications in this proceeding and remove it from the hearing docket, to be considered by Commission together with the application of the Nebraska Broadcasting Co., to transfer station KORN to the Inland Broadcasting Co., and that of the Inland Broadcasting Co., to establish a new station in Fremont, Neb., upon which the instant application of the Inland Broadcasting Co., is contingent.

By a separate order the Commission denied the application of Wichita Broadcasting Co., Inc., for a new station at Wichita, Kans., to operate on 1490 kc., 250 watts, unlimited, because the applicant did not make an appearance in this proceeding.

Central Radio System Mullied By Mass. Schools

Pittsfield, Mass.—The school committee has unanimously accepted the recommendation of Supt. Edward J. Russell that a public school survey be made with a view of wiring each classroom for a centrally-located radio system. The plea was linked with the opening of the city's second radio station.

Declaring that he had waited years before making the recommendation, Russell said "Now that superior equipment is becoming available, we must establish a policy toward radio in education." He pointed out that WBRK "is currently presenting, during out of school hours, the excellent transcription series entitled 'Books Bring Adventures'."

Bowling Team Mascot

Hollywood — Margaret Whiting singing star of the Pabst Blue Ribbon Radio show will be the mascot for Captain Eddie Cantor's team of Hollywood in American Bowling Congress at Los Angeles, April 16.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Newest music firm is the John Thomas Music Corp. headed by Jack Philbin . . . first ditty is "Dream, Dream, Dream," written by John Redmond and Lou Ricca. . . ● John Jacob Loeb and Carmen Lombardo have collabbed on a ballad titled "You'll Know When It Happens" which promises well for Bourne, Inc. . . ● Doris Fisher, who like her late father, Fred Fisher, writes hit songs, will be married next month to Charles Gershonson, Detroit auto magnate . . . she met him through her brother Dan (cupid) Fisher. . . ● Eagle-Lion Productions are screen-testing Songstress Eileen Barton for an important role in the forthcoming film musical "Hollywood High." . . ● "Sippin' Cider With My Ida," is the novelty ditty Fred Coots has just placed with Emery Music. . . ● Thrush Lilyann Carol is rehearsing a repertoire of lullabies and nursery rhymes . . . expects Sir Stork early in June. . . ● M-G-M and Paramount are bidding for Anne Marleau, the Canadian vocal lovely whom we pegged as a star weeks ago. . . ● Now that the musical version of Elmer Rice's "Street Scene" is a sell-out, look for "What Good Would The Moon Be?" to climb right to the top . . . published by Chappell & Co. . . ● Stace Pheasant, whose deft handling of Jimmie Costello has resulted in Jimmie being rated WGN's top emcee-comic, has joined Central Booking Office . . . he'll continue managing Costello among others.

★ ★ ★

● ● ● When Dick Haymes' secretary Bob McCord visited the "Forever Amber" set at 20th Century-Fox, the cast and crew joined in several songs between takes . . . result is Bob gets a screen test. . . ● Sam Donahue has organized a new vocal quartet within his band called the "Four Dons" . . . the maestro is one of the group . . . Century Circuit Theaters will sponsor a new series, "Show Business" over WNEW starting next Sunday, 5-5:30 p. m. . . Ted Cott will produce-direct. . . ● Our candidate for "radio's least conceited personality" title . . . the WINS disc jockey who signs off daily with "this is Art Raymond, world's worst announcer." . . ● There's a definite trend toward the "western" and "hillbilly" type of tune . . . this is the first time that the Big Three are featuring such songs simultaneously.

★ ★ ★

● ● ● Happened to tune in last Sunday to WQXR and heard a soprano named Inez Matthews guetrilling with Leon Barzin's orchestra . . . easily one of the finest new voices we've heard in a decade. . . ● Other communities might take a gander at the way Portsmouth, Ohio, is tackling the juve delinquency problem . . . Disc Jockey Graeme Zimmer of WPAY conducts a daily program, "1400 Club" at which hundreds of teenagers gather to participate in real fun, frolic and fiesta . . . other disc jockeys would find that emulating Zimmer, (W)PAYs. . . ● Ex-GI Lou Eccles, former star athlete of Yonkers, has been named Radio Publicity Chief for New York Office of War Assets Administration. . . ● American Music Co. of Hollywood, publishers of "Cool Waters," "Divorce Me C.O.D." and "So Round, So Firm, So Fully Packed," has opened a Gotham office with Riley Shepard in charge.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Hal McIntrye's last Cosmo disc, "Scarlet & Amber," a pair of hot instrumentals composed by Hal's arranger, Sid Schwartz. . . ● Cootie Williams may sign to wax one album annually for Capitol. . . ● Buddy Johnston renewed by Decca. . . ● After eight years with Columbia, Count Basie signed 3-year pact with Victor, initial platter to be "One O'Clock Boogie" backed with "The Same Old Blues." . . ● Vaughn Monroe's Victor platter "It's Dreamtime" good harmonizing tones of Monroe and Betty Norton . . . reverse is Maestro's pleasant ballad-deering of "We Could Make Such Beautiful Music." . . ● Columbia has a fine disk in Kay Kyser's "That's The Beginning Of The End," with Michael Douglas and the Campus Kids vocalizing . . . flip-over is an interestingly-presented novelty "Managua, Nicaragua." . . ● Majestic has signed Slim Bryant and his Wildcats . . . first waxing, "Eenie Meenie Dixie Deeny" and "Echo Polka."

★ ★ ★

New Vets ET Series Ready On February 1

(Continued from Page 1)

the most "outstanding" series offered in the post-war era by a government agency, Dillon stated.

Don Ameche, Jack Benny, Burns and Allen, Eddie Cantor, Bing Crosby, Bob Hope, Fibber McGee and Molly, Henry Morgan, Dinah Shore, Ginny Simms and Red Skelton have been committed for 11 of the 13 shows. Negotiations are now in progress with Amos 'N Andy and the Prudential Family Hour to complete this issue of "Here's To Veterans."

One spot in each show emphasizes the importance to veterans of holding on to their national service life insurance. And in the case of over 10,000,000 World War II veterans who have let their GI insurance lapse, a strong appeal is made for reinstatement of policies. The transcriptions have been produced in co-operation with the stars and supporting talent, their sponsors, and the advertising agencies concerned, the advertising council, the American Federation of Musicians, and the American Federation of Radio Artists, all of which are credited by the VA with donating their services, at the conclusion of each quarter hour platter.

Dillon advised broadcasters who wished to schedule the series to order from the nearest VA branch radio chiefs in Boston, New York, Philadelphia, Richmond, Atlanta, Columbus, Chicago, St. Paul, St. Louis, Dallas, Seattle, San Francisco, Denver.

Eleven of the recordings were supervised in Hollywood by Wallace Ruggles, VA radio chief for Los Angeles, and the remaining two by Don Weiss, New York radio chief for the Veterans Administration. Weiss handled original agency contacts on all the shows.

WHNY New FM Station

WHNY, Hempstead, New York, will be the call letters of the FM station authorized by the FCC on January 16th, it was announced by Elias I. Godofsky, owner of the station. WHNY will operate on 105.5 mc., channel No. 288, with 1,000 watts of power, antenna height 305 feet above sea level.

Heads Radio Dept.

Riki Englander, who has directed radio publicity for various civic and charitable organizations such as the Boy Scouts of America and the Red Cross, has been appointed radio director for the United Jewish Appeal of Greater New York. The campaign, with a goal of \$65,000,000, gets underway Feb. 3.

Gets War Dept. Citation

Dorman D. Israel, veepee in charge of engineering and productions of Emerson Radio and Phonograph Corp., has been awarded the War Department Certificate of Appreciation for his contribution to the war effort in research, development and production of VT Fuses.

AGENCIES

IVOR KENWAY, director of advertising and promotion for the American Broadcasting Company, will be the guest speaker at the Special Libraries Association of New York Chapter Advertising Group Meeting on Monday, Jan. 27, at 5:15 p. m., 6ET, in Studio 6D of the RCA Building, New York. Kenway will discuss "Radio Advertising."

THE AL PAUL LEFTON COMPANY, INC., has been appointed as advertising agency for WOV, it has been announced by Ralph N. Weil, WOV Station Manager.

EDWARD K. FLAHERTY, general manager of the New York Opera Company, has accepted the post of musical director of the Hoot Advertising Agency's transcribed radio shows emanating from New York. In addition Flaherty will head the Hoot Advertising Agency's talent bureau.

STUART M. KELLY has joined the sales staff of the Howard H. Wilson Company, New York, national station reps. Kelly has been in radio time sales since he left the service, where he was with the 6th Army in the Southwest Pacific for 42 months.

BUDD GETSCHALL, formerly of The Blaine Thompson Co., New York, has joined Stuart Bart Advertising as vice-president in charge of the creative departments.

DAN MICH, executive editor of Look, has announced that Joanne Melniker has assumed her new duties as radio editor of Look.

SHERMAN & MARQUETTE, INC., New York, has leased additional space for offices at 385 Madison Ave. The new space will be used for research and media purposes.

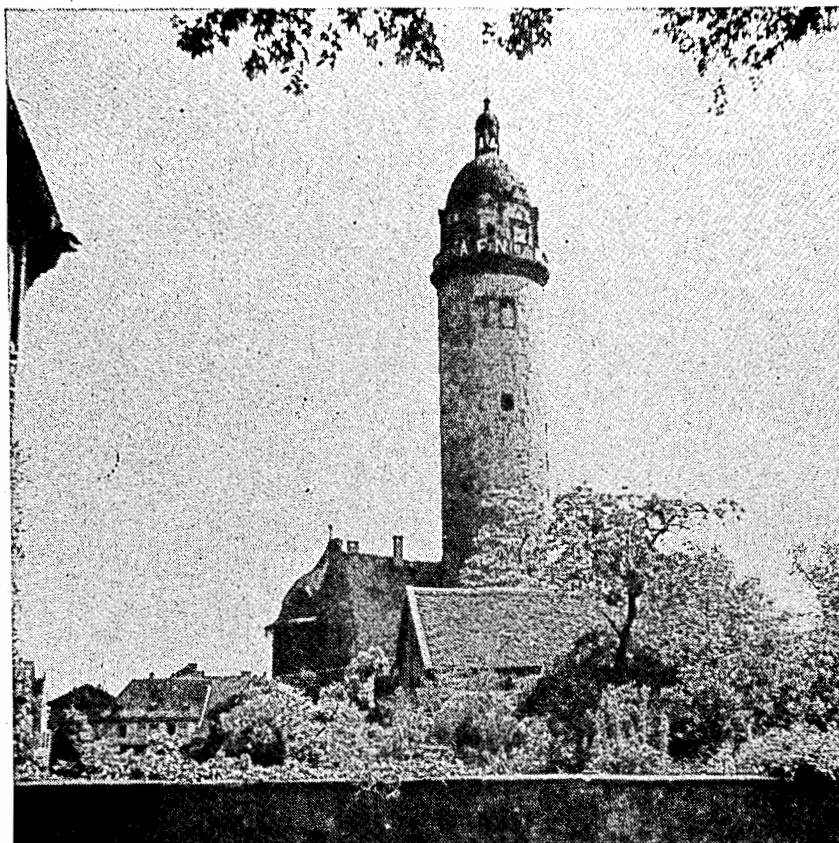
JOSEPH P. BRAUN has been selected a vice-president of Kenyon Eckhardt, Inc., and the space-buying and time-buying departments have been consolidated under his supervision, it was announced this week. Braun has been with the agency since 1933.

Within the newly merged department, Frank Palmer remains chief of radio time buying, David J. Gillespie and Robert Erath are in charge of magazine and newspaper space buying, respectively.

Color Tele Speaker Presents CBS Viewpoint

Adrian Murphy, CBS vice-president speaking before a luncheon meeting of the Essex Electrical League at Military Park Hotel, Newark, yesterday declared "the public should be permitted to choose the kind of television it prefers." He added that CBS is asking "for equal treatment with black-and-white television so that the public can choose."

PICTURE OF THE WEEK



Headquarters of the American Forces Network in Germany are located in a picturesque old castle known as the Bishop's Castle, on the river Main, just outside of Frankfurt. The latest in radio transmission and studio equipment is housed in the 600-year-old castle, according to Bill Murray, news chief of AFN, now in the United States on leave.

Memphis Station Covers Georgia Political Scene

Atlanta, Ga.—WMPs of Memphis, Tenn., proved to be the only out of state radio station to air the accounts of the gubernatorial controversy here as a public interest program for its Memphis and tri-state areas of Miss., Ark., and Tenn.

The Memphis station came to Atlanta Monday on the public interest promotion and interviewed Herman Talmadge and M. E. Thompson, the two principals involved in the local situation. Others interviewed by WMPs were Ralph McGill, editor Atlanta Constitution, Wright Bryant, editor Atlanta Journal and Ned Brooks, noted Scripps-Howard correspondent.

The WMPs station piped two broadcasts to its Memphis listeners. The first show on its regularly 6:00 p.m., news and then followed with a special half hour broadcast at 8:00 p.m., (CST.), with a wire recorded pickup of all its guests.

Larry Trexler, WMPs news editor conducted all interviews. Gordon Simmons, chief operator, and station manager Harold R. Krelstein and Matty Brescia, promotion manager, handled arrangements.

Staff Changes Announced By KROW In Oakland

Oakland, Calif.—Three new station officials appointed to head up operations at KROW include Wilton Gunzendorfer as general manager, Richard D. C. Bell as his assistant, and Russ Coughlan as program director. The designations were announced by Sheldon F. Sackett, president of KROW, Inc.

Gunzendorfer comes to KROW from KSFO, San Francisco, where he was commercial and station manager. He was also general manager of KSRO, Santa Rosa, Calif., for six years. Bell, the new assistant to the general manager, spent considerable time with KPAC, Port Arthur, Tex., and KRIC in Beaumont. Coughlan was promoted to program director after serving a year on the special events and announcing staff. During his army career he did broadcasting for the Armed Forces Network in Alaska.

Movie Prospect

Jack Schwärz has optioned Lew Laurie's novel, "Where The Chips Fall," based upon talent end of radio industry, and plans to produce comedy story late this coming spring.

EQUIPMENT

RCA Offices Move

Removal of the RCA Victor Division's New York and Chicago regional offices to newer and larger quarters has been announced by Walter M. Norton, Director of Distribution of the Division. The New York office, formerly located at 411 Fifth Avenue, is now at 36 W. 49th St., Radio City, while the Chicago office, formerly at 445 N. Lakeshore Drive, is now in the American Furniture Mart Building, 666 N. Lakeshore Drive. Managers of these regional offices are M. F. Blakeslee, in New York, and H. A. Renholm, in Chicago.

Collins' Presentation

At a formal presentation, Arthur Collins, President of Collins Radio Company, turned over the first production model of his company's amateur radio equipment to Clyde Hendrix, President of the Clinton, Iowa, division of Pillsbury Mills. The presentation, held in the lobby of the Collins main plant at Cedar Rapids, marked an important point in Collins history. Hendrix, who has held an amateur operator's license for twenty years, bought one of the first pieces of equipment ever built by Arthur Collins.

Motorola Exploitation

The Galvin Manufacturing Corporation, Chicago, has made a promotional tie-up with the John H. Harris year-round ice extravaganza "Ice-Capades" whereby Galvin's Motorola "Playmate Jr." will be featured in ice ballet numbers and feature acts of the ice show. Harris, owner-manager of the ice show, presented each member of the "Ice-Capades" cast with a Playmate Jr. as a Christmas gift, and the Motorola will be carried by members of the cast in a ballet number, and also by stars Donna Atwood and Bobby Specht in their acts. Motorola distributors in the areas in which the "Ice-Capades" show is playing are co-operating with the show on a combined publicity and promotion campaign. In addition, major dealers in the cities where the show plays will feature 16 by 22 inch display cards showing various "Ice-Capades" stars using the Motorola "Playmate Jr." Harris also has provided two 40-by-60-inch display cards showing stars Donna Atwood and Bobby Specht using the radios. These cards will be set up at the entrance to each "Ice-Capades" arena around the country.

Gets G. E. Post

Henry A. Crossland has been appointed Manager of Sales of the Specialty Division of the General Electric Company's Electronics Department, Syracuse, Howard W. Bennett, Division Manager, has announced. In this capacity, Mr. Crossland will be responsible for all sales matters of the division.

NBC Honors Stations With Special Plaques

(Continued from Page 1)
monies which were held late last year.

Twentieth anniversary plaques were received from Trammell by the following station representatives: G. Emerson Markham, manager, WGY, Schenectady; William C. Swartley, manager, WBZ-WBZA, Boston and Springfield; Joseph Baudino, manager, KDKA, Pittsburgh; Robert E. White, manager, KYW, Philadelphia; Harry Stone, general manager, WSM, Nashville; John M. Outler (CQ), general manager, WSB, Atlanta; H. W. Slavick, director, WMC, Memphis; William B. Way, manager, KVOO, Tulsa; Martin B. Campbell, general manager, WFAA, Dallas.

Also saluted were the following officials of the stations already honored for their 20 years with NBC; John J. Boyle, managing director, WJAR, Providence; Paul Morency, WTIC; Harry Bannister, general manager, WWJ, Detroit; George M. Burbach (CQ), general manager, KSD, St. Louis, and William H. Rines, managing director, WCSH, Portland, Me. WDAF, Kansas City, was the other station awarded a plaque.

Standard Brands Sets New Tele Dance Show

Standard Brands' "Face To Face" Sunday feature on WNBT, will be replaced by a dance program featuring teachers of the new Fred Astaire Dance School, with the February 2 broadcast.

Length of series has not been set yet, according to J. Walter Thompson, agency handling the account.

Gets MBS Press Post

Hal Gold, formerly with the New York Herald-Tribune as a reporter assigned to the Hudson County (N. J.) area, has joined Mutual as copy chief in the press department, it was announced this week.

Send Birthday Greetings To—

January 24

Alwyn Bach	Ken Sisson
Oscar Bradley	Jay Wesley
Leo Fitzpatrick	Bill Davidson
Anne Jamison	Milton Kaye
George Marshall Durante	
John I. "Bud" Edwards	

January 25

Teddy Bly	Portland Hoffa
Robert Durham	Bob Keyworth
C. A. Snyder	

January 26

Ed Ballentine	Charles E. Green
Wyllis Cooper	Joseph Koehler
Donald W. Thornburgh	

COAST-TO-COAST

—SOUTH CAROLINA—

CLAYTON—WLAT listeners are being asked to send along dimes with their request tunes on the "Coffee in Conway" and "Request Time" shows to go to the March of Dimes campaign. . . . Joining WLAT are Richard G. Ray, announcer, and Albert R. Mozley, production department. . . . WLAT's latest public service programs include "Conway High School on the Air" direct from local high school and "Little Red School House" wired out of the local grammar school. . . . CHARLESTON—Red Barber will feature an interview between WSCS's sportscaster, Wayne Poucher, and the nation's only woman promoter of a Golden Gloves Tournament, Mrs. Corine Jones, January 27th. . . . WSCS anticipating its forthcoming 5 kw. operation, has embarked on a program of facilities expansion which began with the purchase of a new Hammond organ. . . . COLUMBIA—New control operator at WIS is Leon Goza. . . . The "Esso Reporter" going into its eighth year on WIS. . . . Station is distributing book-matches through ciggie vending machines.

—CANADA—

EDMONTON—Application for a commercial license for CKUA has been made by the Alberta government direct to the Federal Cabinet. Previous applications were made to the CBC Board of Governors. The board turned down all attempts to obtain commercial licenses for this provincial government station. . . . The CICA Drama Club has grown to such proportions in the last three years that a complete reorganization was deemed necessary.

—OKLAHOMA—

TULSA—Fred Jones, owner of KFMMJ, chairman of the state March of Dimes campaign. . . . KFMMJ new afternoon format permits only one commercial announcement per quarter hour from 1 to 5 p. m. . . . OKLAHOMA CITY—WKY listeners heard the inaugural address by Roy J. Turner, Governor. . . . Editor of the "Southwest Monitor," the city's Negro newspaper, has notified KOMA of its selection as the "choice" radio station of the city.

—PENNSYLVANIA—

PITTSBURGH—Ben Kirk, KQV program director, is featuring his newly discovered singing trio, the Three D's on "Open House Party." . . . Jim Murray, sales manager, all smiles, has sold 21 commercial programs during the week of Jan. 13. . . . PHILADELPHIA—George Thomas, of WCAU's announcing staff, replaces John Egan on "Nightcap of News." . . . Buddy Morrow and His Ork will be pumped from WCAU studios to CBS, today. . . . Creighton Stewart will discuss "The Value of Radio Advertising" when he addresses the Jenkintown Business Men's Assn. Feb. 19. . . . LEBANON—WLBR co-operating with the current March of Dimes campaign, has scheduled daily programs designed to tell the story of the drive, both nationally and locally.

—LOUISIANA—

NEW ORLEANS—Fred Weber, partner-owner of WDSU, recently named 4th District Representative of the ABC Stations' Advisory Committee. . . . Lindsey Riddle joins the WDSU staff as Chief Engineer. . . . Station is now a member of the North American Service of the French Broadcasting System. Plans are being made to air a weekly series of French radio programs. . . . New public service feature "Traffic Court" heard over WDSU presents actual cases being tried direct from the Traffic Court.

—WASHINGTON, D. C.—

WWDC—"Open House" the Ray Morgan audience participation show, is beginning to look like a schoolroom. For the third time in two weeks, classes have visited the program as one of their projects to learn about radio stations. . . . WOL—Albert Warner, news director and Captain Hugh Curry, Director of the United States Army Band, were presented sets of World War II combat photographs of the Army Ground Forces in action, in recognition of the public interest shown by WOL in featuring "Division Diary." . . . WTOP—Harold Azine joins the station as producer-director. . . . WINX—Station has received special commendation from the East and West Association for their current "Bright Tomorrow" series, weekly dramas aimed toward better understanding among all peoples.

FM Receiver Shortage Hits New Broadcasters

(Continued from Page 1)

FM association will undertake to solve. The organization plans to ask the co-operation of manufacturers in channeling sets to key center cities where established FM broadcasters are suffering from lack of audiences. Among the leading manufacturers who will be asked to support the movement will be Zenith, General Electric, Stromberg Carlson, and RCA. First receivers coming off the lines, according to reports, have been sent to dealers and distributors as demonstration models.

KHUM Joining ABC

Effective Sunday, January 26, KHUM of Eureka, Calif., will affiliate with the American Broadcasting Co. Owned and managed by Carroll R. Hauser, ABC's new affiliate will operate full time with 250 watts on 1240 kc. Addition of KHUM brings the total number of ABC affiliates to 238.

Joins Y & R Publicity

Sylvia Hartman has been named beauty and fashion editor of the radio publicity department of Young & Rubicam, it was announced this week. Miss Hartman succeeds Elise Gaines, who resigned to wed Joseph Revlon, of the Revlon clan.



HATS ARE LIKE HOOPERS!

"The Case of the Missing Hat" proved recently what our Hoopers (6.5-6:15 to 6:30 portion) keep telling us about KQV's Newsreel program. When editor Bill Burns told listeners about a WAC on fur-lough losing her only WAC hat, over 150 people phoned her, offering replacement of the scarce item. Ample proof that the Newsreel, like so many KQV shows, has not only a big audience but a responsive one too!

KQV PITTSBURGH'S AGGRESSIVE
RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 38, NO. 18

NEW YORK, MONDAY, JANUARY 27, 1947

TEN CENTS

Record Year, Says RMA

FCC Announces CP's For AM, FM, Tele

Washington Bureau, RADIO DAILY
Washington—In one of its most active days, the FCC on Friday denied more than two score standard FM and television applications. It granted a construction permit for a new television station in Milwaukee, Wis., was the Journal Co., owner of the Milwaukee Journal. CP's for new standard stations were denied the following:
Radio Airways, Inc., Eugene, Oregon, to operate on 1600 kc, 1 kw, unlimited; Peachtree Broadcasters, Yuba City, Calif., to operate on 1600 kc, 500 watts, unlimited;
(Continued on Page 6)

ANA Semi-Annual Meet Apr. 7; Annual On Oct. 6

The semi-annual meeting of the Association of National Advertisers will be held on April 7, 8, and 9 at the Drake Hotel, Chicago. This meeting will be open only to members of the Association and invited advertiser guests. William N. Connolly, P.S. C. Johnson & Co., Inc., ANA vice-chairman, is chairman of the program committee.
At the same time it was announced
(Continued on Page 2)

January Listening Up; Benny Leads Eve. Shows

Listening in the New York area during January increased almost 5 per cent over its December level from an average quarter-hour set-use of 24.0 to 25.1 according to the Pulse, Inc. Company explains that the increase "was to be expected" but is below the corresponding
(Continued on Page 5)

Battle Bulletin
TIME: 10:30 a. m., today.
PLACE: Room 1703, U. S. Court-house, Foley Square, New York.
CONTESTANTS: CBS color tele vs. Du Mont, RCA, Philco black-and-white video exponents.
REFEREES: Members of the FCC.

Color-Tele Hearing Opens Today In N. Y.

Controversy over whether or not CBS proposed standards for UHF color television are technically ready for commercial use reaches the final stage today and tomorrow as hearings and demonstrations open before the Federal Communications Commission at U. S. Court House. Today's hearing is scheduled for 10 a.m., and is expected to attract more than 300 industry execs, trade and public press representatives in addition to as many of the interested public as can be accommodated.
FCC officials will be headed by
(Continued on Page 6)

NAB Sales Managers Hold 3-Day Meeting

NAB sales managers' executive committee wound up a three-day meeting in Washington on Friday following adoption of a four-point program designed to eliminate "some of the confusion" now existing in the industry. In addition, the sales group
(Continued on Page 6)

Cosgrove Comments On Tele; Concerned Over Video Dispute

A strong plea that the dispute over black-and-white versus color television be settled in such a way by the FCC that the video industry will not be held back for another three to five years was voiced Friday by Raymond C. Cosgrove, president of the Radio Manufacturers Association, before a luncheon meeting of the American Marketing Association in New York.
Cosgrove stated that television has

AM Radio Set Production For Past Year Reaches All Time High; FM And Tele Sets Show Increase

Washington Bureau, RADIO DAILY
Washington—Radio set production in 1946 broke all previous records, topping the 15,000,000 figure, RMA reported over the weekend. Spurring at the year's end, production at the end of December was at the rate of 20,000,000 sets a year; in addition, production of television and FM sets reached new
(Continued on Page 3)

Webs And AFM Agree To Set One-Year Pact

Major networks and the American Federation of Musicians, following a two-day conference, have agreed to open negotiations tomorrow for the promulgation of a one-year contract dating from Feb. 1, 1947 when the current pact runs out.
Discussion started last Thursday when James C. Petrillo, AFM president, invited the presidents of ABC, CBS, MBS and NBC to his office;
(Continued on Page 6)

BMB Adds Five Stations For Sub Total Of 709

BMB announced Friday the addition of five more subscribers to its station audience reports, bringing the total subscription list to 709 stations. List includes the four major
(Continued on Page 3)

Mennen Co. New Series Sked For 118 Stations

The Tom Howard-George Shelton transcribed series sponsored by the Mennen Co., on 118 stations in five minute daily segments will be re-
(Continued on Page 2)

800 Stations Support 1947 Red Cross Plans

Eight hundred stations have already volunteered to carry a seven program series of Red Cross dramas starring Helen Hayes as well as spot announcements, B. Walter Huffington, radio director of the American Red Cross, announced yesterday in detailing radio plans for the 1947 campaign, March 1 to 31.
The series of seven dramas, titled, "These Are My People," cover stories
(Continued on Page 8)

Muzak Storecasting Has Expansion Plans

Plans for national expansion of the Storecast Corporation of America, a new merchandising and advertising technique using Muzak's wired
(Continued on Page 4)

Educational
Toronto—At the request of the Toronto Board of Education, the Canadian Broadcasting Corp., has prepared six experimental broadcasts directed to students in city schools, dramatizing the story of Toronto, capital of Ontario. The 15-minute broadcasts will be heard each Thursday over station CJBC at 11:30 a. m., EST., beginning Jan. 30.

Phonetic
Arthur Godfrey paid tribute to the telephone personality of his production associate, Ned Cramer, on his CBS broadcast Thursday morning. As a sequel to the Cramer compliment the network's switchboard recorded 180 telephone calls for Cramer during a two-hour period. Most of the calls were from women, although the other sex was well represented.



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

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★ COMING AND GOING ★

FRANK STANTON, president of CBS, spent the week-end in Atlantic City, N. J., attending the convention of the American Statistical Assn.

RICHARD HARKNESS, commentator on NBC, broadcasts tonight's program from WLBZ, Bangor, Me., marking the end of an east-of-the-Mississippi speaking tour. He's expected back at the network tomorrow.

S. C. VINSONHALER, president of KGHI, Little Rock, Ark., chatted for a while Friday at the headquarters of ABC, with which the station is affiliated.

BEN HOVEL, general manager of WSAU, Wausau, Wis., paid a call Friday at the headquarters of CBS, with which the station is affiliated.

ROBERT B. HUDSON, director of education at CBS, is back at the network following a trip to Cleveland to address the radio council of that city.

PAULINE DEMY, author of "Reunion for Eternity," has arrived in town and will be heard tomorrow as guest on Adrienne Ames' program over WHN.

JOE KELLY and his "Quiz Kids" heard Sunday over NBC, broadcast yesterday's program from the Orange Bowl in Miami as a feature of the March of Dimes campaign in Dade County, Fla.

BILL DOWNS, Columbia network news analyst, broadcast his "Cross Section, U. S. A." last Friday from Washington, D. C.

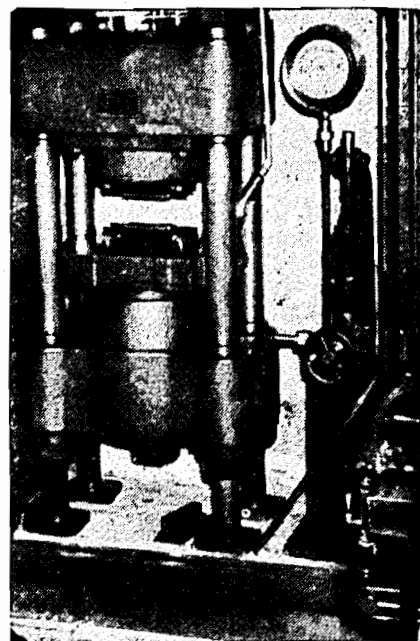
LEON SIPES, manager of KELD, has arrived from El Dorado, Ark., for a few days of conferences with officials of ABC.

ANN MARLEAU, Canadian vocalist, arrived by plane Friday from Montreal. She is scheduled for some guest shots, including "Gold and Silver Varieties" on Mutual.

LESLIE H. ATLASS, vice-president of CBS in charge of the central division, is in town from the Windy City on a short business trip.

BILLY KENNY and the INKSPOTS have returned from a three-week, out-of-town vacation and are readying their 16th engagement at the Paramount.

L. S. MITCHELL, general manager of WDAE, Tampa, Fla., an outlet of CBS, has joined the executive contingent currently in New York on business.



How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets of molds, sheet copper, 250 pounds of coin silver, a small blast furnace, scales and weights.

But take it easy. That's counterfeit money you're making.

And we're using that setup to prove that whether it's making that kind of money or selling radio time... if it's counterfeit you can't get away with it for long.

That's why we're so pleased when year after year smart time buyers have proof that W-I-T-H, the successful independent, delivers the genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list. You get the FM audience free.



W-I-T-H
AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed

FINANCIAL

(Jan. 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various radio-related stocks like Nat. Union Radio, Du Mont Lab., Finch Tele Comm., etc.

Mennen Co. New Series Sked For 118 Stations

(Continued from Page 1) placed on Feb. 10 by "Mennen Shave Time," a new comedy show starring Lew Parker and Ann Thomas. New series is built around situation gag comedy with hotel switchboard operator played by Ann Thomas and Lew Parker in a guest role.

The series is broadcast locally by WJZ at 7:25 a.m., daily and by WHN every morning at 7, 7:30 and 8:15 a.m. Mennen began the campaign with Howard and Shelton in August, 1945 through Duane Jones Co.

ANA Semi-Annual Meet Apr. 7; Annual On Oct. 6

(Continued from Page 1) that the annual meeting of ANA is scheduled for October 6, 7 and 8 at the Hotel Chalfonte, Haddon-Hall, Atlantic City.

Kyser Heading East

Kay Kyser will head East from Hollywood to launch the 10th year of his "College of Musical Knowledge" from the NBC Radio City studios in New York, Wednesday, Feb. 5, (10:30 p.m., EST). The show will be broadcast from the East for the entire month of February.

Bill Corum On CBS Today

Bill Corum, New York columnist, and Rep. F. Edward Hebert, Louisiana Democrat, will be heard today on Columbia's "In My Opinion," 6:15-6:30 p. m. They will discuss "Can Sports Be Protected Against Gambling?" Corum will speak from New York, Hebert from Washington, D. C.

Ralph R. Beal Is Dead: Was Pioneer In Radio

Ralph R. Beal, vice-president in charge of engineering of RCA Communications, Inc., 66 Broad Street, New York, died suddenly early Friday in Doctors Hospital, New York. His age was 59.

Mr. Beal was a pioneer in radio, television and electronics. As a field engineer in the early days of radiotelegraph communication, he participated in the first investigations into high-power point-to-point radio transmission and contributed toward the development of the art into a dependable means of world-wide international communication. Later, as Research Director of the Radio Corporation of America, he was given the responsibility of co-ordinating research and advanced engineering development activities of RCA and its subsidiaries.

Mr. Beal was a member of the Institute of Radio Engineers and a Fellow of the Society of Motion Picture Engineers.

He is survived by his widow, Merle Bertsche Beal, and a son, Ralph, Jr.

The BEST Farm Station Buy? SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. THE FRIENDLY FARMER STATION SHENANDOAH, IOWA Call or Wire FRANK STUBBS

Kennedy Reports City Hall Fire

WNYC announcer Kevin Kennedy broadcast an eye-witness report of the fire in the Hall of Records building last Friday without even moving out of the studio. When the blaze began, Kennedy pulled a microphone over to a studio window in the Municipal building and reported the activity going on just across the street.

Schmid Talks Tonite At NYU

Bob Schmid, veepee in charge of advertising, research and promotion for Mutual, will address the radio publicity class at NYU tonight, Jan. 27.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 750 KC.

"Anthracite's Most Powerful Independent" Represented by Forjoo

Receiver Production For '46 Smashed All Records—RMA

(Continued from Page 1)

th last year. Greatest prewar set production was 13,642,334, achieved in 1941.

FM-AM and tele receiver production rose sharply in December and fought the year's output to 181,485 FM-AM sets and 6,476 tele receivers. December alone accounted for 40,000 FM sets and 3,561 television receivers. Total December production, through December 27, by RMA member companies, amounted to 1,454,687, which was slightly under November's production due to the December holidays and the shorter work-month.

Table Models Lead

Approximately 77 per cent of all radio sets manufactured by RMA members in 1946 were of the table model type, while consoles constituted about 7 per cent. A shortage of wood cabinets was largely responsible for the low console output, RMA said.

Due to reconversion and pricing difficulties radio set production was slow to reach prewar rates, but at year's end receivers were being manufactured at an annual rate of nearly 20,000,000.

More than 5,000 of the television sets produced by RMA companies were table models with radio reception attachments. More than 1,300

were radio-television consoles, while the few remaining were projection types.

Because some companies did not report their early and unbalanced production of radio sets RMA tabulations of sets manufactured by member-companies totalled only 13,326,985 in 1946. However, a check with government and other industry reports clearly indicates that total production by the entire industry exceeded 15,000,000 sets.

Large Portion Table Models

Of the sets reported by RMA members, 10,219,191 were table models, including 1,215,924 radio-phonograph combinations, 925,171 were consoles, of which 820,979 were radio-phonograph combinations. Automobile radio receivers numbered 1,153,458, while portables accounted for 1,022,689 sets.

BMB Adds Five Stations For Sub Total Of 709

(Continued from Page 1)

networks and 10 regional networks.

New subscribers are: WATL, Atlanta, WRBL, Columbus, and WGPC, Albany, all in Georgia; WFBC, Greenville, S. C.; and WTJS, Jackson, Tenn.



MORE FARM RADIOS IN IOWA than any other state*

—and most of them in EASTERN IOWA are tuned to

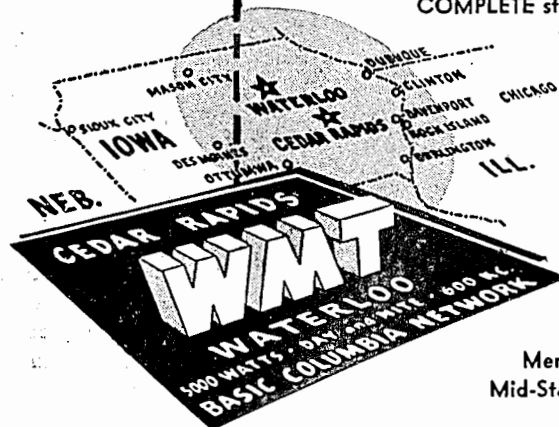
WMT!

*93.2% of Iowa's farms have one or more radios, the U. S. Census Bureau reports. And you can bet that most of those sets in EASTERN IOWA are steadily tuned to WMT—only CBS outlet in this sales-rich market. WMT's farm-wise programs are favorite listening here.

P. S.



That's not the whole WMTland story by half. Iowa has an industrial income equal to her agricultural income. And city lowans are equally faithful WMT listeners. Only WMT covers EASTERN IOWA's sales-rich "Twin Markets" completely. Ask Your Katz representative for the COMPLETE story.



Member of Mid-States Group

SELECTED RADIO FEATURES

Announce the Appointment of

BLOCH-JOSEPH & ASSOCIATES
529 CITIZENS BUILDING
CLEVELAND 14, OHIO

as

Their Eastern Representative

Why not let the boys show you our transcribed line?

"MUSIC FROM HOLLYWOOD & VINE"
130—15 Minute Musicals

"VISITING THE STARS"
13—15 Minute Shows

"MUSICAL JEWEL BOX"
13—15 Minute Shows

SELECTED RADIO FEATURES

1583 Cross Roads of the World
Hollywood 28, Calif.

Hope For Tele Peace Voiced By Cosgrove

(Continued from Page 1)

slow rate of production of television receivers has been due to this confusion and that he himself has been reluctant, so far, to suggest to Crosley officials just how far his own company should go in the venture. He stated that at present Crosley plans to bring out its line of television sets in April.

Sees Color Talk Premature

One manufacturer had just told him, said Cosgrove, that any talk of immediate production of color television sets was a bit premature when not even black-and-white receivers could be produced. As for cost of color television sets, Cosgrove related that engineering experts from various companies got together in New York last week and finally concluded that color receivers would cost twice as much as black-and-white.

Sees 300,000 Output

It was estimated by Cosgrove that 300,000 television receivers will be produced in 1947 provided some of the confusion is soon cleared up by FCC action. RMA's president also predicted that television will never hit its peak and build a mass audience until manufacturers develop a set with a good sized screen selling for around \$150.

Of the 300,000 video receivers Cosgrove predicted for this year, he estimated 80 per cent of them would be channeled into the New York metropolitan area.

Reiterates Faith in Industry

Cosgrove reiterated his faith in the entire broadcasting industry to overcome all obstacles now causing setbacks and confusion but said that less progress will be made this year than many anticipate. As for FM production, he said, the picture is improving and he estimated that two million receivers containing FM will be turned out this year. He revealed that 180,000 FM sets were sold last year.



"I hate WFDF Flint for broadcasting 'Gang Busters'."



Broadway Bulletin Board. . . !

● ● ● Sensational developments in the co-operative field, prob'ly the biggest deal of its kind, in the making. Kate Smith, who parts company with Gen'l Foods June 1st, will prob'ly go to Mutual as a co-op strip noon-time, or a little later, with July 1st as possible starting date. Sponsors are now being readied, we understand. . . . Frankie Frisch and Steve Ellis set for the N. Y. Giants broadcasts next season over WMCA. . . . Freddie Wakeman, author of "The Hucksters," now has a piece of new indie plattery in H'wood called Huckster Records. . . . Selznick's new discovery is a horse named "Dice." . . . An indie film producer has taken a 30-day option on Lew Laurie's Radio Row sizzler, "Let The Chips Fall." . . . Andy Russell offered \$240,000 to make a film in Mexico. . . . Note from Mack Millar informs that Louie Sobol, Earl Wilson and Abel Green (hired for roles in Monte Proser's film, "Copacabana") are hamming it up all over the lot, but, believe-it-or-not, turned in a surprisingly good job. Their stipend is \$1,500 for the first day and \$500 for each additional day of shooting. Louie Sobol is heading back East to meet his wife, Lee, in Miami, with Abel and Earl sticking around H'wood for a few more weeks. . . . Within 8 months, Jack Barry's "Daily Dilemma" stanza on WOR has landed apartments in 7 states for 834 vets and their families.

★ ★ ★

● ● ● After his broadcast last Sunday, Rob't Merrill was approached by a distinguished looking gent who congratulated him on his performance. "I've also heard you at the Met," said the man, "and I hope you will make a lot of money this year." After the man had left, Merrill turned to Conductor Roy Shield and asked him who the chap was. "Oh, him?" replied Shield, "that's James W. Johnston, the Collector of Internal Revenue."

★ ★ ★

● ● ● PERSONALITY PROFILE: Ted Husing, the most advertised disc jockey of the past two years, is an overpowering personality of self-assurance. Ted, blessed with a glib, facile talking sty'e, has been doubly fortunate all these years because his voice is so thoroughly resonant and listenable. Yet a great many of the regular platter program hounds are berating in their remarks about Ted's WHN disc show. They say that Husing is not a good custodian of a record show. He is not easy and intimate, so they continue. But the fact is that he is selling products and he is bringing over listeners who never before had the slightest interest in record shows. We'll bet that if a poll were taken, you'd find that Ted has added more adult listeners to his platter show than any disc jockey in years has been able to persuade into becoming devotees. Husing, once the greatest sports announcer of them all, is a smart cookie. He knows radio and its values. Knowing Ted's love for success, if he but works at it, the record spinner of tomorrow could well be the gent who once had us all thumbing dictionaries in quest of the meaning of the word "putrid"—six letters that barred him from Harvard football games for a time.

★ ★ ★

● ● ● SMALL TALK: It's a boy (4th) at the Michael Chimes. He's out to raise his own harmonica gang. . . . NBC Announcers' Feedback Club will have its annual revue shortly, with all NBC spieler taking part. It'll be aired over WNBC. . . . B'way hears that the double feature plague is definitely on its way out, with H'wood to produce longer flickers instead. . . . Headline: Durocher has no comment. That'll be the day, thinks Alan Young. . . . Gracie Fields being tempted with London version of "Annie Get Your Gun." . . . WHOM chief, Fortune Pope, building his station's first theater for his Symphony Sid-Ray Carroll all-nite jive show. It'll be a late-hour rendezvous for B'way insomniacs. . . . Al Bernie, La Martinique click, has copyrighted his radio series as sponsored via WMCA by himself recently.

Muzak Storecasting Has Expansion Plans

(Continued from Page 1)

music, have been announced with the appointment of George H. Hennessy as vice-president. Hennessy was formerly grocery store merchandiser for the BBD&O Agency.

The storecasting service, patterned after radio, gives shoppers and employees special musical programs and commercial announcements nine hours a day, 54 hours a week, and at present 33 grocery manufacturers are sponsoring 30-second commercials. System was started seven months ago in Hartford, Conn., and is now in operation in First National stores in Springfield, Hartford, New Haven, Bridgeport, Stamford and Norwalk. Inability to get telephone equipment has delayed installations in other stores.

In programming the company does not use competing commercials. Only one kind of cigarette, soap, soup is promoted in each locality and only one chain store is used.

Hennessy has been engaged to supervise the expansion of the system. Before coming to BBD&O two years ago, he was merchandising manager of the Economy Center Markets in Iowa and South Dakota. Prior to then he was with Grand Union and the Great Atlantic and Pacific Tea Co., in various capacities.

PACKING 'EM IN SIX DAYS A WEEK!

Baltimore, Md. — There's some magic in WFBR's Club 1300 for Baltimore housewives. Day in and day out—year in and year out, they crowd into WFBR's big theatre size studio at 1 P.M. from Monday thru Saturday.

Another plus for WFBR advertisers—for this daily procession must see the product displays—and see all the goings on in a big-time station. For WFBR is radio to Baltimore—a living, breathing radio station—not just a spot on a dial—but a Radio City in smaller replica. See the Blair man or write WFBR, Baltimore.

It pays to advertise on Radio Station WFBR.

★ THE WEEK IN RADIO ★

FCC Seeks Program Data

By JIM OWENS

FCC set specific dates to be included in a composite week for program reports as required in the Blue Book. Dates fall during 1946 and will be included in AM-FM renewals. . . . Tele hearings girded for color hearings before the FCC in New York. Four companies were set for demonstrations. CBS held a late briefing on its color system for Commission Chairman Charles Denny, who hadn't seen his first showing.

News programs continue as a highly desirable air commodity, despite expected drop with the war's end. Analysis shows some stations have more sponsored news shows on the air now than during 1941-45. . . . Heavy array of top Hollywood stars, radio execs combined talents for a new Mutual series titled "Family Theater." . . . Fifteen stations formed a network to replace the defunct North Central Broadcasting System. New web is known as Great Northern Broadcasting System. . . . Probe of FCC loomed in Washington as Republicans lay plans for "remedial legislation."

Spread of television to at least 35 states this year is indicated in production plans by major equipment manufacturers. Three major firms will deliver transmitters and studio apparatus with several others planning to fill heavy backlog of orders. . . . Situation is not so bright in FM, however. Shortage of receivers seriously hampers development of FM, and only 140 stations on the air are playing to slim audiences. Problem is the first to be licked by the newly-formed F.A. . . . President Truman confirmed reports that Marion Martin is "one of several" under consideration for FCC vacancy.

B. J. S. programs are popular with British audiences, according to Warrel MacAlpine, BBC executive. News commentators and farm programs are on the favored list of radio fare as related to the U. K. . . . Local stations scheduling heavy time aid to the Greater N. Y. Council of the Boy Scouts of America. Outlets are airing the announcements prepared by BSA headquarters. . . . Four networks are waiting for Russian decision regarding coverage of the Moscow Peace Conference starting March 10. Webs sent a joint letter to State Department last month urging lifting of Soviet ban established some weeks ago.

Plea of WOKO, Albany to reopen license denied by FCC was opposed by the Van Curler Broadcasting Cor-

poration which covets the wave length. . . . WNBT set plans to televise WHN's "Books On Trial" tonight (Monday). . . . CBS and NBC stations planning groups held two-day meets in New York. Paul W. Morency, WTIC, Hartford, was elected chairman of the NBC group. . . . Spot radio business climbed in Chicago, with four stations reporting sales increase. . . . Adrian Samish, ABC's tele and radio program veepee, said web's video development is in second of three stages. . . . Approximately 1,000 experimental authorizations have been issued by FCC for mobile two-way radio telephone service. . . . EMB issued new rules and regulations regarding use of audience data. . . . Maj. Edwin F. Armstrong told an engineering clinic that the future of FM was "assured." . . . Color tele hearing in New York proposed a problem for FCC officials regarding seating capacity. . . . J. David Cathcart told the Washington (D. C.) Advertising Club tele would be a major ad medium by 1948. . . . Veterans Administration has readied 13 more transcriptions of the "Here's To Veterans" series. ET's will be distributed to 900 stations.

Assignment of four Class A FM channels were halted by FCC until July 1. Heavy demand for stations is the reason. . . . Hearing on relicensing of Don Lee's four O&O stations got under way on the Coast. . . . Albert Crews, of NBC, Chicago, was appointed head of the radio unit in Tokyo. He will work under Gen. MacArthur.

January Listening Up; Benny Leads Eve. Shows

(Continued from Page 1)

month of last year when the average was 26.1.

Jack Benny recorded the highest quarter-hour Pulse rating among the top 10 evening shows with 27.7 in January, as compared to 26.3 last month. Lux Theatre hit 24.7 as against 24.0 in December. Other shows follow in this order: Chase and Sanborn show, Fred Allen, Screen Guild, Mr. District Attorney, Bob Hope, Walter Winchell, Burns & Allen, and Duffy's Tavern.

Daytime leader in the five-a-week class is Kate Smith with 7.4 compared to 6.9 last month. Other nine, in order, are: Aunt Jenny, Helen Trent, Our Gal Sunday, H. Clark (news), My True Story, Breakfast In Hollywood, Rosemary, Big Sister, and Grand Slam.

The Shadow has the top rung on the Saturday-Sunday daytime class with a 10.3 rating. Shadow hit 11.3 last month, however. Following is Quick As a Flash, One Man's Family, House of Mystery, Counterspy, True Detective Mysteries, Sheaffer Parade, N. Y. Philharmonic, Hour of Charm and Family Hour.

Fulton Lewis, jr.



**... available soon*
in New York on
WOR — that power-full station**

One of America's great network keys — WOR in New York — will soon be available for sponsorship of the Fulton Lewis, jr. program.

It's an unbeatable combination: The prestige of the nation's outstanding cooperative program aired over the powerful voice of WOR. (The Fulton Lewis, jr. program is now sold on 246 stations throughout the United States!)

Wire, phone or write us immediately for complete information.

*** Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

LONG TERM INVESTMENT
Radio men move often. I don't want to. Will you invest ten years in me? I'll guarantee large dividends. I have a very successful programming background in 5KW, regional. Learned all the tricks by starting at the bottom. **TOP-NOTCH STATIONS** . . . you will be answered promptly! Write, wire, or phone D. A. M. 1101 E. Mt. Airy Ave., Philadelphia, Pa.

Color-Tele Hearing Opens Today In N. Y.

(Continued from Page 1) Chairman Charles R. Denny, who will be assisted by Commissioners Paul Walker, Ray Wakefield, Rosel Hyde, and Ewell K. Jett. FCC legal officials on hand are Harry M. Plotkin and Benedict Cottone. Commissioner Clifford J. Durr will not attend the hearings, having been detained in Washington on personal business. Main council table in the hearing chamber (docket 7896) will seat approximately 12 of the principal participants, including Commissioners. Press table will accommodate about 40 trade and consumer press representatives.

CBS and Du Mont will offer demonstrations today and tomorrow in the New York segment of the hearings, which will move on Wednesday to Princeton for demonstrations by RCA and Philco. Penn's Neck Community Club, about a half-mile from the RCA Laboratories, is the site for the Wednesday meeting, which will get under way at 10:30 a.m.

While oral argument and some cross examination will probably augment the demonstrations, actual cross examination will not occur until February 10 when the Commission meets in Washington with all testimony on record.

NAB Sales Managers Hold 3-Day Meeting

(Continued from Page 1) adopted a resolution praising the progress of BMB.

Recommended by the committee were the following:

1. A single rate card, the prices of which are applicable to any and all advertisers, regardless of classification or geography.

2. Where it is not immediately practical to install and administer the single rate for all advertisers we recommend a division of classification into only "general" and "retail" rates, and further, that this terminology for these classifications be used on the rate card. We also recommend that identical rate card format be used for both classifications, with conditions applicable to both plainly and clearly stated on the respective cards.

3. As a minimum standard policy, it is recommended to stations that retail advertising and the retail rate shall apply only to the individual advertiser who sells at retail and direct to the consumer a commodity or a service through one or more retail outlets within a single local community under the same name, which outlets are owned and/or controlled by the said advertiser and whose signature and address alone appears in the advertisement.

4. That all advertising, whether classified "general" or "retail" be commissionable to be a recognized advertising agency operating independently of the advertiser's business when and if such agency has had a part in the creation, production and service of the advertising.

In addition, the committee voted to establish a standing television subcommittee "to explore the problems and opportunities along sales and commercial lines" in television.

A proposal to allow agency commission on talent costs was approved in a resolution, as "a recommended sales practice designed to improve the quality of radio salesmanship and to place greater emphasis on the building of better programs."

Representatives of AAAA gave the committee a two-hour presentation of the two per cent cash discount. No

Networks And AFM Agree To Set Pact For One Year

(Continued from Page 1) along with Mark Woods, Niles Trammell, Frank Stanton and Edgar Kobak, were attorneys and executive officials of the networks. These included Robert Swezey of Mutual, Robert Kintner of ABC, Frank Mullen of NBC and Frank White of CBS. Also John H. MacDonald of NBC, Joseph A. McDonald of ABC, Ted Streibert represented WOR (not a network-owned key outlet) and the chairmen of the advisory committees of CBS and NBC were on hand as observers.

Petrillo Conciliatory
Talks on Thursday found Petrillo in a somewhat conciliatory mood, pleading that the contracts for musicians employed by networks continue as is with two exceptions which were to be worked out by the locals in New York, Chicago and Los Angeles. Other cities will be staggered. Petrillo said that the Lea Act was in process of being reviewed by the Supreme Court, but the network men pointed out that a decision, one way or the other, might not be handed down this term.

Also the networks refused to go along with an extension of the present contract with the understanding that at later negotiations, after the Lea Act had received a decision, the terms for wages, etc., therein, become retroactive to Feb. 1, 1947. Parley continued until late Thursday and was resumed Friday.

One-Year Pact
At Friday's conference the radio men agreed to negotiate with the respective AFM locals involved and Petrillo said he wanted two stipulations. One was relative to wages including overtime scale and the second was the matter of vacations, which item has cropped up from time to time. It was apparent that

New Quarters Of KWOL Planned In Santa Monica

Santa Monica, Calif.—KWOL, Santa Monica's new radio station, will have its studio located in the Santa Monica Ambassador Hotel, Arthur H. Croghan, station owner, announced yesterday.

A 10 year lease was signed for 2,000 square feet of space, with additional facilities available for larger special broadcasts.

Chairman of the committee is Odin S. Ramsland, KDAL, Duluth. Also present were the following:

James V. McConnell, NBC, New York; Ray Baker, KOMO, Seattle; Bill Bennett, KXYZ, Houston; J. Robert Gulick, WGAL, Lancaster; Arthur Hull Hayes, WCBS, New York; John W. Kennedy, WEAM, Rochester; William D. Murdock, WOL, Washington, D. C.; Louis Read, WWL, New Orleans; H. Preston Peters, Free and Peters, New York; Eugene Thomas, WOR, New York; from NAB were C. E. Arney, Jr., J. Allen Brown, Hugh Higgins, Lee Hart, Dr. Kenneth Baker, Frank Pellegrin, John M. Outler, Jr., WSB, Atlanta, was present as chairman of the subcommittee on sales promotion.

the vacation matter was not pressing. Apart from the proposed pact being subject to the two above mentioned items, the agreement will be virtually the same as the existing contract. Just what size increase will be sought is not yet definitely known, but the network men are prepared to hear as much as 35 per cent increase at the start. This is up to the locals and is expected to be settled eventually at a figure far more reasonable to the networks.

FM Discussed
FM was brought into the discussion by the network officials and Petrillo explained that originally it was in the hands of the locals, but since then was placed in the hands of the AFM executive board. Petrillo asked that the radio men hold off on the FM discussion at present and stated he would talk to them about FM "in the near future."

Apparently both FM and television will wait until the web contracts are definitely set.

Philadelphia — Three stations, KYW, WCAU and WIP, signed separate contracts here last week with the local union of the American Federation of Musicians. The new annual agreements provide for no increase in wages but do guarantee 26 weeks employment for all musicians who are hired. The contracts were effective Jan. 21.

The only major changes in the new contracts were the guaranteed employment clause and a change in working hours. The separate contracts were signed with AFM union officials by Benedict Gimbel, Jr., WIP president and station manager; Dr. Leon Levy, president and general manager of WCAU; and George H. Bucher, KYW president.

FCC Warns Applicants To Give Complete Data

Washington Bureau, RADIO DAILY
Washington—Anticipating a flood of applications to get under its "freeze" order deadline of Feb. 7, the FCC over the week-end warned that incomplete applications will be returned without consideration.

On January 8, the Commission announced that it would seek to dispose of all applications for standard broadcast construction permits or modifications of permits before May 1, 1947, by processing all such applications without regard to applications filed after February 7, 1947.

Waring To Tour

Fred Waring will take his entire company of 67 on a tour of four cities, starting Thursday, Feb. 27. The tour will hit Pittsburgh on Feb. 27, 28 and Mar. 1; Baltimore's Lyric Theater for afternoon and evening shows on Mar. 2; Constitution Hall in Washington on Mar 3, and Mosque Theater in Richmond, Va., on Mar. 4.

FCC Announces CP's For AM, FM, Tele

(Continued from Page 1) The MaComb Broadcasting Co., MaComb, Ill., to operate on 1510 kc, 250 watts, daytime; Corn Belt Broadcasting Co., Clinton, Ill., to operate on 1520 kc, 1 kw, daytime. In addition, the Alamance Broadcasting Co., Burlington, N. C., was granted a CP to increase the power of WBBB from 1 to 5 kw.

FM CP's Granted
FM construction permits were granted the following:
Piedmont Pub. Co., Winston-Salem, N. C.; Richmond Radio Corp., Richmond, Va.; Roanoke Broadcasting Corp., Roanoke, Va.; Siskiyou Broadcasting Co., Ureka, Calif.; Pacific Broadcasting Co., San Francisco, Calif.; Ashbacher Radio Corp., Muskegon, Mich.; Shelbyville Radio, Inc., Shelbyville, Ind.; Hudson Broadcasting System, Inc., Mount Vernon, N. Y.; WWVA Broadcasting Corp., Wheeling, W. Va.; J. K. Patrick & Co., Athens, Ga.; KOIN, Inc., Portland, Ore.; Unity Broadcasting Corp., of Tenn., Chattanooga, Tenn.; Westinghouse Radio Stations, Inc., Pittsburgh, Pa.; John Lord Booth, Detroit, Mich.; Westinghouse Radio Stations, Inc., Boston, Mass.

The following stations were granted renewals for the period ending February 1, 1950:

WNBB, New Bedford, Mass.; WDAK, Columbus, Ga.; WBTM, Wilson, N. C.; KOCY, Oklahoma City; WCBI, Columbus, Miss.; KWFC, Hot Springs, Ark.; KMYR, Denver; KROC, Rochester, Minn.; KCR, Sacramento, Calif.; KBND, Bend, Ore.; KKRO, Aberdeen, Wash.; WAIR, Winston-Salem; WCMI, Ashland, Ky.; WEIM, Fitchburg, Mass.; WEMP, Milwaukee; WENT, Gloversville, N. Y.; WFBG, Altoona, Pa.; WFEF, Sylacauga, Ala.; WFHR, Wisconsin Rapids, Wis.; WGH, Newport News, Va.; WHAT, Philadelphia; WLAK, Lakeland, Fla.; WLB, Bowling Green, Ky.; WMBO, Auburn, N. Y.; WSM, Macon, N. Y.; WNCA, Asheville, N. C.; WSAJ, Grove City, Pa.; WSAV, Savannah, Ga.; WSTV, Steubenville, Ohio; WTAL, Tallahassee, Fla.; WALL, Middletown, N. Y.; WBRE, Wilkes-Barre, Pa.; WEXL, Royal Oak, Mich.; WKYE, Covington, Va.; WLBC, Muncie, Ind.; WLNH, Laconia, N. H.; WMFF, Plattsburg, N. Y.; KCKN, Kansas City, Kans.; KFRE, Fresno, Calif.; KFYO, Lubbock, Tex.; KEMO, Hannibal, Mo.; KRMD, Shreveport, La.; KUIN, Grants Pass, Ore.; KVOL, Lafayette, La.; KWLM, Willmar, Minn.; KWOC, Poplar Bluff, Mo.

In addition, KSAM, Huntsville, Tex., was granted a renewal for the period ending Aug. 1, 1948; WEW, St. Louis, for the period ending Nov. 1, 1949, and WJXN, Jackson, Miss., for the period ending the regular period.

Decisions Announced

The FCC on Friday announced its final decision granting the following applications:

WWSW, Inc., to change operating assignment of station WWSW, Pittsburgh, Pa., from 1490 to 970 kc., increase power from 250 watts to five kw., unlimited; WICA, Inc., to change facilities of station WICA, Ashtabula, Ohio, from daytime operation only, with one kw., to full time operation on 970 kc., with five kw., day one kw., night; WEBR, Inc., to change operating assignment of station WEBR, Buffalo, N. Y., from 1340 kc. to 970 kc., increase power from 250 watts to five kw., unlimited.

Green Bay Decision Made

The application of Shenandoah Valley Broadcasting Corp., to change operating assignment of station WWSA, Harrisonburg, Va., from 550 kc., daytime, only with one kw. power to 970 kc., with five kw., day and night, was denied.

The FCC also announced its final decision granting application of the Green Bay Broadcasting Co., for new station to operate on 1400 kc., with 250 watts power, unlimited.

INVEST IN THE MEN OF TOMORROW



Give Generously To The

Greater New York Councils BOY SCOUTS of AMERICA

Bronx - Brooklyn - Manhattan - Queens - Staten Island

THE RADIO INDUSTRY IS LENDING ITS WHOLEHEARTED SUPPORT TO SCOUTING
CAMPAIGN TO RAISE \$1,000,000 FOR ITS 1947 NEEDS IN GREATER NEW YORK

COAST-TO-COAST

—INDIANA—
FORT WAYNE—WGL broadcast the World Premiere showing of the new 1947 International Harvester Company's truck line. Interviews with top Harvester officials were presented. In helping promote the current March of Dimes campaign, WGL airs an outstanding basketball game with only copy pertaining to the drive being mentioned. . . . WOWO's new "Junior Jamboree" premiered January 25th, sponsored by Wolf and Dessauer. . . . "The Modern Home Forum" has moved to new quarters, the Leisure Electric Home in the home planning department of a local public utility.

—OHIO—

CANTON—"Veterans' Forum," new WHBC weekly series designed to outline benefits available to returned servicemen and answers to problems confronting them heard Wednesday evenings. . . . Danny Landau, WHBC disc-jockey, to be married February 8. . . .
CINCINNATI—WLW will carry a special broadcast for the Carrollton Kentucky Tobacco Market, Wednesday, January 29. . . . WLWA, FM station, is featuring a series of "Little Theater" dramas, produced in co-operation with the radio department of the College of Music, January 23-30.

—MASSACHUSETTS—

SPRINGFIELD—Hubert W. Kregeloh, WSPR news commentator, has been cited for his 1946 series "Understand the Peace" by the George Foster Peabody Awards committee. . . . Ross Edwards has left WSPR. . . .
NORTHAMPTON—The Northampton Broadcasting Co. has made application to the FCC to operate a 1120 kilocycle, 250-watt power daytime station. . . .
PITTSFIELD—A 25-minute program over WBRK launched Pittsfield's participation in the March of Dimes drive. . . .
NORTH ADAMS—Application for a 250-watt standard station has been filed with the FCC by the Northern Berkshire Broadcasting Co.

—IOWA—

DES MOINES—KRNT's scoop of the noontime robbery of the Des Moines Bank and Trust Co. by a woman bandit, was a case of lucky on-the-spot reporting. A KRNT foursome came out of a lunchroom across the street, saw the excitement, rushed over and got the facts, and the station was on with the story just 10 minutes after the daring robbery. . . .
CEDAR RAPIDS—When the first editions of the 1947 WMT program schedules were mailed to listeners the 9 p. m. Wednesday spot had not been determined. Therefore, it was labeled "To Be Announced." After the mailing, the Bing Crosby show was scheduled. Listener called in to find out why "To Be Announced" was not broadcast.

WANTED — RADIO STATIONS

Substantial and qualified buyer wants to purchase radio stations. Will pay all cash for worth-while propositions. Write

Box No. 311, RADIO DAILY
 1501 Broadway New York 18, N. Y.

"Super Salesman" In 'Frisco Wrecks Program Schedules

San Francisco—Most of San Francisco's network and independent stations are busy rearranging and unscrambling a number of their programs and schedules as a result of the work of an advertising agency salesman with too much creative imagination. For several weeks this agency salesman has been signing contracts with most of the stations in this area for programs ranging from newscasts to audience participation shows. Sponsors were supposed to have been clients of the agency to whom this salesman claimed had sold the programs.

One network station had three of these programs, one of which was already started on the air and the other two were in production. Two other network stations had two programs each and negotiations were in progress for one on the fourth network. The same thing occurred with a number of the independent stations. Everyone was happy about this large amount of new business that the salesman was producing, including the head of the agency for whom he

worked. The salesman was considered something of a genius because the programs and advertising planned were all of a high calibre and considered good showmanship. Then one of the larger stations scheduled a routine conference with the head of a business firm supposed to be sponsoring one of the half hour shows and made the startling discovery that this business firm knew nothing about the radio program and was not interested in it.

Starts General Check-Up

Following this disclosure the station executives and advertising agency head started checking up on the other contracts the salesman had signed and discovered that none of the supposed sponsors had authorized them. The advertising agency, a reliable and responsible firm, quickly did everything possible to correct the situation and cancel the contracts.

Although the agency is responsible for the contracts the radio stations are all canceling them without any chargebacks as no actual cash had been paid out to anyone involved.

800 Stations Support 1947 Red Cross Drive

(Continued from Page 1)

of Red Cross service to the armed forces, to the veterans and communities. Programs were authored by Max Ehrlich and produced by Homer Fickett, director of the Theater Guild, at the NBC Radio Recording division in New York.

In addition to the Hayes programs, a group of six-four minute spots featuring Hollywood stars of radio and the films will be provided broadcasters on one double-faced platter. This disc, produced by NBC in Hollywood, will be mailed to broadcasters together with a series of spot announcements.

Spots To Local Chapters

Local Red Cross chapters will receive additional spot announcements and programs for live presentation on hometown stations, including dramas, musical record type shows, interviews and short talks. Human-interest story material, fact sheets and other radio materials will be made available to chapters in kit form for local radio coverage.

A number of transcriptions of interviews with Army and Navy personnel overseas will be made available to local stations in hometowns of participants. These recordings were arranged through Red Cross field directors overseas and will be distributed to chapters by National Headquarters.

Foreign Language Participation

Foreign Language stations will also carry the 1947 Red Cross Fund Appeal, as 198 stations broadcasting in French, Italian, Polish, Spanish and Yiddish, are scheduled to receive live announcements for their audiences. Network coverage will be complete and thorough, as many

New Writers-Publishers Elected Ascap Members

At a meeting late last week of Ascap board of directors the following writers and publishers were elected to membership in the Society. In the popular field: Writers Leroy Anderson, Harold Barlow, H. O'Reilly Clint, Will E. Dulmage, Sylvia Fine, Joseph J. Lilley, Leonard C. Mackenzie, Jr., Harold Mott, Max Terr, and Jaime Yamin. In the standard field: Writers John W. Duke and H. Maurice-Jacquet.

The publishers elected were: Argosy Music Corporation, Clay Boland, Inc., Goldmine Music, Inc., J. J. Robbins, Inc., Sinatra Songs, Inc., and Woodward Music, Inc.

messages will be allocated through the Advertising Council, as in the 1946 campaign. Red Cross national radio according to Mr. Huffington, will maintain liaison with the network organizations and agencies to provide assistance where needed in lining up special events tying in with the campaign. Though a definite date has not been set, "Red Cross Radio Day" will be observed again this year, when the entire industry will be asked to go all out on the Red Cross story.

Theme Song Provided

As a further contribution to the 1947 fund radio plans, chapters are being provided with a transcription containing several cuts of the Red Cross theme song "Angels of Mercy." Music will feature Rosa Rio, NBC organist, and is provided in three one-minute cuts and three three-minute cuts on one disc. These have been recorded on reverse side of program one of the "These Are My People" series, and will be available to stations for local production use.

AGENCIES

BENN HALL, director of public relations of Doubleday & Co., will resign on Feb. 1 to start his own organization, Benn Hall Associates, specializing in public relations, publicity and merchandising. Among the initial clients to be served by the new firm are Coward-McCann, Creative Age, Doubleday, Random House, and Reynal and Hitchcock. Hall is a former newspaper man and has been associated with the New York Times, New York Mirror, Billboard, and Radio Daily. He is the author of "Careers On Business Papers."

THE WESLEY ASSOCIATES have been appointed as merchandising counsel and advertising agency for The Glemby Co., operators of Sophia, American Yvette and Frankel & Smith beauty salons, with 125 stores throughout the country.

PHARMA-CRAFT CORP., INC., has assigned the advertising of Obay Hair Tonic to William Esty & Co., Inc. Radio and newspapers are the chief media to be used.

HENRIETTE K. HARRISON, national radio director for the National Council of Y.M.C.A., will speak on January 31st at a public relations conference conducted by the New York State Office Against Discrimination. Miss Harrison's subject will be "The Use of Radio to Combat Discrimination." She also will serve as a consultant.

STRICKLAND GILLILAN, author of "Off Agin', On Agin', Gone Agin', Finneginn" will be guest-speaker Wednesday at the regular Celebrity Luncheon of the Advertising Club of New York. His topic will be "Super-Trivial Confidences." The talk will be recorded and broadcast over WINS.

Latin American Series

Recordings from Latin America featuring authentic music from countries south of the border will be heard in a new series of Friday night programs over WQXR starting tonight. "Nights in Latin America," conducted by Pru Devon from 10:05-10:30 p.m., will use recordings from the collection of Evans Clark, chairman of the Twentieth Century Fund. In addition to folk and festival music, the collection includes rumbas, tangos and sambas.

Send Birthday Greetings To—

January 27

Bernice Claire Lee Hughes
 B. G. DeSylva Harry Ruby
 Benay Venuta

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 19

NEW YORK, TUESDAY, JANUARY 28, 1947

TEN CENTS

Color-Tele Hearing Opens

Ask High Court To Nix Chicago Lea Decision

Washington Bureau, RADIO DAILY
Washington—The Department of Justice yesterday filed with the U. S. Supreme court its statement of jurisdiction seeking to have the court reverse the Chicago District Court which held last fall that the Lea Act is unconstitutional.

The Chicago court had ruled against the Government and in favor of defendant James C. Petrillo, AFM leader, in a test case brought to establish the constitutionality of the Act.
(Continued on Page 3)

Georgia Radio Groups Sponsor Engineering Meet

Atlanta, Ga.—In view of the many new developments in radio broadcasting and television during the past few years, the Georgia Association of Broadcasters and the Georgia Chapter of the Institute of Radio Engineers in co-operation with the Georgia School of Technology are sponsoring a Radio Broadcast Engineering Institute in Atlanta, Ga., April 14-18, 1947. Professor Martial A. Bonnell, who is in charge of the com-
(Continued on Page 2)

U. S. Rubber Sets Tour Of Philharmonic Orch.

Following completion of its regular Carnegie Hall subscription season, the Philharmonic-Symphony Society of New York plans a tour of the South and the mid-West this spring under the sponsorship of the United States Rubber Co., which also has been sponsoring the Philharmonic-Symphony Sunday afternoon
(Continued on Page 7)

Press Party

Despite the fanfare of the CBS color tele hearing at the U. S. Court House in New York, RCA is going ahead with plans to take a press party to Princeton, N. J., on Wednesday morning for a demonstration of electronic color television. The RCA exhibit is planned to prove that the potentialities of electronic color exceed those of mechanical scanning.

Speculation

Washington—White House decision on the name to be selected to fill the vacancy on the FCC is expected shortly, but who will be given the nod remains a complete mystery here. It was learned reliably yesterday that the President has decided quite definitely against Mrs. Chase Going Woodhouse, defeated Congresswoman from Connecticut, and former New York Senator James Mead because he is determined not to appoint any "lame ducks" to high federal posts.

While Miss Marion Martin, Maine Republican is still being considered, RADIO DAILY has learned that Chairman Charles R. Denny has suggested a Democrat to the President—a person not now connected with the FCC. Denny's failure to support Miss Martin is probably a good indication that she will not be appointed to the job.

'Frisco Biz Outlook Seen Bright For '47

San Francisco—Reports from stations here indicate that business prospects for 1947 are looking very good. New business and new programs are making their appearance already and others will be coming out next month. Three new programs have started on KGO. Most novel of these is an audience participation show at 7:30 p.m., Wednesday titled "I Double-Dare You." Members of the
(Continued on Page 8)

Arizona FM-Project Plans To Blanket State Via Webs

Phoenix, Arizona—Granting of four construction permits by the FCC to the Sun Country Broadcasting Co., of Phoenix has revealed plans to introduce frequency modulation radio into Arizona as a part of a project to blanket the state with two regional networks. J. R. (Dick) Heath, president of Sun Country, which will operate the two chains of stations (one for standards and one for FM broadcasts), states that construction

CBS Demonstration Occupies First Day; Exhibit Made Without Comparison By Permission Of The FCC

Women Broadcasters Pick Contest Winners

Some 140 prize winning letters were selected yesterday from original entries totalling more than 100,000 in a national contest sponsored through the office of Dorothy Lewis, co-ordinator of listener activity for the NAB, on the subject, "What I Think About Radio." The contest was begun last fall during National Radio Week and was publicized by 250 members of
(Continued on Page 3)

Washington Leaders Aid New England Forum Debut

NAB and FCC dignitaries were on hand at the Mayflower Hotel Saturday evening along with the majority of the New England congressional delegation to help launch the new half-hour New England Forum of
(Continued on Page 2)

New Spot Radio Form Distributed By AAAA

Sample copies of the newly revised AAAA-NAB standard contract form for spot radio are now being distributed to recognized advertising agencies in the U. S., it was announced
(Continued on Page 5)

By JIM OWENS
Staff Writer, RADIO DAILY
The long embattled issue of whether color television, as provided under standards proposed by CBS, is ready and practical for immediate commercial use, entered the final stages yesterday in Federal Courthouse before the FCC and over 300 industry executives and press representatives. First
(Continued on Page 7)

Agency Head Backs Program Analyzer

Although the Program Analyzer, a research device used for testing audience response to radio programs, can tell whether or not a show is received favorably by an audience, no method has been devised to tell whether or not interest will be sustained over a period of time or whether listeners are influenced by
(Continued on Page 8)

Heffron Quits NAB Post To Open Own Law Office

Edward J. (Ted) Heffron yesterday announced his resignation as executive assistant to the president of the National Association of Broadcasters. In this position Heffron has been in charge of public relations for the
(Continued on Page 5)

Theater Tele Near?

Theater tele by the end of 1947 was predicted here yesterday by Loren L. Ryder, new president of the Society of Motion Picture Engineers, at a press interview. Ryder feels that telecasting of special events, not necessarily instantaneous, will be offered. He sees use of big screens for commercial viewing in film houses as commercially satisfactory.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Jan. 27)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Finch Tele Comm., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Change Pearson Time

Drew Pearson's news and commentary over the ABC network every Sunday night undergoes a time change starting Feb. 9 when the program shifts to 6 p.m., EST, one hour earlier than it is now heard. Under sponsorship of Lee Hats through William Weintraub Agency, Pearson will also inaugurate a repeat broadcast on Feb. 9 for Rocky Mountain and Pacific coast listeners at 8 p.m., PST. Latter broadcast, made five hours after the eastern time zone airing, will contain additional news items of special interest to West Coast audiences. Pearson's commentary for the Pacific coast will be live and not a recorded rebroadcast.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

JOE RIPLEY, producer of "Guess Who," broadcast over WOR, leaves today for St. Louis, where he will confer on the Electric Companies' advertising programs.

HORACE FITZPATRICK, commercial manager of WSLR, Roanoke, Va., is visiting briefly in Gotham. Chatted for a while yesterday at the headquarters of ABC, with which the station is affiliated.

WARREN BREWSTER, account executive at WFEA, Manchester, N. H., is revelling in the sunshine of Florida. He plans to continue this idyllic existence for the next fortnight. He is accompanied by his wife and daughter.

LUCILLE HUDIBURG, former concert singer and now assistant director of television at CBS, off for Tulsa, Okla., where tomorrow a big family get-together will celebrate the 56th wedding anniversary of the parents.

DWIGHT COOKE, moderator of Columbia's program, "The People's Platform," leaves tomorrow for Birmingham, Ala.

CHARLES STEINGLASS, attorney and business manager for Ralph Edwards, of "Truth or Consequences," is spending a few days in Los Angeles.

JOHN BATES, of the J. M. Mathes advertising agency, New York, has arrived in Hollywood on a short business trip.

HAROLD DORSCHUG, chief engineer at WEEI, Boston, and W. J. STEVENS, master control supervisor at the station, came down from Beantown yesterday for conferences at CBS.

THOMAS D. CONNOLLY, director of the program promotion at CBS, has returned from a short business trip to Philadelphia.

Georgia Radio Groups Sponsor Engineering Meet

(Continued from Page 1)

munications and electronics section of the Department of Electrical Engineering at Georgia Tech, has been selected by the sponsoring agencies as general chairman of the Institute.

Patterned after the Ohio State University national conference, which will not be held this year, the Georgia Tech Institute plans to have the outstanding experts in the various fields of radio broadcasting cover the latest developments in studio design and equipment, antennas, recording and reproducing, frequency modulation systems, facsimile broadcasting, and television studios, studio equipment, transmitters and receivers. The committee expects an attendance of more than 250 chief engineers, operating engineers, managers, and others from southern radio stations.

Demonstrations Sought

Arrangements are being made to provide space wherein manufacturers can exhibit and demonstrate the latest types of radio broadcasting and television equipment. Participants in the meeting will also have an opportunity to visit the studios and transmitters of the five Atlanta radio stations as well as the modern FM transmitter at Georgia Tech, which is now operating on an experimental basis.

Washington Leaders Aid New England Forum Debut

(Continued from Page 1)

the Air. A joint presentation of WTIC, Hartford, WBZ, Boston, WJAR, Providence, WCSH, Portland, WLBY, Bangor and WRDO, Augusta, the forum goes by direct wire from Washington weekly through the New England regional network. It was established two years ago as a 15-minute series.

Paul W. Morency, general manager of WTIC, is head of the NERN and Robert J. Coar is Washington representative.

Nearly the complete congressional delegation from the six New England states was on hand, five members of the FCC and NAB toppers Justin Miller and A. D. Willard, Jr.

Brooklyn To Be Feted Via WNBC Salute Series

WNBC has scheduled an ambitious salute in its series of honor days for communities in its area when the station airs a day-long schedule of broadcasts dedicated to the Borough of Brooklyn, Friday, February 7, according to James M. Gaines, manager of the NBC flagship.

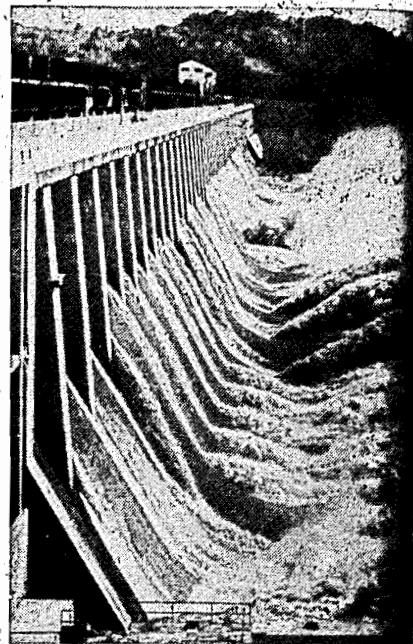
WNBC will devote its entire local program schedule to the salute with such stars as Mary Margaret McBride, Jinx Falkenburg, Tex McCrary, Bob Smith, Maggi McNellis, Ray Barrett, Herb Sheldon, Ken Banghart and Tom Page participating in the broadcast.

Inter-Faith Show Scheduled

In addition, the "Metropolitan News Roundup" will feature a special Brooklyn "edition" and the "Serenade to America" program will be dedicated to the Borough of Churches. A Brooklyn couple will be featured on the NBC network program "Honeymoon in New York" on the honor day. A special inter-faith program also is scheduled.

Brooklyn will be the fifth community to be saluted by WNBC. Bayonne, N. J., Yonkers, N. Y., and Jersey City, N. J., already have had days on the air, with Paterson, N. J., honored last Friday.

At least 12 WNBC regular and special programs will be devoted to Brooklyn, and at least seven of them will originate from points in the Borough itself.



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R...



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.

Women Broadcasters Pick Contest Winners

(Continued from Page 1)

Association of Women Broadcasters, of which Mrs. Lewis is a vice-president. The winning letter writers, all of whom will receive a home radio receiver donated by the Radio Manufacturers Association, are to be announced Feb. 4. All stations through which winning letters were submitted are expected to hold official ceremonies for awarding prizes to listeners. The thousands of letters entered in the contest made up an opinion cross-section of radio's national mass audience. In general, letter writers offered both praise and condemnation of radio programs but some letters were more specific than others. Tribute was paid to radio for its variety of programs, for its reporting of the news and an attempt to bring peace and understanding to the world. It also won praise from farmers; students, hospitalized veterans and others out of direct contact with the metropolises. Criticism by letter writers stemmed from "boredom" of soap operas and "stifling" commercials. However, some writers who live in small communities and rural areas praised the commercial side of radio and said they had learned of helpful products and services they would never have known of otherwise. Another improvement suggested for broadcasting are better children's programs which don't frighten the youngsters so much.

Judging Board of Nine

The nine-man board of judges which made the final selections in the contest included Val Adams, RADIO DAILY; George Rosen, Variety; Ed James, Broadcasting; Bond Geddes, RMA executive vicepresident; Miss Jean Rindlaub, vice-president, BBD&O; Mrs. George Fielding, radio chairman, Women's Activities Committee; Miss Henrietta Harlan, radio chairman, National Council of YMCAs; Mrs. Gertrude Brodick, U. S. Department of Education specialist; Mrs. Harper Sibley, president, National Council of Church Women; and Mrs. Louella Laudin, radio chairman, National Council of Women.

Arizona FM-Project Plans To Blanket State Via Webs

(Continued from Page 1)

at Tucson will be housed in the Sun Country building on Stone Avenue. In addition to the four stations already authorized, applications are being filed with the FCC requesting facilities for both AM and FM stations at Flagstaff and Yuma. Outlining Sun Country objectives, Heath said: "Our stations will prove their desire and ability to give listeners the best of reception, programs, and features by their choice of personnel, while our broadcasting facilities will be so strategically located and of sufficient power to make Sun Country programs, both AM and FM, available to everyone in Arizona." A leader in Arizona radio for the past 23 years, Heath first was associated with KFAD, Phoenix, as salesman, announcer, producer, writer, and manager. He remained with

KFAD's successor and, until he resigned in 1945 to organize Sun Country, was for many years program and then commercial manager of KTAR and the Arizona Broadcasting System in charge of local, state network, and national sales. Del E. Webb, associate of Bing Crosby in motion picture production in Hollywood, owner of the Kansas City Redskins, part owner of the New York Yankees, is vice-president of Sun Country. The remaining officers and stockholders are Dr. Hilton J. McKeown, treasurer; Charles L. Strouss, attorney and businessman, secretary; and W. MacFarlane Barker, of the Valley National Bank.

Seek California Web

It is reported that the University of California and other educational institutions are sponsoring a move to organize a state-controlled network of FM stations. A bill will be submitted to the State Legislature, asking for an outlay of 1,750,000 dollars to launch the plan.

The State Department of Education would allocate money to various schools for erection of outlets. Stations would air educational and cultural subjects that would appeal to adults as well as youngsters, but proposed stations would not operate on a commercial basis.

Kranks On WOR Renews "Bob Elson On Century"

Consolidated Drug Trade Products, makers of Kranks shave cream, have renewed "Bob Elson on the Century" for five nights a week over WOR starting Feb. 24. Program is heard 6:15-6:30 p.m., Mondays through Fridays. The 52-week renewal was placed through Arthur Meyerhoff Agency in Chicago.

The Olson Company, a building material store, has signed for a quarter-hour weekly broadcast over WOR starting Feb. 5. The recorded music program will be heard from 7:30-7:45 p.m., on Wednesdays for 52-weeks. Agency is Moore & Hamm, Inc.

Quaker Oats Renews MBS' "Those Websters"

Quaker Oats Company has renewed "Those Websters" on 375 stations of the Mutual network for 52 weeks, effective March 2, it was announced over the week-end.

Program, which is handled through Ruthrauff & Ryan, originates in Hollywood.

Track Feature On ABC, WHN

WHN and WJZ-ABC will carry a report of the Wanamaker Mile race at the Millrose A. A. games in Madison Square Garden Saturday, Feb. 1. Bert Lee, WHN sportscaster, will go on the air at approximately 10 p.m. to describe the race and will be heard again from the Garden at 10:45 p.m., following the pro basketball game at the 69th Regiment Armory. WJZ-ABC broadcast is scheduled for 10-10:30 p.m.

Branch Rickey To Visit Leonard

Branch Rickey, president of the Brooklyn Baseball Club, will be heard on CBS tomorrow as guest of Bill Leonard on "This Is New York," 9:15-9:30 a.m.

Ask High Court To Nix Chicago Lea Decision

(Continued from Page 1)

which forbids certain labor practices in the broadcasting industry.

The Department of Justice told the court the Lea Act "represents the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation and as to the best method of remedying such evil." The radio industry, it was pointed out "is sufficiently unique to be subject to special regulation in many of its aspects."

The fact that "a man may not be forced against his will to perform labor for another does not mean he has an absolute right to agree with others to refrain from working for a particular employer with the avowed purpose of requiring the very same employer to employ him under different conditions," Acting Solicitor General George Washington said yesterday after he had filed the case at the high court in company with Assistant Attorney General Theron Lamar Caudle.

Scholarship Entries Open

WOV is accepting entries for its second annual piano scholarship open to high school and college students in the metropolitan area. Entry period ends Feb. 22 with finals scheduled on or before May 1. The three winners will be awarded private lessons with Teddy Wilson, teacher of popular music at the Juilliard School.



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CALIFORNIA**

1927 1947

MUTUAL
DON LEE **KXO** EL CENTRO
SEE RAYMER CALIFORNIA

CHICAGO

By NAT GREEN

THE Balaban & Katz television station WBKB, had more time on the air in 1946 than any other television station in the United States, a total of 1,088 hours. This was more than double the number of hours for 1945.

The Four Harmonizers, quartette of Chicago businessmen, holders of the 1943-44 title of international champion male harmony quartette, have received an offer from a broadcasting chain.

Judith Waller, NBC educational director, will address a meeting of the American Association of University Women at Jacksonville, Ill., February 1st.

The Quaker Oats Company, through Ruthrauff & Ryan, has renewed "Those Websters," family comedy program originating from Mutual's Hollywood studios, over the full Mutual network of 375 stations. Contract starting March 2, is for 52 weeks.

Don Kelley, WBBM director of public relations, has been elected to the board of directors of Sigma Delta Chi, national journalistic fraternity.

Ralph L. Atlass, general manager, and Howard A. Miller, program director of WIND, are vacationing in Florida. Sales Manager John Carey is spending a week in New York on business.

Ted Lewis will head a cast of supper club and WBBM stars who will entertain at "Patsy's Party," WBBM's special March of Dimes program, on January 25. Party is for Patricia Visotai, young Chicago infantile paralysis victim, and a wire-recorded interview with Patsy from her bedside in a hospital will be broadcast.

Fred Lowery, famous blind whistler, and his partner, Songstress Dorothy Rae, made a guest appearance on Guy Wallace's "Curfew Time" on WGN at midnight Wednesday.

E. K. (Joe) Hartenbower, manager of KCMO, Kansas City, and Robert Enoch, manager of KTOK, Oklahoma City, are in Chicago this week conferring with ABC network officials.

I. E. Showerman, NBC central division general manager, and Norman Ross, WMAQ emcee and former Olympic swimming champion, have been appointed by Mayor Edward J. Kelly to the Citizens Olympic Committee which is campaigning to select Chicago as site of the 1952 Olympic games.

Oliver Morton, manager of national spot sales, and James Aldrich, of the news and special events department of NBC, convalescing from an attack of the flu.



California Commentary...!

● ● ● Carl Kraatz, president and general manager of Teleways Radio Prods., Inc., has appointed J. Clinton Stanley vice-president in charge of programs. Teleways is producing "Strange Wills," with Warren Williams, on KECA; "Sons Of The Pioneers," "Moon Dreams,"

Los Angeles with Marvin Miller, and several other open-end shows. . . . Paul Mosher, personal representative of

Kay Kyser, and Harry Saz, associate producer of Kay Kyser's "College Of Knowledge," left over the weekend for New York. Kyser and his troupe leave Jan. 31 for Gotham for four weeks of broadcasts, marking Kay's first appearance before a New York civilian audience in four years. . . . Gloria Henry, former staff announcer, commentator and actress at KPMC, Bakersfield; KPRO in Riverside and WDSU, New Orleans, will play the feminine lead in "Major Denning's Trust Estate" at the Columbia film plant. . . . Miss Henry, a native of New Orleans, was "discovered" at the Bakersfield station by Tizzie Lish, noted network comic. . . . Larry Marcus, scripter of ABC's "Dark Venture" thriller, is now busy writing a play, adapted from one of his radioscenarios, which he hopes will hit Broadway in the near future.

★ ★ ★

● ● ● The guys and gals of Radio Row are still talking about the party NBC tossed in honor of Edgar Bergen's tenth anniversary on the air for Standard Brands. Jack Benny acted as emcee, while Bob Hope, Victor Borge, Alan Reed, John Reber, vice-president of J. Walter Thompson, Sidney N. Strotz, Anita Gordon and Hal Bock paid tribute to Bergen. . . . Sponsors are showing interest in the "Star Makers Radio Theater," which is heard over KFVB and on which Warner Brothers younger players appear. . . . Bill Anson, who conducts "The Hollywood Bandstand," over KFVB, has written the lyrics for the song, "Say, Mr. Busyman," to boost the March of Dimes campaign. . . . Norris "Tuffy" Goff (Abner of Lum and Abner) is a golf enthusiast. His pretty wife, Eliabeth, is a tennis devotee. The question came up recently as to what sport their little 8-year-old Gretchen should start—so this week the daughter started her "basic training" in tennis.

★ ★ ★

● ● ● The De Castro Sisters, Cuban girl trio, lent their Latin talents to the first commercial television broadcast over KTLA, Jan. 22. The girls were selected because of their dynamic actions and dances while singing. They accompany themselves with much rhythm from maracas, Cuban drums and castanets. They have been in the United States for two years and have become a top night club act. . . . "City Slicker," an original radio story, has been purchased by Republic as a starring vehicle for Al Pearce. Shooting will start in the early summer. . . . It was a pun, but it was a sincere tribute. When Vincent Price and Teresa Wright completed rehearsals of "Dragonwyck" for the Lady Esther Screen Guild Players show, Producer Bill Lawrence said: "I'll buy that!" "But then," he added gallantly, "I'll buy anything if it's got the Wright Price."

★ ★ ★

● ● ● One of the features of a formal banquet to be held by the Southern California section of the sedate American Chemical Society will be the presentation to Jimmy Scribner, Mutual star, of a specially designed trophy made to look like a Rube Goldberg concept of a molecular benzene ring man breaking an "MNS" molecule. The thing has round woven joints connected with wooden stems and is topped with a shining white ball. The "award" is being given Jimmy because he invented a character named "Professor Potash of Chickazola" and endowed him with more scientific knowledge than all the nuclear energy people combined. Jimmy dreamed up the idea of "Magnesium Nitroglycerine Sulfate (MNS)," a "new secret formula for molecular transposition of spider webs to woven textiles, including ladies' stockings."

SAN FRANCISCO

THE KFRC Saturday night Amateur Hour was taken over last week by the Druids and given as a benefit performance from the Druid Auditorium, with Dean Maddox as emcee and Merv Griffin, Lyle Bardo, Russ Slenczynski, Eddie Garr, Del Corney and Jerry Madsen donating the services for the evening. The show drew a packed house.

It's hard to keep KFRC Manager Bill Pabst indoors. Usually he spends every spare moment up in his private plane, but last week he took off for Badger Pass, Yosemite, for the opening of the ski season there.

Jolly Bill and Jane are taking the magic cable-car program to the San Francisco Protestant Orphanage this week. Program will originate there and entertain the youngsters at the same time.

Roy Grandey, writer-producer of KQW, has just had another script accepted for production on "Suspense" (CBS program). This makes the third script he's rung the bell with for this program in the past year.

Bill Gwynn's latest stunt of offering lucky pennies to listeners on the daily KFRC show has flooded the studio's mailroom with requests for the lucky pieces.

A branch of the Barber Shop Harmonizers has been organized under the invitation of Jack Murphy, KSEA (Santa Rosa) special events chairman and soon some of the old familiar "parlor" tunes will be hitting the air waves from these vocalizers.

The San Francisco Chronicle is planning to be on the air with a new FM station early this spring. Studio will be in the Chronicle Building.

Tom de Huff Joins ABC

Tom de Huff, former copywriter and idea man for Consolidated Edison, has recently joined ABC in the program production department.

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Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

SOUTHWEST

ROY HOFHEINZ, owner and operator of KTHH and KOPY—FM in Houston, has applied to the FCC for license to operate a new standard broadcast station at San Antonio. Hofheinz is seeking 1,000 watts night and 5,000 watts daytime on 860 kilocycles. These same facilities have been applied for by Eugene J. Roth of ZONO, San Antonio. Hofheinz was also recently elected president of the New FM Broadcasters Association.

Ralph Widman, Jr., is program manager of Fort Worth's newest station, KWBC, which operates with 1000 watts daytime on 970 kilocycles. Other staff members include R. W. Chapman, chief engineer; C. Altom Locke, production; Margaret Brown, traffic; Mary Middleton, office manager; Roy Loba, sales; Jerry James, in Lowe and Everet Baty, announcers; Lewis Love and Eva Rob Atkins, continuity; Clarence Anglin, Melvin Parsons, E. H. Walker and F. Kaacker, engineering; Marjorie Carley, commercial, and Mildred Cunningham, receptionist.

KDTW, Stamford, and **KVOU**, Falde, have both joined as local outlets of the Keystone Broadcasting System.

Dan Allison, formerly staff announcer at KEYS, Corpus Christi, has left the station for a position with KJZ, Denver.

Fred Bennett has joined the staff of KTTA, San Antonio. Bennett will air a five time weekly half-hour series of programs titled "Merry-Go-Round." Bennett formerly was with WCKY, KPO, and WLW, Cincinnati, as disc jockey, newscaster and airing a series of programs.

New series of quarter-hour programs titled "Our Children" is being heard each Sunday morning over KFOR, San Antonio. Programs are being presented by Marvin Broyles, program director for the station and is presented in co-operation with local and national Education Association of the United States. Conditions and trends in education is discussed.

Philco Tele Show Set

A variety show to be televised from Philadelphia will go on the air Friday evening, January 31, at 8:45 p.m., over WPTZ. The Philco Television Broadcasting Co., has chosen as its special musical presentation the Al Harkman Talent Show Case.

Among the actors who will participate in the Philco show are the Sisters, harmony duo; Dantini, magician and pantomimist; The Two Belgians—Joe Rush and Irv Levick, singing act; Lou King, "jive man"; Marie James, night club entertainer and Kay Parker, radio actress.

WANTED — RADIO STATIONS

Substantial and qualified buyer wants to purchase radio stations. Will pay all cash for worth-while propositions. Write

Box No. 311, RADIO DAILY
501 Broadway New York 18, N. Y.

New Spot Radio Form Distributed By AAAA

(Continued from Page 1)
Friday. This completes distribution of the new contract, since NAB recently sent copies to stations.

New form, copyrighted by the 4-A's, is available for use by all member agencies, and permission to use it will also be extended upon request to non-member agencies recognized by one or more leading media associations. Use of the new form is recommended but is not compulsory unless required by an individual broadcaster.

Statement by AAAA

"The purpose of this Standard Contract is to facilitate the placing of spot radio advertising and the handling of it by broadcasters," says AAAA. "Obviously the greater benefit from such a standard form comes with its widest possible use."

The AAAA-NAB standard contract form for spot radio broadcasting was first adopted in 1933 and revised in 1942. The current revision followed more than a year of discussions between the AAAA time buyers committee and the NAB sales managers executive committee.

Other AAAA contract forms are the standard order blank for publications—approved by Periodical Publishers' Association, American Newspaper Publishers' Association, Agricultural Press Association, Associated Business Papers—and the standard order blank for Transportation Advertising, approved by National Association of Transportation Advertising.

Terkel Show For ABC

Chicago—Studs Terkel, disc jockey whose "Wax Museum" program on WENR has won wide popularity, will be heard on the ABC network, starting Jan. 30 in a new program, "Barbecued Riffs," a musical free-for-all featuring Terkel and produced by Phil Patton. Characters in the show will include a blues singer, portrayed by Charlotte Morris; a waiter who has a yen for opera, and a newsboy who is a hipster, and music will be furnished by two orchestras.

WWCO License Assignment

Waterbury, Conn. — Mitchell G. Meyers, Reuben E. Aronheim and Milton H. Meyers have petitioned the FCC for authority to assign the license of radio station WWCO to the Mattatuck Broadcasting Co.

**MANAGER—
Commercial Manager**

Topnotch woman executive with wide experience, contacts in National and Local sales. Knows all phases of station operation as well as key personnel of major agencies. Highest References. Write

Box No. 313, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Heffron Quits NAB Post To Open Own Law Office

(Continued from Page 1)
NAB. Mr. Heffron, who will continue his current activities at the NAB until the end of January, contemplates entering an active legal practice. He is a graduate of the Georgetown University Law School, where he received his LL.B. degree in 1931. One year prior to graduation he had been admitted to practice before the courts of the District of Columbia. He was admitted to practice before the Federal Communications Commission in 1940.

Heffron took a graduate course in radio law at Catholic University in 1937, and prior to joining the NAB, was executive secretary of the National Council of Catholic Men. He was associated with this organization for 14 years and handled its public relations for the entire time. In this position he was responsible for production of the "Catholic Hour" on NBC and the "Hour of Faith" on ABC.

George Snell To Keen

San Francisco—George Snell has resigned from the producing staff of KPO to become program manager of the new station KEEN, which goes on the air about March 15, in San Jose. Snell is part owner of the new station. Associated with him are George Mardikian, San Francisco restaurateur, who is president of the United Broadcasting Co., owners of KEEN; Alfred Aram, San Jose attorney; Floyd Farr, Supervisor of Announcers on KPO; and Sam Melnicoe, KPO engineer.

The last two will remain with KPO. KEEN has been granted 1,000 watts and will operate on 1370 kilocycles from 6:00 a. m. until midnight.

AGENCIES

JOEL F. JACOBS has been appointed a vice-president of Doherty, Clifford & Shenfield, Inc. Jacobs, one of the original group that founded the agency, is account executive for Bristol-Myers and the Borden Company.

LEHN & FINK PRODUCTS CORP. announces the appointment of Lennen & Mitchell, Inc., New York advertising agency, to handle the advertising of Dorothy Gray, Ltd.

N. R. MADONNA has joined the New York office of Donald Cooke, Inc., radio representatives. Madonna formerly was with the sales promotion division of U. S. Rubber Co. and the Kenyon Research Corp. . . . The Cooke organization also has announced that mid-west representation for WQXR will be handled in the future through the Cooke offices in Chicago and Detroit.

CLYDE VORTMAN, formerly with McCann-Erickson, has rejoined the media department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

THE EVENING AND EXTENSION DIVISION, City College School of Business, New York, again is offering several 16-week courses in advertising, beginning Thursday, February 13th. The courses, taught by specialists recruited from leading advertising agencies and advertisers, include advertising art and production, copy, media—promotion and selling, radio advertising, direct mail, agency procedure, campaigns, research and marketing.

ON TARGET



Being there at the right time is no accident in any fast-moving game. Thorough coverage, backed by 251 years of combined experience, enables Weed and Company representatives to score consistently in the high geared business of time-selling.

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RADIO STATION REPRESENTATIVES

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Tele Invades Court House

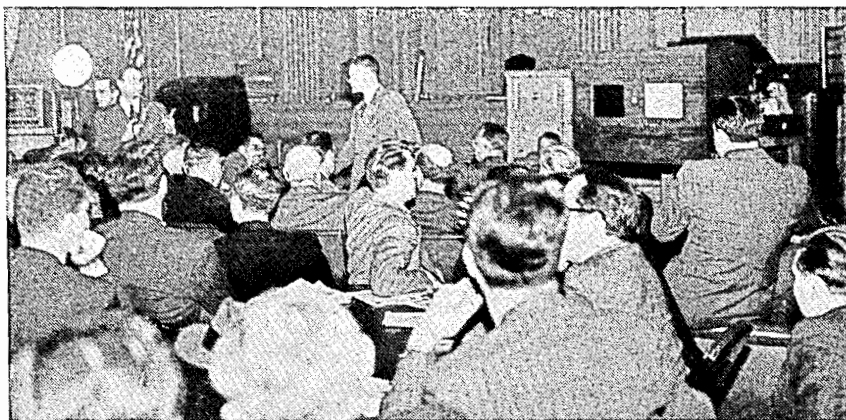
By FRANK BURKE
Editor, RADIO DAILY

The oak-paneled dignity of court room 1703 in the U. S. Court House in Foley Square took on the appearance of an electronic laboratory yesterday morning when Chairman Charles Denny of the FCC called the color television hearing to order . . . it was a clinical atmosphere with massive tele receivers, cables and other electronic gadgets grouped in front of the formal judge's bench.

Chairman Denny as impresario of the occasion was flanked by Commissioners as he directed the progress of the hearing from dais over a portable public address system. . . Denny, without doubt, was the moving personality of the whole show. . . He was courteous but firm with witnesses, humorous in some of his asides to the audience, and businesslike in setting the tempo for the proceedings.

It was shortly after nine a.m. when the television experts began to gather. . . Dr. Peter Goldmark, CBS television research head, huddled with his technicians and Dr. Allen B. Du Mont, president of the Du Mont Labs, cast an appraising eye at the network's color receivers. . . Judy Dupuy, television journalist, chaperoned by her editor-husband, Joe Koehler, sought places at the long press tables . . . ditto for Charlie Butterfield of the AP and Jack Gould of the Times. . . Butterfield, by the way, had trouble getting past the doorman and found himself elbowing his way through the crowded press room.

Television brought warmth and gaiety to the formal court room when two console models of Du Mont showing film programs transmitted by NBC



With color tele receivers to the left and black-and-white sets to the right, Dr. Peter Goldmark of CBS (left, standing) answers a question directed at him by Thomas Goldsmith, Du Mont tele engineer, on the subject of color transmission.

gave the audience a sort of warm-up show . . . it was an early morning field day for the black-and-white tele enthusiasts as they pointed to the brilliance and fine definition of the pictures. . . Toscanini conducting his symphonic orchestra, President Truman reviewing troops, the Bikini atom bomb tests were samples of the tele programming.

Courteous Lee Farran of the FCC press department had the task of issuing press credentials and screening the applicants at the door . . . his was a thankless job . . . scores who sought admission seemed to wander in his direction and it was Farran who passed on them . . . by 9:45 a. m., he was resting easier . . . the courtroom was practically filled and standees were beginning to fringe the section reserved for the public . . . at 10 a. m., not a seat or standing room was left and many were turned away.

Earl Minderman, assistant to Chairman Denny and former head of the Commission's press department, stood by to counsel Farran from time to time.

Promptly at 10 a. m., Chairman Denny led his fellow FCC Commissioners to the rostrum. . . On one side was collegiate looking Rosel Hyde, next to him sat bald and businesslike, Paul A. Walker, while on the other side were scholarly-looking Ray C. Wakefield, and inquisitive Commissioner Ewell K.

Jett. . . Harry M. Plotkin, youthful looking legal counsel of the Commission, was the busiest man in the court room . . . Plotkin hopped up on the dais, had a short conversation with Denny, hustled back to talk with Dr. Du Mont and then returned to his seat to formally open the session.

All interests were not entirely in agreement on procedure, Plotkin revealed in his opening remarks: Weekend conferences with both the color and black-



A new kind of court room scene—FCC commissioners on the judge's bench facing a packed house of video experts as the hearing on CBS's application for a commercial color tele license gets under way.

and-white factions failed to iron out the difficulties, he disclosed. . . The problem, it was stated, seemed to center around whether or not CBS should be allowed to proceed with its color demonstrations before the black-and-white demonstrations got under way or whether the demonstrations should be conducted simultaneously for comparison. . . Denny solved the problem . . . he ordered CBS to proceed and said the other side would have equal time to present their demonstrations.

The first demonstration was highly technical and was done with colored slides . . . the demonstration had to do with the relative power of footlamberts in picture illumination and served only as a technical topic for television experts . . . to the crowd and most of the press the proceedings seemed dull. Writers yawned and photographers moved about restlessly trying to get subject matter for some color tele shots.

Later the audience perked up—it was announced that CBS would now conduct a demonstration of color transmission with receivers in the court room. Someone pointed out that one color receiver was facing the Commissioners on the bench and the other the audience. . . Chairman Denny suggested both receivers face the audience and volunteered that the Commissioners would gladly join the audience for the showing . . . it was then that an unfortunate incident occurred . . . the large black CBS receiver func-

(Continued on Page 7)



William Roberts, Du Mont counsel, sits next to Dr. Allen B. Du Mont in the front row, while Joseph Ream, CBS vice-president, and Frank Stanton, president, are attentive observers in the center, second row.

Hearing On Color Television Opens; Columbia's Exhibit Occupies 1st Day

U. S. Rubber Plans Tour Of Philharmonic

(Continued from Page 1)
 of a scheduled three-day hearing was devoted, for the most part, to demonstrations and testimony thereto by Dr. Peter C. Goldmark, CBS' chief television engineer. Three demonstrations were offered designed to show: (1) contrast of brightness between two identical film slides using a "neutral density filter"; (2) performance of live action, as well as still art, in full color from CBS' transmitter atop the Chrysler Building tower; and (3) a combination film and live-action demonstration using the AT&T coaxial cable from New York to Washington and back. Latter demonstration also employed cut-ins on the cable interspersed with direct transmission from the Chrysler transmitter.

These broadcasts made history in two respects. It marked the first time a television system had been officially demonstrated, in its entirety, at an FCC hearing, and the first video presentation in an American court room.

CBS was the only participant to be heard yesterday, having been granted the opportunity to demonstrate "without comparison" by FCC Chairman Charles R. Denny, who explained that it was for "on the record" purposes. Du Mont objected earlier to this arrangement, requesting simultaneous showings as "the only true basis for comparison." At this point Harry Plotkin, FCC counsel, explained that attempts to arrange a procedure agreeable in this regard to both CBS and Du Mont engineers over the weekend had been made without result. It was then decided that simultaneous, comparative demonstrations would be held this morning by the two broadcasters.

Goldmark Testimony Lengthy
 Goldmark was on the witness stand throughout most of the day, and following affirmative testimony regarding each demonstration, remained under cross-examination by engineers from RCA, Philco, Du Mont and other interested companies. His explanations were, obviously, highly technical and detailed, and were questioned and challenged in a like manner. Exchanges at times between Goldmark, Dr. Thomas Goldsmith of Du Mont, and Dr. David Smith of Philco clearly reflected the widely-divergent stands on the color and black-and-white questions. And while they were at times

highly technical, they were not without humor. Goldmark, particularly, mixed wit and mathematical equation at times with effectiveness, upon the audience, at least.

During the various demonstrations, by CBS, which comprised generally the same subject matter throughout, i. e., modeling of clothing, fabrics, live-action boxing, still pictures, etc., the network was requested to make certain tests to show performance under normal lighting conditions, as well as extra-quick action scenes to test the possibility of color-breakup. An orthicon camera was used for live pickups, both on and off the coaxial cable, and a dissector tube for film and slide pickups. For the cable tests, pictures were carried from the CBS Building at 485 Madison Ave., to the Grand Central Ter-

minal, then via AT&T cable to the Long Lines Building, then to Washington and back to New York, the Chrysler Tower transmitter, then to the courtroom.

Highlight of the demonstrations was the coaxial cable, New York-Washington test, which employed, as did the earlier tests, a CBS laboratory receiver and a Bendix model. Reception on the latter set was not as satisfactory, on the whole, as that of the CBS model, due to a power loss explained by Goldmark. The Chrysler Tower transmitter, Goldmark explained, was of 1 kw. power, using an "omni-directional" antenna. Receiving apparatus during these tests was a "dipole" antenna, with a receiver screen measuring approximately 7 by 10 inches.

The first demonstration offered by

(Continued from Page 1)
 broadcasts over CBS network since 1943.

Starting April 11 in Baltimore, the orchestra will play 28 concerts in 24 cities, completing the tour May 11 in Pittsburgh.

A minimum of four Sunday broadcasts will be made on touring.

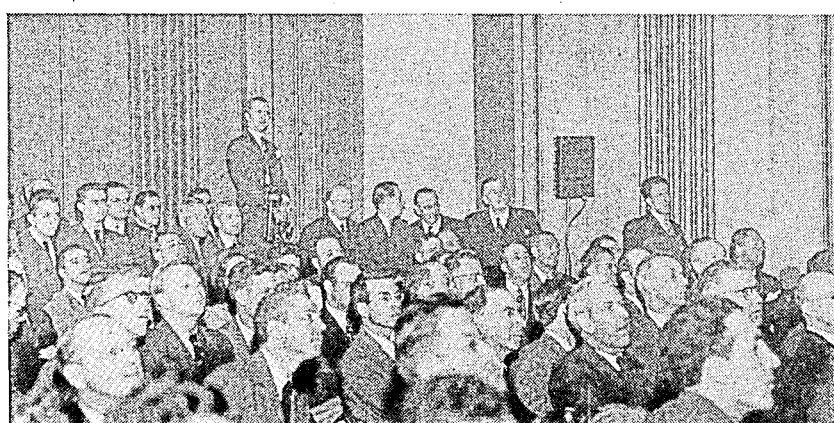
The Spring trip will take the Philharmonic through the South for the first time in its history. High spots of the swing South will be two concerts in Atlanta on April 20, 21, and three concerts in New Orleans on April 26, 27, 28, in connection with the celebration of the New Orleans Philharmonic Society's 45th anniversary. Chicago, visited May 2 and 4, is the only other city where the orchestra will play more than once during its tour.

CBS States—And Shows—Its Case

(Continued from Page 6)

tioned perfectly—delivered a good live action color picture but the companion receiver—a Bendix experimental model—failed to come through with a comparable picture . . . the Bendix picture lacked the brilliance and definition and was out of synchronization at times . . . finally it was shut off and the rest of the showing was conducted on the CBS studio experimental set . . . newspapermen recalled it was the second time a Bendix receiver failed to function . . . a few weeks ago at the RCA Building the set gave a poor showing of pickup of CBS color.

There were many alert television experts at the ringside as the hearing



All Photos by CBS.

Tenseness prevailed in the court room as the color demonstration got under way. Picture illustrates the attentiveness of the audience.

got under way. . . . Paul Raibourn of Paramount; Jack Poppele, president of TBA; Thomas Goldsmith of Du Mont; O. B. Hanson, of NBC; Dr. C. B. Jolliffe, of RCA; David Smith, of Philco, and Leonard Cramer of Du Mont, were just a few of them. . . . Other interested observers included Ted Streibert, of WOR; Roger Clipp, WFIL, Philadelphia, and Dr. Leon Levy, WCAU, Philadelphia.

The CBS crowd were well represented. . . . Included in the group were Frank Stanton, president; Joseph H. Ream, vice-president and secretary; Adrian Murphy, vice-president; Howard Meighan, vice-president; Earl H. Gammons, vice-president of Washington; William B. Lodge, director of engineering; Julius F. Brauner, general attorney; Kenneth Yourd, senior attorney, and Lawrence L. Lowman, vice-president in charge of television.

It was television's biggest three-ring circus with the public in the bleachers . . . definitely Ringmaster Denny's day.

CBS was designed to emphasize "that the critical factor in television pictures is contrast rather than brightness." Using two optical projectors arranged to project identical Kodachrome slides on respective screens, Goldmark used a "neutral density" filter on one of the two screens. In darkness, both pictures appeared to have the same brightness, but when illuminated one "washed out," and the other, filter-equipped, appeared to maintain its contrast. Goldmark explained that it is because of this effect that color tele pictures "can be shown in a well-lighted room and still be viewed easily." He emphasized that the "brute force method of obtaining adequate contrast by excessive brightness is not the proper solution, and is also hard on the eyes."

CBS also demonstrated, for the first time, its system of color video on a table-model receiver, using a 5-inch tube and a "butterfly antenna."

Following the coaxial cable tests and cross-examination of Goldmark, detailed explanation of the cable was offered by H. A. Affel, AT&T exec.

Today's session will offer a simultaneous demonstration, for comparison purposes, between CBS and Du Mont, latter showing black-and-white pictures, and will be followed tomorrow with demonstrations by Philco and RCA at Princeton, N. J.

Entire FCC membership, with the exception of Clifford J. Durr, was present yesterday. On hand, in addition to Denny, were Commissioners Paul Walker, Rosel Hyde, E. K. Jett, Attorney Harry Plotkin and Chief FCC Engineer Curtis B. Plummer.

Heavy Going

The color-tele hearings are "not for the layman," said one brain-weary spectator yesterday following a tussle with such terms as "footlamberts," "ambient illumination," etc. Even Chairman Denny, with as much savvy as the engineers, was forced on one occasion to refer quickly to his log book to follow an exchange between Doctors Goldmark and Goldsmith.

Send Birthday Greetings To—

January 28

Irene Beasley Beatrice Pons
 Frank Healy Mort Silverman
 Nelson Olmstead Arthur Gary
 Edward F. Loomis

Business Outlook In 'Frisco Considered Bright For 1947

(Continued from Page 1)

studio audience are given an opportunity to audition for roles in two dramatic productions presented during the half hour broadcast. Six are selected for each drama and the three best read the drama on the air. All six are given prizes, but the best receives an "Oscar" and a radio. The show is emceed by Lee Giroux and is written and produced by Hap Kaufman.

The second new show is sponsored by The Home-Makers' Club, Inc., going on the air over KGO for a half hour each noon, Monday through Friday. On Monday, Wednesday and Friday the show comes from the Home-Makers' Auditorium in Breuner's Furniture Store, Oakland, and on Tuesdays and Thursdays from KGO's Radio City studios. Program consists of interviews and quizzes with members of the audience who, at Breuner's will be composed of members of competing Bay Area women's clubs, winners being awarded prizes for correct answers. The program is emceed by Tom Paxton and produced by Hap Kaufman.

The other new KGO show is a Sunday morning quarter hour program sponsored by the Quarrie Corpora-

tion of Chicago to promote their Childkraft books.

Dink Templeton reports that KFRC's songster Merv Griffin goes on a coast-to-coast Mutual hookup next month with a daily 15 minute program, with Lyle Bardo's orchestra accompanying.

New Business Reported

New business reported from KPO includes a new half-hour weekly "Jack Gregson Show" sponsored by the Albert Samuels Jewelry Co., of San Francisco. It's an audience participation gag-and-stunt show and includes a "Guessing the Guest" feature. The "Guest" for the evening is behind a screen and the audience fires questions at the unseen celebrity and tries to identify him.

Other new KPO business includes a three-times-a-week newscast for 52 weeks by Floyd Farr and sponsored by Haas Brothers; 52 weeks of condensed participation in the Women's Magazine of the Air by Rieser Co., Inc., Southwest Food Products Co., Celanese Corporation of America, and Riverbank Canning Co.; and one year's sponsorship of the weekly Herb Caen broadcast by the Acme Brewing Co.

Agency Head Supports The Program Analyzer

(Continued from Page 1)

the commercials. This statement was made by Dr. Herta Herzog, manager of radio research for McCann-Erickson, to the convention of the American Statistical Association in Atlantic City over the week-end.

The Program Analyzer was first used in 1932 at the University of Vienna and since that time both the machine and technique have been greatly developed, notably by Frank Stanton, president of CBS, and the research group of that network. The device is also widely used for testing reaction to films as well as radio programs.

The Program Analyzer has proven, Dr. Herzog said, that it can compile the percentage of like, dislike and indifference reactions felt by a listener during any given program. This is done by having the listener push a red or green button, according to what he feels at the moment, and which is recorded on a moving tape synchronized with the program. However, continued Dr. Herzog, research experts should concentrate on projecting Program Analyzer responses to ratings and effect data. She envisioned a highly developed circumstance when it will be possible to predict, by use of Program Analyzer reactions, whether people will continue to listen to a certain program and whether they are going to be influenced by what they hear on that program.

Preliminary information on this point has already been found, Dr.

Pan American To Rep North African Outlet

Radio International, Tangiers, most powerful commercial station in North Africa, has appointed Pan American Broadcasting Co., of New York its exclusive representative. This station, transmitting simultaneously long and short wave with 1,000 watts, is the only commercial long wave transmitter in North Africa and is the strongest short wave station there.

On the air since September 1946, this station broadcasts programs in English, Spanish, French and Arabic languages. Its Arabic transmissions give Radio International a virtual advertising monopoly in that language since there are no Arabic newspapers in Morocco.

Herzog related. For instance, it is known that commercials which are liked are usually best remembered by the listener. However, she said, researchers haven't gone far enough into effect studies, such as the relation between Program Analyzer responses and purchasing behavior. Dr. Herzog contended that the scarcity of effect studies is the ailment of market research in general.

COMPLETE TRANSCRIPTION SERVICE STATE 5635



RECORDING CORP.
42nd Floor • 20 N. Wacker
Sta. 5635

COAST-TO-COAST

— TEXAS —

HOUSTON—KATL, Houston's new station, will be equipped for FM broadcasting. . . . SAN ANTONIO—Violet Short, KTSA, elected president of the San Antonio chapter of the Association of Women Broadcasters, NAB. . . . She recently addressed the Anacacho chapter of the National Secretaries Association. Her subject was "Behind the Scenes in Radio." . . . ODESSA—President of the new KOSA is Paul Moss; vice-president is Dorrance D. Roderick, who also is owner of KROD and KSIL.

— CONNECTICUT —

HARTFORD—WTIC's Bob Steele brought a portable microphone to the Hartford Hospital to interview featherweight champion, Willie Pep, who was injured in plane crash January 5 and was returned to Hartford by ambulance on January 13. The annual report of the Hartford Juvenile Commission, filed with the Common Council, deplored the "ever increasing number of radio programs featuring stories of crime and murder." The Commission's report said the body was "deeply concerned over the effect on juveniles of such radio shows, especially those broadcast during the early evening hours." . . . Hartford's "Mile O' Dimes," which is sponsored jointly by WTIC and the Hartford Courant, was launched by a broadcast January 15, with speeches by Governor James L. McConaughy, Mayor Edward N. Allen, John R. Reitemeyer, executive vice-president of The Courant; and Paul W. Morency, vice-president of the Travelers Broadcasting Service Corporation and general manager of WTIC.

— MAINE —

PORTLAND—WGAN Station Manager Gatchell, back from a week in New York on station business. . . . WGAN cowboy, Ken MacKenzie, now drawing average of one thousand letters a month after six months back on air following two years in the Army. The Murray Twins, WGAN harmony team aired six mornings a week, leaving for extended hotel engagement in Detroit. Twins have had two songs published recently with music by Bert, lyrics by Bob. In addition to six religious programs including three local churches each Sunday, WGAN offers public service in field of religion by airing weekly Church Calendar of the Air.

Stork News

Radcliffe Hall, NBC announcer, is the father of a girl born Saturday evening to Mrs. Hall at the Doctors Hospital. Baby, which weighed eight pounds, one ounce, is the Halls' second child.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

PROMOTION

"Best Teacher" Contest

Chicago—The Quiz Kids annual "Best Teacher" contest, to find the classroom teacher who is doing the best job in 1947, will start February 2. Winner of the contest will receive a cash award of \$2,500 to be used for advanced study in any college or university in the country. Teachers winning second, third and fourth places will each receive \$500.

Winners will be selected on the basis of letters received from school children throughout the country. The child writing the letter nominating the winning teacher will receive a cash award of \$100. Second prize is \$50, and for the next 100 best letters will go a prize of \$10 each; next best 500, \$1 each.

New Coast Firm Formed To Distribute Tele Sets

West Coast Bureau, RADIO DAILY

Los Angeles—A new company has been formed by Larry Finley and Larry Kolpack here, the Finley-Kolpack Co., Inc., and has entered into a contract with Henry Schein, president of the Medco Radio and Television Co., to distribute in Los Angeles, a minimum of 10,000 Medco television receivers for the year 1947, with delivery to start on or before March 20, 1947. The television receiver will retail for \$250.00 plus a nominal installation charge, as the Medco does not require any elaborate antenna system. It is estimated that there are only 500 television receivers in the entire Los Angeles area.

It is planned to open three retail branch stores in Los Angeles County, as well as to distribute to retail radio stores. Exclusive franchise with Medco calls for all states west of the Mississippi River, although for the entire year 1947 the firm will concentrate solely on the Los Angeles area.

Seminar Invites Barry Show

Jack Barry and his "Juvenile Jury" cast have been invited to conduct a demonstration of radio programming at New York's famed Town Hall on February 5 before the Radio Broadcasting Seminar.

WANTED RADIO COPYWRITER

We need a man or woman who has had considerable experience writing commercial and retail announcements with plenty of punch. The right person will find this a pleasant job with a good future. If you would like a permanent position with one of Ohio's established advertising agencies, write us giving complete details including your radio experience, age, salary desired. Be sure to send samples of your spot announcements and general copy. (Our staff knows of this ad.)

Box No. 312, RADIO DAILY 1501 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 20

NEW YORK, WEDNESDAY, JANUARY 29, 1947

TEN CENTS

Color vs. B&W Exhibited

Feb. 4 Meet Will Hear Oral Allocation Pleas

Washington Bureau, RADIO DAILY
Washington—Oral argument on revised frequency allocations to non-government and fixed and mobile services will be held on Feb. 4, the FCC announced yesterday. Total of 7 organizations, including several companies interested in the impact of the allocations on television, have told the Commission they will appear. The Commission said oral presentation will be confined to a maximum of 20 minutes for each company.

Scheduled to appear are the following:
(Continued on Page 2)

Engineering-Rule Changes Up Thursday Before FCC

Further conferences on proposed changes in the standards of good engineering practice concerning standard broadcast stations will be held in Washington by the FCC tomorrow. The Commission said a "definite decision" regarding the proposed changes must be reached by Feb. 7—the date of the Commission's temporary freezing order.

"In the interest of resolving the differences of opinion that have been..."
(Continued on Page 2)

Set Full FM Coverage For New Hampshire State

Portsmouth, N. H. — Frequency Modulation has received a boost forward with announcement here that the entire New Hampshire area soon will be blanketed by a new FM commercial transmitter located on Sad...
(Continued on Page 7)

Tele Timetable

When the FCC finishes the color tele demonstration hearings today at Princeton, N. J., the commission will return to Washington and will not resume the hearing on CBS' application for a commercial color license until Monday, February 10. Upon resumption of hearing Feb. 10 cross examination of witnesses will be taken. This will take one or two weeks.

Climactic

Representatives of AFRA and the four major networks will meet at NBC this morning at 10 a.m. for the official signing of the new two-year contract which is retroactive to last Nov. 1. Both sides have been in agreement for some time but a local dispute between AFRA and KFI in Los Angeles has held up signing until now. Negotiations there are continuing.

Federal Court Upholds FCC Ruling On WBKW

Washington Bureau, RADIO DAILY
Washington—Legality of an FCC decision against a licensee relinquishing control over portions of his broadcast time was upheld this week by the Washington, D. C., Federal District Court of Appeals. At the same time the court ordered the Commission to prepare a new decision in the case of WBKW, Buffalo, N. Y., on the grounds that the language of the earlier decision is too general in scope.

The case arose out of a Commission...
(Continued on Page 8)

Manners' Show Expanded; ABC Opens Web Earlier

Under a new 52-week contract signed by Sterling Drug, Inc., covering the five times weekly sponsorship of the Zeke Manners Show on the coast-to-coast facilities of ABC, the network will open at 7:30 a.m.,
(Continued on Page 2)

"Kate Smith Speaks" Co-Op On 400 MBS Outlets June 23

"Kate Smith Speaks" with Ted Collins, for the past eight years on CBS, moves to Mutual network of 400 stations on June 23, 1947 as a co-operative program, to be sponsored locally on one or more stations by various sponsors. Contract consummated yesterday morning through Bert Hauser, MBS director of co-op programs, is for a five-year period.

News program and commentary will be heard at the same 12-noon to

Films And Slides Aired Simultaneously At Hearing By CBS And Du Mont; RCA, Philco To Show Today

See Tele Assured Now For Third Of Nation

Television in 30 metropolitan districts comprising 32.8 per cent of the nation's population is already assured by the 57 licenses or station construction permits which have been granted by the FCC for commercial television broadcasting, Walter L. Lawrence, commercial television engineer of the RCA Engineering Products Department, yesterday told members
(Continued on Page 5)

Web-AFM Negotiations Formally Under Way

Formal negotiations between the networks and Local 802 of the American Federation of Musicians began in a short session yesterday morning in which the union made its demands as to wages and fees beginning Feb. 1;
(Continued on Page 2)

Three More Jolson Shows Being Set With Crosby

Predicated on the recent hit show put on by Al Jolson and Bing Crosby on the Wednesday night Philco stanza the Philco Corp., through the
(Continued on Page 5)

By JIM OWENS
Staff Writer, RADIO DAILY

The New York portion of the three-day FCC hearings on ultra-high frequency television standards as proposed by CBS ended yesterday after a five-hour session in which the network and Du Mont demonstrated their respective systems for comparison.

Highlight of the day's session was a demonstration in which identical films and slides were aired simultaneously by both companies over
(Continued on Page 7)

Three N. Y. Indies Sign Contracts With IBEW

New one-year contracts involving the Radio Broadcast Technicians Union of the International Brotherhood of Electrical Workers and three local independent stations—WMCA, WQXR and WEVD—have been officially signed, with pay increases granted to all union members. Negotiations between the union and WEVD reached a crisis last Saturday
(Continued on Page 8)

"Hi! Jinx" Sold To Two Thrice Weekly On WNBC

Bond Clothes, Inc., has purchased sponsorship of WNBC's "Hi! Jinx" program, starring the husband and wife team of Jinx Falkenburg and
(Continued on Page 5)

Production Note

Chicago—Introduction of a new line of television receivers is now in planning stages at Bell & Howell's Lincolnwood plant, and the motion picture camera and projector manufacturers have already obtained from RCA the necessary license to manufacture the video sets. Company has also blue-printed plans for a new line of still cameras.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : : : Publisher
FRANK BURKE : : : : : Editor
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ADRIAN SAMISH, vice-president of the American network in charge of programs and television, who has been on the West Coast since Jan. 6, leaves Los Angeles by plane Saturday for New York.

JEAN TIGHE, vocalist featured on Mutual, has returned from Washington, where she was guest star at the Junior League luncheon.

HUGH M. BEVILLE, JR., director of research for NBC, will be in Pittsburgh tomorrow to speak on the subject, "Radio Research," at the dinner meeting of the Pittsburgh chapter, American Marketing Assn., to be held at the Roosevelt Hotel.

WALTER WINCHELL has left Miami and is en route to New York. He'll broadcast next Sunday's American network program from the Radio City studios.

BOB WILLIAMS, director of drug merchandising at WLW, Cincinnati, has left on a business trip that will take him to Huntington, Portsmouth and Columbus.

DORRANCE RODERICK, owner and president of KROD, El Paso, Texas, has arrived in Gotham on a short business trip. Sat in for a while yesterday with officials of CBS, with which his station is affiliated.

BEN HOVEL, general manager of WSAU, Wausau, Wis., is back at the station after having spent a few days in New York on business.

W. H. SUMMERVILLE, general manager of WWL, New Orleans, is back in Louisiana following a short trip to New York for conferences at CBS.

JIMMIE BROWN, baritone heard on Mutual, has returned by plane from a trip to his mother's home in Pittsburgh. He's now ready for his new program on MBS, which makes its debut this Saturday.

BUD ABBOTT and LOU COSTELLO have arrived from the West Coast and are preparing for their guest appearance Sunday on Hildegarde's "Campbell Room" over WCBS.

Web-AFM Negotiations Formally Under Way

(Continued from Page 1)

AFM demands given to the networks were reported to be not revolutionary and hope is being sustained by both sides that a new contract can be quickly agreed upon some time this week. It is reported that despite the first AFM demand, the union would be willing to settle for a 20 per cent increase.

The first session yesterday was later described by one representative as a "pleasant meeting" with both sides anxious for a quick settlement. It was agreed that any public statements made during the negotiations would be announced jointly. No announcement was made following the session Tuesday.

The AFM was represented by Richard McCann, president of Local 802, and Charles Iucci, secretary. Network officials included Clarence Menser, Frank Mullen, John H. MacDonald and Ernest de la Ossa of NBC; Joseph A. McDonald, Charles Barry and Helen Guy of ABC; Frank White, Howard Hausman and I. S. Becker of CBS. WOR was represented by President Theodore C. Streibert and Donald Hamilton, assistant program director.

Negotiations resume this morning at NBC at 10:30 a.m.

Engineering-Rule Changes Up Thursday Before FCC

(Continued from Page 1)

come apparent from comments submitted, a further conference and discussion among engineers appears advisable and the need for haste, as explained above, is responsible for the short notice which must be given," the FCC said.

The conference will convene at 10 a.m. in Room 2232 of the Commission's offices in the nation's capital, and all engineers interested in applications on file with the Commission were urged to attend and to be prepared to offer constructive criticisms of the proposed changes.

Manners' Show Expanded; ABC Opens Web Earlier

(Continued from Page 1)

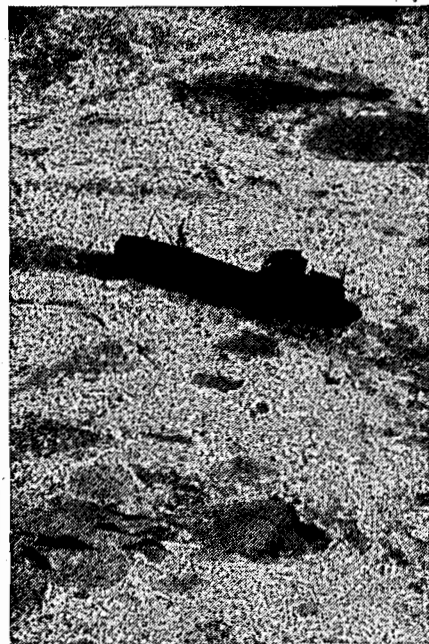
EST., a half hour earlier than heretofore.

The new contract under which Sterling Drug, Inc., will sponsor the show, is effective Monday, Feb. 3, when the program will be heard from 7:30 to 7:45 a.m., EST., Monday through Friday. Dancer-Fitzgerald-Sample, Inc., is the agency.

Since February 18, 1946, Sterling Drug, Inc., has sponsored the Zeke Manners Show on ABC's Pacific Coast network Monday through Friday at 10:45-11 a.m., EST.

Show will be heard live in all areas. The program will be heard live in the East originating from Hollywood and from 8:30 to 8:45 a.m., EST., another live repeat broadcast will be aired for ABC's Central Division with subsequent live repeat broadcasts to be made at the proper hours in both the Mountain and Pacific Coast areas.

At the conclusion of the Zeke Manners Show at 7:45 a.m., EST., each weekday, ABC will close its network for 15 minutes during which each affiliate will program locally.



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 on 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.

FINANCIAL

(Tues., Jan. 28)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, etc.

Kate Smith MBS Co-Op On 400 Outlets June 23

(Continued from Page 1)

\$4,000 weekly for the strip, with the expectations that her eventual gross will exceed that sum several times. Miss Smith is the first "name" of her kind to go co-op. Her pact with General Foods is up on June 1, 1947. What if any musical program Miss Smith will do as an evening show, is not yet known.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

100% PATT'S WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjes

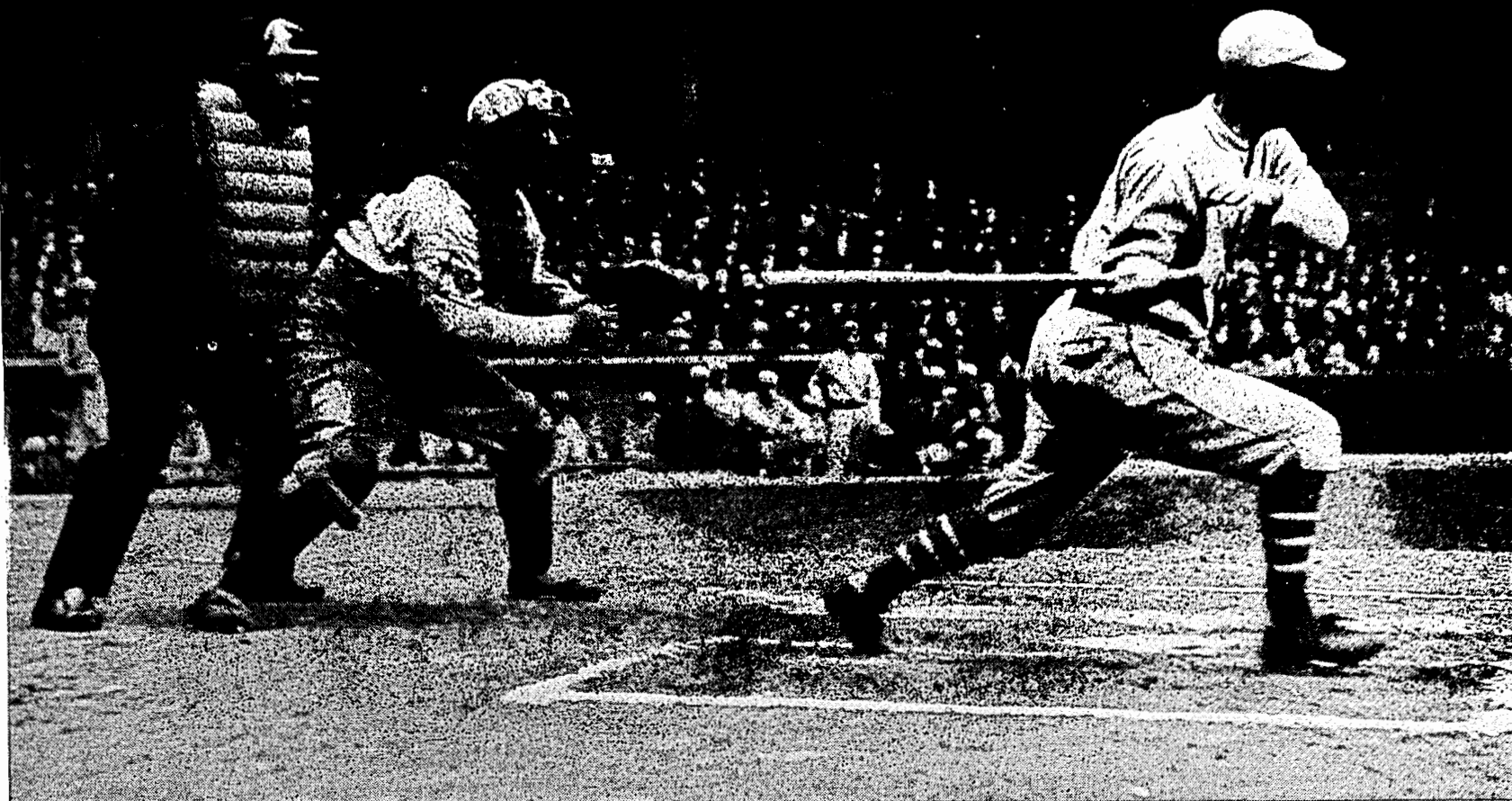
Advertisement for K.F.N.E. 'The BEST Farm Station Buy?' SINCE 1924, IT HAS ALWAYS BEEN K.F.N.E. 'THE FRIENDLY FARMER STATION' SHENANDOAH, IOWA Call or Wire FRANK STUBBS

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

BASEBALL

AVAILABLE IN
WASHINGTON, D. C.

(SUBJECT TO PRIOR SALE)



Last year's Hoopers were as high as 14—and averaged better than any baseball Hoopers we've seen. Share of audience often exceeded 50%.

You can have all the games . . . or co-sponsor them. Entire package includes at home games, wire re-creation of out-of-town games, two announcers, car cards, newspaper advertising, store signs—a complete, well-rounded, red-hot merchandising selling promotion.

Pick up your phone and call National 7203, in Washington. Ask for Ben Strouse. Or contact any Forjoe office. But hustle if you want a home run in sales in this big league town.

Keep your eye on

WWDC

IN WASHINGTON, D. C.

Coming soon **WWDC-FM**

Represented Nationally by FORJOE & COMPANY

LOS ANGELES

By RALPH WILK

KHJ and the Mutual Don Lee Broadcasting Systems carried a special coast-to-coast program, January 23rd, for the kick-off of the "March of Dimes." Show featured Ginny Simms, Andy Russell, a comedy skit by Jack Carson, Ken Carpenter acted as emcee and announcer. Frank Duval furnished the background music, and Dave Elton produced the show.

Erskine Johnson, Hollywood columnist and commentator, will guest on the Judy Canova show Saturday, February 1st, to present to the comedienne the Erskine Johnson Achievement Award for her comedy success in 1946. Formerly scheduled for January 11th, the presentation was postponed when a United Nations broadcast took precedence over Judy's time slot on that date.

Moppet actor Joel Davis has probably portrayed more actors in their youth than any other child star in Hollywood. Recently he played Eddie Cantor as a boy on Bill Stern's Show and in the picture "Spellbound" was Gregory Peck as a boy, drawing much praise from the critics.

Robert Lee Johnson's "Bridge Club" returned to the air over KMPC, beginning, January 27th, under the sponsorship of the Signal Oil Co. The "Bridge Club," broadcast Monday through Friday, is conducted by Johnson.

Feb. 4 Meet Will Hear Oral Allocation Pleas

(Continued from Page 1)

Following: Allen B. Du Mont Labs, Inc.; American Broadcasting Co., Inc, American Telephone and Telegraph Co.; Associated Police Communications Officers, Inc.; Columbia Broadcasting System; Committee 4, Panel 13, Radio Technical Planning Board; Evening Star Broadcasting Co.; Forestry Conservation Communications Assoc.; Galvin Manufacturing Corp.; General Electric Co.; General Telephone Service Corp.; National Broadcasting Co., Inc.; Philco Corp.; Raytheon Manufacturing Co.; RCA Communications; RMA Engineering Department and Television Broadcasters Assoc.



Manhattan Memoranda...!

● ● ● Inside on the Kate Smith-Gen'l Foods split is this: Ted Collins asked for his release over a year ago when the contract still had two years to run. When client learned that Mutual was interested, they immediately tried to resume relationship. Kate's Mutual deal calls for a minimum guarantee of \$5,000 weekly, but will prob'ly gross closer to ten—the greatest amount of money anybody has ever made out of daytime radio. Meanwhile, another sponsor (we hear it's P & G), is dickering with Kate for a nite-time show on ABC in the slot preceding Crosby. . . . Latest on the Sinatra front is that the singer couldn't get together with the agency and client on the replacement—so Frankie, after a three-week vacation, will continue on until expiration date in June. . . . Kay Kyser definitely dropping the studio audience-participation part of his show. . . . Plenty of sponsor interest in Arthur Godfrey's Talent Scouts (Chrysler, Adam Hats, Tums & Gen'l Foods). . . . Understand that ABC is working out some sort of deal with Rudy Vallee. . . . Mel Blanc airtel will have Alan Reed (Falstaff Openshaw of the Allen opus) on as a regular. . . . Benny Goodman figuring on staying in H'wood until April. . . . CBS' Cresta Blanca show fading at the end of its current cycle. . . . In describing a certain slobnoxious emcee, Larry Finley cracked: "He's always trying to be funny—but only succeeds in being trying."



● ● ● Grace Moore, a lady the soldiers will remember, will not be able to go through with the radio plans she had for next fall. The jinx of present aviation took care of that. A regular on the radio scene, from back in the Chesterfield days of '33, Miss Moore was all set for a return to the airwaves via her own show. A sponsor has lost a performer; listeners have been robbed of a colorful and great singer. WNEW, incidentally, aired a touching tribute to the late glamorous star Sunday nite, dramatizing brief highlights of her career.



● ● ● TICKER TAPE: Murray Forbes has sold the film rights to his first novel, "Hollow Triumph," to Chas. R. Rogers. . . . Amzie Strickland and Frank Behrens have named the new arrival, Timothy Frank. . . . Add nice gestures: Jim Boles touting a fellow thespian—Billy Lipton, just out of the army and one of radio's better performers. . . . Lester Lewis has set Col. Tim McCoy, movie cowboy, on Chase & Sanborn's "Hour Glass" tele show tomorrow nite. . . . Wm. Holden staying another week to do Adrienne Ames and Alma Kitchell dates. . . . Mack Davis now handling the Jane Froman-Ray Bloch radio package. . . . Bunny & Dave Kerman putting on a kiddie show party Saturday nite at Carnegie Chamber Music Hall. . . . That was a solid plug Alan Prescott gave the famed Norcross Greeting Cards the other nite via WOR. . . . Palm Beach Hotel readying the red carpet for Cholly Knickerbocker's arrival next week and Nick Kenny's the following week.



● ● ● THOUGHTS WHILE DIALING: Jean Sablon, who's piled up a rating of 9 in less than 13 weeks on the air, strikes us as the perfect masculine answer to the monopoly of pin-up gal photos. . . . The script of the newly revised Hit Parade is crammed full of exchange praise between performers, adding up to tired listening for the stay-at-homers. . . . Sound effects men are responsible for more laughs on the Bob Hope show than any place else, and that's week after week. . . . If any of the Brooklyn ball games are called off because Durocher doesn't show up, somebody might suggest the game was postponed because of Laraine. . . . Coincidence that just when Ruth Etting is starting her come-back, the song "Guilty", that she was so closely identified with in '32, should be enjoying a revival. . . . Bob Thiele's conception of a small-time gambler: A guy who goes around fixing checker games.

CHICAGO

By NAT GREEN

THE Quin Ryan program first titled "That Was the Year" has been renamed "Those Sensational Years." The second program, on January 30, depicts the last flight of Amelia Earhart.

Robert B. White, ABC director of public service and supervisor of agricultural culture for the network, will be chairman of a panel on agricultural broadcasting during the Oklahoma Radio Conference in Oklahoma City February 27 through March 2. The meeting will be held before station representatives from all over the United States, purpose being to give them an opportunity to study programming and all phases of commercial and non-commercial broadcasting.

Abbott and Costello stopped off here en route to New York and luncheon at the Pump Room of the Ambassador East.

Joseph P. Braun, who has been with Kenyon & Eckhardt, advertising agency, since 1933, has been elected vice-president.

North Jonathan, who conducted WJJD's "Saturday Forum," had three editors on the forum on January 29 to discuss "What can be done to improve Chicago radio?" All agreed that there's nothing wrong with Chicago radio that a few good programs wouldn't remedy.

THEY CALL IT RADIO CENTRE

Baltimore, Md.—In this city, WFBR is called Radio Centre. In the first place, the building and studio unit is actually called that. Second, WFBR is located in just about the geographical centre of Baltimore and third, it is Radio Centre to Baltimoreans because it is the only radio station that makes real provision for studio audiences, product displays, etc. In fact, WFBR is radio city in smaller replica. And that is the plus which WFBR offers advertisers. Not just a spot on a dial—WFBR is a living, breathing radio station that spells radio to Baltimoreans. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

AGENCIES

GEORGE MCGARRETT has joined **Foote, Cone & Belding** to handle radio operations on the **Lucky Strike** account, it has been announced by **Stephen Czufin**, FC&B's vice-president in charge of The American Tobacco Co., account. McGarrett had been with **Young & Rubicam** for the past eight years as a radio director-producer, production supervisor, program manager, and recently as an account executive.

DR. FRANKLIN R. CAWL, research director, **Kudner Agency**, Inc., will speak tomorrow before the Advertising and Selling Course conducted by the Advertising Club of New York. His subject will be "Importance of Farm Market." The meeting will be held at the Engineering Societies Building.

FRANK ADVERTISING AGENCY has been engaged to handle the advertising for **New York Export Co.**, effective immediately.

RAY BOYLE has been elected vice-president of **Griffin, Boyle and Wig**, new production and packaging agency of New York.

BOB THIELE, president of **Signature Records**, announces that effective immediately, the Signature advertising account, will be handled exclusively through **Maxon, Inc.**

ANIMAL FOOD PRODUCTS, Inc., Philadelphia, packers of **Pet Dog Food**, have selected **J. M. Sloan & Co.**, Philadelphia, to handle the account.

NEW YORK OFFICE of **Sherman, Larquette** has found it necessary to separate its executive and production departments from its media and research people. All executive offices of the agency, including actual space and time buying, will remain at **Rockefeller Plaza**, but the **Research staff**, together with the balance of the agency's media people, have been moved to **385 Madison Avenue**.

NBC Int'l Division Adds Two
Nile Rahm and **Moacyr Calhella** have joined the **NBC International Division** as music librarian and writer-announcer of the **Brazilian section** respectively.

See Television Assured Now For One Third Of Nation

(Continued from Page 1)

of the American Institute of Electrical Engineers.

Reading a technical paper before the Television session of the AIEE winter meeting, held in New York, Lawrence declared that "to furnish television broadcasting at the service standards required for commercial operation, all stations must provide reliable, consistent operation."

"Such operation requires the integrated functioning of many pieces of equipment which are somewhat more complex than the analogous units for sound broadcasting," he said. "Dependable operation of the equipment throughout its useful life is facilitated if the various units are product design equipment," he asserted.

He explained the term "product design" as meaning equipment that is produced in quantities in the same design.

"This type of production affords relatively large amounts of money for engineering design and development to obtain the required degree of performance," he pointed out. "However, since the design costs are

spread over a number of units, each unit bears only its proportionate fraction of the expense, making product design economically feasible."

The speaker then described the functioning of a complete line of equipment, from camera lens to antenna, which is available for operating commercial television broadcasting stations.

Calling attention to the wide improvements in television pickup tubes, Lawrence said that the new studio cameras with increased sensitivity, when available, will permit the reduction of required lighting levels in television studios by a factor of at least 10 below that required for prewar iconoscope cameras. This reduction in lighting load, Lawrence said, should materially reduce the cost of studio construction and operation.

In conclusion, Lawrence said: "It is believed that the availability of such equipment as items in current production affords a sound technical foundation on which to erect a commercial television service which is national in scope."

"Hi! Jinx" Sold To Two Thrice Weekly On WNBC

(Continued from Page 1)

Tex McCrary, starting Sunday, Feb. 16. **Bond Clothes** will sponsor the program on Tuesday and Thursdays 8:30 to 9:00 a.m., and Sundays 12:00 noon to 12:30 p.m. "Hi! Jinx" now is heard Mondays through Fridays 8:30 to 9:00 a.m., and Sundays 12:00 noon to 12:30 p.m., following a recent change which eliminated the Saturday portion of the program and added the Sunday stint.

Neff-Rogow, Inc., is the agency handling the account. **Jack deRussy** is the **NBC National Spot Sales** account executive.

Doubleday & Co., Inc., also has purchased three quarter-hour segments of **WNBC's "Hi! Jinx"** program, effective Monday, February 3. The company will be represented on the "Hi! Jinx" show on Mondays, Wednesdays and Fridays during the 8:45 to 9:00 a.m., portion of the show which will be broadcast on behalf of the **Literary Guild**.

Appointments, Promotions Announced By Philco Corp.

Appointment of **Wilson Oelkers** as purchasing agent of the **Radio Division** and **William Chaffee** as purchasing agent of the **Refrigerator Division** of **Philco Corporation** was announced by **William MacMurtrie**, general purchasing agent. At the same time, **George Hulse** was named assistant to the general purchasing agent and **Louis H. Niemann** assistant purchasing agent of the **Radio Division**.

Three More Jolson Shows Being Set With Crosby

(Continued from Page 1)

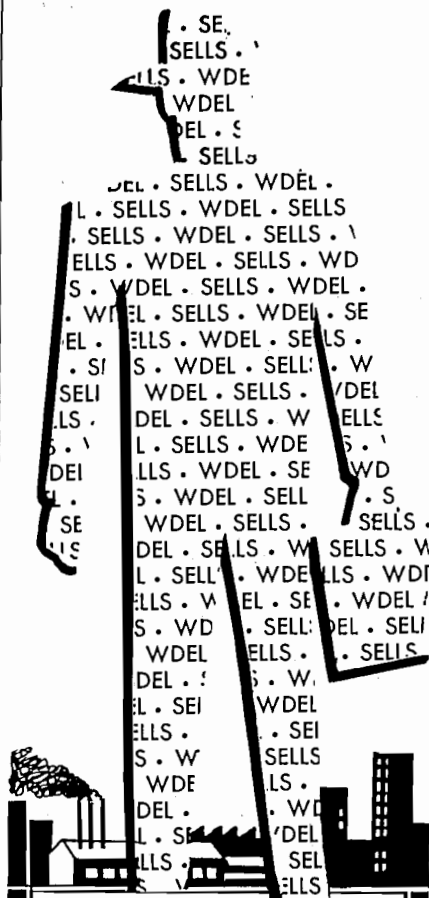
William Morris office has earmarked three additional programs on which **Jolson** will appear with **Crosby**. Exact dates for the **ABC programs** have not been determined, but will be when **Jolson** returns shortly from a **Florida vacation**.

"Hop Harrigan" Sold To Taylor-Reed Company

The **Hop Harrigan** program, broadcast from 5 to 5:15 Monday through Friday, will be sponsored by **Taylor-Reed for Cocoa Marsh Mondays, Wednesdays and Fridays** beginning February 3, over the **Mutal Network**. **Ruthrauff & Ryan, Inc.**, is the agency.

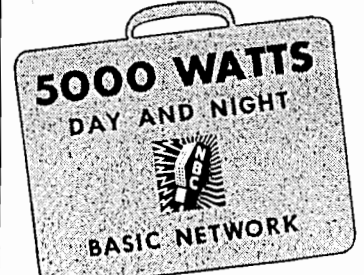
IT COSTS NO MORE
to
DOUBLE YOUR COVERAGE
in
ALTOONA

ASK BURN-SMITH CO.
About **WJSW** 650 Kc.



WDEL Wilmington, Del. SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.



Represented by
RADIO ADVERTISING COMPANY

If your problem concerns
PUBLICITY EXPLOITATION
AUDIENCE PROMOTION

May be the man you need! Proven network, local station and newspaper background. Seek connection with live-wire station or agency where knowledge and ownership plus top-notch press and radio paper contacts can combine to produce successful results. Excellent reputation in the industry. Write
Box No. 315, RADIO DAILY
101 Broadway New York 18, N. Y.

Televviewer's Viewpoint

... CBS Hearing Bogs Down

By FRANK BURKE
Editor, RADIO DAILY

WITH only a sputtering of verbal fireworks and testimony leaning to the technical side, the CBS color television hearing at the U.S. Court House bogged down yesterday and the audience seemed to take on a listless attitude of endurance.

It remained for two learned men of the electronic world to provide the only pointed repartee before the assemblage. They were Doctors Allen B. DuMont and Peter Goldmark. Dr. DuMont, champion of black and white, and Dr. Goldmark, crusader for color, clashed verbally from time to time much to the amusement of the audience.

Dr. DuMont took delight in repeating that Dr. Goldmark seemed to like to witness his color television demonstrations in a darkened room. He would then point to clearness of the black and white image of the DuMont sets under normal room lighting conditions.

The comments of Dr. DuMont, however, failed to dim the enthusiasm of Dr. Goldmark who predicted the perfection of a color image orthicon camera and pickup of outdoor special events within eight weeks. Dr. Goldmark further disclosed that Bendix had in production 50 hand-made color receivers which would be sold at around \$1,820 each.

Affable Charles R. Denny, chairman of the FCC, started out the day's proceedings by apologizing for a mechanical breakdown which delayed the morning session. . . . Chairman Denny smilingly reported that a telephone line between the tele studios and the courtroom wasn't functioning and it had to be repaired for "the boys to get their signals straight". . . . Then the second day of television's most important show was on.

The courtroom wasn't as gay and as important looking as the first session of the proceedings. . . . Brass hats of CBS, RCA, NBC were missing and



Dr. Peter Goldmark takes the mike to continue his plea for commercial recognition of color television.

Mr. John Q. Public seemed to have deserted the electronic boys in their hour of great deliberations. . . . Jack Gould who gave the first day's proceedings only a few sticks of type in the important *New York Times* wasn't present. . . . Tom Kennedy, the *Times*' veteran electronic writer was on hand, however, and took copious notes. Charley Butterfield of the AP (important press syndicate) didn't show up either and the Koehlers—"Mr. and Mrs" of radio-television journalism, weren't on hand. . . . Mary Gannon, the capable editor of *Television* magazine, was back bemoaning the fact that the long sessions were awfully hard on a cigarette smoker. . . . ditto for Bruce Robertson of *Broadcasting* and Joe Kaselow of the *New York Herald-Tribune*, whose paper carried a good story and picture in Monday's financial section.

The lack of working newspapermen and women, however, was made up by a bevy of public relations men. John McKay, DuMont boswell, sat with a well poised air of respectful solicitation while Mike Foster of CBS breezed about with an armful of pictures and releases. . . . Modest Alan Kalmus, NBC television publicist, was there too. . . . Kalmus just wanted it to be known that his station—WNBT was furnishing the black and white programming for the DuMont tele sets.

Denny still was ringmaster of the three-ring television circus. . . . After the opening formalities were over the chairman got down to the business

of calling witnesses and asking a few questions on his own. . . . One question directed at Goldmark of CBS by Chairman Denny had to do with color television coverage of special events such as football, fights, and basketball. . . . Denny wanted to know what goes on this score. . . . Is CBS ready to give a demonstration of remote special events pickups? . . . Goldmark indicated that they were not physically equipped to do a special event on a day's notice. . . . He explained, however, they hoped to have perfected a color image orthicon camera and other equipment "in approximately eight weeks."

Julius Brauner, legal counsel for CBS, had his inning too. . . . At one stage of the proceedings he inquired of DuMont the cost of the television receivers which were displaying black and white pictures. . . . Thomas



Tele biggies face the commission at the U. S. Court house. Extreme left, Dr. Allen B. Du Mont; (center) Harry Plotkin, FCC counsel, next, Julius F. Brauner, CBS general attorney and Adrian Murphy, CBS vice-president.

Goldsmith, DuMont engineer, took the ball at this point. . . . He explained that the Westminister with the large 20-inch picture and which includes AM, FM, television, shortwave and a record changer sells for \$2,495; the Plymouth, all-purpose receiver for \$1,795 and the 12-inch tube Clifton model at \$795. . . . This comment brought an inquiry by Commissioner Jett as to the cost of the color television receivers. . . . It was revealed that the Bendix experimental model on display was built to sell for \$1,820 sans AM shortwave, record changer, etc. . . . The Bendix receiver which did blackout at Monday's demonstration was in good working order yesterday and it remained for the CBS receiver to develop a case of tantrums. . . . When asked why the color receiver was turned off, Doctor Goldmark declared "some strange flashes appeared". . . . Later the CBS model was working again.

As night fell on the modern richly paneled courtroom of the U.S. court house, Ringmaster Denny, like the impresario of the "Big Tops", began to roundup his props and personnel to move on to the next stand—today the Denny tele circus holds forth at Princeton, N. J., with RCA and Philco holding the spotlight in the center ring. . . . On Thursday the FCC travelling caravan will be back at their winter quarters—Washington.



Court room of tele experts gets a laugh when Chairman Denny makes a characteristic aside about progress of hearing.

All Photos by C

Color vs. Monochrome Tele Contest Features 2nd Day Of FCC Hearing

(Continued from Page 1)

color and black-and-white receivers. Five separate receivers were used in this demonstration, — one S, one Bendix, and three Du Mont. Films included a sport short and a velogue-type film which appeared well suited to the desired objective, — that of showing rapid action, picture brightness on both monochrome and color, and the contrast of pictures in color and black-and-white.

At least one phase of the demonstrations conducted by each offered an opportunity to emphasize vital distinctions and illustrated, with dramatic impact, strong basis for their respective claims. On one occasion, to show the ability of its system to faithfully reproduce color, CBS offered a live-action demonstration of a model illustrating a multi-colored scarf, simultaneously displaying an identical scarf before the FCC in the courtroom. This demonstration produced considerable applause from the spectator section.

On another occasion, in which film slides were displayed on both companies' sets, side by side, Du Mont showed the degree of brilliance which can be attained on its black-and-white models, — in this case a high-wattage power on the picture of 450 footlamberts (as measured by CBS). A tumble of somewhat startled surprise arose in the courtroom at this point. Later, Du Mont showed a picture of brilliance of 750 footlamberts with the same slides. This was followed by a demonstration of Du Mont's "neutral density" filter designed to record the effect of ambient (normal) light on the various screens.

Outdoor Pickup Requested

Most of oral testimony in yesterday's session was shared about equalities by Dr. Peter C. Goldmark, CBS chief tele engineer, and Dr. Thomas Goldsmith of Du Mont, who conducted the respective demonstrations. Similarity of the names of these two experts produced some humorous confusion on the part of officials of both companies. More than once an otherwise serious discourse on the relative merits of each system slipped in a comic vein as a participant would find himself using the wrong final syllable.

Send Birthday Greetings To —

January 29

by Hodges Alice Patton
by Parker Eileen Palmer

portions of the session occurred almost immediately after the hearing resumed yesterday morning. FCC Chairman Charles R. Denny, Commissioner E. K. Jett and Du Mont's counsel, William A. Roberts, requested that CBS augment its demonstration of color with a live outdoor pickup. Goldmark explained that this could not be done at the moment, since facilities were not available

In Person

Patti Painter, the Powers model who was used in the live color demonstrations of CBS television Monday and Tuesday, made a personal appearance in the courtroom late yesterday afternoon. Patti, introduced by the CBS counsel, was referred to as "Exhibit 70." She met members of the FCC commission and Chairman Denny autographed the handkerchief Miss Painter used in the studio demonstrations.

for such a test. The image orthicon color camera, he said, was "partly dismantled" following field tests made by CBS recently.

Denny asked what the field tests consisted of, and how many of these were conducted. The CBS engineer said that the camera had been used on one occasion in which a pickup was made from the network's headquarters at 485 Madison Ave. There was no testimony available regarding this test, Goldmark pointed out, but insisted there "was no difference in quality between outside pickups and those aired directly from the studio." He explained that this quality would be maintained in similar pickups "if light conditions are commensurate with studio lighting."

However, the FCC Chairman persisted in his questioning of the possibilities of live pickups under CBS' system. "When would it be possible to make a live pickup of, say a football game or boxing match from a point like Madison Square Garden?" he asked. "In approximately eight weeks," Goldmark answered, "if we have no particular bad luck in any instance."

The image orthicon color camera, Goldmark added, is now in the process of "refinement," although all construction on it is complete.

Discussion arose here regarding CBS' ability to make a live outdoor pickup of a football game in which natural lighting conditions would be lessened as darkness approached. Goldmark had explained earlier that the lighting ratio of color to black-and-white is "approximately six to one." Denny asked what would be done when daylight faded, to which Goldmark answered: "We had in mind to switch from color to black-and-white."

Dr. Du Mont, taking an active part in the demonstrations and cross examination, was emphatic in his charge

that standards proposed by CBS "are totally inadequate" and that the size of the picture is limited by the scanning color disc. He added that a larger picture under the current system would necessitate a disc so large as to be impractical and cumbersome, as well as expensive.

All five Du Mont models aired programs transmitted over WNBT, the NBC video outlet, since Du Mont's station WABD is presently off the air while a new antenna is installed.

The sets themselves were the center of considerable discussion, as both factions closely questioned prices, etc. The Bendix color receiver used by CBS was revealed upon questioning to be one of 50 in production by the Bendix Corporation. Cost price of the set, which is custom-built, according to a Bendix official, is \$1820. This provides television alone, and was compared by Commissioner Jett to the Du Mont \$2400 model, which includes AM-FM radio and phonograph.

Denny Thanks Participants

As pointed out in a letter to the FCC prior to the hearings, Du Mont officials requested that CBS place color receivers at various points that were not "line of site" and operated on power varying from that of the transmitter site. According to DuMont, this would show whether or not color programs could be satisfactorily received at such points. Decision was reserved on the request by the FCC, however, until further testimony and cross examination is complete.

At the close of the New York portion of the hearings, Denny thanked CBS and other participants for the co-operation extended thus far.

Final chapter of the hearings will be held today as RCA and Philco offer demonstrations at the Penn's Neck Community House in Princeton, N. J. RCA, it is understood, will show its system of all-electronic color television.

CBS Officials To Capital

A general exodus of CBS officials is taking place as the network's leading executives leave for the White House Correspondents' Dinner to be held Saturday in the Nation's Capital. Among those who will attend are: Frank Stanton, president; Frank K. White, vice-president and treasurer; Joseph H. Ream, vice-president and secretary; Edward R. Morrow, vice-president and director of public affairs; William Fineshriber, assistant director of broadcasts; Gerald J. Maulsby, assistant director of public affairs; George Crandall, director of press information; David Frederick, director of sales promotion and advertising; William C. Ackerman, director of the CBS reference department; Julius F. Brauner, general attorney, and Larry Puck, director of the popular music division and network talent scout.

Set Full FM Coverage For New Hampshire

(Continued from Page 1)

dleback Mountain in Deerfield, N. H. General Manager Bert Georges of the Gov. Charles M. Dale radio interests reports that the station to carry the call letters WFMI, will be directly affiliated with one of the large FM networks. WFMI will be a sister to the two AM outlets owned by New Hampshire's governor, WHEB in Portsmouth and WKXL in Concord.

Georges said that construction of a new building here is planned to accommodate studios and general offices of both WHEB and WFMI. High-fidelity transmission, and some duoprogramming, will be channeled from Portsmouth to the Mt. Saddleback site via FM link.

Completion of the building here is expected by spring, Georges stated. He declared that present plans also call for some programs to originate in the WKXL studios at Concord.

The WFMI transmitter will be located 1204 feet above sea level and 75 feet above the average elevation of the mountain. Broadcast will cover a total area of 11,600 square miles, giving direct reception to more than a million and three-quarters listeners and reaching another million and a half possible listeners.

Second in the State

The new installation will be the second of its type in New Hampshire. An FM transmitter was set up on Mt. Washington, highest mountain in the state, several years ago on an experimental basis and is now being used as a commercial outlet by the Yankee Network.

Georges said that the Dale interests have purchased 500 acres on the side of Mt. Saddleback, climaxing a 13-month effort to give the New Hampshire radio audience high-fidelity transmission. Although the RCA equipment is scheduled for April delivery, construction of a road and installation of high power lines are expected to delay operations until the end of summer. The WFMI conditional grant was received last November, but the construction permit was delayed until recently.

With plans for WFMI so far advanced, the Dale interests are expected to have the jump on other New Hampshire stations attempting to enter the FM field. William Rust, general manager of WKBR in Manchester, reports that although the "Voice of Manchester" has not yet filed an application with the FCC for a construction permit, he plans to do so shortly. WKBR would operate a Class A station, serving Manchester primarily, and use the present tower with an added FM antenna.

WFEA and WMUR in Manchester both have received their conditional grants for FM, according to a statement issued by General Managers Melvin Green and Hervey Carter. Present plans call for joint construction on nearby Mount Uncanoonuc but with separate facilities, programming, and staffs.

Federal Court Upholds FCC Ruling On WBKW

(Continued from Page 1)
 order requiring the Buffalo Broadcasting Company, a licensee of WBKW, Buffalo, N. Y., to amend its contract with the Churchill Tabernacle, in that city. The contract had been drawn in 1931, providing that the Churchill Tabernacle sell WBKW to Buffalo Broadcasting. Terms included provision of 17½ hours time each Sunday for the exclusive and uncensored use of the Churchill Tabernacle and reversion of the property to the Tabernacle in the event this or other contract clauses were breached. The Tabernacle was to be paid \$150 per week for 96 years until final possession was granted.

Hearing Ordered in 1941
 In 1941, following differences between the Tabernacle and Buffalo Broadcasting, the FCC ordered a hearing during which it decided that the sales contract was not in the public interest because of the reverter clause and the fact that the licensee relinquished control of his broadcast time each Sunday. As for the reverter clause, the FCC considered this trafficking in licenses.

So far as the rest of the contract was concerned, the Commission held that it had no authority to order non-compliance or revision, but Buffalo Broadcasting decided it wished to abrogate the entire contract. This matter is now before a New York court in Buffalo, with a strong rumor here that it is close to settlement.

Represented by Fly
 In the meantime, with WBKW on temporary license pending the revision of its contract—the former FCC Chairman, James Lawrence Fly, representing the Churchill Tabernacle, challenged the right of the FCC to order Buffalo Broadcasting to amend its contract as a condition to get its license renewed.

It was on Fly's suit that the court ruled yesterday.

ABC Sets Tele Show From WPTZ Jan. 31

ABC will telecast "Play The Game" audience participation program, over WPTZ, Philadelphia, on Jan. 31, from 8 to 8:30 p. m.

The show recently completed a 15-week run in New York over WABD and before that had played for several weeks in Schenectady over WRGB.

"Play The Game" is a television version of the old parlor game, charades. Some of the charades are acted out for the home audience and the first viewer to phone in the correct answer is given a prize.

WANTED — RADIO STATIONS

Substantial and qualified buyer wants to purchase radio stations. Will pay all cash for worth-while propositions. Write

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NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of January 17-23, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
All By Myself.....	Berlin
Among My Souvenirs.....	T. B. Harms
And So To Bed.....	Famous
Anniversary Song.....	Mood Music
Bless You.....	Shapiro-Bernstein
Cuban Pete.....	Sam Fox
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
Girl That I Marry, The.....	Berlin
Guilty.....	Feist
I'll Close My Eyes.....	Peter Maurice
I'll Never Love Again.....	Peer-International
It's A Good Day.....	Capitol
Life Can Be Beautiful.....	Melrose
Managua, Nicaragua.....	Encore
Oh, But I Do.....	Witmark
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke & Van Heusen
Rickety Rickshaw Man.....	Southern
September Song.....	Crawford
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
There Is No Breeze.....	Robbins
Things We Did Last Summer, The.....	E. H. Morris
This Is The Night.....	Jefferson
Whole World Is Singing My Song, The.....	Robbins
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

P. & G. Buys Cedric Foster For 52-Weeks Over WGN

Chicago — Procter & Gamble, through Dancer - Fitzgerald - Sample, have contracted to sponsor Cedric Foster, Mutual news commentator, on WGN for 52 weeks, effective immediately. Sponsorship is for Mondays, Wednesdays and Fridays until March 7 when the sponsor will add the Tuesday and Thursday quarter-hours to the schedule.

Other Business Reported
 Other business reported by WGN includes Hirsch Clothing Co., through Schwimmer & Scott, renewed Two Ton Baker's morning quarter-hour, Monday through Saturday, and the "Telephone Quiz," featuring Ed Cooper, Monday through Saturday, for 52 weeks, effective February 3; Miss Swank (Barbizon Slips), through Federal Advertising Agency, three weekly participating spot announcements on the June Baker program, for 13 weeks, effective January 28, and the Hill Bros. Company (Dromedary Food Products), through the Biow Co., two weekly participating announcements on the "Chicago Asks Dr. Eddy" show for 19 weeks, effective February 4.

Two CPs From The FCC Include One To Col. Kirby

Washington Bureau, RADIO DAILY
 Washington—The FCC announced yesterday that it has granted a construction permit for a new standard station to the Volunteer State Broadcasting Company, head of which is Col. Ed Kirby. Kirby was head of the Radio Division of the War Department's Bureau of Public Relations and before that was NAB press chief. Since leaving the service he has had his own public relations office and served as public relations consultant to NAB.

Associated with Kirby in the station, which will be in Nashville, Tenn., on the 1,300 band with five kilowatts, unlimited, are Frank Mayborn, of Temple, Tex., and Earl Arnold of Nashville.

TOP-NOTCH GIRL FRIDAY AVAILABLE

For busy executive. Major agency and network background. Working knowledge of music, drama, writing, production detail. Capable of directing shows independently or assisting top producer. Excellent references. New York area. Write, RADIO DAILY, BOX 314, 1501 BROADWAY, NEW YORK CITY

Three N. Y. Indies Sign Contracts With IBEW

(Continued from Page 1)
 when the station was forced off the air for nine hours after engineers failed to show up for work. In the negotiations prior to the crisis the station had offered a blanket increase which was unacceptable to IBEW. A final agreement on the wage scale gave all WEVD engineers a \$1 a week increase. Men with five years service are to get four weeks vacation with pay while the others will get three weeks.

WMCA and WQXR engineers were granted a \$20 a week increase across the board, but this does not apply to new men or former employees returning to their old jobs. At WMCA transmitter men also get an additional \$5 a week since they are confined to their jobs the entire working day and cannot go out for lunch. A 10 per cent night differential is now applicable to all IBEW men at WMCA and engineers with 10 years service will get four weeks paid vacation.

At WQXR, IBEW men with eight years service will receive four weeks vacation with pay while all others get three. Contracts with all three stations are retroactive to Jan. 1.

Negotiations between IBEW and WINS are still going on. The wage scale here is expected to be set at about \$115 a week tops and the signing of the new contract will occur shortly.

Sevareid On Met. Life Ins. Show

Eric Sevareid has been selected to handle the news and commentary program to be sponsored by the Metropolitan Life Insurance Co. over 50 CBS stations starting Feb. 17. The broadcast will be heard nightly from 6-6:15 p.m., EST, the spot now occupied by commentator Quincy Howe on a sustaining basis. Harry Marble has also been signed to read the commercials. Young & Rubicam placed the Metropolitan account.

Romeo and Juliet Saturday

Gounod's "Romeo and Juliet" will be aired on ABC Saturday from the stage of the Metropolitan Opera House.

WANTED RADIO COPYWRITER

We need a man or woman who has had considerable experience writing commercial and retail announcements with plenty of punch. The right person will find this a pleasant job with a good future. If you would like a permanent position with one of Ohio's established advertising agencies, write us giving complete details including your radio experience, age, salary desired. Be sure to send samples of your spot announcements and general copy. (Our staff knows of this ad.)

Box No. 312, RADIO DAILY
 1501 Broadway, New York 18, N. Y.

OL. 88. NO. 21
 Elec
 Dimes' Radio Ends Busily
 Broadcasting Department
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 during this week.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 38, NO. 21

NEW YORK, THURSDAY, JANUARY 30, 1947

TEN CENTS

Electronic Color Shown

Times' Radio Drive Ends Busily Tonight

Broadcasting frequencies throughout the nation will be alive tonight with the voice of President Truman as the special March of Dimes programs of the two-weeks campaign comes to a close. The President is scheduled to give a five-minute message at about 7:30 p.m., EST., being introduced by Basil O'Connor, chairman of the National Foundation for Infantile Paralysis. The two will be heard on

(Continued on Page 3)

Illinois FM Station Uses University Studio

Chicago—A 90-minute show will mark the dedication of Evanston's FM station WEAW January 31 at 7 p.m. Dr. Franklyn Bliss Snyder, president of Northwestern University and Mayor S. G. Ingraham of Evanston will speak. Norman Ross of NBC will be master of ceremonies. The station will use the studios in the journalism and speech buildings at Northwestern and the departments of the university will co-operate in presenting news and dramatic programs. Station is managed by Edgar A. Wheeler.

Council Readies Drives; Realigns Its Personnel

Following announcement of its expanded program for 1947, including three new campaigns on reducing the death toll from tuberculosis, the crisis in education, and "Our American Heritage," The Advertising Council yesterday announced new assignments for several office per-

(Continued on Page 5)

With A Capital "P"

Pittsburgh—One of the real pioneers of broadcasting is Charlie Bickerton, KDKA's "grand old man" of the technical staff. Bickerton, who was on the job when radio began, will conclude 30 years in the business today, January 30. Bickerton, who is now in charge of the station is Edie Ingley, phone operator who has been on the job for 17 years to her credit effective this week.

Award

Dr. Lee de Forest, inventor of the electron tube in 1906, received the Edison medal at the annual winter meeting of the American Institute of Electrical Engineers at their meeting in New York on Tuesday night. The award to de Forest was for "pioneering achievement in radio and for the invention of the grid-controlled vacuum tube with its profound technical and social consequence."

RMA-NAB Liaison Unit Sets New Date Feb. 15

Washington Bureau, RADIO DAILY
Washington—The meeting of the RMA-NAB liaison committee, scheduled for today, has been postponed, it was announced yesterday. Meeting now is tentatively set for Feb. 15. The committee is headed by the presidents of both organizations.

Justin Miller, president of NAB, and Ray C. Cosgrove, president of RMA, will be present and will preside at sessions of the all-day conference.

Attending as NAB members will

(Continued on Page 2)

Drop Recording Dept. For Tele Sales Expansion

G. Schirmer, Inc., New York, will drop their recording department on March 1 to allow for expansion in the retail television sales department,

(Continued on Page 8)

AFRA-Webs Sign New Pact; Terms Cover 2-Year Period

Representatives of the four major networks and AFRA, meeting at NBC headquarters in New York, yesterday signed their new two year contract which is officially termed, "The 1946-1948 National Code of Fair Practice for Live Commercial Broadcasting." George Heller, AFRA's national executive secretary, signed for the union while network signers were Frank K. White, CBS veepee and treasurer; Charles C. Barry, national program

director for ABC; John H. MacDonald, NBC veepee and assistant secretary; and Robert D. Swezey, veepee and general manager for Mutual.

The national code signed in New York covers terms and conditions in reference to radio artists appearing on ABC, CBS, NBC or MBS network commercial programs originating in New York, Chicago, Hollywood, Los Angeles and San Francisco. The

(Continued on Page 6)

RCA Claims 'Simple, Practical Method'; Arguments Mark Close Of Hearing; Philco Unveils Excellent B&W

Labor Relations Group Of NAB Holds Meeting

Washington Bureau, RADIO DAILY
Washington—The new employee-employer relations committee of the NAB met here this week for its first session. Under the chairmanship of John Elmer, WCBM, Baltimore, the committee's discussion covered three principal subjects:

(1). A review of the activities and

(Continued on Page 3)

"It Pays To Be Ignorant" Renewed For 52 Weeks

"It Pays to be Ignorant" has been renewed by Philip Morris & Co., Ltd., for 52 weeks over the full CBS network starting Jan. 31. The Biow Co., is agency. Show is heard Friday nights from 10-10:30 p.m., EST.

Jenkins Operations Merge With Erwin, Wasey Agency

Ray C. Jenkins, radio and business consultant in Minneapolis, will become executive vice-president and a member of the board of directors of Erwin, Wasey and Company of Minnesota on February 1, Mac Martin,

(Continued on Page 2)

By JIM OWENS
Staff Writer, RADIO DAILY

Princeton—The three-day hearings on color television standards, as proposed by CBS, came to a close here yesterday with a series of sharp exchanges between opposing factions that were long expected to accompany discussion of so vital a chapter of video development. Thus, responsibility

(Continued on Page 5)

Oklahoma Radio Meet To Attract Around 500

The attendance of 500 station managers, network executives, agency men and announcers is forecast for the annual Radio Conference on Station Problems which will be staged by the University of Oklahoma at Norman, Feb. 27, 28, March 1 and 2.

Special emphasis on advertising will feature the sessions, Dr. Sherman

(Continued on Page 6)

Department Store Buys Special Time On WQXQ

Bloomington's department store will sponsor a special seven-hour broadcast over WQXQ, the New York Times' FM station, on Monday, Feb. 10, to help launch the store's 75th

(Continued on Page 6)

Mobile Service

Twenty-five subscribers with a total of 35 vehicles in operation are using the radio mobile telephone service of the New York Bell Telephone Company in the Greater New York area. Included among the clients are daily newspapers and transportation firms. The new two-way radio telephone service was inaugurated a few months ago.

LOS ANGELES

By RALPH WILK

PAUL LANGFORD has been appointed radio director of the Rogers and Smith advertising agency's new office in Los Angeles. The organization also has offices in New York, Chicago, and Dallas. Prior to the war, Langford was a free-lance announcer. After entry into the Army he served 4½ years in the Air Forces personnel distributor command. Ed Johnson has been made general manager of the Rogers and Smith new Los Angeles office.

Barbara Eiler is much in demand these days, due to her fine portrayals in such spots as the Glamour Manor show, Life of Riley, and the Frank Morgan hour, to mention a few.

Bennie Carter, who was just awarded the Esquire All American Band Poll "Eskey", has temporarily forsaken the band business to concentrate on writing two books, one on arranging, and the other on Alto-Sax. However, he will continue to do guest-shots and local dates.

Allan "Falstaff Oppenshaw" Reed has transcribed a new five-minute series giving the news of the day in rhyme.

Spade Cooley has signed a new contract with Victor Records, after three years with Columbia. His latest release for Columbia is a record he made with Dinah Shore, called "Heartache, Sadness and Tears."

Florida Edwards, former actress, and more recently assistant to Arthur Eddy, was married January 25th, at Las Vegas, Nevada, to J. C. Lewis, radio producer at KHJ.

Art Linkletter plans to find out what happens when "Richard opens the door." Friday, January 31st, Jack McVey, author of the tune, appears on the "People Are Funny" show to solve this current problem.

Eddie Bracken, whose show is heard Sundays, is set to make his next motion picture. It will be the slightly daffy Thorne Smith story, "The Stray Lamb," and will star Bracken with James Cagney. Cagney will play the magician who continually transforms Bracken into various animals and back to his human form at the most inconvenient times.

Roy Rogers, star of "Saturday Night Roundup," leaves this week for Merced, California, to receive a prize Palomino colt which was presented to him by Jam Fagan, top trainer and noted Southern California horseman.

The Jack Benny show, Sunday, February 2, will feature a burlesque of Frank Capra's movie, "It's a Wonderful Life," with Capra, who directed and produced the picture, as guest star.



Windy City Wordage. . . !

• • • A rumor that pops up every six months or so to the effect that WLS is to be sold or has been sold, has been going the rounds this week, but officials of the station declare there's nothing to it as far as they know.

Some time ago ABC was conducting negotiations for purchase of the station but nothing came of it. The current rumor has Marshall Field angling for it, with a reported

\$750,000 offered and \$1,000,000 asked. But everyone concerned says it's just a rumor—nothing more. . . . Quin Ryan, who dates practically from the start of radio in Chicago, came back to the air last Thursday night in a dramatic series titled "That Was a Year," on the ABC network. His first dramatization—the story of Floyd Collins, was exceptionally well done and gives promise of an interesting series. Perhaps some of the episodes were a bit over-dramatized but, judging by other programs, that's the way most listeners like it. A few liberties also were taken with facts, a prerogative of writers in every field to heighten dramatic effect. The scores of events in sports, politics, crime and other fields covered by Ryan in the last quarter-century should provide an inexhaustible fund of dramatic stories.



• • • Howdee Meyers, of the NBC news and special events staff, has compiled a list of city-wide news sources that should prove of inestimable value in getting speedy reports on events flashed to the newsroom via the police radio. Meyers has completed a quick reference file of 3,100 possible news contacts covering every block in the more than 200 square mile metropolitan area of Chicago, thus eliminating the necessity of sending a special events crew to cover a story that may turn out to be a "false alarm."



• • • Jeanne MacKenna, NBC vocalist, will become the bride of Neal Reid, former trombonist with Woody Herman's orchestra, on March 1. . . . Following a podiatry—foot surgery in plain English—Frank Burton, WBBM news writer, is wearing what he believes to be the first open-toed shoe for men. . . . Herb Bailey, local reporter and radio writer, is the author of a three-act play, "Sail to the Sky," which is to have a tryout on February 4 at the Eleventh Street Theater and will then be taken to New York for a formal opening in the near future. . . . The wife of Leonard O'Connor, NBC news editor, presented him with an eight-pound, seven-ounce son January 21. . . . Rita Ascot is back in the "Ma Perkins" show as Fay, a role she played for eight years before leaving the cast in 1944.



• • • More than 200 Boy Scouts of Chicago will attend the broadcast of "The Adventurers' Club" in the WBBM studios Feb. 8 when the program salutes the Scouts during observance of National Boy Scout Week and the 37th anniversary of the youth organization. Local stations are cooperating in Boy Scout Week observance and a number of programs will carry special Boy Scout material.



• • • Alan Scott, singer of hymns, is a new feature of WBBM's "Country Hour," and will be heard Mondays, Wednesdays and Fridays in a quarter-hour seg of the program, 5:45 to 6 a.m. . . . "Grand Marquee," starring Olan Soule, broadcast its first commercial show for its sponsor, Rayve Shampoo, January 23. This new NBC series is lively and entertaining drama, and both Soule and Beryl Vaughan give charming performances. Show is heard locally on WMAQ at 10:30 p.m. and on the network at 6:30 and 8:30 p.m. Thursdays. . . . Mrs. Ernst Soderstrom, mother of Emil Soderstrom, NBC staff composer, died in Chicago January 16. . . . Frank Friedmann, executive vice-president of Magnavox Co., says his company will spend more than \$1,000,000 for advertising in 1947, and will have a sales volume of more than \$30,000,000. He introduced three new Magnavox radio phonograph models at a recent sales managers' district meeting at Fort Wayne, Indiana.

SOUTHWEST

MARKING the first time for a tie in between stations of its kind in the country, KYFM, San Antonio has installed direct lines to the Broome General Hospital where all regular KYFM programs will be rebroadcast over the hospital station KBGH in the bedside of its patients. The Golden Gloves boxing matches were broadcast to the patients last week.

A choir of voices which brightened the days of American prisoners of war in Japanese prison camps sang once again last Friday evening in a special broadcast over WOAI, San Antonio on the "Fourth Army Presents" quarter-hour program. Leading the group was Brig. Gen. Lewis C. Beebe, Fourth Army chief of staff, who organized the group in Karen Prison Camp, Formosa, on Christmas Eve, 1942.

While John Crasilneck, RADIO DAILY's southwest reporter was recovering from a bout with the flu at his bedside was a new AM-FM Zenith table model receiver which was brought in by Charles "Bud" Lutz, manager of KYFM, San Antonio. With this receiver he followed the Golden Gloves contest held in San Antonio and which was broadcast for the first time in its entirety through KYFM with Lutz doing the blow by blow description and Herb Dahlen, the color.

The FCC Blue Book programming hearings for KONO and KMC scheduled to be held in San Antonio early in January and which were postponed have again been rescheduled for hearing and will be held starting March 3 in San Antonio.

Rex Pries, assistant and commercial manager of KTSA, San Antonio, off to Houston for a three-day meeting of the Tenth District, Advertising Federation of America.

The FCC has authorized KPA, Port Arthur to increase its operating power from 500 watts day to 500 watts and from 250 watts nighttime to 1000 watts nighttime.

News editor James A. Byron, WBAP, Fort Worth, will observe his 3,500th newscast and commentary at his 10th anniversary in radio news on February 13. Byron estimates that he has written and broadcast over 7,000,000 words since his first newscast in 1937 over WBAP. He now generals a 10-man news staff including four radio news reporters covering Fort Worth and Dallas.

June Lockhart, motion picture star was heard over KTSA and KAE, San Antonio in a plea for the March of Dimes campaign. Miss Lockhart was here for the premiere of the Kenny "Senator Claghorn" Delmer "It's A Joke, Son" film.



EXPERIENCED SALESMAN WANTED
 If you have a successful sales background in radio or newspaper, preferably outside N.Y.C., and are hard working, imaginative, aggressive, and have a high aviation passport connection with top New York City independent station where your income will be reflected by your ability, write
 Box No. 316, RADIO DAILY
 1501 Broadway New York 18, N. Y.

RCA Exhibits Electronic Color As 3-Day Hearing By FCC Closes

(Continued from Page 1)

of accepting or rejecting a contention that has long been the center of controversy in the television industry was placed formally in the hands of the Federal Communications Commission.

RCA showed by demonstration and diagram, its electronic system of simultaneous transmission of color television which it contends is a "more simple and practical method" than that offered under current sequential methods. Demonstrations, which were conducted on five receivers, (two 15 by 20 inch monochrome consoles; two color sets with the same screen size; and one commercial table model with a 6 by 8 inch screen), employed live pickups from WNBT in New York, a distance of 45 miles by air, in addition to action film, film slides and live pickups from the RCA laboratory station, W2XNZ, approximately one-half mile away.

E. W. Engstrom, RCA engineer who conducted the demonstrations, explained at the outset that they were "strictly laboratory demonstrations" and were designed to illustrate only the principles of a system, which RCA felt, he said, "would be free of limitations inherent in the sequential method."

The last two hours of the hearing, conducted in the Penn's Neck Community House here, approximately a half-mile from the RCA laboratories, brought to light a new development in monochrome television that occasioned considerable enthusiasm from the audience and another which pointed up the extremely difficult task now confronting the FCC as it begins to evaluate testimony offered by the participants.

Arguments Numerous

A series of arguments between CBS, Du Mont and Philco highlighted a six-hour hearing which was otherwise devoted to demonstrations and technical explanations by RCA engineers and questioning by CBS officials.

The question of whether CBS' sequential system is capable of satisfactory reception at various points and distances from the transmitter arose again during the latter part of yesterday's session by Philco, RCA and Du Mont, which companies offered to conduct field tests on color sets of their own manufacture. Heated exchanges occurred at this point in which it developed that all parties might not be in full accord with such an arrangement. CBS was re-

quested to provide receivers for such tests, but explained that the type used in the laboratories were not designed for this purpose. Discussion was resolved when it was decided that CBS would provide a truck and receiver for the field tests,

IATSE Eyes Tele

Seattle—During course of the meeting here of the executive board of the IATSE (stagehands), Richard F. Walsh, president of the union stated that television will bring stage hands and other members into radio. One of the purposes of the meeting, which largely concerns motion pictures however, is to discuss the movement of IATSE members into radio and allied fields.

during which monochrome pictures, and not color, would be received in the ultra-high frequencies.

While this arrangement is contingent upon agreement reached between engineers of all companies concerned, tests are expected to take place between Monday and Friday of next week. Curtis Plummer, FCC tele engineer, will go along as an "observer" rather than "arbitrator" during the tests, as suggested by Commission Chairman Charles R. Denny.

Another high point of yesterday's session, and one which occasioned perhaps as much comment as any other single point of the hearings, was the introduction by Philco of a new console receiver employing a new principle of picture brightness and definition.

This model, reported after the demonstrations to be ready for distribution "some time next summer," presented a front projection screen of 15 by 20 inches. Conventional projection models, considered to be inferior to direct view in picture brightness, use rear projection. On this set, which showed direct live as well as film pickups from WNBT in New York, brightness and definition occasioned considerable applause. Model is reported to sell, when production is under way, in the neighborhood of \$600.

Following the RCA demonstrations of color and monochrome video, during which the recently developed

converter was used, Adrian Murphy, CBS television vice-president told RADIO DAILY that "this confirms what we've said right along. That the sequential system is by far the better system. They haven't shown that they can make this system (simultaneous) work on even the most expensive receivers," he added. He later commented with some enthusiasm on the Philco demonstration. Commenting on the same demonstration, Paul Mowrey, ABC video director, said it was "the best black and white I've seen in eight years in television."

Executive List Impressive

Officials of the respective companies present at yesterday's session, in addition to those mentioned, included the following:

Niles Trammell, O. B. Hanson, John Royal, Robert Shelby, Noran Kersta, Charles Beville, Sidney Eiges, and Allan Kalmus of NBC; E. W. Engstrom, C. B. Jolliffe, V. K. Zworykin, A. F. Van Dyck, G. H. Brown, Ray D. Kell, O. E. Dunlap, E. H. Anderson, H. H. Beverage, Harold Desfor, H. G. Blake, Allen B. Mills, C. A. Caulton, David Cole, H. E. Rhea, D. F. Schmidt, G. M. Sinnett, and W. L. Carlson of RCA.

Frank Stanton, Dr. Peter C. Goldmark, Adrian Murphy, Donald Horton, W. B. Lodge, J. H. Ream, Julius Brauner, Kenneth Yourd, and Mike Foster, CBS; Dr. Allen B. Du Mont, Dr. T. T. Goldsmith, William Roberts, Ernest Marx of Du Mont; Jack R. Poppele and Ted Streibert, WOR; George Shupert and Paul Raibourn of Paramount Pictures.

Day Upped At ABC

Harold Day, sales manager of the Co-operative Program Department of the American Broadcasting Co., will assume additional duties directing advertising and promotion activities for the department, according to Murray Grabhorn, supervisor of ABC's Co-operative Program Department.

In addition, Lud Simmel has been named to the newly created position of business manager in charge of operations of the department, Grabhorn said.

Lucite For Tele Lens

Television lens of molded lucite plastic has been tested and found to be practical, technically and economically according to R. V. Beshgetoor of RCA's plastic division, who addressed convention of plastic engineers at the Congress Hotel, Chicago. RCA television lenses are moulded in a special pilot plant, which has been operating three years.

Given BBD&O Post

Ned Stirling has been appointed Production Manager of the Los Angeles office of Batten, Barton, Durstine & Osborn, Inc. He was previously with the Times-Mirror Printing and Binding House of L. A.

Adv. Council Realigns Personnel For Drives

(Continued from Page 1)

sonnel. Miss Jean Flinner, formerly assistant public relations director, is staff manager of the campaign to inform American people of the crisis in education. Miss Flinner, who is also handling the Council's nurse recruitment campaign, said that, in accordance with policy established by the Public Advisory Committee, the main purpose of the campaign will be to inform the public of the current crisis in education and to elevate the prestige of teachers in the community.

Other Personnel Named

Henry C. Wehde, Jr., will take over Miss Flinner's duties as assistant to Michael Amrine, public relations director. Mr. Wehde will continue to be Director of Graphics for the Council.

Hector Perrier, who has been Staff Manager assigned to the World Trade campaign, will handle the tuberculosis program. Allan M. Wilson, assistant to the President of the Council, will be the Council executive responsible for the "American Heritage" campaign. This latter program will be co-ordinated with the plans of Attorney General Tom Clark for informing citizens of their rights and duties under the Bill of Rights and other basic American documents.

Selection of volunteer agencies to draw up the campaign material and the naming of campaign co-ordinators (the latter are chosen from outside the Council) will be made at a later date.

Gets Fitch Franchise

The Automatic Electric Co., Chicago manufacturer of telecommunication equipment, has been granted patent rights by Finch Telecommunications, Inc. to manufacture and sell or lease Finch facsimile equipment, according to a joint announcement by both firms. W. J. Caverley, president of Automatic Electric, reports his company will tool up immediately for production of Finch equipment and that it hopes within a few months to make shipments not only to independent telephone companies but also to other customers as well.

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.



OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

L.S. TOOGOOD RECORDING CO.
221 N. LA 29th LE ST CHICAGO 1, CENTRAL 5776

*Send Birthday
Greetings To*

January 30
Ida Bailey Allen
Lawrence W. Lowman
Renwicke Cary Gene Norman
Walter Damrosch Geo. D. Marshall
Dick Kelly Clarence Gilbert Cosby

Oklahoma Radio Meet To Attract Around 500

(Continued from Page 1)

P. Lawton, co-ordinator of radio revealed. Speakers already on the program and their topics are:

Speakers, Subjects Listed

Bill S. Ballinger, MKN Productions, Chicago, chairman of session on "Increasing the Effectiveness of Radio Advertising"; Sid Garfield, president, Garfield and Guild, San Francisco; Harlow Roberts, vice-president, Goodkind, Joice and Morgan, Chicago, and Russell Tolg, radio director, Batten, Barton, Durstine and Osborn, Inc., Chicago, speakers;

Col. B. H. Palmer, president of Tri-City Broadcasting Co., Des Moines, speaker at an evening session on "The Radio Commercial"; Parks Johnson, master of ceremonies of "Vox Pop," speaker at a luncheon session on "Audience Participation Programming"; Miles Heberer, New York State Department of Education, Albany, and Franklin Dunham, Radio Chief, U. S. Office of Education, participants in a session on "Co-operative Programming";

Ken Fry Scheduled

Kenneth D. Fry, chief of the international division of the Department of State, Washington, speaker on "United States Radio and the World"; Allan Page, producer of the CBS show "Oklahoma Roundup," chairman, "Hill-Billy Programming"; Harold Safford, program director of WLS, producer of the WLS Barn Dance, Chicago, and Hal Horton, KRLD, Dallas, producer of the Hill Billy Hit Parade, panel speakers;

Joseph W. Hicks, public relations counsel, Chicago, chairman of session on "Public Relations and Promotion"; Donald W. Davis, president of radio station WHB, Kansas City; Johnny Frazier, Jr., promotion director of WHB, and Harold Safford, program director, WLS, speakers;

Harold Fair, director of public relations, WHO, Des Moines, Ia., chairman of session on "Community Resources in Programming"; Paul Sheatsley, National Opinion Research Center, New York, speaker at a luncheon meeting on "Audience Attitudes"; Thomas Rishworth, director of the University of Texas radio house and former public services director of NBC, leader of discussion on "School Training for Radio";

Judith Waller on Agenda

Judith C. Waller, director of public services, National Broadcasting Co., Chicago; George Jennings, radio council, Chicago Board of Education, Capt. Leonard Schmitz, War Department, Washington, D. C.;

O. R. Wright, KOZY and Commercial Equipment Co., Kansas City, Mo., speaker, "Frequency Modulation";

Leland Cooley, director of television, McCann-Erickson Agency, New York, speaker, "Television Programming";

A demonstration of television equipment by the Radio Corporation of America has been tentatively scheduled.

AFRA-Webs Sign New Pact; Terms Cover 2-Year Period

(Continued from Page 1)

term "network" is defined as two or more stations joined by wire for simultaneous broadcasting. However, on major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station. These major stations in New York are listed as WCBS, WJZ, WNBC and WOR and in Chicago as WBBM, WMAQ, WENR, WGN and WLS. The rates in the national code do not apply to programs originating on the west coast unless the shows are available to stations outside the 11 western states.

The new contract is retroactive to last Nov. 1, although there are certain provisions which become effective next Saturday, Feb. 1. One of the new provisions brings sportscasters into the AFRA code at the rate of \$125 for a play-by-play report of any sporting event. The rate for the color man is set at \$85 per event with an event defined as "whatever the daily ticket of admission buys." The weekly guarantee for sportscasters, covering a maximum of seven events, shall be not less than \$350 with the color man getting \$225.

KFI Case Unsettled

Despite the signing of national, regional and local contracts, KFI in Los Angeles still remains outside the fold. The dispute between the union and the station has been over local commercial fees and Heller reported yesterday that the situation there has become an isolated case and is no longer considered of any vital consequence. KFI and AFRA reps at present are not holding discussion meetings and the indications are that

'Crossroads Cafe,' WINS, To Cincinnati For Week

"Crossroads Cafe," now originating at WINS, New York, will move to WLW Cincinnati, for the week of Feb. 3, with Betty Brady as hostess. The program is heard over WINS and WLW weekdays at 6:30 p.m., EST. The show was moved from Cincinnati to New York last fall, with Dorothy Day as emcee.

Leslie On Ascap Board

Edgar Leslie, writer member of ASCAP was appointed at the last meeting of the Society's Board of Directors to fill out the term of writer Richard Rodgers, who resigned.

Gen. Bradley On CBS Monday

Gen. Omar N. Bradley, Administrator of Veterans' Affairs, will be heard on CBS from 6:16-6:30 p.m., next Monday discussing "GI Insurance." The program, which will originate at WTOF, Washington, D. C., has been planned to aid the current campaign urging veterans who have allowed their GI insurance to lapse, to recover and continue the policies.

the matter will be a long drawn out affair.

The "Management-AFRA Committee" clause has been left in the contract as originally written, although the NAB has yet to appoint representatives to serve on the group. The NAB board of directors has appointed a sub-committee to study the clause and report back to the next board session in April. Heller related that AFRA hopes the NAB will appoint members to the committee at some future date but if not, then other arrangements will be made by the union.

Time Limit Set

Although the code expires on Oct. 31, 1948, AFRA has the right to terminate the contract, with 10 days notice, on the first day of each month beginning with Nov. 1, 1947. In event of such occurrence, the union also has the right to reinstate the code and all its terms and conditions. And effective Nov. 15, 1947, AFRA has the right to reopen negotiations if the cost of living has increased 10 per cent during the previous year. If networks and the union fail to reach an agreement after five days of negotiations, it is agreed the matter will be submitted to arbitration.

A comparison between the new live and transcribed code shows that a 10 per cent differential still remains in scale since both were given a 20 per cent increase over former contracts. Several transcription companies signed this week, including Frederic W. Ziv, NBC and World Broadcasting System. Capitol Records is expected to sign today.

Sinatra Taking Vacation; Jack Carson Substituting

Frank Sinatra withheld the information concerning his vacation and replacement until last night, when, on his Old Gold program over CBS revealed that he is leaving the air for three weeks. Jack Carson will substitute for him on Wednesday, Feb. 5, while his pinch-hitters for stanzas of Feb. 12 and 19 will be announced at a later date.

New WPIK Series

Washington—Charles Parmer, former foreign correspondent and New York's city editor of International News Service, and current Washington correspondent has begun a series of radio commentaries over WPIK, Alexandria, Va., known as "Parmer From Washington" and heard Sundays at 4:30 p.m.

Stork News

A seven pound girl was born to the wife of Robert D. Swezey, MBS veepee and general manager, at Lenox Hill hospital in Manhattan Jan. 29. The child is the fourth of the Swezey's.

CPs For 4 New AM Lead Activity At FCC

Washington Bureau, RADIO DAILY—Washington—The FCC yesterday granted licenses to cover CP's in four new standard stations. They include Midwestern Broadcasting Co. (WATZ), Alpena Township, Mich., operating on 1450 kc., 250 watts, unlimited; Walla Walla Broadcasting Co., KWWB, Walla Walla, Wash., operating on 1490 kc., 250 watts, unlimited; Air Waves, Inc., (WLCS), Baton Rouge, La., operating on 1400 kc., 250 watts, unlimited, and Methodist Radio Parish, Inc., (WMRP), Flint, Mich., operating on 1510 kc., 250 watts, daytime.

Warners Get Grant

In an unusual action the FCC yesterday also granted CP's to several applicants for new remote pickup stations. Grants were made to Warner Brothers-Broadcasting Corp., in the area of Hollywood, Calif.; J. E. Rodman, area of central California; KTRH Broadcasting Co., for area of Houston, Tex.; KMPC, "The Station of the Stars," area of Los Angeles, Calif.; Frontier Broadcasting Co., area of Cheyenne, Wyo.; News Press Publishing Co., area of Santa Barbara, Calif.; Carl E. Haymond, area of Tacoma, Wash.

Additionally, five applications for new standard stations were listed yesterday by the FCC. They include News-Journal Corporation, Daytona Beach, Fla., to be operated on 10 kc., 1 kw., daytime; Phillip G. Bar, Shreveport, La., to be operated on 1240 kc., 250 watts, unlimited; P. B. Lingenfelter, Clinton, Okla., to be operated on 1490 kc., 250 watts, unlimited; DeKalb Radio Studs, DeKalb, Ill., to be operated on 10 kc., 250 watts, daytime; the Vce of Nevada's Capital, Carson City, Nev., to be operated on 1450 kc., 250 watts, unlimited.

Department Store Buys Special Time On WQQX

(Continued from Page 1)

anniversary celebration. WQQX normally carries the same program simultaneous with WQXR but for this special broadcast recorded musical programs have been arranged for the FM outlet only.

The Bloomingdale program, to be heard from 5 p.m. to 12:05 a.m., will not only draw attention of the store to the radio audience but will be used to entertain some 1,000 guests at a dinner party in the store. Dinner guests will include city officials, executives in the merchandising field and radio and movie celebrities.

FM receiving sets will be placed at strategic points throughout Bloomingdale's store so that guests and employees can be entertained by the programs. The entire broadcast will consist of music except for four minutes of news every hour on the hour. The only commercials to be heard will be those announcing that Bloomingdale's is presenting the broadcast to mark its anniversary.

FACTS

THERE NEVER HAS BEEN A PHYSICAL DEFORMITY OR SURGICAL OPERATION NECESSARY IN MORE THAN 2200 ACUTE INFANTILE PARALYSIS CASES TREATED AT THE ELIZABETH KENNY INSTITUTE.

THE SISTER KENNY FOUNDATION IS THE ONLY INFANTILE PARALYSIS FOUNDATION WHICH GIVES THE UNFORTUNATE VICTIMS OF POLIO THE COMPLETE KENNY TREATMENT.

THE SISTER KENNY FOUNDATION RECEIVES NO HELP FROM OTHER CAMPAIGNS, SO WE ARE APPEALING TO YOU FOR YOUR DIRECT SUPPORT.

THOUSANDS OF CRIPPLED CHILDREN ARE BEGGING FOR THE SISTER KENNY TREATMENT. HELP THEM. MAKE YOUR CONTRIBUTION DIRECTLY TO THE

SISTER KENNY FOUNDATION

FOR INFANTILE PARALYSIS

331 EAST 70th STREET NEW YORK 21, N. Y.

RHinelander 4-2260

Student "Workshop" Set By New College

Utica—A new emergency college which opened last Fall in Utica, New York, Mohawk College of the Associated Colleges of Upper New York, has set up a student Radio Workshop presenting two 15-minute program series aired on two stations in Utica.

WLBX (CBS) will carry the Workshop's dramatic series every third Wednesday at 4:30 p.m., and the new ABC affiliate in Utica, WGAT, will send a line out to the college theatre to pick up musical, variety and discussion programs.

Mohawk's first program is scheduled for February 5 over WIBX in a dramatized version of the formation of the emergency colleges entitled "Story of a College." The WGAT series will commence at 5:30 p.m., the first Wednesday after the station gets its clearance from FCC to go on the air.

The Mohawk Radio Workshop is under the direction of Herbert M. Golden, Radio Advisor of the college Public Relations Office.

Victor And Ricciardi Pacts Announced By WQXR

RCA Victor and the Ricciardi Co. are two new half and quarter-hour sponsors announced by WQXR along with additional 52-week participating sponsors. The "RCA Victor Showcase" is being heard Mondays and Fridays, 10:30-11 p. m., with the contract placed through J. Walter Thompson, running for 52 weeks. Program music and commercials feature latest Victor releases.

The Ricciardi Co., Inc., ice cream maker, has signed a 26-week contract for sponsorship of five quarter-hour broadcasts a week starting March 24. The account, handled through Young & Rubicam, calls for a Latin-American melodies program from 5:15-5:30 p. m., Mondays through Fridays.

Rose Laird, beauty products, has started participation, five days a week, in Alma Dettinger's "Other People's Business" heard daily from 11:05-11:30 a. m. Contract runs for 52 weeks. State Laundry, Inc., is also participating in the same program under a 30-week contract placed by Bergin & Nolan, Inc. Modern Modes Furniture Co. has renewed its participating sponsorship for 52 weeks, starting Jan. 29.

Guffanti's Restaurant has become a Monday participating sponsor for WQXR's "Luncheon Concert" aired from 12:05-12:30 p. m. The 52-week account was placed by Mason-Relkin agency.

Brokers' Tele Show On WCBW

"Money at Work," a special one-time video show, will be telecast on WCBW today under sponsorship of Merrill, Lynch, Pierce, Fenner & Beane, brokers. The film will picture the mechanical background of the New York Stock Exchange.

COAST-TO-COAST

— WASHINGTON —

SEATTLE—Kirby Torrance moves into the KEVR commercial manager spot formerly occupied by Arthur Moore. . . . KOMO's Sports Advisor, Royal Brougham was presented with the Seattle First Citizen Award of 1946. Jack Dempsey, who flew up from Hollywood for the occasion, described Royal as a "guy both loved and respected throughout the profession". . . . KIRO has inaugurated a new series reviewing the week's happenings in the State Legislature from both a Democrat and Republican point of view. . . . TACOMA—KMO had exclusive rights airing the first helicopter flight in the Pacific Northwest. . . . PULLMAN—KWSC chief engineer has prepared a manual that will assist and train the new operators as the department grows. . . . YAKIMA—KIT has completed installation of the latest type RCA 4-channel pick-up equipment and cardoid microphones in the First Presbyterian Church in the city. The station has been broadcasting the Sunday morning services on a public service basis since 1929.

— PENNSYLVANIA —

PITTSBURGH—Joe Tucker, WWSW sports announcer, will captain the radio announcers team when it meets the newspaper scribes for the Infantile Paralysis benefit basketball game. . . . Phil Gilson joins the WWSW sales staff. . . . JOHNSTOWN—Twenty-one remote pickups weekly are scheduled by WARD. . . . Station has established its own Breakfast Club program, originating from the Y.M.C.A. dining room. . . . PHILADELPHIA—To focus public attention on Boy Scout Week, beginning February 7th, WPEN has planned a full week of radio activities in their behalf. . . . WFIL—FM cooperated with the Elliott-Lewis company in presenting a special FM demonstration program for 50 regional dealers.

— OHIO —

CLEVELAND—WHK presented an all night request-tune program, "Dollar Dance for the March of Dimes" campaign. A listener in Akron hearing that the station was unable to locate a request tune, called in and beamed her record into the phone receiver, enabling audience in Cleveland and Akron to hear the tune. . . . COLUMBUS—Frank Tate has been appointed Director of News at WCOL. Mr. Tate also heads the continuity department. . . . CANTON—"Songs of Faith" new WHBC weekly series features the Maurice Singers with a repertoire including hymns and spirituals.

— ILLINOIS —

ROCK ISLAND—Stan Kenton, voted favorite band leader by listeners of Club 1270, WHBF, was presented with an engraved baton conveying this message. . . . "Mommy and Buddy" new WHBF series originates in the home playroom of five-year-old Buddy. . . . Country editors can sit back and hear themselves talk in the new series, "Meet the Editor." Interviews are made by wire-recorder, in the newspaper plants and broadcast at noon every Saturday. . . . EAST ST. LOUIS—"Camera Club of the Air," pro-

gram aimed at photography fans made its debut over WTMV January 18th.

— NORTH CAROLINA —

DURHAM—The University of North Carolina Library has requested copies of the "WDNC News," station's monthly publication, in order to bind and preserve for their collection. . . . Fire at the WDNC transmitter did damage to the building's living quarter in the amount of \$1,000. None of the transmitter equipment was affected. . . . FAYETTEVILLE—WFNC's popular disc jockey, Lee Ellis, is confined at the Veterans' Hospital with an aggravated stomach ulcer. . . . "Around the Markethouse" featuring news of Fayetteville and North Carolina has been sold to local furniture store after its third sustaining airing.

— NEW YORK —

JAMESTOWN—WJTN has an eligible member for the radio profession's twenty year club. He is Julius King, author, lecturer and radio commentator, who celebrated his 20th anniversary in the broadcasting industry on January 23. His commentary currently is sponsored by the Jamestown Manufacturers Association. . . . ITHACA—Preston L. Taplin, announcer at WHCU, and formerly U.S. Army Radio Correspondent in the European Theater, and announcer at WIS, Columbia, S. C., has been named production manager of radio station WELM, in Elmira. WELM, is a new 250-watt operation at 1400 kilocycles, owned and managed by J. R. Meachem. WELM expects to begin full time operation on April 1. . . . SCHENECTADY—Frank Singiser, one of the networks well-known news announcers who received his start in broadcasting at WGY in 1928 when he graduated from Brown University, is coming back to the General Electric's station next month. He will be heard Sundays starting Feb. 2, at one o'clock in a 15-minute news round-up of world events, in a program sponsored by Wullex clothes. Singiser during the past year has purchased two farms, adjoining the one he has owned for some time in the dairy regions near Brandon, Vermont, and plans to commute to Schenectady weekly for news broadcasts over WGY.

— MISSOURI —

ST. LOUIS—For services rendered veterans during the past year, KXOK has been awarded the Veterans Administration Certificate of Service for 1946. . . . Survey conducted by Charles Stookey, farm editor for KXOK, bears out his conviction that farmers do not like hill-billy music. . . . KANSAS CITY—KCMO, because of the newspaper strike, has increased its news periods and is airing the Sunday comic strips. . . . John S. McDermott will assume duties as KMBC director of special features February 28.

— VIRGINIA —

ROANOKE—Causing favorable comment is the new WSLS public service feature, "This Is Roanoke." Program airs dramatized thumb nail biographies of outstanding personalities who play and have played a part in the growth of the city. . . . RICHMOND—Students of the William and Mary College class in radio received a practical final examination. Idea,

Drop Recording Dept. For Tele Expansion

(Continued from Page 1)

it was announced yesterday. The Schirmer organization pioneered in the field of recording as a service to their music clientele. Their clientele have included 45 recording companies, Juilliard School of Music and a number of colleges and universities.

Ellington Award

Chicago—The broadcast of "wax museum" with Studs Terkel over ABC February 2 will be replaced with a special program by Duke Ellington's orchestra from the stage of the Civic Opera House, with Terkel as emcee. Ellington will receive a plaque honoring him as the "top sweet and swing band."

worked out by WRNL manager E. S. Whitlock and school authorities gave the students a chance to work in various departments of the station. . . . DANVILLE—WDVA will take to the air approximately May 1st. In the General Manager berth will be Walter M. Windsor.

— MASSACHUSETTS —

BOSTON—New WCOP public service feature making its bow this week is "Get That Job." Program is designed for the unemployed vet. Roundtable discussions offering specific information prepared by experts on a variety of occupational fields make up the format. . . . Happy Herb Lewis, singing troubadour, returns to WBZ and WBZA with "Melody Mail Quiz". . . . WORCESTER—WAAB's "Tello Test" man, Art Wallberg, recently welcomed another addition to the family, a baby boy. . . . February 1st WAAB will bring its listeners the entire inauguration exercises at Clark University. . . . NORTH ADAMS—Robert C. Sprague, president of the Sprague Electric Company, has been awarded the Certificate of Meritorious Service by the United States government for his wartime work as member and chairman of the Radio Parts Manufacturers Advisory Committee.

— MICHIGAN —

ANN ARBOR—The Ann Arbor Brewing Company has purchased a six-day weekly news program on WPAG to promote Cream Top Beer. . . . DETROIT—A series of Sunday afternoon concerts by the Wayne University Band under the direction of Graham Overgard will premier on WJR, February 9th. . . . State Congressmen now have an opportunity to report to the people of Michigan in the new WJR feature, "Your Congress". . . . Sidney Brechner, WJR technician, no longer among the eligibles.

— VERMONT —

WATERBURY—A 15-minute daily feature aired over WDEV, will present news and discussions highlighting the proceedings of the Vermont General Assembly. Harrison Fowler will be commentator. . . . Authorization for operation of a new radio station has been granted Herbert L. Wilson. Station will operate on 1000 kilocycles, one kilowatt power during daytime hours.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 38, NO. 22

NEW YORK, FRIDAY, JANUARY 31, 1947

TEN CENTS

Press Relay Radio Grant

French Radio Leaders Week Exchange Shows

American stations in four states and the District of Columbia are already airing programs originated in France under an exchange programming policy instituted by the French radio, according to Robert Lange, Director of North American Service. As for American programs heard in France, Lange says that the NBC international department, managed by Fred Bate, has been active supplying the French radio with documentary shows portraying life in the U. S.

Lange and Jacques Manachem, (Continued on Page 5)

Pabst And WMCA Sign For Giants' Ball Games

A deal involving upward of \$200,000 was signed yesterday by WMCA, the New York Giants baseball club and Pabst Brewing Co., for the airing and sponsorship of Giant games over the station next summer. Contact was also signed by the new sports-casting team of Frankie Frisch, a big league player and manager,

(Continued on Page 6)

New York Increases Budget For Operations Of WNYC

New York City's unprecedented budget for the fiscal year 1947-48, announced by Mayor O'Dwyer, includes \$215,000 operating expenses for stations WNYC and WNYC-FM, an increase of \$50,000 over the previous broadcasting budget. These figures were reported yesterday.

(Continued on Page 5)

'Met' Director

Mark Woods, president of the American Broadcasting Company, in charge of the facilities of which the performances of the Metropolitan Opera have been broadcast in their entirety each Saturday afternoon since 1939 during the opera season, was elected a member of the board of directors of the Metropolitan Opera Assn. at the membership meeting this week.

Weather Note

Predicting that a new electronic weather forecaster holds promise of giving accurate weather predictions over the entire globe, Dr. V. K. Zworykin, director of electronic research, RCA Labs, yesterday addressed the American Meteorological Society and the Institute of Aeronautical Sciences at the Hotel Astor. Dr. Zworykin said the development had the possibilities of controlling hurricanes and preventing killing frosts.

Chicago Storm Hits Station Operations

Chicago—Sleet, snow, rain, thunder, lightning and 60 miles per hour winds combined to give Chicago its weirdest winter storm Wednesday night, causing three local radio stations considerable trouble. WBBM was forced to use Diesel auxiliary power when it had trouble with power feeds breaking at its transmitter at Itasca, 25 miles from Chicago. WMAQ had program interruptions

(Continued on Page 2)

Sauter To Head Radio Div. Of N. Y. Red Cross Drive

James E. Sauter has accepted the chairmanship of the radio division of the Red Cross 1947 Fund for Greater New York, Russell K. Jones, public information chairman, announced yesterday.

In assuming the radio chairmanship, (Continued on Page 6)

Special 'Television Week' Planned By St. Louis Group

St. Louis—Adrian Rodner, head of Television Advertising Productions, new production and consultation company, Chicago, announces that an extensive television campaign will be put on in St. Louis the week of February 10 till 16 in connection with the city's observance of Edison Centennial Week. The three major backers of television week in St. Louis are KSD, Post-Dispatch Station, which will televise the shows;

FCC Okays Use By Boston Newspaper Of Experimental Communications System In News Gathering

Nation's Broadcasters Aid Treasury Series

Expected to hit well over the 900 mark by the end of the week, station acceptance for the new U. S. Savings Bonds 15-minute transcribed "Guest Star" series has already reached over 850.

With Kenny Delmar acting as permanent emcee, "Guest Star" continues its transcribing sessions before a studio audience at NBC. Next week's line-up of stars appearing on (Continued on Page 2)

New Puerto Rican Station Sets Commercial Accounts

San Juan—Several major radio advertisers have bought time on WAPA, new 10,000 station at San Juan, Puerto Rico, which went on the air January 15.

The Kelvinator Sales Company (Continued on Page 6)

State Dept. Awaits Word From Moscow Re Radio

State Department said yesterday that radio coverage of the Moscow Peace Conference still is undecided. Spokesmen for the department said (Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted applications of the Boston Herald-Traveler corporation for authority to construct and operate, experimentally, a new relay press radio communication system. The system is comprised of a land station, installed in the news room of the Boston Herald-

(Continued on Page 5)

Mutual Adds 11 More; Web Total Now Is 393

Addition of 11 new Mutual affiliates, including two 1,000-watt stations and a 500-watt, was announced yesterday by Carl Haverlin, vice-president in charge of station relations. Total of Mutual outlets now is 393.

At the same time it was announced (Continued on Page 6)

WJZ Cutting Night Sked; All-Night Platter Show Out

WJZ is shutting down its all night operation and will begin signing off the air at 1 a.m., starting Sunday, Feb. 2, resuming broadcasting again at 5:45 a.m. Disk jockey Johnny Dale will conduct his last all night program beginning at midnight Friday, (Continued on Page 5)

Public Service

Station WONS in Hartford, Conn., was notified by Nathan Gatchell, director of the Manchester Veterans Service Center that a plea on the air for type B blood saved the life of a twenty-four-year-old veteran. Over hundred persons with type B blood responded to the announcement. This response was made within a short time following the broadcasting of the request.



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

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FINANCIAL

(Thurs., Jan. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10	9 1/2	9 7/8
Am. Tel. & Tel.	173 1/2	173	173
CBS-A	32	32	32	1/8
CBS-B	32	32	32
Farnsworth T. & R.	8 1/2	8 1/4	8 1/4	1/4
Gen. Electric	39 1/2	38 3/4	38 7/8	3/8
Philco	26 3/4	25 3/8	25 5/8	3/4
Philco Pfd.	97	97	97
RCA Common	93 1/4	95 1/8	93 1/2	1/8
RCA First Pfd.	79 3/8	79 3/8	79 3/8	7/8
Stewart-Warner	18 7/8	18 3/8	18 3/8	1/2
Westinghouse	27 1/4	26 5/8	27	1/2
Westinghouse Pfd.	95 3/4	95 1/8	95 1/4	1/4
Zenith Radio	22 3/8	21 3/4	21 3/4	1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4 7/8	4 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/2
Finch Tele Comm.	10 1/4	11 3/4
Stromberg-Carlson	12 1/2	14
U. S. Television	1 3/4	2
WCAO (Baltimore)	39	
WJR (Detroit)	18 1/2	20 1/2

Warner Set For News Show On Mutual Starting Mon.

Albert L. Warner, Mutual's news chief in Washington, D. C., will be featured in a news series on the web titled "Home Edition" to be heard Monday through Friday from 12 to 12:15 p.m. Program will debut on Monday, February 3. Robert Gardner, magazine editor and well-known traveler, will assist Warner on the show. "Checkerboard Jamboree," formerly heard on this segment, will be switched to the 12:15-12:30 slot.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

★ COMING AND GOING ★

THOMAS D. CONNOLLY, director of program promotion for CBS, leaves today on a short business trip to Philadelphia.

ELZEY ROBERTS, president of KXOK, St. Louis outlet of the American network, and **CHESTER L. THOMAS**, commercial manager of the station, were visitors yesterday at the New York headquarters of the web.

ALBERT BAYNE, publicist, has returned from Boston, where he made arrangements for the broadcast of Margaret Phelan's opening at the Bradford.

DICK SWIFT, assistant general manager of WCBS, returns tomorrow from a three-week vacation in Bermuda.

C. T. HAGMAN, general manager of the central division of the American network, has arrived in Gotham.

ROBERT TROUT, news analyst on WCBS, and **JESSE SOUSMER**, his assistant, left yesterday for Washington, D. C.

BILL BERNIS is back from the West Coast following completion of a 26-week tour as producer of "Opportunity USA" over the Mutual network.

CARL BRISSON has arrived in Manhattan by plane. He's scheduled for a series of recording sessions for Apollo Records.

HENRY SYLVERN, musical director of "Boston Blackie" heard over WJZ, is back on the program entirely recovered from an illness which kept him away about six months.

GRANT THEIS, of CBS Radio Sales, is on a business trip to WTOP, Washington, D. C.

ROBERT D. SWEZEY, vice-president and general manager of the Mutual network, and **JIM WALLEN**, treasurer of the web, leave today for Washington, where tomorrow they will attend the White House Correspondents Dinner for President Truman.

ROBERT D. ENOCH, station manager of KTOK, Oklahoma City, paid a call yesterday at the New York offices of the station's national representatives.

H. R. BAUKHAGE, American network commentator, will broadcast today's program from WKIP, the web's affiliate in Poughkeepsie, N. Y.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in Washington for the Mutual network board meeting and for the White House Correspondents dinner.

DAVE NEWELL, one of the experts associated with "The Fishing and Hunting Club of the Air" broadcast over Mutual, is spending some time in Leesburg, Fla. He'll be back Feb. 10.

HAROLD F. GROSS, president of WJIM, Lansing, Mich., an affiliate of ABC, is in town on station and network business.

RALPH FOOTE, advertising manager of the Beech-Nut Packing Co., plans to spend February in Cuba.

JAMES SANDNER, director of grocery trade relations at WLW, Cincinnati, is in Indianapolis on business.

REX L. PRIES, commercial manager and sales director of KTSA, San Antonio, Tex., is here for talks with his national reps.

Chicago Storm Hits Station Operations

(Continued from Page 1)

when power lines rubbed together at the station's main plant at Elmhurst. At Hammond, Ind., winds toppled the 80-foot top section of the 200 foot antenna tower of station WJOB into the street. Service from WENR was uninterrupted but WGN lost a lower line and was forced to switch to an emergency line.

Arthur Hale, Mutual commentator, who on his 7:30 p.m. program broadcast from New York last night had a direct wire to Chicago, brought in Paul Nielson, who reported that WGN received several calls from listeners asking "Has the millenium come?" They were awed by the fact that "brown snow" was falling in the Windy City.

Bank Sponsors Kingdon For 52 Weeks On WINS

News and commentary by Frank Kingdon will be heard over WINS from 10:30-10:45 p.m., Monday through Friday, starting Feb. 3 under sponsorship of the Amalgamated Bank of New York. Announcer Paul Sherman will deliver commercials. The 52 week contract was handled through Jerry Layton.

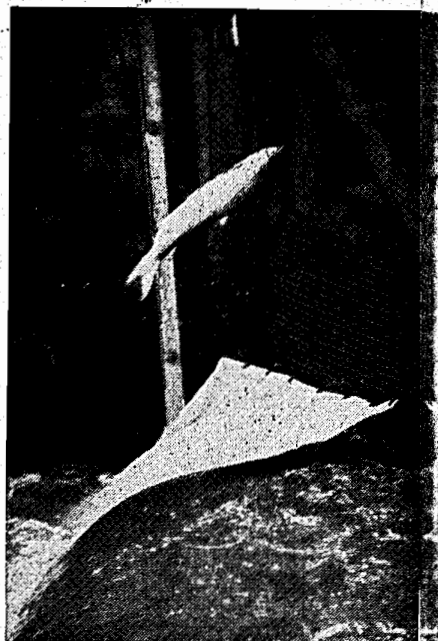
Stork News

Mr. and Mrs. John Farley are the parents of a second son, Bryan David, born January 23 at St. Vincent's hospital, New York. Farley is a New York radio publicist.

Nation's Broadcasters Aid Treasury Series

(Continued from Page 1)

the shows include: Alec Templeton on Tuesday; Lauritz Melchior and Helen Traubel slated for the first Thursday show, and Phil Baker guesting the second. Among other headliners slated for appearances on the Savings Bonds series include: Hildegard, Morton Downey, Gracie Fields, Basil Rathbone, Olsen and Johnson, Beatrice Kay, Bobby Clark, Jack Smith, Mischa Auer and a host of others. An orchestra and chorus, under the direction of the Hungarian-American composer-conductor, Denes Agay, assisted by Kal Kirby, does the musical pitch.



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam. That's a fightin' species for you. And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up. We can give your plans a big lift in the country's sixth largest market. W-I-T-H, the successful independent in this big five-station radio town, can and does deliver more listeners-per-dollar-spent than any other station. That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

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

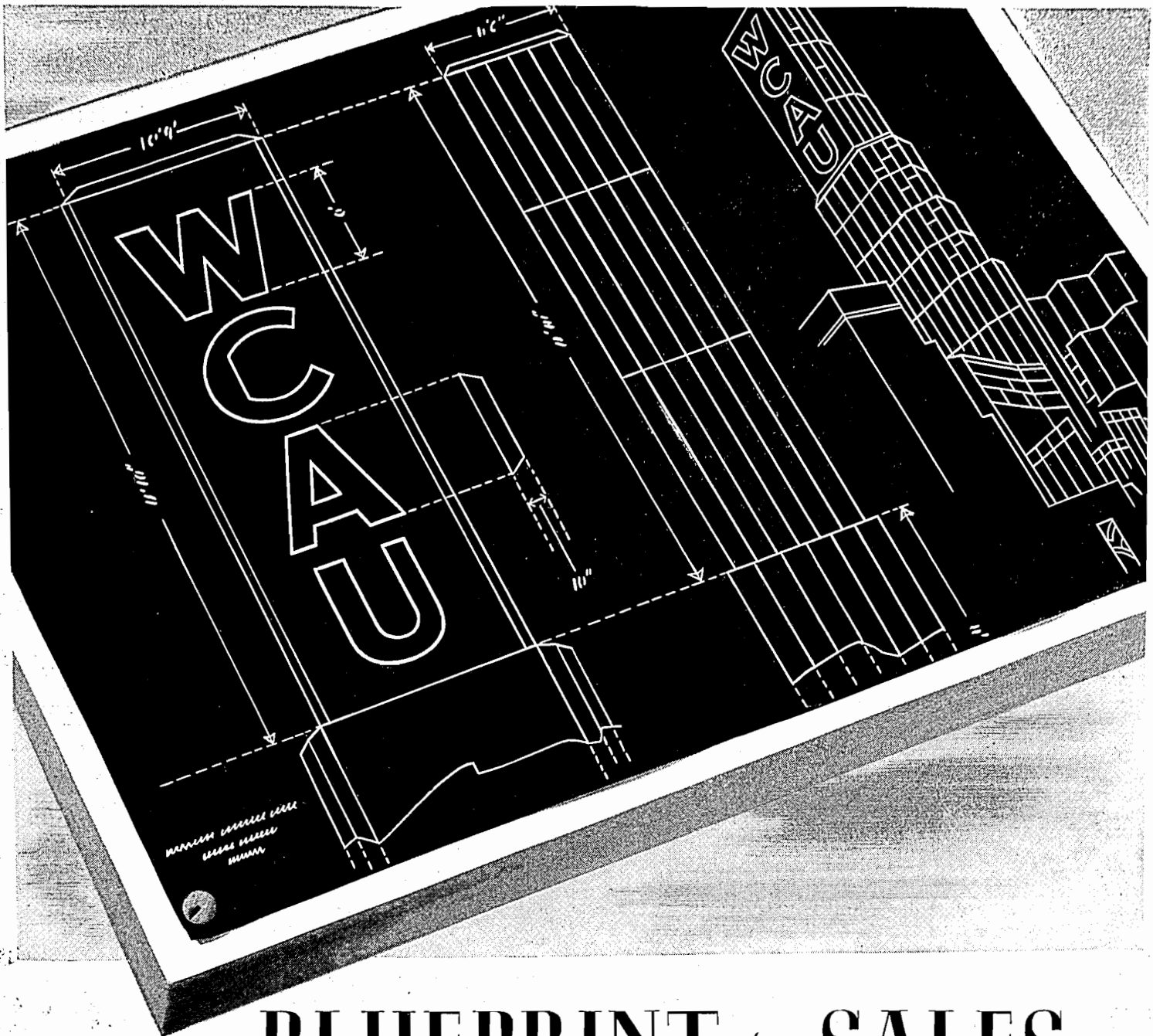
W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed



BLUEPRINT *for* SALES

WCAU is built of superior engineering, distinguished programming, productive promotion—all of which constructively serve you from

the very beginning of your association with us.

This is an important consideration in any blueprint for a profitable sales plan in America's third largest market.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

CHICAGO

By NAT GREEN

IN for conferences with ABC officials last week were Robert Ridder, president of WDSM, Duluth; Grifford Williams, president; Arthur Brooks, Ludlow Flower, and Max Bevens of KGHF, Pueblo, Colo.; Hugh Boice, manager of WEMP, Milwaukee, and Robert Hinckley, ABC vice-president with offices in Washington.

Lynn Connelly, radio editor of the Western Newspaper Union, recently selected ABC's "Theater Guild on the Air" as radio's best dramatic program.

Ezra Stone and Jackie Kelk, stars of the "Aldrich Family" program, here in the interest of the March of Dimes, have a busy schedule. On Tuesday they were guests on "Board of Trade" and at Mooseheart. Ten a.m. Wednesday, breakfast with the student body of DePaul University. One p.m. press luncheon at Kungsholm Restaurant, and Wednesday night featured in a "March of Dimes" skit at dinner of Oak Park's Lions' Club, and their regular broadcast Thursday.

Jack Benny and the Chicago Theater dickering for a summer engagement of Benny at the Chicago.

Gilbert (Gib) Sandefer, former manager of Hardin-Simmons University band, Abilene, Texas, who was Red Cross representative overseas during the war, is being considered for a radio spot.

Radio Writers Guild will present a series of eleven lectures on radio writing and production February 17 to April 28 with top radio writers as speakers.

Elgin Watch Company is one of several sponsors dickering for Al Jolson.

Glenn Snyder, vice-president and general manager of WLS, back from a business trip to New York.

Louis Calhern, star of "The Magnificent Yankee," current at the Erlanger Theater, was guest of Hostess June Marlowe on WBBM's "Melody Lane" Monday.

Morton Bove, vocalist on WGN's "Theater of the Air," appeared on television station WBKB Thursday night in an interesting gagged-up show in which he demonstrated how to teach a neophyte how to sing.

A new transcribed musical program "In The Cameo Room" will bow on WBBM February 2 with Bob Cunningham as narrator-host. Show will feature Tommy Port and "Marylin," vocalists, and Johnny Duffy and his orchestra. It is sponsored by the Cameo Corp. (Cameo Cleanser).

Buckingham Gunn, WGN program supervisor, and Judith Waller, educational director of NBC, discussed radio at the Chicago Women's Club meeting January 29.

The 12 midnight to 1 a. m. segment of Dave Garroway's 1160 Club program on WMAQ, Tuesdays through Saturdays, has been sold to Hudson-Ross, Inc., retail radio and records firm, for 13 weeks starting Feb. 18.



Notes From An Aisle Seat. . . !

● ● ● A major H'wood outfit is scouting sites for a studio in Florida. Its legal dep't is conferring right now with labor leaders on a proposed ten-year labor contract if the studio moves down there. Meanwhile, good news for local thespians is the report that 26 feature pictures will be produced in N.Y. this year. . . . Hear that when the Musicians' Union and webs tangle at end of present pact, major demand on part of the former will be cancellation of procedure of using staff musicians on commercial shows. Webs will retaliate with insistence that ban on live music for video be taken off, and also the double fee for repeating standard shows on FM. . . . Remember our mentioning about the nets squawking about comics tossing in free plugs for non-sponsored products just to get gifts of same? Well, NBC has just sent out an order to eliminate all lines in comics' scripts re non-sponsored products unless they're an integral part of a gag. . . . "Take It Or Leave It" shifts to H'wood in three weeks. May be permanent, as Phil Baker has bought a house out there. . . . NBC dropping one of its three news services. . . . Eddie Forman, Abbott & Costello head writer, has sold an original screenplay, "Beaut From Butte," which will star Martha Raye. . . . Ken Lyons, one of our better script-writers, says that when the Gov. of South Carolina met the Gov. of Georgia recently, he began with: "Hello, you-all." . . . Coast rumors have Sonny Werblin and Hal Hackett resigning from MCA. . . . Clifford Evans new program director of WLIB.



● ● ● OUR HATS OFF DEPT: Morey Amsterdam's high-grade clowning via WHN six nites a week. . . . Bill Callahan's Decca waxing of "Call Me Mister"—a mister-piece. . . . Loumell Morgan trio's Apollo disc of "Blues in the Night". . . . Murray Jordan's daily "This Is Romance" stanza via WLIB. . . . WNEW's terrific Sat. nite Swing Sessions. . . . Bob Houston's new Sonora platter of "Dream, Dream, Dream". . . . Phil Davis' tribute to Glenn Miller on the Hires show. . . . Reports about Eddie Garr's comedy from the coast. . . . Irene Beasley's mail and studio audience draw for her Grand Slam quizzer. . . . Glamour-gal Dorothy Day's commentaries via WINS. . . . Monarch's new albumagic, "Sketches of Fala," dedicated to FDR's pup.



● ● ● SMALL TALK: Donald Buka, who's been a regular on many of the local air stanzas, summoned to H'wood on 12 hours notice to test for the romantic lead in Howard Hughes' film, "Vendetta". Buka not only landed the role—but Hughes thinks he's a 'discovery' and has offered him a seven-year contract. . . . Sponsorship of the Boston Symphony brought up an unusual problem when John Hancock decided to take only half of the ABC net carrying the concert. Discs were the solution, with sustaining half of the net using them at a later date, replacing Gene Hamilton's commercials with local announcements, but retaining his commentary. . . . Victor King flying to H'wood to sign Nelson Eddy and Jeanette McDonald for a special transcribed series. . . . Recommended: Al Bernie's "Man of Distinction" song at LaMartinique. . . . Bret Morrison, radio's Shadow and nitery singer, getting top billing at the new Chateau.



● ● ● THOUGHTS WHILE DIALING: Everytime I see Sonja Henie doing her little running steps on skates my thoughts turn to Hildegard prancing around the Persian Room. . . . A swell little band that deserves radio time is Syd Strange's nifty little group at the Diamond Horseshoe. . . . Harry Hershfield, in our book, has the story-telling ability second to none. . . . Seldom see as much interest in a nite-club opening as in tonight's preem of Carl Erbe's new Vanity Fair. Talent line-up includes Gertrude Niesen, Hal LeRoy, Jan Murray and Boyd Raeburn's 'most talked about' band.

PROMOTIONS

Anniversary Planning

WHK, Cleveland, is celebrating its 25th Anniversary in 1947, its actual birthday being March 5, 1947. On that day, WHK will be host at a luncheon in Hotel Cleveland at which Cleveland advertising agencies and leading local, state and national personalities in industry and radio will be invited. In addition, WHK will have a "road" show, consisting of its own talent which will give a 45 minute show combining entertainment and information of the progress made by radio in the past 25 years. The show will appear before local organizations. Other promotions and shows will be announced later by officials of the station.

WTAG Booklet

A 24-page booklet entitled "Part From My Scrapbook" is one of the latest promotional pieces being put out in conjunction with WTAG's "Friendly Neighbor" ayem program aired Monday thru Fridays at 10 o'clock, Mass.

The booklet contains a selection of poems and a few original illustrations from the scrapbook. The WTAG counselor who offers advice to the personal problems of listeners.

LATE SPORTS FOR SPORTS UP LATE

Baltimore, Md.—In response to popular demand WFBR has set up a late evening Sports Roundup at 11:15 for fans who like to know the night's results before they hit the sack.

There's nothing too unusual about this new program other than it again proves WFBR is always alert to what Baltimore wants and to supply it.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers a smaller replica—studio audience—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

French Radio Leaders Seek Exchange Shows

(Continued from Page 1)

Director of Foreign Relations for Radiodiffusion Francaise, came to New York for the first meeting of the American Advisory Board of the French radio which was held this week. Members of this board, which includes network and station execs throughout the country, gave formal approval to the plan for interchange of programs and recommended that American broadcasters consider it.

About 145 American stations located in 41 states have written to the French radio expressing their interest in exchange programs, says Lange.

Lange will remain in New York for another three weeks while helping to expand the French radio's local office at 501 Madison Avenue. Rene Goupillieres is local manager.

Executives at Luncheon

Members of the American Advisory Board who attended the luncheon meeting Wednesday at the Waldorf included William S. Hedges, vice-president, NBC; Clarence L. Menser, vice-president in charge of programs, NBC; William H. Fine-shriber, Jr., assistant director of broadcasts, CBS; Robert D. Swezey, vice-president and general manager, Mutual Broadcasting System; John S. Hayes, station manager, WQXR; and Murray Arnold, program director WIP, Philadelphia; Martin B. Campbell, managing director WFAA, Dallas, Texas; Larry Carl, station manager WASH-FM, Washington, D. C.; Joseph Csida, vice-president, "The Billboard"; John E. Fetzer, managing director, station WKZO, Kalamazoo, Michigan; Bernard Musnik, WLW, Cincinnati; Dick Redmond, program director WHP, Harrisburg, Penn.; Seymour Siegel, director of programs, WNYC, and Owen F. Uridge, vice-president and general manager, WJR, Detroit.

Among others present at the luncheon were: Kenneth Fry, chief of the International Broadcasting Division of the State department; H. D. Willard, vice-president of NAB; Paul Raymond, French Consul; Fred Bate, director of the International Division of NBC; Michel Du Mont, director of the French Press and Information Service; Pierre Guedenet, assistant cultural Attache of the French Embassy; Roger Goupilleres, French Radio Correspondent in the United States; Edwin James, New York Editor of "Broadcasting" and members of the American and French press and the New York staff of the North American Service of the French Broadcasting System.

Boston Paper To Experiment On New Radio Relay System

(Continued from Page 1)

Traveler and a mobile unit, installed in an automobile used by reporters. The land station will be used to dispatch orders and instructions to the reporters, and the mobile station will be used for transmitting news material to the newsroom. The stations will be operated to determine the practicability and efficiency of radio communication for accurate and instantaneous reporting in urban areas.

Under the present rules for non-experimental use of relay press station, only low-powered portable and mobile equipment may be used and the use of such stations is limited to isolated areas where telephone and other means of communication are unavailable. Because of these restrictions little progress has been made in development of the relay press radio service.

The Commission is now authorizing the use of radio by more and more industries and commercial enterprises. In keeping with this expansion of the use of radio it appears that a more flexible, usable radio service should be afforded to the press, the FCC said. It is expected that the reports of the experimentation conducted by the stations of the Boston Herald-Traveler will aid the Commission in formulating new

rules to provide better service for newspapers and press associations.

New AM Applicants

Ten applications, the bulk from small cities, for new standard stations were listed yesterday by the FCC. They include Harry Willard Linder, St. Cloud, Minn., to be operated on 1240 kc., 250 watts, unlimited; Francis J. Matrangola and Helen G. Wherley, doing business as Hanover Broadcasting Co., Hanover, Pa., to be operated on 1450 kc., 100 watts, unlimited; Alachua County Broadcasting Co., Gainesville, Fla., to be operated on 1230 kc., 250 watts, unlimited; Radio Atlanta, Inc., Atlanta, Ga., to be operated on 680 kc., one kw., daytime; Louie L. Morris, Hartwell, Ga., to be operated on 980 kc. one kw. daytime.

Also the Littleton Co. West Hartford, Conn., to be operated on 1540 kc., 250 watts, daytime; Cumberland Publishing Co., Pikesville, Kentucky, to be operated on 1240 kc., 250 watts, unlimited; Northeast Georgia Broadcasting Co., Gainesville, Ga., to be operated on 250 watts, unlimited; Sikeston Community Broadcasting Co., Sikeston, Mo., to be operated on 1400 kc., 250 watts, unlimited; George Basil Anderson, Columbus, Neb., to be operated on 900 kc., one kw., daytime.

State Dept. Awaits Word From Moscow Re Radio

(Continued from Page 1)

Russia still has made no reply to requests that radio broadcasting facilities be furnished for coverage of the conference. Major networks, backed by the State Department, had requested such facilities be made available. State Department sources, however, indicated they were hopeful that Russia will okay broadcasting from Moscow.

Will Address Boston Club

Harry Wismer, sports director of ABC will serve as toastmaster and emcee at the luncheon of the Boston Advertising Club in Boston, on Tuesday, Feb. 4. Wismer will introduce such well known Boston figures as Governor Robert Bradford of Massachusetts, Eddie Collins, general manager of the Boston Red Sox; Billy Southworth, manager of the Boston Braves; Jack Sharkey, former heavyweight boxing champion; Art Ross, general manager of the Boston Bruins hockey team, and J. P. Spang, Jr., president of the Gillette Safety Razor Company.

WQAM Joining ABC, June 15

WQAM, Miami Herald station, will switch from CBS to an ABC affiliation on June 15, John S. Knight, editor and publisher of the Herald announced yesterday. When the WQAM-ABC affiliation becomes effective, WGBS will become the Miami CBS outlet.

WJZ Cutting Night Sked; All-Night Platter Show Out

(Continued from Page 1)

Jan. 31, although Dale remains on the station payroll for the present. Under the new schedule the midnight to 1 a.m., record show will be emceed by a staff announcer.

Although WJZ has recently undergone policy and personnel changes, its halting of all night operation is a return to prewar status. Station began 24 hour broadcasting during the war when it was appointed as a monitor outlet to remain on the air in case of air attack on New York.

New York Increases Budget For Operations Of WNYC

(Continued from Page 1)

terday by Seymour N. Siegel, acting director of the city stations.

A part of the increased budget would be used to raise the pay of WNYC engineers to a prevailing wage which would offer favorable comparisons with the minimum paid by other local stations. WNYC is also in need of new equipment and a remodeling of its present studios which were built in 1937.

Sternberger Anni. Monday

Estelle M. Sternberger, noted news commentator and analyst who has been before the radio public for the past 10 years, begins her third year as a daily commentator on WLIB February 1st.


WAAT

IS THE RADIO

BUY IN THE

METROPOLITAN

NEW YORK AREA



The Surveys Prove It....

Mail Counts Prove It....

and—

74 Advertisers Prove It

Because...

WAAT DELIVERS MORE LISTENERS PER \$ IN NORTH JERSEY—AMERICA'S 4th LARGEST MARKET* THAN ANY OTHER STATION... INCLUDING ALL 50,000 WATTERS. (EVEN BEFORE CONSIDERING THE BONUS AUDIENCE IN THE 5 BOROUGHES OF NEW YORK CITY.)

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

WAAT

970 ON THE DIAL

NEWARK-NEW JERSEY

EXPERIENCED SALESMAN WANTED

If you have a successful sales background in radio or newspaper, preferably outside N.Y.C., are hard working, imaginative, aggressive, and seeking a high paying permanent connection with top New York City independent station where your income will be reflected by your ability, write

Box No. 316, RADIO DAILY
1501 Broadway New York 18, N. Y.

Mutual Adds 11 More; Web Total Now Is 393

(Continued from Page 1)

that five of the web's affiliates have been granted power increases by the FCC since January 1, including WIBC, which was reported in these columns last week.

The additions include: KCB, Lubbock, Texas, 1000 watts operating on 1590 kc., will become a full-time affiliate on March 1. Station is owned by Caprock Broadcasting Co., and is located in the third largest inland cotton market in the world. Area contains 54,000 radio homes with an annual retail sales volume in excess of 88 million dollars. KRIO, 1000 watts in McAllen, Texas, becomes full-time Mutual on March 1, is owned by the Valley Broadcasting Association. WILS, Lansing, Michigan, 500 watts on 1430 kc., owned by the Lansing Broadcasting Co., will join as a daytime outlet on February 2. Affiliation of WILS, marks the 34th state capital to be served by a Mutual station. Station has an application for full time operation on file with FCC.

Four Sign in Pennsylvania

Four new stations in Pennsylvania have signed with Mutual. WPAM, Pottsville, Pa., 250 watts, owned by the Miners Broadcasting Service, joined the web on January 19; WJSW, Altoona, Pa., 250 watts, owned by the Altoona Broadcasting Co., joins Mutual as a daytime station on February 15. WHUN, Huntingdon, Pa., 250 watts, owned by the Joseph F. Biddle Publishing Co., becomes an affiliate on February 15; WPBZ, Lock Haven, Pa., owned by the Lock Haven Broadcasting Corp., joins the same day.

KMHL, Marshall, Minnesota, 250 watts operating on 1400 kc., owned by Harry W. Linder, becomes a full-time Mutual affiliate on February 1st, as will WBOB, Galax, Virginia, 250 watts, 1400 kc., owned by the Carroll-Grayson Broadcasting Corp. WLOE, Leaksville, North Carolina, 100 watts, 1490 kilocycles, owned and operated by Douglas L. Craddock, joined Mutual as a bonus affiliate on January 15th.

Power Increases Listed

WCCT in Corbin, Kentucky, 250 watts, 1400 kc., owned by the Corbin Times-Tribune, Inc., will join the network as a full-time affiliate in the South-Central group on February 15th.

Outlets with power increases, in addition to WIBC, include: WEBR, Buffalo, N. Y., received a proposed decision from the FCC on January 24 to increase power from 250 watts to 5000 watts daytime and 1000 watts nighttime; WSAR, Fall River, Mass., will increase from one kilowatt to 5000 watts full-time; WKAT, Mutual affiliate in Miami, Fla., will increase daytime power from one kilowatt to 5000 watts daytime; KPAC, Port Arthur, Texas, will also increase daytime power from one kilowatt to 5000 watts, continuing one one kilowatt at night.

RCA Shows Electronic Color Tele



E. W. Engstrom, vice-president in charge of research of RCA Laboratories, directed the demonstrations of experimental electronic color television at the FCC hearing conducted in Princeton, N. J., on Wednesday. The demonstrations were made before members of the Commission, television experts and the press.

New Puerto Rican Station Sets Commercial Accounts

(Continued from Page 1)

have placed three evening quarters on WAPA through McCann-Erickson and the Borden Company has started a series of daily 15-minute dramatized programs—"La Familia Perez" Mondays through Fridays, 7:15 to 7:30 p.m. Borden is also sponsoring two 30-minute musical variety programs on Mondays and Fridays. Business was placed through Young & Rubicam.

Other advertisers include the Chase National Bank of San Juan, which is presenting a program of light classical music on Sundays from 8:00 to 8:30 p.m. I. A. Goldman & Co., Baltimore, is sponsoring a daily sports review for Northcool Clothing. The show is broadcast from 6:30 to 6:45 p.m., featuring Pedro Vasquez, sportscaster.

Baker Will Address IRE Chicago Meeting

Dr. W. R. G. Baker, president of the Institute of Radio Engineers, will present the opening address at the forthcoming Chicago IRE Conference, to be held at Northwestern Technological Institute on April 19. This all-day conference, sponsored by the Chicago Section of the IRE, will consist of a series of technical papers and discussions designed to present practical information of value to engineers in all branches of electronics.

Three concurrent sessions will be held in both the morning and afternoon meetings. The subjects for the morning sessions are Electronics, Radio Receivers, and Engineering and Management. Afternoon topics are Radio Receivers, Transmitters and Station Equipment, and Communications Equipment. Each session will consist of three or more papers presented by outstanding engineers, followed by a discussion.

Pabst And WMCA Sign For Giants' Ball Games

(Continued from Page 1)

and Steve Ellis, WMCA sports editor who has just been given the title of director of sports.

Pabst Brewing Co., will pay WMCA a reported \$90,000 for air time during the baseball season in addition to \$75,000 paid the Giants for radio rights. Frisch is to receive \$17,000 and Ellis \$13,000 plus certain bonuses for both. Jack Tanzer, statistician and member of the Baseball Writers Association, was also signed to work with the sportscasting team. Warwick & Legler is the agency handling the Pabst account.

Completes Radio-Tele Schedule

The signing yesterday completed the radio and television schedule for coverage of the New York and Brooklyn baseball clubs next season. Yankee games will be aired over WINS by Mel Allen and Russ Hodges with Ballantine beer and General Cigar Co., as sponsors, while Red Barber and Connie Desmond will report Dodger games over WHN under sponsorship of Old Golds. The television audience is to be offered the Giants over WNBC, the Yankees over WABD and the Dodgers via WCBS-TV. No announcements have been made yet as to sponsorship of the television baseball schedule. The WMCA deal calls for airing of all 154 regular season games of the Giants and some exhibition contests starting April 1. Most of the out of town games will be recreated via Western Union ticker.

Frisch and Ellis are both entering their second years of baseball play-by-play reporting. Frisch, who played for the Giants in the 1920's, left baseball management in 1939 to report the Brave and Red Sox games over WNAC, Boston. He went back as manager of the Pittsburgh Pirates in 1940 where he remained until the end of last season. Ellis, along with Jack Brickhouse, reported Giant games over WMCA last year.

St. Louis Tele Drive Set To Honor Edison

(Continued from Page 1)

grams. To do the job the company is bringing to St. Louis in addition to Rodner, former director of television for Commonwealth Edison. Don Faust, announcer and television free lancer. On leave from WGN. Jack Gibney, former special events producer at WBKB; Leonard Nathanson, network writer, and Lorraine Larson, WBKB director, who will be on leave from the station.

Of the expected 26 hours televising during the week, 16 hours will have live studio programming, two hours will be remote pickups, and the remainder will be film. Programming will be transmitted via cables to receivers in department stores, schools, auditoriums, downtown store windows, and other key spots.

Sauter To Head Radio Drive Of N. Y. Red Cross Drive

(Continued from Page 1)

ship again this year, Sauter has invited the New York broadcasters and the trade press to a luncheon conference at the Waldorf-Astoria on Thursday, Feb. 6. At this luncheon plans will be discussed for radio participation in the annual March appeal which this year seeks to raise \$6,153,600 in Greater New York toward a national goal of \$60,000,000.

WJMR On The Air

WJMR, New Orleans, operating on 250 watts on an assigned frequency of 990 kilocycles, began broadcasting on Monday, January 20. Station is owned by the Supreme Broadcasting System, Inc. Co-managers for the station are George A. Mayoral and Stanley W. Ray, Jr. Hal Walker, formerly chief announcer of WISN Milwaukee, is program director. Announcers are Joe Dorsey, Len Allen, Howard Stewart and Bob Warren. Jean Leslie is women's commentator.

Send Birthday Greetings To —

January 31

Eddie Cantor	Leonard H. Hale
G. Bennett Larson	Isham Jones
Alton Cook	Bob Novak
T. A. M. Craven	Herbert L. Kruger
Cecil Hogan	Norman Nesbitt
Larry Holcomb	Garry Moore
Ray Porteous	Ted Green

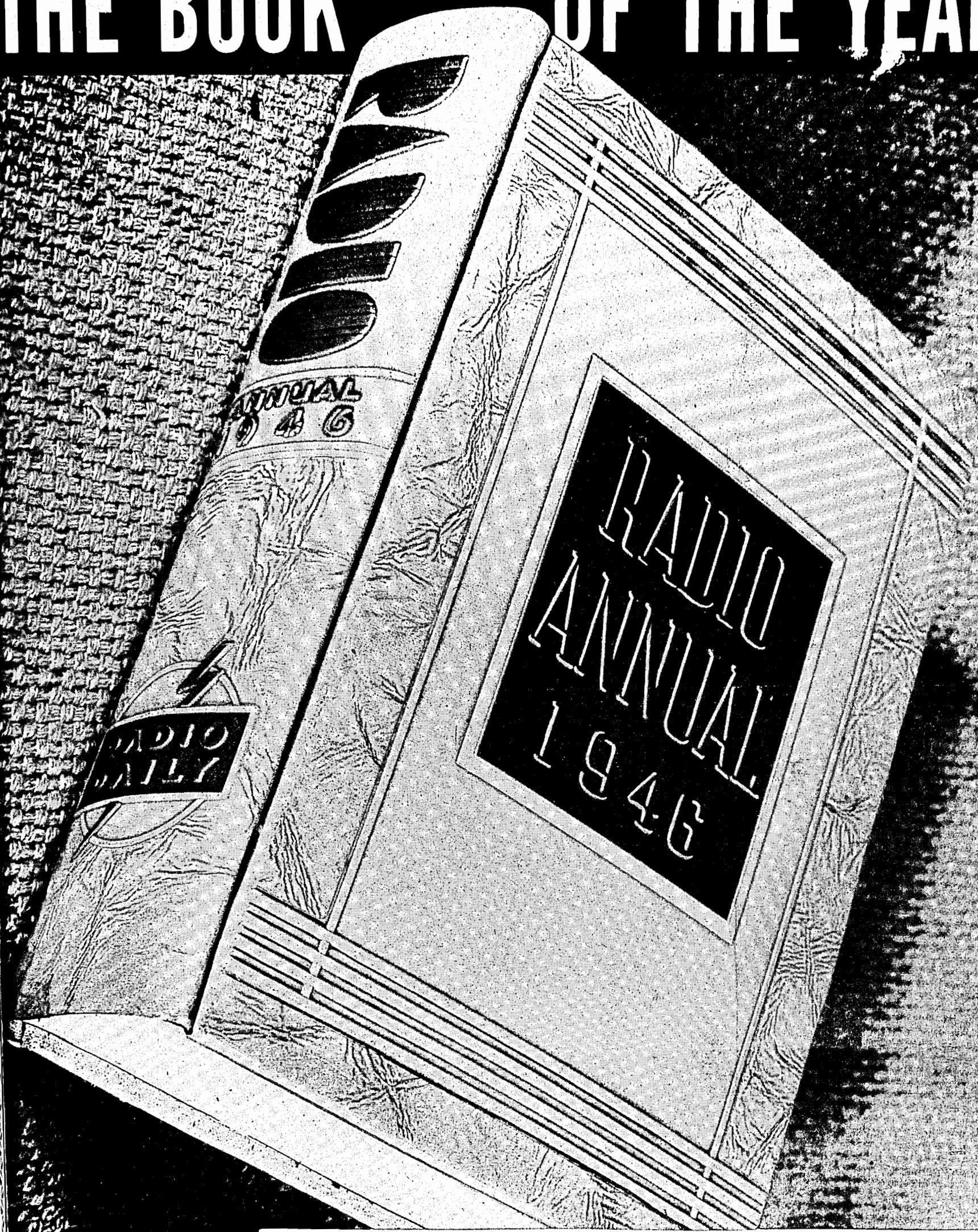
February 1

John L. Anderson	Betty Lawford
Frank Engle	Arch Morton
James P. Johnson	H. M. Overstreet

February 2

Paul G. Gumbinner	Benny Rubin
Arthur Billings Hunt	Cal Tinney
Veronica Wiggins	

THE BOOK OF THE YEAR



THE 1947 RADIO ANNUAL WILL CONTAIN A LIST OF COMMERCIAL PROGRAMS AND THEIR SPONSORS

SEND IN YOUR SUBSCRIPTION TODAY — \$10.00 FOR 260 ISSUES (One Year).

COAST-TO-COAST

— GEORGIA —

FITZGERALD—Highlighting its first week of affiliation with MBS, WBHB's sponsoring the personal appearance of Shep Fields and his ork. for a St. Valentine's Dance. . . . **SAVANNAH**—WFRP has purchased exclusive rights to broadcast the 154 game schedule for the Savannah Indians baseball club (Sally League). This marks the fourth exclusive sports coverage agreement WFRP has concluded since starting broadcast last November. . . . **ATLANTA**—Ernie Harwell, WAGA sportscaster, voted Most Popular Lecturer by members of the Emory University journalism classes. . . . **MACON**—The new Radio Workshop of Wesleyan Conservatory public service series, "Because There Is A Georgia" will originate over WMAZ. Broadcasts will be carried by eight state stations.

— WASHINGTON, D. C. —

WOL—Station will air Mutual's "What The Veteran Wants to Know" series giving latest news on veterans legislation. . . . **Pete Schickele**, founder of the Nitse Theater Group composed of neighborhood boys did a guest spot on WOL's disc jockey Easy Gwynn's Teen Tunes program. Eleven year old Pete doesn't allow girls in the production company "because you can't depend on them and they get married too soon". . . . **WINX**—Bill Gold, news editor, leaves the station for a columnist spot on the Washington Post. . . . His "Post Preview" switched from the 11 p.m. spot to 10-10:15 p.m. . . . **WWDC**—Five cash prizes for the best original scripts on the theme of traffic accidents, were awarded this week on the "Death on Wheels" program. . . . **Norman Gladney** joins the station Feb. 3rd when he takes over the emcee chore on the new "Tune In" show.

— UTAH —

SALT LAKE CITY—Jack Goodman, assistant manager at KALL, will function as head of the Intermountain Network news staff in addition to his station duties. . . . **Craig Rogers**, traffic manager of the station and the network, has been named Public Relations Officer for the Utah Battalion, Organized Reserve, U. S. Navy. . . . Official weather data, highway information and reports on snow conditions at Alta, mountain-top ski resort, is being shortwaved to KALL for use in the station's Ski-News programs.

Kelk Signed By Legit.

Jackie Kelk, the Homer Brown of the Aldrich Family series, has been signed for a major role in the forthcoming Broadway production, "Tenting Tonight." Rehearsals are scheduled to start February 24, and the New York opening is due late in March. While the show is breaking in out of town, Kelk's role Thursday night will be taken by an understudy as he will have to be in New York for his radio program.

This will mark Jackie's first return to the theatre since he appeared as child star in "Jubilee" in the mid-thirties.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS**:—Harry Link has a great ballad in Sam Coslow's "Beware My Heart," sung by Vaughn Monroe in the forthcoming Federal Filmusical "Carnegie Hall" . . . shedding the mantle of songplugger to momentarily don that of statistician, Link gives out with the startling info; to wit: a cash customer, in order to have seen the stars during their respective appearances at Carnegie Hall, would have had to spend 450 dollars at the box-office. . . . **Bennie Benjamin** and **George Weiss**, writers of "Rumors Are Flying," have given Oxford Music a follow-up, "I Want To Thank Your Folks" which we predict will outsell the former . . . incidentally ex-GI **Ted Travers** did a fine promotion job on "Rumors" in Chicago. . . . On November 1 we wrote—quote:—**Leo Langlois** at **Hudson Music** has a sure-fire hit in "Huggin' and Chalkin" unquote: novelty ditty is currently on the best seller list . . . the publisher, however, got a tough break due to the fact that NBC has barred the song from its network . . . **John Klenner's** hit of 10 years ago, "Heartaches," is set for a number one revival plug at Leeds . . . **John**, incidentally, has just won the annual **Ross-Coleman** award with his latest effort, "Aria and Allegro for Oboe and Strings," which will be featured by **Joseph Rizzo** and the **Los Angeles Symphony Orchestra**.

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● ● ● The National Conference of Christians and Jews and the Anti-Defamation League have heartily endorsed the new song "Brother," written by the brothers, **Charlie, Henry and Harry Tobias**. . . . **Buddy Arnold, Abner Silver and Woodie Kling** are turning out some fine radio material. . . . **Louis Prima's** band opens Feb. 25 at **Frank Dailey's Meadowbrook** for a week, thence into the **New York Strand**. . . . **Johnny Long** and his **Orchestra** open a four-week stint at the **Paramount** in **Gotham** Feb. 26. . . . **Jimmy Brown**, ex-saxophonist with **Kaye and Lombardo** bands, will be new vocalist on the "Angustora" **MBS** show, starting tomorrow. . . . **Jean Tighe** will continue with the distaff vocal chores. . . . The **Henry Morgan Show**, Wednesday evening, introduced a nostalgic touch in the form of a quartet . . . the **Elm City Four** was 'barber shoppy' enough to sound like a natural for this razor-sponsored **AB** commercial. . . . Now that his ballad "This Is The Night," is safely launched, **Redd Evans' Jefferson Music** is set to pound on the tear-jerker, "You Should Have Told Me" . . . sounds commercial to us. . . . Back from the wars, songsmith **Frank Stanton** is doing a great revival job on "A Romantic Guy, I," which he wrote in 1941 with **Del Sharbutt** and **Richard Uhl** . . . **Nationwide Songs** is the publisher.

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● ● ● **Disc-Jockey Alan Courtney**, fully recovered, plans to return to **New York** . . . he's so grateful for the wondrous climate of **Colorado** (**Denver Chamber of Commerce**, please note) that he's written and will publish a new song titled, "Tis A Privilege To Live In Colorado". . . . **Piano Wizard Jan (Miserlou) August** and **Thrush Monica Lewis** will co-star on a new **MBS** sponsored by a camera firm musical starting Feb. 15, produced by **Mack Davis**. . . . Sponsors, friends and fellow artists will honor **Smiling Jerry Baker** with a party at **Oetjens** in **Brooklyn**, **March 4**, to celebrate the songster's completion of 20 years in **Radio** . . . we'll be there. . . . Latest radiolite to enter the 'tin pan alley sweepstakes', **NB** Charming **Maggi McNellis** . . . ballad is titled "December" which she wrote with **Tim Gayle** and **Gene Sutton**.

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD**:—**Vaughn Monroe's** Victor platter of "The Pleasure's All Mine," backed with "Beware My Heart," falls easily on the ears. . . . **Rocky (Two-Gun) Carr**, manager of the **Swantones**, has set the group to make four sides with **Del Casino** for **Manor Records** . . . you'll be hearing this clever quartet on the nets very shortly. . . . The composer and conductor of the **CBS** leuther, "Mr. Keen," has been named musical director of **Mayfair Records** . . . he's dynamic little **Al Rickey**.

AGENCIES

PROF. ROSS M. CUNNINGHAM, Cambridge, Mass., national president of the American Marketing Association, has revealed the formation of the organization's first public relations committee. Committee members are: **Robert J. Crabb**, **Minnesota Valley Canning Co.**, **Le Sueur, Minn.**; **Kenyon Stevenson**, **Griswold**, **Eshleman**, **Terminal Tower**, **Cleveland, Ohio**; **Oliver Buswell**, sales manager, **McCormick Armstrong Co.**, **Wichita, Kans.**; **Stephen B. Booke**, **Modern Distribution**, **New York City**; **Mills Shepard**, **McCall Corp.**, **New York City**; **L. W. Smith**, **Frigidaire Division**, **Dayton, Ohio**; **Bay E. Estes**, **U. S. Steel Corporation of Delaware**, **Pittsburgh, Pa.**; **Vernon Nickel**, **Nash Kelvinator Corp.**, **Detroit, Mich.**; **Richard Edsall**, **James T. Chirurg Co.**, **Boston, Mass.**, and **E. E. Simmons**, manager, **Washington office**, **American Viscose Corp.**

FIRESIDE PRESS, through its advertising agency, **Ferwerda - Boone, Inc.**, announces that "Behind the Iron Curtain" by **George Moorad** has been accepted by **King Features Syndicate** for newspaper serialization. **Moorad**, formerly a **CBS** correspondent in **Russia** and various other parts of the world, is now with **KGW**, owned by the **Portland Oregonian**. The first unit of the series will appear in the **Hearst newspapers** early in **February**.

CHARLES C. GREEN, managing director of the **Advertising Club of New York**, will be honored today at a luncheon tendered by the members of the club, in recognition of his outstanding accomplishments on behalf of the club as well as his record of achievement in the advertising field for over 25 years. **Col. Gilbert T. Hodges**, **G. Lynn Sumner** and **Hon. Charles E. Murphy** will be the speakers. **Eugene S. Thomas**, president of the club will preside.

McCANN-ERICKSON office in **San Juan, Puerto Rico**, has been appointed by **Insul Distributors, Inc.**, of that city, to handle the **Puerto Rican** advertising of **Kelvinator** refrigerators and ranges, and of **Brunswick-Balke-Collender** products. **Radio and newspapers** will be used. One radio program started **Jan. 22nd**, and a second will begin **Feb. 1st**.

GASTONIA FULL FASHIONED HOSIERY MILL, Inc., **Gastonia, N. C.**, manufacturer of "Wisteria" brand hosiery, has placed its advertising account with the **New York office** of **Hixson-O'Donnell Advertising, Inc.**

Alberta Gov't Denied License

Edmonton Works Minister Fallowell announced the **Alberta government** has failed for a third time to obtain a commercial license for its radio station **CKUA** at **Edmonton**. The latest rejection came from the **Federal cabinet**. Twice previously applications were turned down by **CBCE Board of Governors**.