

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 43

NEW YORK, N. Y., MONDAY, DECEMBER 3, 1945

TEN CENTS

FCC Issues Rural Survey

Consider Washington Tele 'Testing Ground'

Washington Bureau, RADIO DAILY
Washington—Washington was selected as "testing ground" for wide-open scramble for television stations in large cities Friday, when the FCC announced a consolidated hearing on nine applications for the capital's four channels. No date for the hearing has been set.

Previously, it was thought first hearings would be held on New York applications but a last-minute decision switched the "testing ground" to Washington.

The Washington applicants are: Bamberger Broadcasting Service, Inc.; Capital Broadcasting Co.; Allen B.

(Continued on Page 5)

Will Honor Composers On "Songs Of Victory"

Composers who have contributed songs to the various war loan campaigns will be honored on Mutual's "Songs of Victory," Dec. 1, 8:30 p.m., EST. Songwriters Vic Muzzy, Dana Slawson, and Robert Sour will appear, with Mary Small and Evelyn Knight as vocalists. Milo Boulton will emcee.

Another MBS Victory Loan show tomorrow, "Price of Victory," 12:45

(Continued on Page 6)

New Film Tele Series Being Produced By Yale

A series of fifteen films re-creating outstanding events in American history will be aired weekly over WNBT beginning Dec. 6, 7:30 p.m. The films were prepared by the Yale University

(Continued on Page 5)

Versatile,

Chicago—More than usual importance attaches to Wednesday's program of "The Northerners," double quartette heard over WGN. Program log lists one of Wednesday's selections as The 23rd Psalm "in a musical setting by George Crandall." The trade will recognize him as the director of press information for the Columbia network.

Co-operation

When WINS learned that WOR would not be able to carry the proceedings of the McCosker-Hersfield Cardiac Home dinner at the Waldorf-Astoria Hotel Saturday night they offered the facilities of their station. The offer was accepted and the address of the Rt. Rev. Monsignor Fulton J. Sheen was carried at 10 p.m., over WINS.

Webs In Final Spurt Of Victory Loan Drive

Intent on providing a "sock ending" for the Victory Loan drive, which enters its final week today, the major networks have added many special programs to their schedule of Bond shows.

Rehabilitation of veterans and the aid given the program by Victory Bonds will be heavily plugged by NBC throughout the week. Father

(Continued on Page 6)

Philco's Dealer Orders 110 Million To June '46

Orders totaling \$110,000,000 have been received by Philco Corp. from its distributors for new 1946 radio receivers and radio-phonographs, refrigerators, freezers and air conditioners, Thomas A. Kennally, vice-president in charge of sales, announced over the weekend.

Kennally revealed orders are being taken for delivery only up to the end

(Continued on Page 4)

Radio Coverage Of Storm Aided U. S. Weather Bureau

The 70-mile-an-hour gale which swept through the northeastern U. S. Thursday and Friday found radio playing an important role in helping to keep all in the path of the "northeaster" fully informed of its progress.

All stations in the New York area broadcast reports of the storm regularly. WOR's John Gambling and others Friday morning aired storm warnings and "no school" announcements for hard-hit districts in New

Commission Reveals Report Of Findings In A Nationwide Survey Of Rural Radio Listening

Tele Merchandising Demonstration Set

Demonstrations, designed to show the important role intra-store television will have in advertising and merchandising activities of retail stores, will be staged by the RCA-Victor company at the McAlpin Hotel, New York, tomorrow at 3:30 p.m.

A highlight of the session will be a report by David Arons, publicity director of Gimbel's, Philadelphia, on the results of the store's three weeks television demonstration. J. K. West,

(Continued on Page 4)

Dorothy Lewis Chairman Of Radio Cancer Comm.

Mrs. Dorothy Lewis, Co-ordinator of Listener Activity for the NAB, has accepted the chairmanship of the radio committee of the Memorial Cancer Center Fund. This was announced

(Continued on Page 2)

Five 5th Ave. Shops Join In Xmas Series On WQXR

Five Fifth Avenue shops have joined to present a special program of "Christmas Shopping News," conducted by Alma Dettinger over

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—An overwhelming majority of rural people in the United States value radio very highly, a nationwide survey released Friday by FCC indicates.

The report, prepared by the division of program surveys of the Bureau of Agricultural Economics, reveals some startling listener habits of rural people and emphasizes the importance placed by many of them on news broadcasts over entertainment value.

The survey showed three out of

(Continued on Page 5)

Announce Award Plan For 1946 Conference

Plaques and certificates of merit "for outstanding skill and craftsmanship in the creation of effective sponsored radio programs and promotion campaigns" will be awarded next spring at the second annual radio and business conference by the School of Business Administration of

(Continued on Page 6)

ASCAP Planning Tribute To Memory of Jerome Kern

An ASCAP tribute to the late Jerome Kern will be aired over CBS Dec. 9, 4:30-5:30 p.m., EST. Program will feature the most popular melo-

(Continued on Page 4)

Whither Wyoming?

Recent discussion of one of the world's current problems, the Palestine question, on the "America's Town Meeting" broadcast over the American network, brought forth heavy response. Some 5,900 letters from 47 states in the Union and 7,000 requests for a transcription were received by the web,—with Wyoming the only state of the Union absent.



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FINANCIAL

(November 30)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	192 1/4	192	192 1/8	+ 1/8
CBS A	47 1/8	47 1/2	47 3/8	+ 3/8
CBS B	47 1/4	47 1/4	47 1/4	+ 3/4
Farnsworth T. & R.	18 1/4	17 3/4	17 3/4	+ 1/4
Gen. Electric	46 3/8	45 3/4	46 1/4	+ 1/4
Philco	41 3/8	40 3/4	41 1/4	+ 1 1/4
RCA Common	17 1/8	16 3/4	16 3/4	- 1/4
Stewart-Warner	23 1/2	22 5/8	23 3/8	+ 1/2
Westinghouse	35 7/8	35	35 7/8	+ 7/8
Zenith Radio	40 7/8	40 1/2	40 1/2	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	8 1/2	8 1/4	8 1/4
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	32
WJR (Detroit)	31

KTBC, Austin, To T-H-S

KTBC, Austin, Texas, has engaged Taylor-Howe-Snowden Radio Sales as national representatives, it was announced Friday evening by Alex Keese, general manager of the organization.

20 YEARS AGO TODAY

(December 3, 1925)

In the first effort toward co-operation with public schools in educational programming, KMTR, Hollywood presents half hour of music and narrative which is picked up by various public schools in Los Angeles. Radio sets are loaned and installed by radio dealers in the vicinity of each school.

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

Coming and Going

JOE MATTHEWS, manager of WCMI, Ashland, Ky., and **JOHN BALLARD**, sales promotion manager of the station, are in New York on a short visit.

ODIN RAMSLAND, commercial manager of KDAL, CBS affiliate in Duluth, Minn., is spending a few days in Gotham.

ERNEST LACKEY, general manager of WHOP, Hopkinsville, Ky., is here on business. The station is an outlet of CBS.

HENRY GLADSTONE, newscaster and announcer on WOR, leaves today for a three-week vacation in Mexico and Cuba.

GEORGE FIELD, Chicago representative of World Broadcasting System, Inc., spent the week-end in New York, lightening the old familiar places with his irrepressible smile.

BEN LAIRD, manager of WOSH, Oshkosh, Wisc., a caller late last week at the offices of the American network, with which the station is affiliated.

PIERCE E. LACKEY, president and general manager of WPAD, the Columbia network's outlet in Paducah, Ky., is in town on station and network business.

RALPH EDWARDS and his "Truth or Consequences" program entourage are in Spokane for another in their series of Bond-selling programs.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, who was in New York for the Banshee Luncheon last week, left Friday for Chicago on Mutual network business.

Dorothy Lewis Chairman Of Radio Cancer Comm.

(Continued from Page 1)

nounced over the week-end by Lewis W. Douglas and S. Sloan Colt, co-chairmen of the Fund. The Fund was established to raise \$4,000,000 from the public for the four-front program which Memorial Cancer Center has undertaken in an effort to bring cancer under definite control.

Mrs. Lewis said that her vice-chairmen, Margaret Cuthbert of NBC, Helen Sioussat of CBS, Elsie Dick of Mutual, and Grace Johnsen of American Broadcasting Co., have already gone to work. As a result of their efforts, she said practically every woman broadcaster of note on the networks has promised to devote time on her program to inform American women that there is hope in the fight against the greatest killer of women between the ages of 35 and 55.

At NBC, Mary Margaret McBride, Adelaide Hawley, Maggie McNellis, and Doris Corwith will help, as will Anita Barnard, Irene Kuhn, and Jane Wagner, Mrs. Lewis said. She added that at Mutual Flora Kaiser of the "News for Women" program, "Here's How with Peter Howe" and the local WOR Dance Orchestra will join in the campaign.

Through Helen Sioussat, Columbia already has scheduled broadcasts and is planning others. The American Broadcasting Co. is enlisting its women's staff, particularly Alma Kitchell of WJZ, who, as president of the Association of Women Directors, will carry on special activity.

Among other broadcasters who have promised aid, are Charlotte Adams of WQXR and Elsa Maxwell, Mrs. Lewis said.

Five 5th Ave. Shops Join In Xmas Series On WQXR

(Continued from Page 1)

WQXR for the six weeks preceding Christmas. The series is heard Mondays through Fridays from 12:30 to 12:35 p.m. and is under the joint sponsorship of Cartier, Inc., Ovington's Gift Shop, Inc., The Tailored Woman, Inc., Charles Scribner's Sons and Rogers Peet Company.

NAB Announces Series Of Meets During Dec.-Jan.

Washington Bureau, **RADIO DAILY** Washington—Committee meetings scheduled for the coming weeks by NAB include:

Farm Program Directors Committee December 4-5, Stevens Hotel, Chicago, Ill.

Special Industry AFM Committee, December 6, Hotel Statler, Washington, D. C.

Employee-Employer Relations Committee, December 7, NAB Headquarters, Washington, D. C.

Program Managers Organization Committee, December 10-11, BMB Board Room, New York City.

Finance Committee, December 13-14, NAB Headquarters.

Code Committee, December 17-18, Palmer House, Chicago.

FM Executive Committee, December 28, Palmer House, Chicago.

Board of Directors, January 3-4, Roosevelt Hotel, Hollywood, Calif.



Transparent man

That's a life-sized male figure whose bony structure and internal organs are seen through a "skin" of cello. It's been in the New York Museum of Science and Industry in Rockefeller Center.

We picked the picture for two reasons. One, it's a reader-stopper. Two, we've always been suckers for this "bring it out in the open" where our own station is concerned.

And for some time now we've laid it out on the line for everyone to see that W-I-T-H, the successful independent station, delivers more listeners-per-dollar-spent than any other station in Baltimore, the country's sixth largest city.

Clear enough?



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Coverage ... in Philadelphia



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

Lew Avery says -

"For our San Francisco office we have found a man who believes as we do about Radio Station Representation . . ."

DAVID H. (Sandy) SANDEBERG

Sandy has had 25 years experience in advertising covering both printed media and radio:

14 years in the publication field

11 years in radio—

Sales Manager of KYA, San Francisco

San Francisco Manager for
McClatchy Broadcasting Company

Pacific Coast Manager for a nationally
known firm of station representatives

He is an exponent of "Aggressive Activity"
as practiced by Lewis H. Avery, Inc.

On December 3rd our San Francisco office opens in the Russ Building, with David H. Sandeberg as Manager.

LEWIS H. *Avery* INC.
Radio Station Representatives

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

Russ Building
San Francisco, Calif.

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

LOS ANGELES

By RALPH WILK

THE Eddie Brackens became the parents of a third child, a son weighing 8 pounds, 6 ounces. Mrs. Bracken is the former Constance Nickerson. The baby has been named Michael Edward. The Brackens' other two children are Judith Ann, 3, and Carolyn Jean, one year old.

Walter Tetley, "Leroy" of the "Great Gildersleeve" program entertained 20 servicemen for turkey dinner at his Encino ranch home, on the afternoon of Thanksgiving Day.

George Fisher, leading gossip commentator, heard Monday through Friday over KECA, is preparing a special program to aid the Sister Kenny Foundation Drive.

Al Pearce is resting at his Central California ranch this week preparatory to starting his new American web show which will be heard on KECA, Monday through Friday, beginning today.

Joe Agnello, Hollywood radio actor who recently was discharged from the U. S. Army after three years of service, joined the production staff of Perry Ward's "What's Doin' Ladies," American afternoon gimmick and gag show.

Lloyd Brownfield, Director of Press Information for the Columbia Pacific Network, returned this week after a two-week visit with Columbia officials in New York City.

Tele Merchandising Demonstration Set

(Continued from Page 1)

RCA-Victor's director of public relations, will discuss the "Status of Television Today" and W. L. Stensgaard will talk on "Showmanship in Television."

The afternoon's demonstration will be concluded with a television program transmitted by the NBC station, WNBT, to the ballroom of the McAlpin Hotel.

ASCAP Planning Tribute To Memory of Jerome Kern

(Continued from Page 1)

dies of the composer rendered by Bing Crosby, Nelson Eddy, Judy Garland, Hildegard, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster and Al Goodman.

The program replaces for the date the "Electric Hour" and the "Prudential Hour."

FEMALE

Radio Script Writer with fashion experience. Good opportunity. \$200 per month. Box No. 240, Radio Daily, 1501 Broadway, New York 18, N. Y.



Notes From An Aisle Seat . . . !

● ● ● The Andrews Sisters are debating an offer to do "Memphis Bound," the jive "Pinafore," as a whiteface movie with Groucho Marx Kate Smith will do a radio gossip column on her noontime CBS commentary program The consequences of the Ralph Edwards will be another visit from the Stork in Feb. Ralph's "Truth or Consequences" quizzer, incidentally, is heading for an all-time record in bond sales. In the latest campaign, he's already passed the 500 million mark This should surprise you. It did us, at any rate. The play (including road companies) which today shows the biggest weekly profit is not "Voice of the Turtle," etc., but John Wildberg's "Anna Lucasta" Annamary Dickey's appearance at the Waldorf in place of the ailing Sinatra last week came after he promised to sub for her at the Met any time she wanted him to Rose Inghram, "Polonaise" star, turned down an offer of the lead in "Frankie and Johnnie" Van Alexander is getting the Bob Crosby band together Bob Ferris, former N. Y. rep for Myron Selznick, out of the army after three and a half years overseas Red MacKenzie on the comeback trail here after seven years in St. Louis Tim Marks wants to know if you've heard about the unemployed announcer who didn't know where his next spiel was coming from.

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● ● ● Loved Louis Sobol's story about songwriter Harry Ruby, who is famed for his great devotion to baseball. One day, Ricardo Cortez was ribbing him about this. "Tell me, Harry," he said, "suppose this building were on fire and you could save only one person. Whom would you save, your uncle or Joe DiMaggio?" "Are you kiddin'," exploded Harry. "My uncle can't even bat 200!"

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● ● ● Count Basie walked into a Milwaukee drug store and heard a little girl singing along with one of his records at the juke box. Three days later she was in a Columbia Recording studio here in N. Y. doing "Jiving Joe Jackson" with the Basie ork—her first professional job. Her name is Anna Moore and they claim she's another Ella Fitzgerald Mari Yanoisky says that the trouble with people who drink like a fish is that they don't drink what the fish drink Howcum no one has mentioned that Lew Parker, sensation of "Are You With It" was once the road company Bob Hope? He used to use all of Bob's material in vaudeville whenever Hope did a musical Can't understand why someone doesn't grab Clifford Evans' commentary on WLIB. His daily stint is one of the best on the smaller circuits Myrt Wertheimer's Colonial Inn, palatial nitery in Hollywood, Fla., is trying to land Betty Grable for his first cafe engagement. Xavier Cugat will be the band attraction and Dick Gasparre opens Dec. 28th as a second band feature Larry Douglas signed to record with Ray Bloch for Signature Records Mike Todd played Lew Brice one game of gin at a buck a point. Brice won \$706—and immediately handed it over to the club attendant as a tip WNEW's program boss, Ted Cott, rates a kiss on both cheeks for using his noodle for something besides a Stetson-rest. Long-range thinking in his program ideas.

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● ● ● Names 'n News: Nathan Straus, WMCA prexy, crossing the room at Lindy's, just to introduce himself to Phil Spitalny and to congratulate him for "the finest music on the air" Ted Beneke, Glenn Miller's No. 1 sax-man, who takes the original band into the Capitol theater in Jan. Johnny Desmond, who's coming up faster than a Washington rumor, in the swoon-croon ranks Sally Perle, who quit publicizing MacLevy's Gym after three weeks because she gained ten lbs. at it J. Edward (Ned) Shugrue, the man behind the scenes of the Nat'l War Bond Drives, and who is said to have been largely responsible for the high degree of coordination between producers, actors and exhibitors.

CHICAGO

By BILL IRVIN

SUBJECTS which affect daily lives of all people will be featured on the new "Human Adventure" series which starts December 5 over WGN, Chicago, according to William A. McGuineas, heard Wednesday nights, 9 to 9:30 p.m., CST, and will be broadcast under the supervision of Buckingham Gunn, WGN program director. Francis Coughlin will be script editor and director of the new series, while Morrison Wood will produce. Orchestra will be under the direction of Henry Weber, WGN's music director. The scenes for each program of "The Human Adventure" will be set by Ernest C. Colwell, president of the University of Chicago, and Mr. Colwell will summarize at the conclusion of each broadcast. This technique of comment was discontinued when "The Human Adventure" became a sponsored program, but the need for it has compelled its inclusion in the new series. Subject matter of the revised program will go beyond the dramatization of scientific discoveries. Future scripts will discuss the philosophy of Socrates, The Atlantic Migration, and The History of Christmas. Although scripts will be done on a free lance basis, WGN will work more closely with the University of Chicago in research, preparation and editing of script material.

Philco's Dealer Orders 110 Million To June '46

(Continued from Page 1)

of June, 1946, and distributors have been requested to limit themselves to "the minimum quantities" required. The heavy demand for refrigerators and other freezing units will require "the capacity output of even our expanded plant facilities."

The Philco executive said that orders for the next seven months are 43 per cent greater than the company's total volume for all 1941, when it did the "all time peak civilian business of \$77,073,636.55."



"I remember WFDF Flint did mention a big building program."

Radio Vital To 'Three Out Of Four' In Rural Areas, FCC Survey Shows

(Continued from Page 1)

"farm" and "rural non-farm" owners feel they would miss "very much" if it were inoperative to them. Approximately the proportion of former owners who miss radio very much. Nearly nine-tenths of those rural owners who have not had radios five years or more say they would not have one.

"Radio," the report stated, "has become a highly valued aspect of everyday living in most rural homes. Many have radios; a highly desired one in most of those homes that do not have one. Among rural families, desire for radio has no geographical limits. Differences in education, income and social status also appear to have little effect on the extent to which rural listeners say they would miss radio if they were to be without it.

Radio's Rural Value

"Radio," the report said, "is valued by rural listeners for the two functions it serves; as a source of news and other information and as a source of entertainment and recreation. When asked to explain why they would miss radio if they were without it, most men, especially farmers, stress its importance as a source of news and entertainment. A somewhat smaller number refer to its entertainment value. Among rural women, entertainment is more commonly given as a value of radio than news, although almost as many women mention news as men mention entertainment.

The importance of the news function of radio to rural people is demonstrated again when they are asked what kind of programs they would miss most if they had to go without radio service. News programs are mentioned in this connection by an overwhelming majority of rural people who now have radios; much more than any other type of program. Farm men and women again ranked rural non-farm people somewhat in their emphasis on the importance of news programs. Farm men much more often emphasize the value of programs giving market and other reports, and talks on farming than do non-farm men. When rural people who have radios are asked to name the kinds of programs they like best, the pattern of their preferences in radio becomes evident. In general, farm people select the more serious type programs. News and market reports, hymns and religious music, sermons and religious pro-

grams, and farm talks are given high preference by this group.

Like Old Time Music

"Old-time music is preferred by approximately 50 per cent of the men and women of the farm group and the proportion naming it nearly doubles the proportion naming the entertainment program next most commonly mentioned.

"While many rural non-farm men and women also list these programs as among those they like best, they do so less commonly (with the exception of news programs). More often than farm people they name quiz programs, entertainment programs (with comedians and popular singers), and dance music as among their favorite programs. The rural non-farm men much more often like broadcasts of sports events than do farm men. The program preferences of rural non-farm people indicate a greater appreciation of the lighter aspects of radio service than is found among farm people.

"When rural people are asked to name the type of program they don't care for, an additional aspect of rural tastes emerges. Serial stories are the kind of program most commonly named as not liked; they are followed by dance music, and then by classical music. While many other types of programs are named as disliked by some rural radio listeners, these three types of programs seem most commonly to create strong feelings of rejection. Distaste for programs of classical music differs from dislike of serial stories or dance music in the fact that rural people who name classical music as a disliked program commonly say they do not understand such programs.

Nixed Reaction to Serials

"Serial story programs occupy an unusual position in the attitudes of rural people. Among women, both farm and rural non-farm, they stand second only to news in the list of programs they say they would miss most if their radios failed them; yet they are also the type of programs most commonly not cared for by rural women. Rural women who have radios seem to divide into three large groups in their attitudes toward se-

rial programs; those who like this type of program very much and would miss it greatly if they could not hear it, those who neither like nor dislike such programs, and those who actively dislike them. Very few rural men show any preference for serial stories and, like rural women, they most commonly name this type of program as the kind they do not care for. No other program creates such partisan attitudes among rural people as serial stories.

Ratio of Radios

"About one in every four rural households has no radio in working order. About half of these homes have had radios within the last five years; most of these households say that they have not replaced or repaired their radios because of wartime shortages. Those rural households that have had no radio for over five years have most commonly gone without one because they felt they could not afford it.

"There is a strong tendency for those households which have had no radio for five years or more also to lack the other major means of communication, telephones and daily newspapers."

New Film Tele Series Being Produced By Yale

(Continued from Page 1)

Press and adapted for tele by the NBC staff.

Each of the films is a complete unit. The first, "Columbus," is followed by a group of colonial plays, then by several subjects dealing with various phases of the Revolutionary War. Subsequent films depict the establishment of the new government and the westward expansion, leading up to the causes, course and outcome of the Civil War.

JIMMY JEMAIL

"THE INQUIRING REPORTER"

Jimmy Jemail is known to millions as the "Inquiring Photographer" of the New York Daily News

AVAILABLE FOR RADIO

JAMES G. BENNETT, Inc.

36 West 44th Street, New York City

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE

W-I-N-D
560 Kc. 5000 WATTS

World's Foremost Tobacco Center
FIFTY MILLION TOBACCO DOLLARS
turned loose in Kinston, N. C., last
year. MORE this year!

Represented by
BURN-SMITH

Consider Washington Tele 'Testing Ground'

(Continued from Page 1)

DuMont Lab. Inc.; The Evening Star Broadcasting Company; Marcus Loew Booking Agency; National Broadcasting Co., Inc.; Eleanor Patterson; Philco Radio and Television Corporation and Scripps Howard Radio, Inc.

Including the Scripps-Howard Co., which publishes the Washington News, three Washington papers are represented in the applications for the Capital's four channels, making the battle for channels keener and putting FCC on a difficult spot. The Commission said the applications will be heard on the following grounds:

(1) To determine the legal, technical, financial and other qualifications of the applicant to operate and construct the proposed station.

(2) To obtain full information with respect to the nature and character of the proposed program service.

(3) To determine the areas and populations which may be expected to receive service from the proposed station.

(4) To determine on a comparative basis which, if any, of the applications in this consolidated proceeding should be granted.



MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Webs In Final Spurt Of Victory Loan Drive

(Continued from Page 1)

Flanagan, of Boys Town fame, will be heard Thursday, 12:30 p.m., EST, and Sgt. Alvin C. York, will speak from Thayer Army Hospital Friday night, 12:05-12:30. Each day will feature pickups from war heroes and service hospitals from various points throughout the country. On Dec. 8, NBC's "day" in the drive, virtually all programs will be devoted to Bonds.

CBS will air "Music Flew a Mission," a special bond program with Lily Pons and Andre Kostelanetz, 10:30 p.m., EST. Saturday the web will present "Treasury Bandstand," 2:30 p.m., with "Sing for Bonds," skedded for 6:15-6:45 p.m. spot on Thursday, with other programs slated for the rest of the week.

WMCA and Associated will air a portion of the \$8,000,000 Victory Bond rally in Madison Square Garden tonight, 11:30-12:00 m. Heading the talent list for the affair are Fred Waring, Hazel Scott, Joe E. Brown, Duke Ellington, Gertrude Niesen, Marion Hutton, Ruth Hussey, Jimmy Dorsey, Jerry Lester, Carl Ravazza, as well as Bing Crosby, Frank Sinatra, Danny Kaye, Leo Durocher, Hank Greenberg, Joe DiMaggio, and Ralph Bellamy. The rally is sponsored by the Motion Picture Industry's War Activities Committee.

American will broadcast "Never Forget," tomorrow, 10:45 p.m. The web's Johnny Thompson-Ilene Woods show yesterday featured Bond songs.

Washington Plans Complete

Washington Bureau, RADIO DAILY

Washington—Weekly "Telling the World" report showing station originations in support of the Victory Loan indicate by statistics the tremendous contribution the industry is making to the drive.

The report compiled by NAB, is for the period of Nov. 11-17, and does not include network originations. The figures follow: "Treasury Salutes," 2,936; "Music for Millions," 3,059; "Sing for Victory," 1,535; "Diary Personalities," 1,442; Crosby Record, 2,647; Gibbs Record, 1,236; Wayne Record, 1,123; Sports Personalities Speak, 2,173; Industrial Leaders Speak, 2,173; Stokes Record, 145; Wood Record, 165. Spots—Regular Length, 47,205; Two-minute, 1,030; Three-Minute, 319.

Programs—5-7 minute, 474; 10-minute, 247; 15-minute, 725; 25-minute, 12; 30-minute, 340; 35-minute, 2; 45-minute, 12; 55-minute, 2; 1 hour, 93; 1½ hours, 26; 1½ hours, 4; 1 hour-33 minutes, 1; 1¾ hours, 2; 1 hour-55 minutes, 1; 2 hours, 22; 2½ hours, 8; 3 hours, 31; 3¾ hours, 10; 5 hours, 2.

OFFICE SPACE WANTED

Two prominent returned veterans in radio desire to obtain office space conveniently located. Write: Box No. 241, Radio Daily, 1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

Coincidence!

THE Philadelphia Bulletin, which owns WPEN, decided that local listeners would appreciate hearing the voices of their loved ones. . . . John La Cerda, one of its featured writers was dispatched to the Pacific Theater to supervise the transcribing of messages from local Yanks, the recordings to be brought home and broadcast via WPEN . . . on arriving at Guam, La Cerda presented a letter from John J. Kelly, promotion director of WPEN to the personnel officer of the Naval Air Transport Service who turned out to be Lt. Lawrence J. Kelly, the WPEN official's BROTHER.

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RADIOLOGY:—Associated Broadcasting Corporation will soon announce the signing of several name bands to be heard via remotes located in key cities . . . first orchestra signed is Teddy King's novelty band, featured at Jack Dempsey's Restaurant on Gotham's Gay White Way. . . . ● Producer Jack Grimes and his assistant Roy Wilson, whose Sunday "Wheeling Steelmakers" series was a Blue Network highlight for many years, seen huddling with Maestro Lew Davies in Hurley's Radio City Grill. . . . Is Wheeling Steel planning to return to the airwaves with a program to originate in New York? . . . we're just asking. . . . ● Aside to Don Goddard:—Nice job you're doing on those guest-speaker appearances for the Federation of Jewish Philanthropies. . . . ● Joy Hodges has been selected to play "Lillian Russell" in a new air series based on La Russell's career. . . . ● Les Freres Warner seem interested in "Life of Eva Tanguay," authored by Beatrice (Gay Nineties) Kaye. . . . ● Bob Brenner, who prior to donning a uniform was an OWI staffer, is in civvies. . . . ● Ray McKinley, formerly with Major Glenn Miller's Army Orchestra, is now on the Coast, recruiting his own band. . . . Wm. Morris will handle the outfit. . . . ● Walter John, six-foot-four baritone at Nicky Blair's Carnival, who's a dead-ringer for Sonny Tufts, is attracting film scouts. . . . ● Peter Donald has mastered 30 different dialects during his 18 years on the networks and uses six regularly. . . . ● WOR Pilot Bob Stanley will conduct the Queens Symphonic Orchestra of 85 at a Charity Concert to be held at Forest Hills (L. I.) High School, Dec. 20. . . . ● Edward Everett Horton will guest-clown on Hildegard's "Raleigh Room" NBCiggle, Dec. 5. . . . ● Ceremonies in Georgia, during which G.I.'s are honorably discharged from service, include the playing of Kate CBSmith's recording of "God Bless America." . . . ● Philip Morris has booked Benny Goodman to guest on its NBCChristmas Day program. . . . ● During the airings from Gotham of the Judy NBCanova program, Producer Joe Rines will use Tom Shirley as emcee and Ernie Fiorita as ork pilot. Dell Peters set both deals. . . . Radiolites Jim Boles, Athena Lorde Boles and their year-old baby flew to Hollywood over the week-end for a month's vacation.

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TIN PAN ALLEY-OOPS:—Charlie Ross at Barton Music is plenty excited (who wouldn't be with discs by Frank Sinatra, Bing Crosby and Jo Stafford, respectively, about to be released) about a new ballad, "Day By Day," written by Sammy Cahn, Axel Stordahl and Paul Weston. . . . ● Looks like Henry Prichard, writer of "I Don't Want to Love You," has another hit in "Take Care" (When you say 'te Quiero') which is published by London Music Corp. . . . ● Rumors that Duke Ellington will not be resigned by Victor are unfounded. . . . ● We're happy to see Vaughn Monroe's star rising to the heights . . . couldn't happen to a nicer guy. . . . ● Woody Herman leaves the 400 Club in Gotham, Dec. 23, followed by Jimmy Dorsey. . . . Cootie Williams succeeds Duke Ellington at the Zanzibar, Dec. 4. . . . Les Brown opens a 10-week stay at the Pennsylvania Hotel, Dec. 17. . . . MacFarland Twins' Orchestra succeeds Joe Marsala's Band, Dec. 4, at Plantation Room of Dixie Hotel. . . . Sunny Skylax, composer of six current song hits, will make a coast-to-coast tour, starting January 1 at Detroit's swank nitery, The Latin Quarter.

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Announce Award Plan For 1946 Conferen

(Continued from Page 1)

New York's City College, it was nounced by Dr. Robert A. Love, conference director.

Prizes will be awarded for: direct selling sponsored program, live transcribed; institutional sponsored program, live or transcribed; public service program, live or transcribed; sponsored spot announcements of minute or less; promotion by sponsor agency or producer of a sponsored national program, live or transcribed; promotion of a sponsored regional intra-state program live or transcribed; all-over station or network promotion; station-created or work-created promotion of a public service program; and station-created or network-created promotion of program either sponsored or designed for sponsorship.

Six contestant classifications have been set up: Class A: sponsors, agencies, and program producers; Class B: local stations; Class C: regional stations; Class D: clear-channel stations; Class E: regional or intra-state networks; Class F: national networks.

Judges include: Reginald Clou editor, Tide; M. H. Shapiro, managing editor, RADIO DAILY; E. W. Davids, Sales Management Magazine; M. Frankel, radio editor, Billboard; Lawrence Hughes, Advertising Age; Edridge Peterson, managing editor, Printer's Ink; Bruce Robertson, New York editor, Broadcasting; and George Rosen, radio editor, Variety.

Postmark deadline for the competition is Jan. 31, 1946.

Will Honor Composers On "Songs Of Victory"

(Continued from Page 1)

p.m., will honor the war dogs that served with the armed forces. Milton Berle will emcee before an expected audience of 4,000 school-age boys and buyers in Silver Springs, Md.



\$167,500,000

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

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

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJUE & COMPANY, Natl. Representative
New York • Chicago • Philadelphia

AGENCIES

WASHINGTON C. MINER, manager of CBS television, will address the Radio Group of the American Marketing Assn. at the next convention meeting, Wednesday, Dec. 3, 2:30 p.m., in the Skyline Room, Sheraton Hotel, 37th Street and Madison Ave., New York with Lawrence Hubbard, director of research for the Duane Jones Company, president, as chairman. Miner's subject is "Television—a New Marketing Medium" and will be especially directed toward working in the fields of television and marketing.

THE MCGRAW-HILL PUBLISHING COMPANY has appointed Compulsory Advertising, Inc. to handle the promotional campaign of "Force Illustrated," a new magazine for general circulation.

ATLANTIC AVIATION CORP., New York, Greater New York and England distributors of Beechcraft airplane and Bendix aircraft has engaged Ray-Hiraschi, New York, to handle its advertising.

DANIEL D. PROSNIT and HUBERT SIMON, both recipients of honorable discharges from the Armed Forces, have opened advertising offices at 70 East 45th Street, New York, to do business as Timely Associates.

*** THE WEEK IN RADIO ***

Radio Set Outlook Dim

By **JIM OWENS**

THE Christmas shopper will find very few new radio sets available in stores throughout the nation, a RADIO DAILY survey showed. . . . Manufacturers and dealers blamed OPA for its delay in pricing in regard to major producers. . . . Applications for CP's of new commercial television stations on file with FCC indicate a scramble is in the offing for new channels. . . . Latest figures show many more applications than frequencies in key cities. . . . Applications for FM and AM stations also assumed flood proportions, with FCC's total on record last week amounting to 478 for standard stations and 717 for FM.

The House Interstate and Foreign Commerce Committee met in secret session to consider Clarence F. Lea's bill to curb "coercive" practices of AFM head James C. Petrillo. . . . Indications were that the measure would be strengthened before decision is passed. . . . Another bill directed at regulation of radio analysts was introduced in the House by Rep. John S. Wood, chairman of the Committee on Un-American Activities. . . . Undersecretary of State Dean Acheson, and William L. Cheney, magazine publisher, urged continued freedom of radio news. . . . Acheson declared that radio men have access to State Department archives for facts on

on the various facets of foreign affairs.

Mayor F. H. La Guardia's signature on a WJZ-American contract was expected at any moment. . . . Industry leaders for the most part, were in enthusiastic support of FCC's recent television allocations. . . . Associated Broadcasting Corporation negotiated a \$150,000 loan from the Atlas Corporation, large investment company. . . . Network officials indicated that control of the web might possibly result, since provisions were made for Atlas to acquire a "substantial" amount of stock.

The House Appropriations Committee recommended that FCC be granted half the \$785,000 deficiency figure it sought to speed up handling of heavy duties heaped upon it since the end of the war. . . . Paul Porter predicted that television will present "severe competition" to motion pictures within next 20 years. . . . He also told a House group that broadcasters' profits will be closely checked at renewal time as part of FCC's study of public service. . . . The U. S. will be permitted to maintain one direct radio circuit each with Australia, Bermuda, India, Jamaica, New Zealand and Palestine, under terms issued at the International Communications Conference in Bermuda.

\$40,000 worth of equipment was stolen from a maritime station at Point Prim, Nova Scotia. . . . Theft seriously affected service between N. S. and St. John, N. B. . . . New York Chapter of AFRA adopted five resolutions out of six proposed at its Nov. 15 meeting. . . . American network reported "materially improved" coverage and receiver dial position during 1945 as compared with last year. . . . Boston stations issued storm warnings along the coast-line as first heavy snow hit the Eastern seaboard.

As The Victory Loan entered its final phase Ted Gamble, War Finance head, urged Radio to "hit an all-time high" in pushing Bond programs. . . . First industry-wide action on American Federation of Musicians "maneuverings" will be realized when radio men and NAB officials meet in Washington, December 6. . . . Recent correspondence between FCC official E. K. Jett and a N. Y. publisher reveals that the Commission plans to continue on the present FM band between 40-50 mc's until service on higher frequencies is available.

Send Birthday Greetings To -

Dec. 3

Connee Boswell Rosaline Greene
Kathleen Stewart Charlie Pittman
Charles F. McCarthy Luceil Engel

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

I am desirous of any kind of position with Radio Department of Agency or Network. Some experience in radio production and publicity. College degree in Commercial Science. Write: Serviceman's Want Ad, Box No. 98, Radio Daily, 1501 Broadway, New York City.

SCRIPT WRITER, eight years of newspaper experience. Knowledge of production and some announcing. Write: Serviceman's Want Ad, Box No. 99, Radio Daily, 1501 Broadway, New York City.

ANNOUNCER, PRODUCER, formerly with NBC Affiliate. Three years actual radio experience, two seasons summer stock, wrote own Army Shows. Write: Serviceman's Want Ad, Box No. 100, Radio Daily, 1501 Broadway, New York City.

FIGHTCASTER, has broadcast blow-by-blow of more than 300 G.I. bouts over Army's largest radio network. Good style. Big following. Write: Serviceman's Want Ad, Box No. 101, Radio Daily, 1501 Broadway, New York City.

Former PUBLICITY WRITER for major network with a broad knowledge of sales. College graduate. Excellent contacts with network and agency people. Particularly interested in commercial side of RADIO in N. Y. Write: Serviceman's Want Ad, Box No. 102, Radio Daily, 1501 Broadway, New York City.

Are you looking for a WOMAN who is full of ideas? Experienced with CHILDREN'S SHOWS, musical background. PRODUCTION and DIRECTION. Familiar with TELEVISION here and England. Write: Serviceman's Want Ad, Box No. 83, Radio Daily, 1501 Broadway, New York City.

TELEVISION PRODUCTION, PROGRAMMING. Expert on miniature and color, research since 1940. Permanent connection or consultant. Prefer East. Write: Serviceman's Want Ad, Box No. 86, Radio Daily, 1501 Broadway, New York City.

CERTIFIED

**THE ALL AMERICAN
RADIO PROGRAM
OF 1945**

IS ON THE WAY

★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEW YORK—

NEW YORK—Patrolman Ian Cosman, New York City Opera Company tenor, will be heard on Red Barber's WEAJ Revue Wednesday, Dec. 5, singing the Serenade from "Cavalleria Rusticana" in which he made his successful opera debut, and the ballad "Thine Alone." . . . John T. McManus, motion picture critic of PM, president of the New York Film Critics Circle, and president of the New York Newspaper Guild, was interviewed by high school editors of Metropolitan New York and New Jersey on the "Press Conference" portion of the "High School Hour" over WNEW, Saturday, Dec. 1.

—OHIO—

TOLEDO — George Crossland and Claude Davies have been named assistant managers of the Capehart Sales Division of Farnsworth Television and Radio Corp., Fort Wayne, Ind. Crossland

was assistant sales manager of the Capehart division when he joined the Navy early in 1942, and was recently released after 44 months of active service. Davies has been with Capehart since 1929, and during the war was an expeditor in Indiana and Ohio. . . . Col. Raymond Strasburger has been named sales manager of radios and appliances in Columbus and central Ohio for Ohio Appliances, Inc., Columbus, which has branches in Dayton and Cincinnati.

—LOUISIANA—

NEW ORLEANS—Martin Burke, recently discharged from the U. S. Coast Guard, has been named news editor at WWL. Formerly publicity director of the station, Burke joined the Coast Guard three years ago. While he was overseas he conducted a broadcast aboard a Coast Guard-manned LST, interviewing New Orleans men on the ship for New Orleans listeners. . . . Program director

Ed Hoerner and chief engineer J. D. Bloom of WWL, were guest speakers at Loyola University, last week.

—GEORGIA—

ATLANTA—M. C. (Jimmie) Gregory, former early morning and sports announcer, has been named program director and production manager for WAGA. . . . A new addition to WAGA's announcing staff is Paul Daugherty, formerly with WCKY, Cincinnati and WKMO, Kokomo.

—INDIANA—

FORT WAYNE—The entire Army Air Corps discharge procedure was aired last week when the 10,000th soldier received his discharge papers from Baer Field, located on the outskirts of Fort Wayne. Master Sgt. Harry B. Dierkes, the 10,000th soldier, was interviewed by WGL announcer Tim O'Sullivan, ex-flight navigator in the Army Air Corps.

—VERMONT—

BURLINGTON — John D. Swan, three years with the Navy in which served as Captain of a PT boat in the Pacific, has returned to WCAX, and been appointed assistant station manager.

—CONNECTICUT—

BRIDGEPORT—"How can we make radio free" will be the topic of discussion for American Forum of the Dec. 4, over WICC taking up the problems of control over broadcasting they are seen by those concurrent with views expressed by the National Citizens' Political Action Committee. Those being heard in this discussion will be Elmer A. Benson, former Governor of Minnesota; Clifford D. FCC commissioner; Sydney K. general counsel of Broadcast Music Inc., and A. D. Willard, executive vice-president of National Association of Broadcasters.

We detect
a hit in

"detect-

a-

tune"

The radio moguls are buzzing about it. So's the tired chap who had to count the 2,500 letters that the premiere pulled. It's "DETECT-A-TUNE," the new show with the extra kick that's proving to be WOR's latest click!

What's it about? Well, there's music; cream-of-the-pop stuff, played by Vincent Lopez, the orchestra, plus a picked crew of soloists, including Judy Lang and Terry Allen. (Norman Brokenshire announces.) Then, ah, there's the gimmick—the buried melody throughout each program that keeps audiences riveted, lets them take a whack at handsome cash or bond prizes.

Now being aired Monday nights, 10:30-11:00 PM, "DETECT-A-TUNE" is, we believe, another of those WOR-created air classics which will soon be caroming coin in the direction of some smart sponsor. Need we say more than that the phone number is PE 6-8600, and the price surprisingly low? Audition discs on request.

Another show that
makes sales grow from

WOR

1440 Broadway
New York, 18

MUTUAL

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 44

NEW YORK, N. Y., TUESDAY, DECEMBER 4, 1945

TEN CENTS

FCC Loses In High Court

Advertising Council Continues Net Allocation Plan

Continuation of the Radio Network locations Plan on a revised basis under Dec. 8 was announced yesterday by The Advertising Council. Details of the new setup were transmitted to radio advertisers throughout the country by a special Council committee, comprising H. W. Roden, vice-president, American Home Products Corp., chairman; Lee H. Bristol, vice-president, Bristol-Myers Co.; and Stuart Peabody, advertising director, The Borden Co.

At the same time the Council discussed (Continued on Page 5)

W. Fitch Co. Renews Band Wagon Program

Chicago—The F. W. Fitch Company (hampoo, hair tonic and brushless shave cream), through the L. W. Ramsey Advertising Company, has renewed the Fitch Bandwagon program, starring Cass Daley, on NBC for six weeks, it was announced by Paul McClellan, sales manager of the NBC central division. Aired on the full network, the program originates from Hollywood and is broadcast Sundays from 6:30 to 7:00 p.m., CST. Contract renewal is effective December 30.

Construction Work Started On Rochester's Radio City

Rochester—Construction work has been started on Radio City, modern radio-FM-television broadcasting center and the new building will be ready for broadcasting late in 1946, William Fay, vice-president in charge radio for the Stromberg-Carlson (Continued on Page 2)

Script Citation

Philadelphia — "Hate, Incorporated," a half hour dramatic series, exposing peddlers of intolerance, has been selected by the Writer's Board, headed by Rex Stout, as the script of the month for December. The program is carried on WIP as a public service feature on Fridays at 10 p.m., under sponsorship of the Philadelphia Fellowship Commission.

Recognition

MBS' "You Make the News" has been chosen as a vehicle for undergraduate study by the radio department of New York University. Students will sit in on script and editorial conference and dress rehearsals. Special lectures have been arranged in conjunction with the program which is aired Thursdays, 10:00-10:30 p.m., EST.

Says Inertia Hinders Tele Educational Use

Atlantic City—Speaking at a symposium on "Education Through Television" sponsored by the Television Broadcasters' Association in cooperation with the New Jersey Visual Education Association, Prof. Kenneth Bartlett, of Syracuse University urged educators "to overcome the natural inertia that seems to be a part of our profession" in converting to tele as an "in classroom" teaching method. (Continued on Page 6)

La Guardia Formally Set For New Series On Amer.

Mayor Fiorello H. La Guardia completed final arrangements over the week-end with the American Broadcasting Co. to inaugurate a weekly series of 15-minute coast-to-coast broadcasts on Sunday, Jan. 6 at 9:30 p.m. The long-expected agreement was signed by the Mayor in the presence of (Continued on Page 2)

Army-Navy Classic Tele Hit As Set Owners Hold Parties

First special event via television wherein the classic Army-Navy football game not only made its tele debut but carried with it a sponsor, Curtis Pub. Co. is being hailed both by laymen and those in the industry as a highly successful experiment. By and large, consensus is that the tele version surpassed cold stadium seats and a possible \$50 a ticket for latecomers. NBC had three cameras at the Municipal Stadium in Philadelphia, the game being relayed locally to Phil-

Ruling Holds Commission "Pre-Judged" WKBZ In Awarding CP To Fetzer; May Affect Hearing-Procedure

All Webs Join St. Paul In Radio Celebration

As part of radio's 25th anniversary celebration, the National Association of Broadcasters' coordinator of listener activity, Dorothy Lewis, and the four major networks have combined efforts to spotlight the Women's Institute meeting today at St. Paul, Minnesota.

The Women's Institute, sponsored by the Pioneer-Dispatch, will be featured by four network radio programs (Continued on Page 5)

14 Major Orchestras On NBC Symphony Sked

Fourteen major symphony orchestras will be heard during the run of "Orchestras of the Nation," NBC sustaining series which starts its third consecutive season Dec. 15, 3:00 p.m., EST. Each week pickups will be (Continued on Page 6)

Carnation Buys New Show; First Change In 14 Years

One of radio's oldest advertisers, The Carnation Company, sponsors of the Monday night "Carnation Contented Hour" on NBC, which has (Continued on Page 5)

Washington Bureau, RADIO DAILY

Washington—The U. S. Supreme Court yesterday ruled in favor of Ashbacker Radio Corp., operators of WKBZ, in a decision which may force the FCC to consolidate all applications where there are conflicts.

In effect, the high tribunal backed Ashbacker's contention that its application had been (Continued on Page 6)

House Adopts Report On Budget Bill Of FCC

Washington Bureau, RADIO DAILY

Washington—The House yesterday voted to adopt a conference report on the rescission bill, providing half the \$930,000 asked by the FCC for the continuance of its wartime activities of monitoring the air waves and foreign broadcasts. The House originally had voted to strike out this amount from the Commission budget, while (Continued on Page 6)

U. Of Georgia Will Award 7 Prizes For Radio Work

Athens, Ga.—This year's George Foster Peabody Radio Awards, held annually under the auspices of the University of Georgia, will coincide (Continued on Page 5)

Salesman

Hartford — Governor and Mrs. Raymond E. Baldwin of Connecticut will be at the WTIC studios for six hours Friday, Dec. 7, to accept telephone orders for Victory Bonds from all parts of the state. The Baldwins will go on the air and report progress of sales. In a previous drive, Governor Baldwin sold \$78,000 in E Bonds, an individual record, over the station.



Vol. 33, No. 44 Tues., Dec. 4, 1945 Price 10 Cts.

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

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

FINANCIAL

(Mon., Dec. 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Thompson On Gershwin Benefit

Johnny Thompson, radio's "Song Salesman," who is heard Sunday afternoons, 3:30 p.m., via WJZ and the American network, will be guest soloist during the all-Gershwin concert Paul Whiteman and his orchestra will present at the New Rochelle High School on Saturday evening, Dec. 15, for the benefit of the New Rochelle Hospital.

20 YEARS AGO TODAY

(December 4, 1925)

The description of an eclipse from an airplane is given for the first time by station WCCO, Minneapolis.

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

Coming and Going

EDWARD TOMLINSON, NBC expert on inter-American affairs, is in El Paso, Tex., where today he will address an audience of Mexicans and Americans at the El Paso Forum, after which he will leave for Mexico City.

DOROTHY LEWIS, NAB's co-ordinator of listener activities, is in Minnesota today for the radio celebration of the St. Paul Institute, where four network shows will originate.

PAT ADELMAN, is here from KTBC, Austin, Tex., for confabs with the newly-appointed national representatives of the station.

THOMAS D. CONNOLLY, director of CBS program promotion, is spending this week in Chicago for conferences with agency officials and executives of WBBM.

WALTER SCHWIMMER, partner in Schwimmer & Scott, Chicago advertising agency, is back at his Windy City offices following a short trip to New York.

ROBERT D. ENOCH, station manager of KTOK, Oklahoma City, leaving for Chicago after having spent a week in Gotham.

IVAN HEAD, manager of KVSF, Santa Fe, N. M., is in New York to confer with the station's national reps. He plans to remain through Thursday.

THE HARDING SISTERS, WJZ Victory Troopers, are back in town after headlining a "Cavalcade of Victory" bond rally in their home town, Wilkes-Barre, Pa., where the bond sale grossed \$553,000.

Construction Work Started On Rochester's Radio City

(Continued from Page 1) company, owners and operators of WHAM, announced.

The construction project will cost \$875,000 and the building will comprise six large studios, five control rooms, an auditorium seating 400 and headquarters for sales, engineering, office and announcing staffs. Mayor Samuel E. Dicker, Jr., of Rochester; Ray H. Manson, president of Stromberg-Carlson; Wesley M. Angle, chairman of the company's board, and Kenneth M. Gardner, technical supervisor of WHAM-WHFM and Mr. Fay spoke at the ground breaking ceremonies.

O'Neil Doing Xmas Benefit

Erie, Pa.—Danny O'Neil, radio tenor, will appear in this city Dec. 12 in a Christmas concert for the benefit of underprivileged children. The date, incidentally, will be the singer's 25th birthday.

Helen Hayes' Guests

Boris Karloff and Sir Cedric Hardwicke will guest with Helen Hayes on her CBS show Dec. 8, 7:00 p.m., EST, in an adaptation of "Angel Street." Vladimir Selinsky handles the music.

"Funny Money Man" Outlets

New business for "The Funny Money Man" includes KINY, Juneau, and KTKN, Ketchikan, both Alaska, through Northwest Radio Advertising Co. Package is prepared by Allen A. Funt Productions.

La Guardia Formally Set For New Series On Amer.

(Continued from Page 1)

ence of Mark Woods, president of the network, and Edward J. Noble, chairman of the board, in City Hall, following his regular Sunday broadcast over WNYC.

Details of the agreement were not disclosed, but Woods announced that La Guardia's broadcasts do not have a commercial sponsor at present, but that the programs will run for "an indefinite term." Woods added: "It's firm for a certain period—a substantial period—and can be extended and extended. It's not cancellable, but if the Mayor is unhappy with us, we won't hold him to it." La Guardia told reporters that the contract would run for 25 years.

The Mayor's salary has been reported at \$100,000, but neither he nor American officials would confirm or deny this report.

Gimbels Exec To Speak At ATS Lunch Tomorrow

David Arons, publicity director of Gimbel Brothers Department Store, Philadelphia, will speak before a panel discussion group of the American Television Society, tomorrow at the Hotel Sheraton, on "The Department Store in Television," Frederick A. Kugel, co-chairman of the committee on panel discussion, announced yesterday. The Gimbels executive will discuss the results of the experimental RCA department store television installation in the seven stores.



Unborn kangaroo

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS. This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly. Includes image of a man in a hat and a microphone.

BILL WILSON IS BACK!!



Twice decorated, Lieut. William M. Wilson saw a lot of action in a number of major engagements. He served as Communications Officer on the Staff of Admiral Oldendorf in the now famous battle of Surigao Straits.

We are happy to announce that Lieut. William M. (Bill) Wilson, who has been on leave of absence to the U. S. Navy for the past three years, is back in "civvies" and back in charge of the New York office of

the William G. Rambeau Company. We believe that all of Bill's good friends in the advertising agencies will be as proud and happy to welcome him home as we are. Welcome home, Bill!

WILLIAM G. RAMBEAU COMPANY

Radio's First Special Representatives

NEW YORK

CHICAGO

LOS ANGELES

CHICAGO

By BILL IRVIN

A NEW Sunday morning musical program featuring Norman Ross sponsored by the Illinois Meat Company (Broadcast Corn Beef Hash and Redi-Meat) headed the new business schedule announced for Station WMAQ (Chicago) by Oliver Morton, manager of the NBC Central Division National Spot Sales Department. The Illinois Meat Company, through Arthur Meyerhoff and Co. will sponsor Ross in a 52-week series of half-hour programs of transcribed popular music titled Norman Ross Musical Broadcast. The program, to be heard Sunday, from 11:30 to 12:00 noon, CST, started on December 2.

Other new WMAQ business for this week included the placement of one one-minute announcement and one 15-minute musical show with three one-minute announcements by Esquire, Inc., through Schwimmer and Scott.

Consolidated Biscuit Company (Saltine and Graham crackers) through Ruthrauff and Ryan, Inc. this week renewed its schedule of 10 transcribed station breaks and one transcribed spot announcement weekly for 13 weeks effective November 26,

Merrit R. Schoenfeld, assistant general manager of American's Central Division, in Yankton, S. D. on a pheasant shoot with several members of Station WNAX.

Ellery Plotz has been named technical supervisor of WIND. He was formerly on the engineering staff of a Chicago network station.

Crosby On MBS Benefit For Sister Kenny Drive

Bing Crosby, national campaign chairman of the Sister Kenny Foundation Fund, will appear on a benefit program over the Mutual network on Wednesday, Dec. 5th, from 8 to 8:30 p.m., entitled "That They Might Walk." The program is one of the first dramatic radio appeals made on behalf of the Sister Kenny drive, and will be supported by Jimmy Dorsey's orchestra under the direction of Sylvan Levin, WOR music director, and stars from stage and screen.



California Commentary!

● ● ● It's now "The Road To Palm Springs" for Bob Hope. The comedian has been inspecting property at the resort and expects to make a purchase soon. Another Bob—Robert Hixson, of the Hixson-O'Donnell advertising agency, trekked to Palm Springs last week and sold his ground, but plans to acquire new land at the desert spot. Harry Norwood, who piloted the Merry Macs to fame, has also placed Gale Robbins, who was formerly with 20th-Fox under contract and will represent the singer for radio and pictures. Jack Carson has recovered from a heavy cold, which he developed on his return air junket from New York. Ed Buckalew, Columbia Pacific station relations manager, has returned from a 2100-mile auto trip to points in Arizona, New Mexico and Texas, where he conferred with representatives of stations affiliated with CBS. If a pun may be pardoned it is hereby suggested that the name of Paul Mantz, the flyer, who is piloting winners of the "Bride And Groom" program, over KECA, to Eastern spots, be changed to R. O. Mantz.

Los Angeles

★ ★ ★ Guests of Carleton Morris (not to be confused with Producer-Writer Carlton E. Morse) get a "kick" out of the following rule at the Bisbee golf course: "Ball lying within club length of a rattlesnake may be moved two club lengths without penalty." By the way, Morris is owner-manager of KSUN. If KOY, Phoenix, looks like an antique shop, it is due to the contest which the station has been conducting in connection with radio's 25th anniversary. KOY is offering a new 1946 radio to the person who turns in the oldest radio. Major Dorrence Roderick, owner of KROD, El Paso, who served overseas for two years, has returned to civilian life. Roderick, who is also publisher of the El Paso Times, is huddling with Val Lawrence, manager of KROD on post-war plans. Sidney Marshall, former Chicago radio writer, has been brought to Hollywood by Samuel Bischoff to do an original screen story based on the "Mr. District Attorney" series.

● ● ● Exactly 10 years ago this coming Christmas, a woman's voice was heard for the first time on the "Amos 'n' Andy" broadcast. It was Eleanor Harriot, formerly of Duluth, portraying "Amos'" bride, "Ruby Taylor," and she spoke just four words, "I do" and "I will." Since then Miss Harriot has appeared at least once a year on the airer, appearing for the first time this season on the Thanksgiving program and she is slated to go before the "Amos 'n' Andy" mike on the show's Christmas Day broadcast. Lt. Commander Michael Loring, who sang over CBS before entering the service, is now stationed at the San Francisco separation center for officers. He spent 12 months in the Pacific in charge of an LST boat. Frank Healey, who recently opened his own office, is offering a new package, "The Bennetts—1946," written and produced by Carleton E. Morse. Its cast includes Bill Holden, Ann Revere, Mary Anderson, Dean Jagger and Nan Grey. Dick Dorso of Century Artists, New York, is representing Healey in the East.

● ● ● Although more than 30 spieters auditioned for the announcing spot on the new "The Skeleton Scrapbook" show, Rod O'Connor, former Minneapolis boy, who has been broadcasting over Don Lee-Mutual, was the winner. Don E. Hopkins, bass fiddler for Mahlon Merrick's orchestra, appearing weekly on C. P. MacGregor's "Hollywood Radio Theater," is now playing a bass fiddle recently purchased from Lt. Vito Turelli. Turelli found it in an old vault under a building in Cologne, Germany, and brought it back on a bomber. It is inlaid with mother of pearl, and is claimed to be one of the rarest of its kind, on par with a Stradivarius.

★ ★ ★

Meet Mr. Reddy Cash!
FROM EAST TEXAS

"Hit Oil!" In the Heart of the World's Largest Oil Fields, KFRO influences buying habits of Half Million People. "Affiliated American and Mutual Networks."

KFRO
LONGVIEW, TEX.
TODAY'S TICKET TO TOMORROW!

First CHOICE OF NEWSPAPERS

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

↓

FIRST in WASHINGTON
WRC
Represented by NBC SPOT SALES

Allocation Council Continues Net Allocation Plan

(Continued from Page 1)

That many prominent advertisers have already indicated they will support the revised plan. Included are: American Home Products Co., The Borden Company, Bristol-Myers Co., Lever Brothers, Miles Laboratories, Pepsodent Company, Ralston Purina Co., U. S. Rubber Co., Wm. Wrigley, Jr. Co.

The new plan differs from the wartime operation in that the number of public service messages advertisers will be requested to air will be reduced from one every fourth week on weekly programs to one every sixth week; and from one every second week on five-a-week and three-a-week programs to one every third week.

Commitments to the plan and mechanics of operation will be continued as in the past. Every advertiser will be completely free to reject a suggested assignment, or to request a substitute, or to request a change of date; suitable fact sheets will be transmitted with every letter assignment and advertisers will be completely free to give messages in whatever form and whatever length they feel is appropriate to their particular program.

The project will be administered under the direction of George Ludlow, formerly director of the OWI Radio Bureau.

In presenting the plan to advertisers the Council pointed out that their "cooperation will provide our country, the radio industry and radio advertisers with three specific benefits:

1. Furnish public information on matters of pressing importance to American business, particularly in the difficult reconversion period, and matters affecting the general welfare of all the people;

2. Eliminate the chaos resulting from competition for radio time among the various government agencies and private groups of national importance. Organizations participating in the Council's post-war Radio Allocation Plan will, as in the past, be able to approach

U. Of Georgia Will Award 7 Prizes For Radio Work

(Continued from Page 1)

with the 25th anniversary of broadcasting, and because of the added significance of the occasion, seven classifications have been set aside for contestants.

Entries close on January 7, 1946, and may be forwarded by individual stations, networks, radio editors, listener groups, or any person or organization wishing to direct attention to a particular program.

John E. Drewry, dean of the School of Journalism of the University, announced the following classification:

(1) That program or series of programs inaugurated and broadcast during 1945 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community of the region the station serves; (2) Same qualifications as above, except for a station 1000 watts or under; (3) Outstanding reporting and interpretation of the news; (4) outstanding entertainment in drama; (5) Outstanding entertainment in music; (6) Outstanding educational program; (7) Outstanding children's program.

Final selections will be made by a University faculty committee and an advisory board under Edward Weeks, editor, Atlantic Monthly, and will be announced early in 1946.

Christmas Show Planning

Amos 'n' Andy's Christmas program, Dec. 25, 9:00 p.m., over NBC, will be built around "The Lord's Prayer," for the fifth time. Holiday observance was first aired in 1940.

national radio advertisers individually for radio coverage except as allocated by the Council;

"3. Prove the war time lesson that public service advertising is good business.

"Members of the Board of Directors of The Advertising Council, both individually and as representatives of their companies, believe wholeheartedly that this projection of the Radio Allocation Plan will prove to be good business for advertisers, will prevent a return to the chaotic conditions of 1942, and will make a contribution of incalculable value to the present and future welfare both of American business and the American people."

Carnation Buys New Show; First Change In 14 Years

(Continued from Page 1)

originated from Chicago for the past 14 years, will broadcast a new show from New York beginning January 7, it was revealed yesterday by Paul H. Willis, advertising manager. The "Contented Hour" program will be heard for the last time with the December 31 broadcast.

The program will feature a new format and a completely new line of talent along with guest stars. On the present series are Josephine Antoine, Reinhold Schmidt, Richard Paige, the Carnation orchestra and chorus conducted by Percy Faith.

Willis explained that the step is another phase in the company's plans for "intensified and expanded advertising activity which began with adoption of the full NBC network on October 1st of this year." Carnation's radio plans will be further increased to include a five-day-a-week daytime network program to start in April, 1946.

New Program On WNYC

A new program providing a tie-in with the 8th Bond Drive, made its debut on WNYC Sunday night, Dec. 2, entitled "Victory Loan Theater," heard from 6:15 to 6:45 p.m. EST. The opening program highlighted a repeat performance of Arch Oboler's "Baby" and starred Judith Evelyn, stage actress.

All Webs Join St. Paul In Radio Celebration

(Continued from Page 1)

grams, and talks by Clifford J. Durr, FCC commissioner; Hon. Elmer A. Benson, former governor of Minnesota; A. D. Willard, Jr., ex-vice-president of NAB; and Sydney Kaye, counsel of BMI.

Mrs. Lewis will interview Harold E. Stassen, who will speak on "Freedom of Radio—An International Necessity"; Samuel Gale, General Mills, "A Sponsor Looks at Radio"; Mary Margaret McBride, "Women and World Peace"; and Frances Farmer Wilder, CBS on "Daytime Radio."

The four network shows are: "Club Matinee," American Broadcasting Co.; "The American Forum," on Mutual discussing "How Can We Keep Radio Free?" with Durr, Benson, Willard and Kaye; the St. Paul Symphony Orchestra under Dr. Frank Black, on NBC; and "Behind the Scenes at CBS" featuring "Those Websters" on Columbia.

Jergens Renews On American

Andrew Jergens Company renewed sponsorship for an additional 52 weeks of the Sunday half hour period from 9 to 9:30 p.m., EST, on the American network, which, during the first quarter-hour features "the Jergens Journal with Walter Winchell."

RESULTS
\$4,972.50 WORTH!

A nursery company, offering a selection of plants for \$1.95 (three morning quarter-hours weekly), received \$4,972.50 in sales. Sixteen WLS broadcasts brought these results! . . . Showmanship and service (21 years of them) bring in this continued response to WLS advertisers. . . . For more sales facts ask the nearest John Blair man.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7
890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE
REPRESENTED BY JOHN BLAIR & COMPANY

Making Steel Talk

WATCH!

FCC "Pre-Judged," Says Supreme Court

(Continued from Page 1)

"pre-judged" by the FCC's unconditional grant to Fetzer Broadcasting Co. Evidence showed FCC had granted Fetzer's application to construct a new standard station at Grand Rapids, Mich., for operation on 1230 kilocycles—the same frequency applied for by Ashbacker in a change-of-frequency request. FCC granted the application of Fetzer without a hearing and designated a hearing on Ashbacker's application.

Although the Supreme Court left a few doors open to FCC, the decision obviously will force FCC to change some of its procedure. The high tribunal noted that FCC's grant to Fetzer was "unconditional" but did not indicate what its decision would have been if the grant had been conditional.

FCC had argued that if Ashbacker's contention were enforced, it would mean licensing of new stations would be effectively delayed and "strike applications" would be encouraged.

The applications were mutually exclusive because FCC said simultaneous operation on 1230 at Grand Rapids and Muskegon would result in intolerable interference to both stations.

Immediate effect of the decision will be to consolidate for hearing all applications where there is conflict. For the past few weeks FCC has been doing this, biding its time until the Supreme Court handed down its decision.

WKBZ has been operating on 1490 kilocycles and requested a change in frequency to 1230 kilocycles.

The Supreme Court, by its decision, ruled illegal a dismissal by a lower court of Ashbacker's suit.

Unless FCC changes some of its procedure, it was indicated, action on applications will be considerably slowed.

New WCAU Series

Philadelphia—WCAU has announced a new 15-minute weekly series, "An American in Russia," designed to give listeners a picture of the USSR as seen through American eyes. Noted personages who have been to Russia will be heard using their own scripts. Program will be heard Mondays.

Exclusive!

**CHI' BEARS
'45 FOOTBALL**

**W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

Army-Navy Classic Tele Hit As Set Owners Hold Parties

(Continued from Page 1)

ber taking the first quarter. Speed with which the average televiewer caught the offside penalties for instance, made it virtually superfluous at times for the announcer to comment except to make it official. Experts viewing the games via tele found their chief squawks with the camera man or his direction and judgment. Squawks seemed to center on the camera man trying to outguess or anticipate the quarterbacks.

Of the three cameras used by NBC, one was equipped with the new orthicon image tube intended for use in cloudy weather or unlighted places. This "image" camera "saved the day" in the opinion of those in the know. Understood that when the long-range telephoto lens was used, the reception lost much of its definition as compared to the regular lens. All of these items are being carefully studied by NBC for future reference.

Local Tele Parties

Owners of television sets were unselfish in their use and invited guests in the cities and suburbs of Philadelphia, New York and Schenectady enjoyed "50-yard line seats." In New York NBC had several receivers set up in Studio G and Du Mont had

guests at the studios of WABD at their various receivers. RADIO DAILY had approximately 20 guests who sat glued to the image throughout the game, seeing President Truman and General of the Army Marshall at close-up range, along with the other colorful activities.

Jack R. Poppele, chief engineer of WOR and president of the Television Broadcasters Assn. was host to 60 members of the Newark Civic Ears, a New Jersey civic organization, who watched the game in Poppele's home in South Orange. In Westchester, Long Island and in nearby Connecticut, tele-parties were in full swing in course of the afternoon. In Greenwich, Conn., 120 miles away from Philadelphia, the gridiron classic was viewed at the home of Mr. and Mrs. Robert E. Nickerson. General procedure at the parties were first come first served as to seats, but when word got around, and the crowds swelled, arrangements were made for front-seaters to switch with seats further back at the end of the different quarters. Survey of the SRO situation revealed that even those in the back rows greatly enjoyed the game by television.

14 Major Orchestras On NBC Symphony Sked

(Continued from Page 1)

made from the home city of the scheduled orchestra.

Here is the roster of orchestras and conductors:

Cincinnati Symphony, Eugene Goossens (Apr. 6 and 13); Columbus Philharmonic, Izler Solomon (Feb. 16 and Mar. 16); Denver Symphony, Saul Caston (Mar. 23 and 30); Eastman School Symphony, Howard Hanson (May 4, 18 and 25); Harrisburg Symphony, George King Raudenbush (Apr. 20); Kansas City Philharmonic, Efrem Kurtz (Dec. 15 and Jan. 26); Louisville Philharmonic, Robert Whitney (Dec. 22); NBC Symphony (from the Columbia University Festival on May 11); New Orleans Symphony, Massimo Freccia (Mar. 2 and 9); Oklahoma State Symphony, Victor Allessandro (Feb. 23); Pittsburgh Symphony, Fritz Reiner (Jan. 12 and 19); Rochester Philharmonic, Guy Fraser Harrison (Dec. 29 and Jan. 5); St. Louis Symphony, Vladimir Golschmann (Feb. 2 and 9) and Southern Symphony, Carl Bamberger (Apr. 27).

"Satisfiers" Get Contract

"The Satisfiers," original Chesterfield Supper Club quartet heard nightly over WEAJ-NBC, have been signed to a long term contract. The group started with the show in December of 1944, and will celebrate their first anniversary as Chesterfield regulars next month. The quartet is composed of Helen Carroll, Ted Hanson, Bob Lange and Art Lambert.

House Adopts Report On Budget Bill Of FCC

(Continued from Page 1)

the Senate had voted to leave it in. The conferees compromised by voting to call in only \$465,000 of the total. Action by the Senate is due today. The conference agreed also to leave the expiring OWI \$1,250,000 more than the House had voted to leave, but \$2,750,000 less than the Senate had voted. A cut of \$5,662,558 in the OWI budget is provided for in the conference.

Morris Band At Guild Ball

Johnny Morris and his band will play for dancing at the New York Newspaper Guild's Page One Ball to be held at Madison Square Garden, Thursday evening, Dec. 6th. Other bands whose appearance at the Ball has already been announced are Duke Ellington, Eddie Condon, Hal McIntyre and Woody Herman.

LOOK!

Are you interested in a talented, experienced, available radio script-copy writer and producer? Take note then: "Personable female with 8 years of station and agency work (with first radio degree ever conferred on women in U. S.) with excellent references—seeks assignment in your radio station or advertising agency. Formerly with national advertising agency" Write Box 242, Radio Daily, 1501 Broadway, New York 10, N. Y.

Says Inertia Hinders Tele Educational Use

(Continued from Page 1)

and suggested a six-point program for school administrators to help bring about the switch to the new medium: "1. Start reading about television background; 2. visit studios and for yourself; 3. go to homes with receivers and see what it's like; 4. make a list of things that you think might be taught by television and try preparing a script; 5. study the techniques of utilization of radio program and other visual aids, and 6. hold demonstrations at teachers meetings such as you have here today."

The Syracuse educator told of plans at the university to install Intra-tel video system to study television program techniques, pipe telecasts into several rooms in single building.

Cites Personnel Plans

"We know we won't always be satisfied to keep programs in the laboratory," Prof. Bartlett stated, "we hope to make arrangements with a group that is planning a commercial station. They will buy the transmitter and provide the site and the studios. In the beginning we shall evenly divide the personnel between transmitter and studios. We hope, this way, to develop a cooperative venture that may point the way to cities and universities of comparable size to begin television programming. When network television becomes available we will have completed the third link in the chain. This," he said, "is a modification of the plan we have already used successfully in radio."

G. Emerson Markham, manager of WRGB and a director of TBA, asked the school authorities to take on the challenge of doing better with television than they had with radio. What teachers need to acquire, he said, is an instinct for showmanship, the knack of "emotionalizing content." Markham concluded with a statement of WRGB's self-imposed code as a warning to the public, of the tremendous impact which television has upon the mind of the viewer.

WTAG has the advantage of local newspaper promotion every morning, evening and Sunday.

W T A G
W O R C E S T E R

THE ALL AMERICAN RADIO PROGRAM

IS NOW BEING CHOSEN

BY

CRITICAL AMERICA

THROUGH

CROSS-FEDERAL REPRESENTATIVES

TO BE ANNOUNCED

EARLY IN 1946

BY

RADIO DAILY

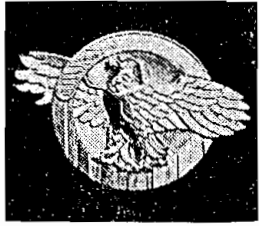
LAST YEAR 1047* VOTED

THIS YEAR MORE

NEWSPAPERS — MAGAZINES — TRADE PAPERS

EDITORS — WRITERS — CRITICS

*Certified Votes all
Open for Inspection.



M/SGT. BILL BERNS received his honorable discharge from the Army Nov. 26, and returned to **WNEW** Monday, working under Jo Ranson in the special events department. While in the service, he served in the radio section attached to Gen. MacArthur's headquarters.

GEORGE HOGAN, who had served as athletic director with the U. S. Naval Reserve since June, 1943, returned to **WOR** on Sunday, Dec. 2, resuming his chores as announcer. Hogan served at various camps in the United States and with the **AFRS** in Honolulu.

MICHAEL AMES, recently out of the Army, has joined **David O. Alber Associates, Inc.**, as account executive. In the Army he edited several publications for the Entertainment Branch. He also handled publicity and promotion on **USO** shows as well as **All-Soldier** shows. Before the war, he had his own advertising and publicity office in New York.

MAJ. WARD INGRIM, USAAF, has joined the Chicago sales staff of **John Blair & Co.** He was formerly commercial manager of **KFRC** and associated with the **Don Lee** web for 10 years.

Milton Biow To Be Honored At Testimonial Dinner

Milton H. Biow, president of the **Biow Company, Inc.**, will be guest of honor at a testimonial dinner sponsored by the advertising, publishers and broadcasting division of the **Joint Defense Appeal**, Wednesday, Dec. 12 at the **Waldorf-Astoria**, it was announced last week by **Franklin Bruck**, chairman of the event.

Praising Biow for his accomplishments in the profession and for his leadership in enlisting support on behalf of the **Defense Appeal** in past campaigns, **Bruck** said: "This dinner is our tribute to a man who has devoted so much time and personal effort to safeguard our traditional democratic institutions."

Skelton Show Premiere

Bob Hope will guest with **Red Skelton** when the latter premieres his new **NBC** show, "The **Skelton Scrapbook**," tonight, 10:30 p.m., **EST**. Regulars on the show include **Anita Ellis**, **Verna Felton**, **GeGe Pearson**, **Wonderful Smith**, and **David Forrester's** orchestra. **Rod O'Connor** will announce. Program is sponsored by **Brown and Williamson Tobacco Co.** through **Russel M. Seeds** agency.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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

COAST-TO-COAST

— TEXAS —

SAN ANTONIO—**J. C. Skinner**, director of sound and projection, **Interstate Theaters of Texas**, predicted in a talk before the local **Rotary Club** that television will be in Texas in a year or 18 months. He is a former teacher of electronics and communications at **Texas University**.

— CALIFORNIA —

LOS ANGELES — **Larry Hays**, former **Marine Corps** captain, joins the **Don Lee** network as staff writer, it was announced by **Pat Campbell**, currently acting as program director for the web. **Hays** wrote, directed and narrated "Halls of **Montezuma**" for the **Marine Corps**, which was broadcast during the war. . . . **Robert Hall**, who returns to **Columbia Square** after four years in the **Army**, will replace **Charles Wedsworth** in the **KNX** editing department. **Wedsworth** resigned his position Dec. 1, to go to **New York** for an operation for a service-incurred leg injury.

— MASSACHUSETTS —

BOSTON — **T/Sgt. Richard Johnson**, released after 40 months of **Army** service, with 32 months overseas in **Asmara, Eritrea, East Africa**, has returned to his position as control room operator at **WCOP**. **Johnson** is the second member of the **WCOP** engineering staff to return to his job, while there are five **World War II** vets employed in the engineering dept. to date. . . . Announcement is made by **Ray Girardin**, **WEEI's** production manager, that **Ken Overden** will return to the announcing staff following his discharge December 5.

— WASHINGTON —

YAKIMA—**Peder Wick**, who served with the **Navy** in **Public Relations** in **Montana** during the war, is back at his post as news editor for **KIT**.

— CONNECTICUT —

HARTFORD — **Phillip Becker**, who was chief announcer at **WTIC** before joining the **Army** in 1942, has been promoted to the rank of captain in charge of the **American Expeditionary Station** in **Khorramshahr, Iran**. **Becker** was formerly manager of the **AES** station in **Teheran**. . . . **Wilbur G. Clancy**, studio supervisor at **WTIC**, is a graduate of the **RCA Broadcasting Engineers' Television Course**. He received his diploma last week after having completed a comprehensive course at the **RCA Institute** in **New York City**, the **RCA Victor Plant** in **Camden**, and the **Princeton RCA Research Laboratories**.

Send Birthday
Greetings To —

December 4

Charllo Banch Isabol Randolph
Ann Morath Holon Bayllin
Bill Slator Charlon G. Burko

— NEW YORK STATE —

JAMESTOWN—**Corporal Simon Goldman**, vice-president of the **James Broadcasting Co., Inc.**, and until his enlistment in 1943, manager of **WJTN**, was honorably discharged from the **Army**, and resumed his managerial duties. . . . **Jay E. Mason**, president, is now devoting full time to the licensee company and radio station with residence in **Jamestown**. The **James Broadcasting** has applied for a **Metropolitan FM** station in **Jamestown**.

— PENNSYLVANIA —

PHILADELPHIA—**Felix Meyer**, nationally known conductor, returns to **WFIL** after more than two and a half years in the **U. S. Naval Reserve**. **Meyer** will resume his post as **WFIL** musical director and program musical director of **WFIL-FM**. . . . **PITTSBURGH**—New addition to the staff of **WWSW** is **Jane Schultz**, who is doing the commentary for "Easy Listening," a daily program.

— MISSOURI —

ST. LOUIS — **Howard Harvey**, engineer for **KXOK**, returns after two and a half years as a technician in radar, with the **Bureau of Ships, U. S. Navy**. . . . **Rudolph Isenberg**, resumes his old position as transmitter supervisor for **KXOK**, after spending 30 months as a **Captain** in the **Signal Corps**. . . . **Charley Stooky**, farm editor for **KXOK**, will be in **Chicago** Dec. 2 and 3, attending the annual meeting of the **National Association of Radio Farm Directors** and the **National 4-H Club Congress**. **Secretary of Agriculture Clinton P. Anderson** will address the **Radio Farm Directors meeting Monday** and **Stooky** will be a member of a panel to discuss the part of radio in agricultural extension work.

— DISTRICT OF COLUMBIA —

WASHINGTON — With **Arthur Casey**, assistant to the general manager of **WOL**, heading a new setup, the station is offering personalities to service clubs as speakers, in support of the **Victory Loan Drive**. **Billy Repaid**, of **WOL** news staff, is speaking two and three times nightly on **Victory Loan meetings**, as is **Russ Hodges**, **WOL** sportsman. **Jack Paige**, **WOL** flack chief, also participating, recently addressed **Silver Spring Board of Trade dinner meeting** and **Business and Professional Woman's Club**, with a number of other dates scheduled.



AGENCIES

COMPTON ADVERTISING, Inc. announces the return to its dept. of **Storrs Haynes**, in an executive capacity. **Haynes** first came to the agency in **May, 1940**, and remained there until he entered the **Army** in **February, 1944**.

JOHN L. KIMBALL, for the 14 years associated with **William Lawrence & Cresmer Company**, joins **Crowell-Collier Publishing Company** on **Dec. 1** as a member of the advertising sales staff for **Woman's Home Companion**, **E. P. Seymour**, magazine's advertising manager, announced. Most recently, **Mr. Kimball** was on the sales staff of **William Lawrence & Cresmer**, newspaper representatives, in **Chicago**, but previously that was stationed on the **West Coast**. He will be located in **Woman's Home Companion, San Francisco** office.

LISETTE LOPEZ has joined **J. Cann-Erickson's** foreign department. Previously she was with the **Education and Information Division** of the **War Department**, where she was consultant on the compilation of **Spanish and French dictionaries**.

KLUF, **Galveston, Texas**, has announced the appointment of **William G. Rambeau** Company as its national representatives.

RUSSELL O'BRIEN has joined account staff of **Benton & Bowles** working on the agency's **Procter & Gamble** accounts. He was formerly assistant advertising manager of **National Biscuit Co.**

Going Away Party

Merrill "Red" Mueller, **NBC** correspondent, will be given a farewell party by the "Veterans of **World War I and II**," **Dec. 6**, before he leaves for **London** to join the web's new staff there.

1st CHOICE IN CHATTANOOGA IS

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 45

NEW YORK, N. Y., WEDNESDAY, DECEMBER 5, 1945

TEN CENTS

Intra-Store Tele Shown

Let "Bonds For Xmas" As Next Radio Drive

Under a plan to continue the general sale of Government savings bonds following the close of the Victory Loan, the Treasury's War Finance Division has prepared a concentrated radio campaign to sell Victory Bonds for Christmas gifts.

The Division's radio section, headed by Lt. David Levy, USNR, has prepared a series of promotional station breaks and 30-second and one-minute announcements, 25 of each, which have been sent as a packet to all sta-

(Continued on Page 6)

New Series On WCAU Has Russia As Subject

Philadelphia—WCAU announces a new public service feature every Monday called "An American in Russia." It is designed to give Americans a picture of Russia seen through American eyes. In the weekly 15-minute program, such outstanding personages as John Hersey, Elie Siegmeister, composer and author, Alexander Kendrick, foreign correspondent of the "Chicago Sun," Dr. Mildred

(Continued on Page 7)

GE Personnel Moves To New Syracuse Plant

Twenty key personnel in GE's electronics department have moved to Syracuse from Bridgeport and Schenectady to establish headquarters at the Thompson Rd. plant until completion of the firm's new Electronics Park development.

Included in the move were Arthur

(Continued on Page 4)

Pay Up!

Montreal — Federal inspector of the Department of Transport announced yesterday that the department is conducting a city-wide investigation of persons operating radio receiving sets without license. The investigation will continue until the licensing year expires next March. The inspectors reported that radio owners, who neglect to license are liable to fines and costs.

Expected!

Sunday's contest between the "Quiz Kids" and a group of U. S. Senators resulted in a victory for the youngsters by the close score of 102-100. The legislators, however, had the star performer in Senator Taylor, "the singing cowboy" of Idaho, who, after a little urging, gave out with a number of the best-known hill-billy bits from the old West.

Radio Must Be Free Willard Tells Forum

St. Paul, Minn.—"Radio is free because it is properous and independent," A. D. Willard, ex-vice president of the National Association of Broadcasters said yesterday in his opening remarks on "The American Forum," Mutual broadcast from this city on the occasion of St. Paul's celebration of the 25th anniversary

(Continued on Page 7)

TBA Annual Meeting Sked For Friday In N. Y.

The annual meeting of the TBA will be held Friday at the Hotel Commodore, and will be open to representatives of active, affiliate and educational members.

Election of officers and three directors will be held. Directors whose terms expire are G. Emerson Markham, J. R. Poppele, and Lewis Allen Weiss.

Benny Contest Starts Slow LSMFT Assuring The Dough

Status of the Jack Benny contest announced on his program last Sunday night, at the end of the 48-hour period yesterday, was not getting under way with the momentum expected. However, it is indicated that it will pick up strong as soon as the vast majority of would-be contestants are assured that Benny will give away the money and that the contest is not a gag completely. Not stated yet whose money it will be, sponsor or Benny.

First New York Demonstration By RCA Draws Big Merchandising Interests; See Nation Tele-Minded In 1946

State Dept. To Resume Foreign Policy Series

The U. S. Department of State will again conduct a series of forums on the NBC "University of the Air," it was revealed yesterday, with present plans providing for approximately ten broadcasts dealing with American foreign policy. Sterling Fisher, director of the University, announced that the first program will be offered

(Continued on Page 7)

Borden's Instant Coffee Launches Spot Campaign

Borden's Instant Coffee, through Kenyon & Eckhardt, has launched a 41-station campaign, with spots, live participations, and local programs. Stations signed to date include: KECA, Los Angeles; WGN, Chicago;

(Continued on Page 2)

REC Honors Radio Mfrs. At Meeting Tomorrow

R. C. Cosgrove, president of the Radio Manufacturers Association, and vice-president and general manager of the manufacturing division of the Crosley Corporation, will be guest

(Continued on Page 2)

That manufacturers and retailers of consumer goods believe television will play a highly important role in the merchandising of such commodities in the near future, was plainly indicated yesterday in the large turnout at the RCA-Victor demonstration of its intra-store tele systems. Demonstration

(Continued on Page 7)

New Tele Applicants Include Walt Disney

Washington Bureau, RADIO DAILY
Washington—Walt Disney Productions have applied for permit for construction of a new commercial television station in Los Angeles, the FCC announced yesterday. The Disney station would operate on Channel No. 5 (76-82 megacycles) and ESR of 12,000.

Two other applications were noted by FCC: the Courier-Journal and

(Continued on Page 6)

Lee Jahncke Returns To American Network

Commander Ernest Lee Jahncke, Jr., recently returned from overseas combat duty, has rejoined the station relations department of the Ameri-

(Continued on Page 7)

'Tis Ever Thus

Hollywood—Actor Wally Maher, who usually plays "down-at-the-heel" roles and hobo characters on CBS "Suspense" program, is in real life one of the Beau Brummel's of Hollywood's Radio Row, always attired in the height of fashion. What's more he says the good restaurants he eats in have nothing to do with the quality hats or coats he sports.



Vol. 33, No. 45 Wed., Dec. 5, 1945 Price 10 Cts.

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

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

FINANCIAL

(Tues., Dec. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	191 1/4	190 1/2	191	+ 1/2
CBS A	48 3/8	48 7/8	48 3/8
Farnsworth T. & R.	18 5/8	18 1/8	18 1/4
Gen. Electric	47 7/8	47 3/8	47 3/8
Philco	43 1/4	41 5/8	42	- 1
RCA Common	17 1/8	16 7/8	17
RCA First Pfd.	88 1/2	87 3/4	87 3/4	- 1
Stewart-Warner	23 7/8	23 1/4	23 3/4
Westinghouse	36 1/2	35 3/4	35 3/4	- 3/4
Zenith Radio	41 1/8	40 5/8	40 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	47 1/2	47 1/2	47 1/2	- 1
Nat. Union Radio	8 3/8	8	8	- 1/4

20 YEARS AGO TODAY

(December 5, 1925)

First transmission anywhere using 50,000 watts in the antenna is station WGY, Schenectady.

FREE TO WOMEN'S PROGRAMS!

Every month—
 Scripts and Contests with prizes . . . yours for the asking

Exclusive in Your Territory

write—wire—phone if your territory is open we'll send details and script

FEATURE BUREAU
 EST. 1939

Newsweek Bldg., 152 W. 42nd St.
 New York 18, N. Y.

Coming and Going

GILMORE NUNN, president both of WCMI, Columbia affiliate in Ashland, Ky., and WLAP, American network outlet in Lexington, is in town for conferences with web executives.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, Jacksonville, Fla., is spending a few days in Gotham. The station is an affiliate of CBS.

JOHN H. NORTON, JR., manager of the station relations department of the American network, and **LEE JAHNCKE**, recently returned to the web after overseas service with the U. S. Navy, are in Minneapolis on business.

ARTHUR PINE, publicist, back from Philadelphia, where he completed several tie-ups on behalf of the WJZ "Boston Blackie" program.

JACK BROOKE, Eastern sales manager of the spot sales department of the American network, is in Detroit on a business trip.

JUDY CORTADA, publicist of the American network's co-op program division, plans to leave today for Washington, D. C., where she will confer with Raymond Gram Swing and Martin Agronsky. Her return is scheduled, tentatively, for Monday.

JOHN MAYO is back. The nomadic ambassador of the Lang-Worth Library covered most of the key centers during a business trip of four-and-a-half months.

WALLACE WALKER, general manager of WFCI, Pawtucket, R. I., is in New York. Paid a call yesterday at the offices of the American network, with which the station is affiliated.

A. J. MOSBY, president and station manager of KGVO, Missoula, Montana, was a visitor yesterday at the headquarters of CBS.

JACK LATHAM is in town. He's the sales manager of WKRC, Cincinnati outlet of CBS.

REC Honors Radio Mfrs. At Meeting Tomorrow

(Continued from Page 1)
 speaker at the Radio Executives Club luncheon tomorrow at the Hotel Roosevelt honoring the RMA.

Since the RMA includes in its membership nearly all of the radio manufacturers in the United States, Cosgrove's talk will be in the nature of a forecast of the activities of the industry in the forthcoming year.

Plans for the REC Christmas Party on December 21st will also be announced at the meeting by Murray Grabhorn, president of the club.

AMP Station Renewals

Extension of music licensing agreements between Associated Music Publishers, Inc. and the following stations has been announced by John R. Andrus, AMP vice-president: KDTH, Dubuque; KFAB, Lincoln; KFOX, Long Beach; KJBS, San Francisco; KLPM, Minot; KOIL, Omaha; KTEM, Temple; WABY, Albany, N. Y.; WALB, Albany, Ga.; WBCM, Bay City; WDNC, Durham; WHAS, Louisville; WHDH, Boston; WJAR, Providence.

Ed Dunning Joins World

Lieut. (j.g.) Ed Dunning has received his discharge from the U. S. Navy after three years of service and has joined the New York sales staff of World Broadcasting System. Before the war he was associated with WHN and WINS.

Borden's Instant Coffee Launches Spot Campaign

(Continued from Page 1)
 WCAO, WBAL, WFBR, Baltimore; WCOP, WBZ, WNAC, Boston; WJK, WTAM, WGAR Cleveland; WWJ, WXYZ, Detroit; WISN, Milwaukee; WABC, WOR, WNEW, WQXR, WLIB, WAAT, New York; WPEN, WIBG, WIP, WCAU, Philadelphia; WWSW, WJAS, WCAE, KQV, Pittsburgh; WIBX, Utica; WGR, WEBR, Buffalo; WCPO, WLW, Cincinnati; WCOL, WBNS, Columbus; WMBR, WJAX, Jacksonville; KMOX, St. Louis; WOL, WINX, WMAL, Washington, D. C.

LaGuardia MBS Guest On "Meet The Press"

Mayor F. H. LaGuardia will discuss radio and the press with four newspapermen on MBS' "Meet the Press," Dec. 7, 10:30 p.m. Fourth estaters include Tex McCrary, former editor, N. Y. Daily Mirror; Lawrence Spivak, editor, American Mercury; Paul Crowell, N. Y. Times; and John P. Lewis, managing editor, PM.

Phila. Bout On Associated

The weekly Adam Hats "Fight of the Week," Monday, December 10th, will be aired by Associated from the Philadelphia Arena. Main bout features Billy Arnold and Ralph Zanelli, and will be broadcast blow-by-blow by Sam Taub. Joe Cummiskey will handle the color.



Ever see a Tiglon?

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

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

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

Facts to prove it are available

Within Your Reach

Philadelphia's

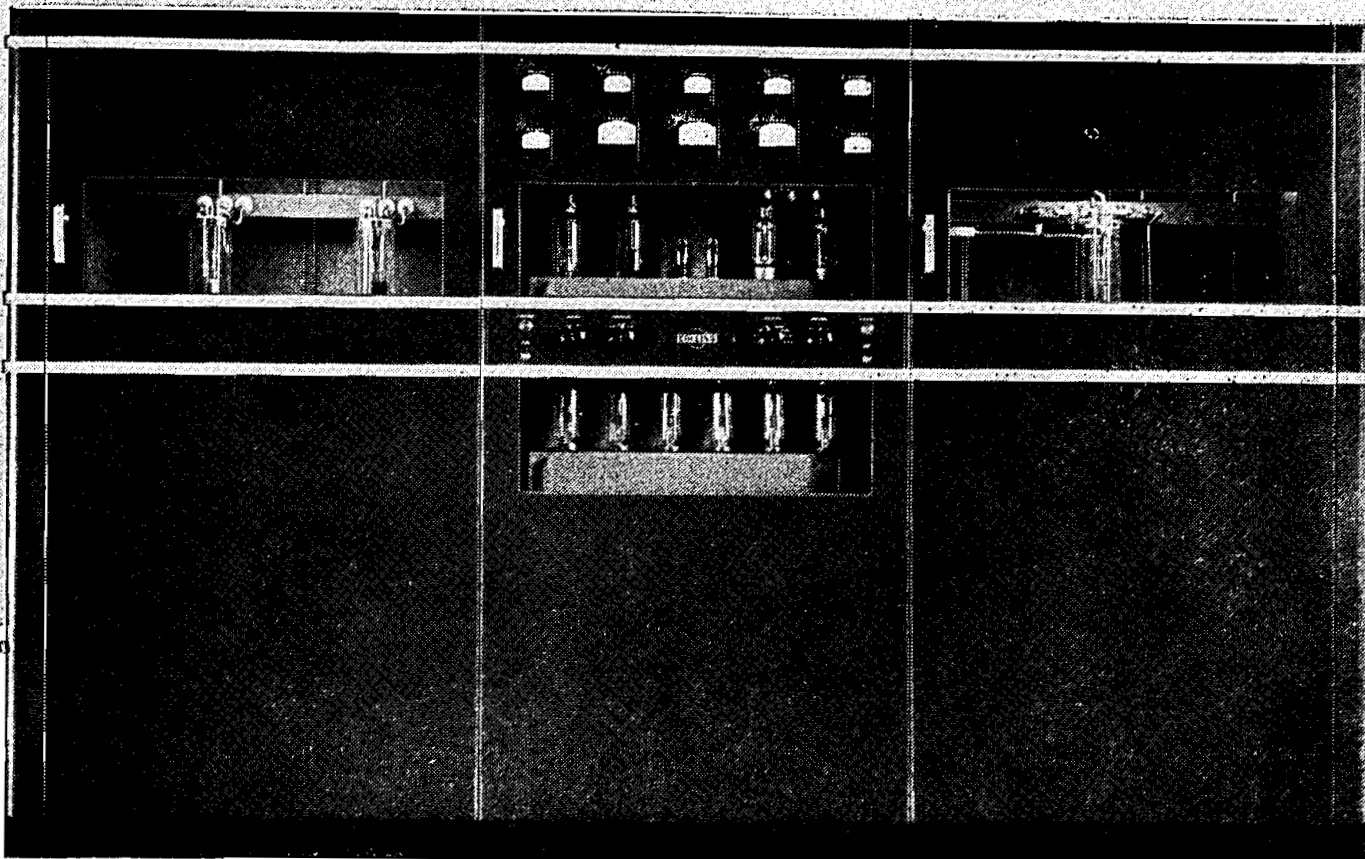
WDAS

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

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED



Why WAAT bought its new 5 kw transmitter from Collins

The Bremer Broadcasting Corp., owners of WAAT, had had previous experience with Collins equipment. Mr. Frank V. Bremer, Technical Director, puts it this way:

"It is with interest and pride that I bring to your attention the performance of the Collins 20K one kilowatt AM transmitter installed at Kearny on April 14, 1941.

"This transmitter has been on the air a total of 39,000 hours, as of October 15, 1945, with a total elapsed lost time of only fifteen minutes.

"This makes a most remarkable record, since our station is on the air twenty-four hours per day, seven days per week, and it speaks well for your transmitter.

"According to the logs checked by Anthony Castellani, transmitter supervisor, the fifteen minutes total of lost air time was caused by defective bias tubes and a coupling

condenser in the audio circuit.

"At no time in the period of operation of the 20K have we had to make a refund or make up allowance to any sponsor due to lost air time.

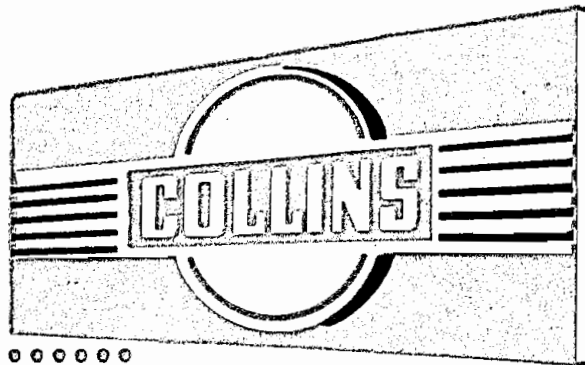
"As director of the engineering department of WAAT and FM-WAAW, I give credit for this remarkable performance to your efficient design and to the capable operating supervision by our transmitter staff."

(Signed) Frank V. Bremer

With this background of satisfaction, the Bremer Broadcasting Corp. ordered a new 21A 5 kw AM Collins transmitter as soon as military restrictions were lifted in the fall of 1945. An illustrated bulletin, fully describing this transmitter, will be sent you on request.

FOR BROADCAST QUALITY, IT'S . . .

Collins Radio Company, Cedar Rapids, Iowa; 11 W. 42nd St., New York 18, N. Y.



LOS ANGELES

By RALPH WILK



Memos Of A Midnighiter . . . !

● ● ● Tommy Dorsey said to be quietly investing a quarter of a million bucks in the manufacture of 100-dollar television sets. . . . Music publisher Saul Bornstein writing his autobiography which will be none too flattering to his former sidekick, Irving Berlin. . . . If Doug Fairbanks, Jr., wants it, insiders report that he can have a permanent spot on "Info. Please." . . . Tod Russell will be Col. Stoopnagle's successor on "Double or Nothing." . . . Janette Davis takes over Joan Brooks' 11:15 p.m. spot on CBS starting on the 17th. . . . Nobody can get Bing to talk business while he's here in town. Claims he only came for the ride. . . . Ed and Keenan Wynn are huddling nites writing material for a new air show skedded to go on in about five weeks. . . . Carleton Morse and Frank Healy have put together a show called "The Bennetts," which coast insiders claim is another "One Man's Family." . . . Trade talk has it that Metro will sign Clifford Odets to a writer-director contract. . . . The films trying to lure Bill Mauldin—not only as a writer but also as an actor. . . . MCA sold "Show Stoppers," a transcribed series, to Koret Bags for 26 weeks. . . . Artie Shaw may organize a new house band for a net on the coast. . . . Corny Jackson, coast mgr. of J. Walter Thompson, east for a huddle on the Ford show.



● ● ● Edgar Kobak, president of Mutual, was swamped with job requests from key personnel of other nets when they saw RADIO DAILY's Picture of the Week depicting Kobak surrounded by a dozen or so glamour gals of the MBS staff. As Jimmy Durante says, everybody wants to get in the act!



● ● ● Jerry Devine's "This Is Your FBI" thriller will pay tribute to Hoover and his G-Men Friday nite on the fourth ann'y of Pearl Harbor Day, showing how the Bureau operated when news of the attack flashed through. . . . Hypnotist Ralph Slater has signed a contract with Deluxe Recording Co. to make a series of records with a reported guarantee of \$25,000 advance and \$50,000 minimum for each recording made. His first will be to help people with insomnia. . . . Bernie Zisser wonders what will happen to quiz shows, soaps and comics when nylons become plentiful again. It'll certainly cramp their style. . . . Barry Wood reading musical scripts with an eye to blossoming out on B'way before long. . . . Sponsors looking for an artist with a pre-sold audience might consider Dick Brown, now being aired over 400 stations via his three transcribed stanzas. . . . Recommended: Evelyn Knight's new Decca-rative version of "Let Him Go, Let Him Tarry" backed by "Chickery Chick." . . . Sammy Kaye plotting London dates next Summer. . . . Sidney Resnick, who worked with Goody Ace on the Danny Kaye scripts, informed Goody, through his agent, that he wanted more dough. "Quaintest resignation I ever heard," cracked the Ace of Aces. . . . Len Burton added to Lew Parker's writing staff on the Edelbrew show. . . . Steve Ellis maintains that before marriage it's "aisle, altar, hymn." Afterwards, it's "I'll alter him."



● ● ● Names 'n News: Geo. Matthews, who plays all those tough roles on the screen, stage and air, who will spout Shakespeare at the drop of a hat. . . . Dorothy Claire, who stepped in cold at the Capitol to sub for J. Dorsey's vocalist, Dee Parker, who was out ill. . . . Patsy Campbell, who copped the new sequence lead on "Big Sister," competing with radio's top drawer talent. . . . Two beery gents on B'way—Wally and Noah.



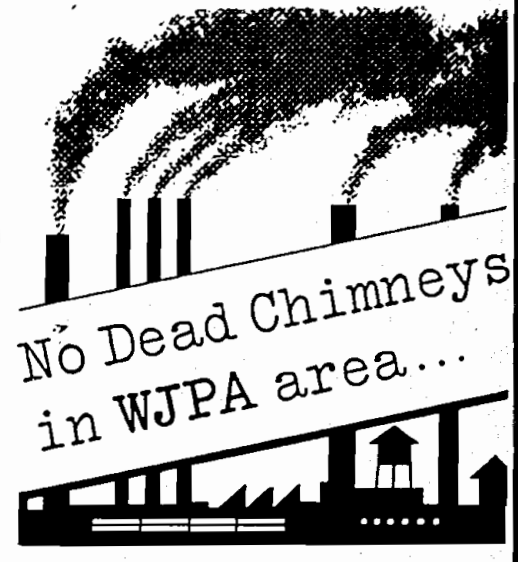
AGENCIES

JOSEPH HERSHEY MCGILLVRA INC., who have just been engaged as national representatives for WCEB Du Bois, Pa., have announced that Dick Gerken has joined the organization as account executive in the New York office.

THE WARD WHELOCK ADVERTISING AGENCY, in Hollywood has engaged the office of B. P. Schulberg Irving Rubine to conduct the public relations for its radio program "Request Performance." This alrer is now in its eighth week on the Columbia network.

McCANN-ERICKSON'S San Juan P. R. office, has been appointed to handle the advertising of the Puerto Rico Glass Corporation, manufacturers of bottles of all types.

GLEAM (manufactured by the D & D Soap Company, Oakland Calif.), a new soap to be placed on sale for the first time in December has engaged Ad Fried Advertising Agency, Oakland, to handle the advertising campaign, which will include radio and newspapers starting at first, with a test in California and later expanding, as distribution outlets are obtained on a coast-to-coast basis.



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

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

WSTV - Steubenville, O.
WFG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingslon, N. Y.



GE Personnel Moves To New Syracuse Plant

(Continued from Page 1)

A. Brandt, general sales manager; R. W. Ferrell, department counsel; and V. M. Lucas, government division manager. Others were H. K. Smith, T. A. McDonald, E. R. Burtis, C. C. Hayes, and E. L. Robinson, of the general sales staff; Attorneys D. S. Cameron and E. M. Shultes; and H. F. Konig, M. E. Minich, C. C. Lasher, Herbert DuVal, Jr., B. F. Slye, W. F. Hafstrom, A. D. Paul, H. F. Oldfield, N. W. Alexander and C. P. Gade of the government division.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

How We Made These

Fickle Fingers Faithful

We are in love with these fingers.

When we were younger, we'd never know, from one hour to the next, whether the object of our affections would reciprocate—or switch us off.

But things are different now. In the mornings, every weekday, and on Sunday afternoons, for instance, these fingers are throwing the other boys over for us.

Oh, how they love to tune in the morning!

More and more fingers are twisting their radio knobs from other network stations to ours in the morning—and not twisting away again!

Two weeks after we put on a special promotion drive, the average ratings of all our morning shows were the highest of the four networks.

This is no shipboard romance. Right now—10 months after we promoted our mornings—their average ratings are still higher than those of other networks.

Somewhat the same thing happened on Sunday afternoon. Special promotions induced millions of new listeners to sample our fare, and they stayed

with us. Ratings climbed for *all* programs—and today they're still up!

Why are they so true to us?

First, because ABC programs are getting so much better that folks *prefer* to be faithful.

Second, because we tell people to be faithful! Instead of putting all our advertising and promotion weight behind single, disconnected programs, we promote whole "blocks" of contiguous programs. And time after time *results* prove that this sort of promotion pays off.

22,000,000 jingling pockets

Now ABC offers you the greatest network opportunity in America. 22,000,000 ABC families, with 92% of the nation's spendable income jingling in their pockets, will hear your message at a surprisingly reasonable cost. In fact, if you'll compare actual rates, you'll find that Network X costs 43.7% more than ABC per evening half-hour, while Network Y costs 28.7% more!*

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 reasons why ABC...

American Broadcasting Company

is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**... who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** which builds bigger, more loyal audiences.
5. **GOOD WILL** through public service programs that give an unbiased, complete picture of vital issues.
6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.
7. **PRACTICAL TELEVISION**—program building on an economical basis.

American Broadcasting Company

New Tele Applicants Include Walt Disney

(Continued from Page 1)

Louisville Times Company, Louisville, Ky., and the American Broadcasting Co., Inc., San Francisco, Calif.

Sidney Hillman's Almgamated Broadcasting System, Inc., has applied for construction permit for a new FM (metropolitan) station in Philadelphia, Pa.

Other FM filings include Balaban & Katz Corp., Chicago, and Beaver County Broadcasting Corp., Beaver Falls, Pa.

Standard filings include: General Newspapers, Inc., Wilmington, N. C., to be operated on 1340 kilocycles, power of 250 watts, unlimited; Charleston Broadcasting Co., Charleston, S. C., to be operated on 1450 kilocycles, power of 250 watts, unlimited, and James B. Littlejohn, Ogden, Utah, to be operated on 1490 kilocycles, power of 250 watts, unlimited.

Set "Bonds For Xmas" As Next Radio Drive

(Continued from Page 1)

tions in the country. The announcements, which are to be used beginning Dec. 9, the day following the close of the Victory Loan, may be sold to advertisers.

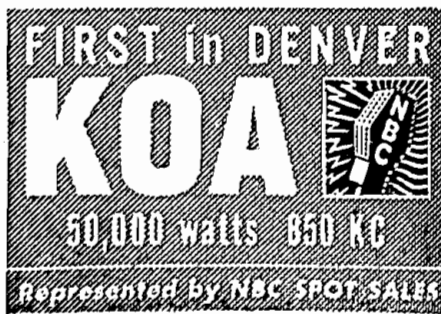
Until the first of the year, the Christmas gift promotion will supplement the three-a-week "Treasury Salute" transcriptions which the Treasury plans to continue until July 1, 1946, at the earliest.

FBIS Quits Today

The Foreign Broadcast Intelligence Service of the FCC, which has been acting as the "ears" of Uncle Sam since 1940, will cease monitoring foreign broadcast stations today. The suspension of the service was ordered by FCC after the House reduced the Commission's national defense funds to \$465,000 Monday.



KOA leads the way in news, too! The nation's ear is tuned to local and world events. KOA is the only station between Chicago and the west coast equipped with THREE great news services . . . AP, UP and INS.



WORDS AND MUSIC

By HERMAN PINCUS

RADIOLOGY:—NBC has just auditioned tall, blonde and handsome Captain Austin D. Rinne who has just been honorably discharged from the Army . . . this is the lad, who for 14 months was a prisoner of war, at Stalag Luft I, during which time he composed and sang songs to entertain fellow-Yank prisoners. . . . ● The January cover of "Tune-in" will feature the lovely face of Radiolite Mary Patton. . . . ● Jackson Beck and Tony Barrett will drive to Hollywood next month for a vacation . . . don't be surprised if each gets a picture assignment. . . . ● "Portia Faces Life," the NBCross the board serial renewed for another 13 weeks starting Dec. 31. . . . ● The St. Luke's Boys Choir, featured in the flickers "Since You Went Away" and "Our Vines Have Tender Grapes," will visit Ginny Simms' CBSongfest, Dec. 21. . . . ● Rosalie Allen, who "jives the corn" on WOV, has been signed to wax her hill-billy tunes on Spin Records. . . . ● Lawson Zerbe out of uniform. . . . ● Too bad Irene Beasley's MBSHow, "Raising A Husband," isn't heard in Gotham . . . easily one of the funniest audience-participation shows on the air. . . . ● What's the big deal that took CBS Exec Nick Keesely to Nashville?



Just for the record, Carlo DeAngelo, sent a letter of resignation Nov. 9 to take effect Nov. 23, as Director of the "Perry Mason" program. Carlo's now directing "The Falcon" MBSeries. . . . ● Dick Liebert will start his fourteenth year as chief organist at Radio City Music Hall next week. . . . ● Mike Todd is angling to set the Korn Kobblers in his revival of "Star & Garter." . . . This outfit guarantees 40 minutes of laughter. . . . ● The American Net is planning a build-up for the Brown Dots. . . . Deek Watson, former spark-plug and originator of the Ink Spots, holds down the key spot with the B.D.s. . . . ● The Murphy Sisters whose NBChirpings we raved about, will be seen and heard in Eleanor Powell's next filmusical. . . . ● Out of the Army but three weeks, announcer Tom Hudson already doing two network shows, "Detect & Collect" and Eileen Barton's "Teen-Timers." . . . ● Johnny Olsen's daily job on "Ladies Be Seated," heard via the American net, stamps the comic-emcee as "arrived." . . . we spotted the lad's talents two years ago when we accidentally heard one of his "Rumpus Room" sessions out in Milwaukee. . . . ● The Hoosier Hot Shots, currently on the coast filming their seventh flicker for Columbia, have just signed a two-year contract to record for Decca. . . . ● Jeannette Davis, Caesar Petrillo Protege, heard over WBBM, has been named to succeed Joan Brooks on the 11:15 p.m. spot when Joan leaves for Hollywood to make a picture.



TIN PAN ALLEY-OOPS:—Billed as the Glenn Miller Orchestra with Tex Beneke, this aggregation which includes many of the original musicians, will make its civilian debut January 17th at Providence, R. I. . . . ● Vaughn Monroe will guestrill on Kate CBSmith's program Dec. 14 . . . incidentally Vaughn's comic singer, Ziggy Talent, believes he has another "Three Little Fishes" in the new novelty ditty, "Myrtle The Turtle and Flip The Frog" . . . Ziggy was largely responsible for the "Piscatorial Trio" making the Hit Parade. . . . ● Stan Kenton's Ork has been inked in for picture deals with Warners and United Artists. . . . ● Cootie Williams' "House of Joy" will be one of the season's top instrumentals. . . . ● Howard Mack has already set the Dinning Sisters for the Ozzie Nelson-Harriet Hilliard series as well as two forthcoming pictures for Columbia. . . . ● The Velvetones have recorded an Enoch Martin original, "I'm Henpecked" for Decca which you'll be hearing plenty soon.

Stork News

Justin Callahan, New England representative of the Federal Telephone and Radio Corp., Newark, is the father of a six-pound, four-ounce boy born to Mrs. Callahan Monday, Nov. 26.

N. Y. Xmas ET For Wales

The Children's Opera Company of New York, with Ben Grauer as narrator, is producing a half-hour transcription of Christmas greetings to be broadcast by BBC to the children of Wales.

Benny Contest Slow; Many Don't Believe It

(Continued from Page 1)

filling out the paragraph in 50 words or less, "I Can't Stand Jack Benny Because—" has not yet been announced, but a two-week notice will be served during course of one or more programs. Understood that the winners will be judged mostly on their wit in submitting their answers (only one entry to a customer) and that Fred Allen is not actually barred from sending in his version, by mail. Answers are to be sent to Jack Benny Contest, Hollywood 25, Calif., according to the announcement Sunday night over NBC.

ATS Sets Discussion On Tele Merchandising

A panel discussion on television merchandising will be held by the American Television Society at the Hotel Sheraton, Tuesday, Dec. 11, 12 noon. Dave Wagman, radio and tele sales manager of Bruno-New York, will serve as chairman. Several speakers are scheduled.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Radio Must Be Free Willard Tells Forum

(Continued from Page 1)

Radio now being widely celebrated. Discussing the question "How Can We Keep Radio Free?" Willard declared: "The American people have a free radio system generally conceded to be the best in the world. It is supported, and its freedom maintained by advertising revenues, dependent upon . . . public acceptance and good will. Dependence on such inducements . . . as government support, subsidies or pressure groups would inevitably result in a servile radio system. It can be kept free," he said, "if that position is maintained."

The "Forum," which was one of the major network broadcasts featured yesterday at the Women's Institute here, was participated in by Clifford J. Durr, FCC commissioner; Elmer A. Benson, former governor of Minnesota; Sydney Kaye, counsel of BMI; and Willard.

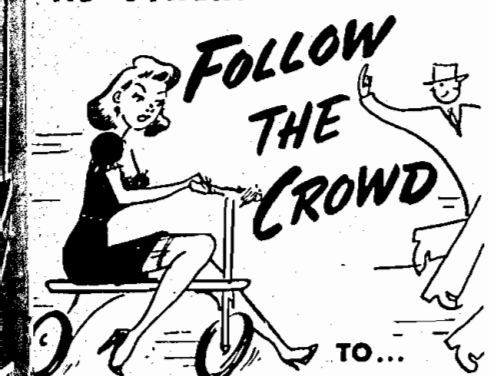
Sydney Kaye, in his opening talk preparatory to the discussion said that the problem of freedom of speech cannot be divided into separate phases for radio and the press. To argue that radio can be made free by the imposition of greater governmental restrictions is to state a contradiction in terms," he declared, pointing out that the industry has maintained its essential freedom for a quarter-century during good times and bad.

John Jahncke Returns To American Network

(Continued from Page 1)

The Broadcasting Co., it was announced yesterday by John H. North, Jr., manager. A graduate of the United States Naval Academy at Annapolis, Commander Jahncke was recalled to active duty in 1941, at which time he was assistant to North, and assigned to the Eastern Sea Frontier.

FOR AIR CHECK SERVICE
"AS OTHERS HEAR IT"



V.S. RECORDING CO.
121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

N. Y. Intra-Store Tele Exhibit Draws Large Retailer Crowd

(Continued from Page 1)

and tele show was held at the Mc-Alpin Hotel and is one of a series of national showings.

John West, director of public relations for RCA-Victor, speaking on "The Status of Television, Today," stated that 1946 would see the nation prepared for television, with receivers and transmitters provided, networks set up and full personnel acquired. In 1947, West further stated, the U. S. would see the first "big year" of television. West later introduced T. A. Smith, manager of apparatus sales dept., RCA-Victor, who reported on equipment developments. Citing the new super-sensitive camera as the outstanding contribution to the field Smith covered the many uses of portable equipment in intra-store television and said RCA-Victor is ready to produce tele equipment for 1946.

David Arons, publicity director, Gimbel's-Philadelphia, in his key address, covered the use of intra-store television in Gimbel's store. The experiment which took place Oct. 24 through Nov. 14th, showed to over 250,000 people. The shows were of 10 minute duration, every half hour and were viewed over 22 receivers distributed throughout 7 floors

of the store. Each receiver was placed in a small room, called "Tele-sites," and these receivers, together with two cameras, studio, control-room and the necessary lights, made up the equipment used.

According to Arons, the public wants actual demonstration of the merchandise with little or no entertainment built around it.

Color is demanded for maximum use of intra-store television and Aron concluded by stating that television is a must for stores that expect to remain in business.

"Showmanship in Television" was the subject of Mr. Stensgaard, W. L. Stensgaard and Associates of Chicago, whose displays were used in the Gimbel store and which were on display at the meeting. Stensgaard asserted that the public wanted knowledge and the use of television to show the hidden values of a product; this, he said, was invaluable.

Films, produced by the manufacturer, can be used and spot displays of slow departments would increase buying interest considerably. Stensgaard's displays will be shown in America's leading stores during 1946, he stated.

New Series On WCAU Has Russia As Subject

(Continued from Page 1)

Fairchild, professor of social studies at Bryn Mawr College, Dr. Detlev Bronk, secretary of the National Association of Scientists, Richard Lauterbach, Moscow correspondent for "Time" and "Life," Charles J. Child, advisor on art and music, division of Cultural Cooperation Department of State and John Green, National President Industrial Union of Marine and Shipbuilding Workers of America, will appear.

In their addresses these people will write their own scripts and will not be censored by the WCAU program department.

Emery To Reveal Plans Of Tele Assn. For 1946

A special meeting will be held Thursday, Dec. 6 at 7:45 p.m. in the Hotel Pennsylvania, where Bob Emery, newly elected president of the Television Producers Association will reveal the 1946 plans for the organization. Other new officers to take over activities of the television group are, Vice-President William Wallace, technician at DuMont Studios; Secretary Bob Anthony, promotion director of WHN, and Treasurer Clarence VanAucken, an executive of the Biow Agency.

Bond Clothes On WOR

Bond Clothes, through Neff-Rogow, Inc., has contracted WOR for three 11 p.m. newscasts weekly for 52 weeks.

Young People's Concerts Scheduled Over WPEN

Philadelphia—WPEN will augment the young peoples' concerts of the Philadelphia Orchestra with a series of programs by the outlet's symphonic group scheduled for those Saturdays during the season when the former orchestra is inactive.

Outstanding student soloists will be featured on the broadcasts which will originate in the various school and college auditoriums in the city. Louis G. Wersen, music director of the Board of Public Education, will conduct the WPEN orchestra. First in the series will be aired Saturday, Dec. 8, 11:05-12:00 Noon.

CBS Tele Men To Speak At Group Meetings Today

The American Marketing Association and the Art Directors Club of New York will hear television talks today by two CBS executives. Worthington Miner, manager of CBS television will address the Marketing group at a luncheon session at the Hotel Sheraton, and Ben Feiner, Jr., assistant program manager, will speak before the Directors Club luncheon in the Architectural League Building.

Chicago Tele Pact

Chicago—Balaban & Katz tele outlet, WBKB, has signed a contract with the Coliseum for exclusive video coverage of all events taking place in the arena for the next five years. Basketball, ice shows, boxing, roller derbies and various expositions are among the events to be broadcast.

State Dept. To Resume Foreign Policy Series

(Continued from Page 1)

on Saturday, Dec. 15, (7-7:30 p.m. The broadcasts will cover applications of our policy for China, Russia, Latin America, eastern Europe, western Europe, Germany and Japan as well as our attitude toward the United Nations and international trade.

It is expected that Secretary of State James Byrnes will be one of the guests on the series which will draw participants from the State Department itself, its special offices and the ambassadorial staff.

The inaugural program of the new series, the fourth to be presented under State Department sponsorship, will be on the "State Department's New Information Policy." Scheduled for participation on this forum will be Assistant Secretary of State William Benton; William T. Stone, director of the Office of International Information and Cultural Cooperation; and Francis Russell, acting director of the Office of Public Affairs. Sterling Fisher will be moderator for the entire series. The broadcasts will originate in NBC's studios in Washington with Selden Menefee as coordinator and Ken French as director.



Proper timing of sales efforts, through good times on good stations, sends products pirouetting into consumer homes. Radio time buyers from coast-to-coast depend on full-time help from cooperative Weed & Company.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

★ ★ ★ COAST-TO-COAST ★ ★ ★

— RHODE ISLAND —

PROVIDENCE—After three years in the Army Medical Corps, Bob Brennan has resumed his duties as announcer with WPRO. . . . Commencing Nov. 30 to continue through Dec. 24, WPRO presents a colorful program, "Christmas Candlelight," reviving the story of Christmas, its legends, its music, its poetry and its lore. Storyteller will be WPRO's announcer, Leo LaPorte.

— MINNESOTA —

MINNEAPOLIS—Clellan Card, who does a sixty minute humorist program each a.m., plus a daily news show on KSTP, Minneapolis-St. Paul, recently treked to Austin and Rochester, Minn. to emcee Victory Bond Rallies. . . . Ex-Marine Sgt. Bud Mickelson is back on the job at KSTP after serving 27 months overseas. . . . Pearl and Ade of the KSTP Barn Dance troupe have their own program each a.m., in order to answer the requests that have come in for their unique brand of folk music.

— OREGON —

PORTLAND—Paul H. Connet, former commercial manager of KGW, returned to the staff Nov. 20 as sales manager after serving forty months in the Navy as a chief specialist in the Recruiting Service. . . . Screen stars Annabella and Lt. Tyrone Power have joined the list of celebrities who pledge their continued support to the "Remember Our Men" campaign, inaugurated by KGW to provide entertainment for hospitalized veterans.

— MAINE —

PORTLAND—Mary Corbett, formerly of WFCL, Providence, Rhode Island and the Booth Bay Playhouse, Booth Bay, Maine, has joined the staff of WCSH as assistant to Arthur Owens, program director.

— GEORGIA —

ATLANTA—Bradford F. Crandall, Jr., formerly with WDAF, KMBC and WHB in Kansas City, has joined WSB as a staff writer in the continuity dept. Crandall has just been released from the Navy, where he did Public Relations radio work in Jacksonville, Fla. . . . Sara V. Liverance, formerly with WAIM, Anderson, S. C., has joined the staff of WAGA's promotion dept.

— PENNSYLVANIA —

PHILADELPHIA—A new program featuring news, music and food information made its debut over WCAU, Nov. 26, with well known feminine newscaster Katharine Clark, discussing oddities and strange happenings in the news, as well as up to the minute food market data, recipes and menus. . . . **PITTSBURGH**—Art Palen, recently discharged, has returned to the WWSW announcing staff.

— NEW YORK —

LONG ISLAND—WWRL in Woodside, is starting a new policy of live entertainment and dramatic shows, featuring Danny Powers, 17-year-old night club and vaudeville entertainer, in a fifteen-minute program of accordion music. The program is to be aired on Thursdays from 10:30 to 10:45. A half-hour variety show to be heard Saturday mornings at 10 will also feature Danny Powers. Both shows will be directed and produced by WWRL's Gene Flanagan and Chester Badner.

— NORTH CAROLINA —

GREENSBORO—"Symphony of Melody" is a new Monday night feature over WBIG, sponsored by a local jewelry firm (Bines). Bill Jackson produces the half-hour program which presents music in the soft, sweet category. . . . Carl Thompson, former newspaperman of the Carolinas, is back at WBIG as public relations man after serving over two years with the Army Air Corps.

— CALIFORNIA —

SAN FRANCISCO—George E. Davis has been added to the staff of Universal Research Laboratories as a planning and research engineer, in an announcement made by Royal V.

Howard, vice-president, engineering. . . . Bill Ladd of the U.S.E.S. handles the voicing on "Job Caster," new KSFO program which announces job openings suitable for war veterans. Program is a Monday-through-Friday feature.

— CONNECTICUT —

HARTFORD—WHTD broadcast the inaugural ceremonies in connection with the swearing in of Cornelius A. Moylan, Republican, as Mayor of Hartford, Dec. 4, at high noon. The ceremonies took place in the function room of the mayor's office. . . . Corporal Russell Naughton, who was with the atomic bomb air group, has returned to the announcing staff at WDRG.

— NEW YORK STATE —

ALBANY—WOKO paid dramatic tribute to National Radio Week and at the same time celebrated its own 22nd anniversary with a special production aired last week. The story traced the growth of WOKO from a five-watter in New York to its present position of prestige in the Empire State's Capital City. Harold E. Smith, founder and present general manager, reiterated his pledge to serve always in the public's interest, convenience and necessity.

— OHIO —

AKRON—Major Bob French, who served as chief of the radio section of the Army's Fifth Service Command, has joined WAKR as director of audience relations. . . . **FORT WAYNE**—Richard H. Wanger, formerly with KFUP, St. Louis, has joined WGL as an announcer, after service in the Army Air Forces as a bombardier instructor. . . . **TOLEDO**—George Schoonmaker, city manager at Toledo, has started a series of weekly "Fire Chats" reporting on the city government each Saturday over WSPD.

— NORTH CAROLINA —

ASHEVILLE—WWNC is presenting a series of five quarter-hour American Red Cross dramatizations which the home county is playing host to surrounding Western North Carolina counties and recognizing the contributions each has made in various lines of Red Cross activities. . . . J. C. Duncan, in the armed service the past few years, is rejoining the engineering staff of WWNC.

— TENNESSEE —

MEMPHIS—W. M. Roy, chief engineer of WHBQ, is taking an automobile tour through the South, and his trip to do so adds up to an inspection tour of radio stations along the route.

Send Birthday
Greetings To—

December 5

Archer Gibson Grace Moore
Lyn Murray Ned Tufts
Jean Sothern

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

COLORADO ranks 7th among the states in per family expenditures in General Merchandise stores.

KLZ
DENVER
CBS 330 KC
REPRESENTED BY THE BANTA AGENCY

Destination New York?

CHECK IN AT BMI and follow two simple suggestions for pleasant hospitality during your visit to New York.

First: Please let us know you're coming.
Second: Make the BMI offices your headquarters.

While we're not a hotel, we're conveniently located in town—adjacent to all radio studios, the theatres, the shopping centers.

The BMI offices are *your* offices. An efficient Station Relations department, under the guidance of ROY HARLOW, is here to serve you.

Make it a point, on your next trip, to check in at BMI.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 46

NEW YORK, N. Y., THURSDAY, DECEMBER 6, 1945

TEN CENTS

State Bureaus' Aid Nil

Ask KGHF Transfer; Other FCC Activities

Washington Bureau, RADIO DAILY
Washington—Voluntary assignment of license of KGHF, Pueblo, Colorado, to the Colorado Broadcasting Co. for \$300,000 has been filed with the FCC, was announced yesterday.

Reason given the FCC was "ill health" of assignor. Listed as president and director of Colorado is Clifford Phillips, Denver, Colo. Charles A. Johnson, Denver, is vice-president and director; Arthur A.

(Continued on Page 6)

Crosby And Whiteman On Victory Loan Show

Bing Crosby and Joan Edwards will be featured on a special Victory Loan program on American web tonight at 11:35-12. Paul Whiteman's orchestra will supply the music.

Besides airing many web programs on Dec. 8, NBC's Victory Loan "day," VEAF will devote its entire schedule to Bonds. Frederick W. Gehle, state chairman of the War Finance Committee, will speak on "Music of Manhattan," 6:30 p.m.

Sports Broadcasters Award Set For Luncheon Dec. 17

Ken Fairman, graduate manager of athletics at Princeton University, will attend the Sports Broadcasters luncheon on Monday, Dec. 17th, to receive a scroll awarded to Princeton University for having the best broadcasting facilities for football broadcasting. The committee which chose Princeton consisted of Ted Husing, Stan Lomax, Bill Stern, Don Dunphy and Joe Hasel.

Birthday

A "first birthday" will be celebrated next Monday by the NBC "Chesterfield Supper Club" program starring Perry Como and heard Mondays through Fridays at 7 p.m., EST. Starting Tuesday, Jo Stafford will appear as a regular on Tuesdays and Thursdays as singing emcee. Como will fill this role on Mondays, Wednesdays and Fridays.

'Yank' Swan Song

WNEW will bring its microphone into the editorial office of Yank Magazine for a special salute to the GI publication upon its demise. Entitled "Yank, Honorably Discharged," the program will go on the air tomorrow from 9:00 to 9:30 p.m. and will feature interviews with the editor and staff correspondents, including Al Hine, Newt Oliphant, Joe Steffanelli, among others.

FCC's Tele Hearings Sked To Open Jan. 21

Washington Bureau, RADIO DAILY
Washington—Consolidated hearing on nine applications for Washington's four television channels will begin on Jan. 21, the FCC announced yesterday. The Capital last week was selected as "testing ground" among the Nation's large cities on the scramble for tele stations. The ten-day hearing will end on Feb. 1, the Commission announced in setting the date. Applicants for Washington's four channels are Bamberger Broadcasting

(Continued on Page 5)

Tele-Shopping Series Started By Chi. Store

Chicago—The Fair, one of the leading department stores here announced the placement of a 13-week series of television shows for the first time, starting tomorrow, December 7th. The programs, which will be telecast

(Continued on Page 4)

Porter Sees Bermuda Pacts As "Charter Of Principles"

Program For CBI Vets Broadcast Over WOR

Three thousand veterans of the China-Burma-India Theatre were treated to a special broadcast aboard their ship, the U. S. S. General A. W. Greely, yesterday when WOR's John Gambling, and his "Musical Clock" program beamed a welcome-home to

(Continued on Page 2)

Find Radio Coming Out Second Best Via Group Designed To Facilitate Broadcasting Important News

Farnsworth Backlog Solid For Full Year

Farnsworth Television and Radio Corp. has booked orders sufficient to utilize the company's entire production capacity throughout 1946, E. A. Nicholas, president, announced yesterday in a report to stockholders. The company recently acquired an additional plant at Huntington, Indiana, and plans for the erection of a new administration and engineering building in Fort Wayne.

The report showed net profit for the

(Continued on Page 6)

Gen. Foods Buys Program On 255 Mutual Outlets

General Foods has purchased the children's program, "The House of Mystery," from Maxwell Productions through Benton & Bowles. Program, heard 12-12:30 p.m. Saturdays, over

(Continued on Page 2)

WIBC Religious Client Disclaims All Plugs

Indianapolis—Unusual sale consummated here between WIBC and Marilyn Fur Co. calls for a fifteen-minute program, twice weekly for 52 weeks,

(Continued on Page 2)

State Radio Bureaus, similar to the one recently organized by New York, as an aid to broadcasters at the request of the NAB public relations committee for the district, are now declared by radio men as a hindrance to fast live presentation of news rather than a definite aid.

First real test for New York City station and network news directors came yesterday when Gov. Thomas E. Dewey held his press conference on the housing situation and it was found

(Continued on Page 5)

Industry Execs. Hear "Problems" Of Video

Television, radio and sales executives were told yesterday of "the danger of the statistics and prophecies we've heard about television since as far back as 1931" by Worthington Miner, manager of CBS television, at a joint luncheon meeting of the American Television Society and the American Marketing Association at the Hotel Sheraton.

Questioning many of the predic-

(Continued on Page 6)

Cancel Commercial Time To Air Nobel Anniversary

WHN will cancel a full hour of commercial commitments on Monday, December 10th, (9 to 10 p.m., EST) to air proceedings and addresses at the

(Continued on Page 2)

Prolific

A recent check on the schedule of Erskine Johnson, MBS Hollywood reporter and newspaper columnist, discloses the heavy use of a typewriter. Johnson's six-times a week column for a national syndicate plus his five 15-minute weekly web shows represent a total of almost a million words produced yearly—equivalent to several full-length novels.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Dec. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Amer. Tel. & Tel.	191 1/4	190 3/4	190 3/4	+ 1/4
CBS A	48 3/8	48	48 1/8	- 1/4
Farnsworth T. R.	18 1/4	17 7/8	18 1/4
Gen. Electric	47 1/2	47	47 3/8
Philco	42	41 3/8	41 5/8	- 3/8
RCA Common	17	16 5/8	17
Stewart-Warner	23 7/8	23 1/4	23 1/4	- 1/2
Westinghouse	35 7/8	35 1/4	35 7/8	+ 1/8
Zenith Radio	40 1/8	39 1/2	40	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	8 1/8	8	8
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OVER THE COUNTER.

	Bid	Asked
Du Mont Lab.	9 1/8	10
Stromberg-Carlson	25 3/4	27 1/2
WCAO (Baltimore)	32
WJR (Detroit)	30

Associated Commentator To Award Victory Bonds

Dr. J. Raymond-Walsh, Associated's radio news commentator, will conduct another "Alexander's Quizdom Class" this Friday over WMCA, from 9:30-10:00 p.m. Contestants include New York and Westchester high school seniors. First and second place awards are \$50 and \$25 Victory Bonds. The winners will compete for the \$1000 award at the close of the school semester.

Dr. Walsh, formerly a member of the Harvard faculty and professor of economics at Williams College, is heard locally over WMCA as news commentator Monday through Friday from 7:30-7:45 p.m., EST.

one of the GREAT STATIONS of the NATION

NBC AFFILIATE **PORTLAND, ORE.**

Represented by Edward Petry & Co.

Coming and Going

MAJ. MARTIN H. WORK, Commandant of the Armed Forces Radio Service, leaves today for Los Angeles following a business trip to New York and Washington, D. C. He is accompanied by LT. EMIL FRANK, USNR, public relations officer of the AFRS.

O. L. "TED" TAYLOR, partner in Taylor-Howe-Snowden Radio Sales, who helped entertain a host of trade folk last Friday at New York's Ambassador Hotel, has left for Chicago, where tomorrow the organization will do it again, for a large and expectant group in the Windy City.

TED OBERFELDER, member of the American network's audience promotion department, is spending two weeks in Minneapolis on business.

RALPH EDWARDS and the members of his program company held forth yesterday in Portland, Ore., the final stop in a characteristically successful bond-selling tour.

C. P. "PETE" JAEGER, vice-president of the American network in charge of sales, back in New York this week after an extended trip to the West Coast. "Pete" left town last Nov. 16.

KENYON BROWN, general manager of KOMA, Oklahoma City affiliate of CBS which has just received from FCC a CP to increase its power from 5,000 to 50,000 watts, is spending this week in Gotham for conferences with network officials.

JOSEPH C. BURWELL, president and station manager of WMBS, Uniontown, Pa., in town this week for conferences at the headquarters of the Columbia network, with which WMBS is affiliated.

FRANK CROOK, owner of WFCI, American network outlet in Pawtucket, is back at his Rhode Island offices following a trip to New York on station and network business.

WIBC Religious Client Disclaims All Plugs

(Continued from Page 1) with the stipulation that no commercial announcements for the sponsor will be aired on any of the programs, with the exception of a courtesy acknowledgment at the opening and close of each show.

Entitled "Religion versus War," the program is arranged by a committee representative of the Catholic, Protestant and Jewish faiths, and each broadcast will feature a talk by a clergyman or prominent layman of one of the three denominations on the power of religion in preventing war.

Program For CBI Vets Broadcast Over WOR

(Continued from Page 1) the returning troops, veterans of hot fighting in a steaming climate.

As a result of a poll taken aboard the transport last month, WOR was voted the favorite radio station and the one which they would like to have broadcast a special homecoming program. The vote was taken among troop officers and enlisted men whose homes are in the New York metropolitan area, lower New York State, the southern part of Connecticut, Long Island and New Jersey.

Word of the poll and ten favorite songs was mailed to the station by ship's Chaplain Hugh M. Miller from the Suez Canal on Nov. 21st.

Cancel Commercial Time To Air Nobel Anniversary

(Continued from Page 1) Fifth Nobel Anniversary Dinner sponsored by the American Nobel Anniversary Committee at the Hotel Astor. WINS, also cancelling commercials, will follow for the next hour period, 10-11.

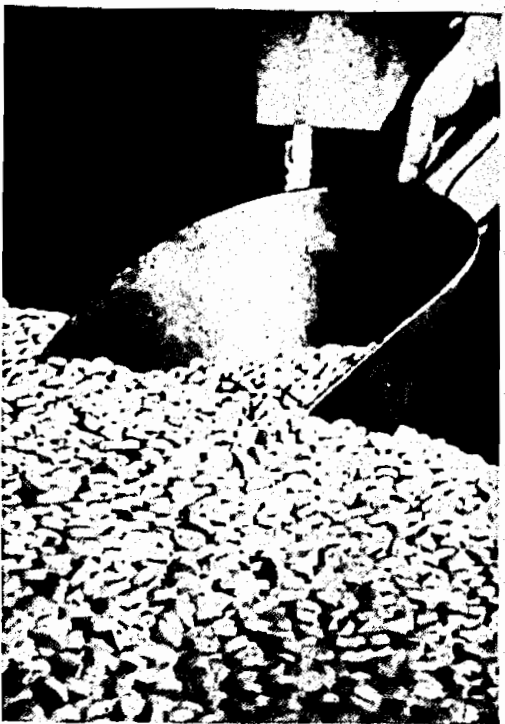
Senator J. William Fulbright, of Arkansas, will serve as chairman of the dinner and introduce the speakers, including two Nobel Prize winners: Sir Norman Angell, Peace Prize winner in 1933, and Pearl S. Buck, Literature Prize winner in 1938.

Other speakers include Sen. Brien McMahon, Norwegian Ambassador M. de Morgenstjerne, Norman Corwin, Harry M. Warner, Richard de Rochemont, Masha Dikareva Scot, and Dr. Henry A. Atkinson.

A message on the atomic age from Prof. Albert Einstein will be read during the WHN broadcast which has as its theme, "The Winning of the Peace."

Gen. Foods Buys Program On 255 Mutual Outlets

(Continued from Page 1) Mutual web of 255 outlets, airs commercials for Post Toasties. Under terms of sale, Bob Maxwell, producer of the package, is retained in an advisory capacity, with Olga Druce, who has worked on the program since its inception, joining the agency staff. Don Cope of B&B will direct.



This is not TNT

That's a bin full of Atabrine . . . the anti-malaria tablets.

TNT, the destroyer, and Atabrine, the health preserver, are made from the same basic chemical.

We think there's a comparison to that strange fact in radio advertising.

All stations are the same basically. All do a job. Only some save sales a little more often than others.

Down here in Baltimore an independent gets the nod from smart time buyers. Advertisers have discovered that W-I-T-H produces more listeners at the lowest-cost-per-dollar than any other station in town. And that's a fact.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

The WNEW

"MAKE-BELIEVE BALLROOM"

with MARTIN BLOCK

*Still leads them all!**



WNEW 'Ballroom' Leads For Period's Ratings

According to the September Pulse report, WNEW's (N. Y.) "Make-Believe Ballroom" during the across-the-board hours of 10-11:30 a.m. and 5:30-7:30 p.m. has a better average rating for the 14 quarter-hours than any other station in its area during the same period.

Current average ratings for the other four leading N. Y. stations are: WABC, 3.4; WAAF, 3.4; WOR, 2.7; WJZ, 2.6. WNEW's is 4.4.

VARIETY—October 24, 1945

MARTIN BLOCK

One of America's
Greatest
Salesmen

*The November Pulse shows an even better picture.

It's another favorite program on—

WNEW

NEW YORK 22, N. Y.

1130
ON
YOUR
DIAL

TEN THOUSAND WATTS—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY



LOS ANGELES

By RALPH WILK

BOB RICHARDS, discharged from the army recently after three and a half years as an aerial gunner, has joined the Al Rackin publicity office as planner. Richards is well known on the Hollywood scene, having been an indie praise agent for ten years before enlisting in 1942. In addition to his gunnery duties in the army, he wrote special features for camp newspapers at seven different bases in the southwest and east.

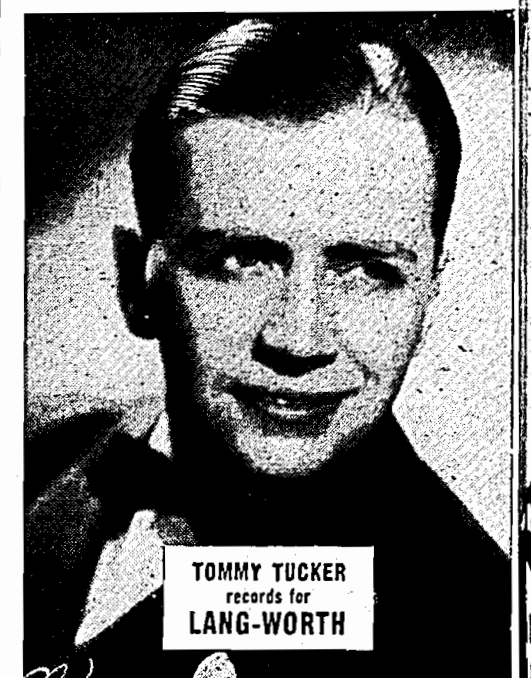
Al Sack, who writes and conducts all the music on the "Beulah" and "Maisie" shows, now is conducting his orchestra on the recording of eight sides for an album to be issued by Black and White Records of Los Angeles. Sack has been arranger for radio's top vocalists, including Ginny Simms, Dinah Shore and Dave Rose and was musical director for the first record on which Frank Morgan sings. It is a Decca disc, to be released soon and presents Morgan singing "Gay Caballero" and "The Man Who Broke the Bank at Monte Carlo."

Bill Cunningham, ace newscaster has been renewed by Taylor Auto Company for a new 52-week contract heard Sundays on KHJ, it was announced by Sydney Gaynor, general sales manager for Don Lee Network.

Lee Wood, long-time news writer formerly with NBC and KFEL, Denver, has joined the Don Lee network newsroom staff.

Tele-Shopping Series Started By Chi. Store

(Continued from Page 1)
at 7:30 p.m. is titled "Let's Go Tele-shopping," will be produced by WBKB, the Balaban & Katz station located in the State Lake Building. The programs will be designed to aid shoppers in their choice of merchandise in the various departments of the store, specializing at the moment with Christmas-time gifts.



Reporter At Large . . . !

● ● ● Small Talk: Is the Maxon agency getting the Ford account? NBC has some more television surprises up its sleeve. Lew Parker ran into Pamela Drake, who played the role of the nurse Goering had attempted to rape in "The Hitler Gang". Lew wanted to know why she wasn't going back to testify against him in the War Criminals trial Nick and Charlie Kenny have completed their operetta and are looking for a Dennis King type of baritone for the lead. Marth Tilton renewed on Philco. Ditto Annamary Dickey with Texaco. Red Skelton's return to the air was as welcome as a blue suit to a GI Joe. Loved the way he kidded the "brass"—especially when he called the studio janitor "Major Moos", who was his old commanding officer, by the way Observation: It seems to us that the guys who did the most in the war (Jimmy Stewart, Clark Gable, etc.) are the ones who try to capitalize the least on it. We're thinking of one comic who can't forget or let his public forget his one brief trip overseas—and after the shooting was over, at that. While we're on the subject, another performer who rates a low bow is lovely Madeleine Carroll, who cut short her film career to serve with the Red Cross.



● ● ● "A big round of applause," writes Joseph Katz from Baltimore, "for your comment on the boys cracking jokes about the atomic bomb. I suggest you send each one of them a copy of 'Modern Man Is Obsolete', by Norman Cousins. Then check them up the next morning after they've read it—and see whether they slept the night before."



● ● ● Filler Dillers: Cass Daley's revised proverb: One good turn gets most of the blanket. We'll never have a woman president, insists Bob Burns. If a woman throws her hat into the ring, by the time people figure out what it is, the election'll be over, he says. Marlin Hunt says many a man of 60 looks like 50, acts like 40, feels like 30 and can see plenty of opportunity walking along the street that he overlooked at 20. Bob Hawk's wisdom: The best place to find a good helping hand is at the end of your arm. Ilka Chase's observation: The real Battle of the Bulge is now ended with the lifting of girdle restrictions. Take it from Lon Clark, it's better to act on your hunches than sit on your haunches.



● ● ● Leonard Lyons reports that Will Morrissey, the veteran producer-songwriter-actor, suffered an injury to his right hand in a subway accident and sued for \$2,500. "It's really serious," maintained Morrissey. "This is the hand I make all my touches with!"



● ● ● Jay Jostyn was addressing a group of youngsters on juvenile delinquency the other p.m., when two kids, without tickets, tried to slip by the doorman. They said they wanted to see the D.A.—but the ticket-taker gave them the old heave-ho. They finally caught Jostyn's eye and he hurried off the podium, approached them and silently handed each a dollar. They were his two sons who came to collect their weekly stipend.



● ● ● Bing Crosby went backstage at the Capitol Theater the other afternoon to visit James Dorsey, the bandsman. The doorman didn't recognize Bing (without his toupee) so asked him his name. Bing replied: "Harry Lillis" (his real tag). Dorsey immediately recognized the name, but decided to go along with Bing on the gag, so he sent the doorman downstairs again to demand to know what the guy's business was and what he wanted to see the band-leader about.

Last week the Victory Loan was brought to a close . . . the final big effort on the part of the Treasury Department to make the American people realize their responsibility in the war. Thus, the skillfully planned radio campaigns in which NBC Radio-Recording has had such an important part were wound up on some nine hundred stations across the nation.

Our part in this wartime activity was the recording, processing and distribution of thousands of Treasury programs. But special tribute is due to the Radio Section of the War Finance Division who thought out, set up and produced the many fine shows that became familiar to millions of listeners in every part of the country. People like Lt. David Levy, USNR, chief of the Radio Section and H. Q. Cox, Special Consultant, deserve commendation for the operation of this outstanding wartime organization. Verbal bouquets are in order for Jean Hendrix, Palmer Thompson, Meryl Friedel, Maebeth Mock and Ruth Girard who also had a major part in making Treasury War Loan programs the fine productions they were.

The same high quality recording service that was used throughout the war by the Treasury Department, Armed Forces Radio Service, the U. S. Army and Navy and many other wartime agencies, is now available to advertisers everywhere. Every phase of program writing, production, recording, processing, manufacturing and distribution of pressings is embodied in the complete NBC-RRD service. Now geared for greater peacetime production, NBC Radio-Recording offers this distinctive service at costs far below expectations. Your nearest NBC-RRD office will be glad to discuss your recording problem and suggest effective and economical ways of doing your job.

NBC
Radio-Recording Division



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

A SERVICE OF RADIO CORPORATION OF AMERICA

State Bureaus' Aid Decried By Radio Men

(Continued from Page 1)
 the Governor could not be picked
 live or a transcription made for
 ayed broadcast, as requested by
 in outlets. Thus at least one
 station, a key outlet, was forced
 arrange with the Governor's secre-
 Paul Lockwood, to a series of
 ivers by Dewey to questions raised
 he interview. Actually, the way
 o knew about the confab was a
 to editors via the press associa-
 wires that Dewey would be at
 Hotel Roosevelt at 4 p.m.
 ul Killian, of WOR news depart-
 t managed to get up a three-min-
 recording via a wire recorder
 ch was aired on the station's news
 dcast at 6:30 p.m.
 along the same lines as other such
 set-up organizations, the State
 io Bureau (N. Y.), functions un-
 the direction of the Commerce
 Department, which has under it the
 e publicity activity. Robert C.
 ole, of WFBL, Syracuse, is chair-
 of the NAB publicity committee
 he district. Thomas C. Stowell,
 ernerly identified with radio and
 trical work, is on leave from the
 e Health Department's education
 sion as director of the Radio
 eau.
 ews directors of stations generally,
 that without casting political
 ersions on the state bureaus, they
 no benefits being derived by radio.

FCC's Tele Hearings Sked To Open Jan. 21

(Continued from Page 1)
 vice, Inc.; Capital Broadcasting
 Allen B. Du Mont Lab., Inc.; The
 Evening Star Broadcasting Co., Mar-
 Loew Booking Agency, NBC, The
 Times-Herald, Philco Radio and Tele-
 vision Corp. and Scripps-Howard
 lio Co.
 ncluding the Scripps-Howard Co.,
 hich publishes the Washington
 ws, three of the applicants repre-
 t Washington newspapers, making
 battle for the scant four channels
 ner, and putting FCC in a difficult
 st.

Labor Writer On WLIB

Victor Riesel, labor reporter for
 New York Post, will discuss the
 stion "Will President Truman's
 posal End Strikes?" over WLIB
 ay at 2:45 p.m. Riesel has just re-
 ned to New York from Detroit
 ere he attended the General Mo-
 s' strike, and from Washington
 ere he covered the Management-
 or Conference.

★ AGENCY NEWSCAST ★

INDUSTRIAL MANAGEMENT
 CORP., for "Insect-O-Blitz," has
 purchased time on the Columbia
 Pacific Network for a 15-minute Sat-
 urday program to be entitled "Voice
 of the Moment" as of December 1.
 Contract is effective for a 52-week
 period with negotiations handled
 through Lockwood-Shackelford Ad-
 vertising Agency.

ROBERT F. HAMILTON has re-
 joined the media department of Gey-
 er, Cornell & Newell, Inc., as director
 of outdoor advertising, it has been
 announced by H. W. Newell, execu-
 tive vice-president. Hamilton, who
 has just been honorably discharged
 from the armed forces with which he
 served for three years, had previously
 been with the agency since 1938. Be-
 fore coming to Geyer, Cornell &
 Newell, he was associated with the
 media departments of Warwick & Leg-
 ler, Inc., and Young and Rubicam,
 Inc.

**THOMPSON MANUFACTURING
 COMPANY**, Chicago, manufacturers
 of surgical sutures and Tru-Krome
 strings for tennis, badminton, squash
 and similar racquets, has placed its
 account with Goldman & Gross ad-
 vertising agency, Chicago. Arthur Kohn
 is account executive.

RCA Record Division Reorganizes Personnel

Reorganization of the RCA Victor
 Record Division's home office and
 field personnel, due to continued ex-
 pansion of post-war operations, has
 been announced this week by J. M.
 Murray, general manager of the divi-
 sion.

M. Seklemian has been appointed
 general sales manager, and his duties
 will comprise responsibility for sell-
 ing and promotional activities. L. I.
 Hallstrom, as newly appointed mer-
 chandise manager, will be respon-
 sible for artist and repertoire activi-
 ties in conjunction with development
 of the record merchandise line and
 merchandise planning. H. J. Allen
 has been named field sales manager,
 and will supervise activities of dis-
 trict managers. Hilton S. Clifton has

MELVIN E. WILLIAMSON, Holly-
 wood radio producer, has been named
 radio production director of the Ray-
 mond R. Morgan Co., Los Angeles.
 Since leaving the Army Williamson
 has been producing the "Adventures
 of Bill Lance" on Saturday evenings
 over KFI. . . **WILLIAM A. WOOD**,
 publicity and public relations direc-
 tor, who was publicity director for
 a number of Hollywood, Palm
 Springs, San Francisco and Lake
 Tahoe Hotel resorts, and formerly
 with the Morgan Agency prior to re-
 ceiving his commission in the Signal
 Corps, has just returned to the agen-
 cy after serving three years as public
 relations officer with the signal corps
 at the signal corps photographic
 center at Long Island City.

ROBERT G. HUGHES, JR., has
 been named head of the copy depart-
 ment of Duane Jones Co. He joined
 the agency in October, after three
 years service with the Coast Guard.
 Prior to that he wrote copy for J.
 Stirling Getchel and Blackett-Sample-
 Hummert.

LEE ELSON has resigned as man-
 aging director of Justin Funkhouser
 and Associates, Baltimore, Md., and
 is returning to the New York agency
 field.

Trophy Award On WINS To Honor Army's Eleven

Annual Lambert Trophy award to
 the outstanding football team in the
 East will be presented to Army at a
 dinner held in the Sherry Nether-
 lands Hotel tonight. Brig. General
 George Honin will accept the award
 on behalf of West Point, with James
 J. Walker, Newbold Morris, Col.
 Lawrence "Biff" Jones, Grantland
 Rice and ex-Army coach, Col. Ralph
 Sasse, participating in the broadcast.
 The ceremony is to be aired over
 WINS from 10 to 10:30 p.m. with Don
 Dunphy handling description and in-
 troductions.

been appointed director of the record
 division's chain store activities and
 will work in cooperation with the
 field organizations in development of
 chain store policies.

Holds Bermuda Pacts "Principles Charter"

(Continued from Page 1)
 municate cheaply and swiftly among
 one another."

In praising co-operation of repre-
 sentatives of American private com-
 munications companies, Porter said:
 "Quite frankly, I had some reserva-
 tions as to the appropriateness of the
 participation of private interests at a
 conference among governments. This
 view was a matter of abstract prin-
 ciple, not a reflection upon the ability
 or the character of the private repre-
 sentatives. My experience at this con-
 ference has changed my views in this
 regard. The attitude of the represen-
 tatives of our own companies has been
 constructive and contributed to the
 general success of the conference."

Broadcast Hess Testimony

Mutual scored on Friday when the
 web broadcast part of the testimony
 of Rudolf Hess at the war guilt trials
 in Nuremberg. Correspondent Arthur
 Gaeth fed the web a four-and-a-half
 minute recording of Hess' speech over
 an RCA circuit to New York, where
 it was boosted out over the web.
 Gaeth did a running translation of
 the Nazi leader's remarks.

Will Observe Pearl Harbor Day

Portions of a Solemn Pontifical
 Mass at Pearl Harbor for those who
 died in the Japanese attack and dur-
 ing the war will be aired by CBS on
 Pearl Harbor Day, Dec. 7, 3:45 p.m.,
 EST. Program will feature a talk by
 Bishop James J. Sweeney, and the
 Kaneohe Naval Air Station Choir,
 chanting the Absolution. Program re-
 places for the date the latter half
 of "Sing Along."

Harris On Ginny Simms Show

Phil Harris will guest on CBS'
 "Ginny Simms Show," Dec. 7, 7:30
 p.m., EST. Frank DeVol conducts the
 orchestra, and Don Wilson announces.

WDOD SINCE 1925*

THE BEGINNING OF
 RADIO IN CHATTANOOGA

CBS doing the

5,000 WATTS
 DAY AND NIGHT
 best job in
 Chattanooga

PAUL H. RAYMER CO.
 NATIONAL REPRESENTATIVE

First in Chattanooga

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

Making Steel Talk
THE CHRONOVOX
 coming soon!

Ask KGHF Transfer; Other FCC Activities

(Continued from Page 1)

Brooks, Jr., secretary and director; Alf L. Malmsten, assistant treasurer and director; Samuel T. Jones, Jr., director; Alice C. Johnson, director; and Truman A. Stockton, Jr., director.

Also filing for voluntary assignment was Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, doing business as Royal Miller Radio, Sacramento, Calif. Under the agreement, KROY would be assigned to Harmco, Inc. for \$150,000.

President and director of Harmco, Inc., is Hattie Harm, Fresno, Calif. listed by FCC as sole stockholder of KARM. Other officers and directors are Clyde F. Coombs, Fresno, vice-president, director, who is vice-president, director and manager of KARM, and Harold B. Fraster, secretary, treasurer, and director of KARM.

WDGY Assignment Asked

Voluntary assignment of WDGY to Twin Cities Broadcasting Corp. for \$301,000 has been filed with FCC. The assignment would be made by Mae C. Young, executrix for the estate of George W. Young. Charles T. Stuart, Lincoln, Nebr., is listed as president and director of Twin Cities and president and director of KFOR and KOIL.

Also filing for transfer of control of KMTR, Los Angeles, Calif., was KMTR Radio Corp. The transfer would be made to Dorothy Thackrey. Price would be \$375 a share plus the difference between current assets and liabilities divided by total outstanding shares.

Other FCC filings included:

The Tuscora Broadcasting Co., Dover, Ohio, for construction permit for new FM station; Carter C. Peterson, Savannah, Ga. for new standard station, to be operated on 1450 kilocycles, power of 250 watts, unlimited; Oil Center Broadcasting Co. Odessa, Texas, new standard station, to be operated on 1410 kilocycles power of 1 kilowatt unlimited; the Fort Industry Co. Miami, Florida, new FM (metropolitan) station; David H. Cannon, Reed E. Callister and Carroll R. Hauser, doing business as Orange County Broadcasting Co., Santa Ana, Calif., new standard station, to be operated on 830 kilocycles, power of 5 kilowatts, daytime; Los Angeles Broadcasting Co., Inc. Los Angeles, new FM (rural) station; Television Productions, Inc. Hollywood, Calif. new commercial television; Central California Broadcasters, Inc. Berkeley, Calif., new FM (metropolitan); Echo Park Evangelistic Association, Los Angeles, Calif. New FM (metropolitan); Radio Broadcasters, Inc. Los Angeles, Calif. New FM (metropolitan).

D.A.V. On Mutual

Eighteen thousand disabled veterans of World War II took their oaths as members of the Disabled American Veterans in a mass ceremony aired by MBS, Dec. 2, 11:15 p.m., EST. National Commander Dow V. Walker officiated.

Joint Industry Groups Hear Problems Facing Television

(Continued from Page 1)

tions about television that have been accepted as authoritative standards by several industry executives in recent years, Miner told research and retail executives that many of the factors now used to guide radio programs "will not be available to television." Among these are set time units for programs, and the "repetitive beat"—the practice of repeating programs from day to day or week to week, because of the possibility of "exhausting the better types of video programs or personalities."

"Radio is orderly beside the prospects of television," he said, "and it definitely is not show business,—although the handwriting on the wall indicates that television may become 'show business' before long."

Miner posed five questions to the marketing group which he considered to be of importance to them as potential users of television in the various phases of consumer-market competition: (1) What will television sell? (2) How will it sell? (3) How much will it sell? (4) What should we do about television? (5) When should we do it?

"Demonstrate the Need"

In selling television itself, Miner declared "We have to make people buy by demonstrating the need for television." In regard to merchandising, "Television will sell easier than radio because it will convince manufacturers easier," he said, pointing out that the public will be more readily disposed to purchase an item if they can see it in preparation and demonstration.

Choice of programs will also present a knotty problem for the television advertisers he said, since the elements of time, good taste and proper approach to the consumer must be importantly considered. Although many radio programs and radio writing is of very high calibre, Miner emphasized that in his experience at CBS, "radio writing is not good enough for television." Some television broadcasters have been making use of proven Broadway shows, but the Columbia executive claimed this

is "a limited method." "Television would use up the entire backlog of the last 11 years of theater productions in one year if they were made constant use of," he declared. Another difficult phase in the next few years will be the training of personnel, Miner said, claiming that "it takes approximately three times the period of instruction for one person in a given position as compared to radio."

In regard to the use of color in television, Miner said, "Color video will provide more of an impact than black and white, but it will be fractionally more expensive."

Dept. Store Reaction

David Arons, advertising manager of Gimbel Brothers, Philadelphia, reported on his store's experience with the first intra-store television experiment made a few weeks ago in cooperation with RCA, and stated that the public had been "very receptive."

Arons revealed that a survey of customers in the store during the demonstrations revealed that, of approximately 3,000 persons questioned, 70 per cent had never seen a television program before, and 89 per cent claimed that the use of video was a tremendous aid to shopping. While public reaction was that television is "a post-war dream come true," many viewers were of the opinion that it is still something less attractive than the average news reel, and some even considered it a present-day version of "1918 Vitagraph pictures." "The public was mainly disappointed in the production of the shows," Arons said.

Co-chairmen of the meeting were Frederick Kugel, publisher of "Television" and Lawrence Hubbard, chairman of the radio committee of AMA. Seated at the speakers table were: James Ward, Crosley Distributors; Bob Emery, president of TPA; George Shupert, ATS; Leonard Cramer, DuMont Television; Paul Raibourn, Paramount Pictures; Murray Grabhorn, American Broadcasting Company; and Claude Barrere, NBC Radio Recording.

WEAF Signs Clients

"Mary Margaret McBride," heard Monday through Friday at 1:00 p.m. over WEAF, has been renewed by S. Gumpert Co., Inc., Subsidiaries for Noxon Metal Polish. The 52-week contract, effective Jan. 7, was handled by Rose Martin, Inc.

Sponsorship of the Rod Hendrickson program on Tuesdays, Thursdays and Saturdays over WEAF, has been purchased by the Grolier Society for the Book of Knowledge. The contract is for 52 weeks as of Dec. 4. Flanagan Advertising is the agency.

"Morning in Manhattan," at 7:05 a.m. feature over WEAF, has been renewed by the New York Telephone Co. The contract runs for 13 weeks, commencing Dec. 13. Batten, Barton, Durstine and Osborn is the agency.

Godfrey Clients Renew

Walter Baker & Co., Inc., through Benton & Bowles, has extended its contract for participation in WABC's 6:30-7:45 a.m., "Arthur Godfrey" program for Tuesdays, Thursdays and Saturdays, effective Saturday, Dec. 29. Commercials are for Baker's De-Luxe Cocoa.

Colgate-Palmolive-Peet Company, for Colgate's Dental Cream, is extending its contract, effective Monday, Dec. 3, to include three participations per week in the "Arthur Godfrey" program for Mondays, Wednesdays and Fridays. Colgate currently participates also in WABC's "Personally, It's Off the Record," show for Mondays through Fridays.

Ted Bates, Inc., is the agency handling the account.

Farnsworth Backlog Solid For Full Year

(Continued from Page 1)

six months ended Oct. 31, after tax of \$500,845, compared to \$592,921 for the corresponding period of previous year. Decline was laid to termination of war contracts.

Although reconversion was fast and rapid following V-J Day, production was held up by the unavailability of parts, due to delay of OPA price controls. New sets will be on the market before the end of the year, however, was declared.

Among new presentations will be an improved post-war line of Caphart and Capehart-Panamuse radio-phonograph combinations, production of which has been completed. The report reveals that the foreign-market sales division has been expanded, and that distribution should be under way shortly.

WGL, the Farnsworth station Fort Wayne, has shown continued profitable operation, and plans for improvement and supplement with television and FM installations are being completed.

R. K. Adams Joins NBC In Program Department

Robert K. Adams, until recently lieutenant commander assigned to the Ninth Naval District as senior radio officer, has joined NBC as director of program development. Adams will build programs for the network from the idea stage through their first broadcast. Calling on production, script and other departments involved to form production units. Programs so developed will be utilized for immediate scheduling necessary or held as a backlog for summer replacements or the Packard Sales Division. Adams also will work on talent development.

New Ziv Accounts

Frederic W. Ziv Co., producers of the "Korn Kobblers" transcription have added to their list of sponsors Ems Beer (through Maurice L. Hirsch Co.), 52 episodes, one per week starting October 13th on KGFL, Roswell, New Mexico; 156 episodes, three per week starting October 13th on KHMO, Hannibal, Mo.; 26 episodes one per week starting September 22nd on KWO, Jefferson City, Mo.

Decca Records Dividend

Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the capital stock of the company, and an extra dividend of 30 cents, both payable December 29th to stockholders of record December 15th.

Marian Anderson Guesting

Contralto Marian Anderson will guest on "The Telephone Hour," Dec. 10, 9:00 p.m., EST, over NBC. Donald Voorhees conducts the Bell Symphony Orchestra.

EQUIPMENT

Crosley Appointments
 Appointments of three new sales men of the Crosley Corp. have been announced by E. C. Brode, manager of distribution. George C. Tanty, former mid-west merchandise manager has been named southwest regional sales manager. Inwood Smith, formerly with OPA and Westinghouse, becomes regional sales manager for the central district, with headquarters in Columbus, O. Association with Smith will be Philip W. ... as promotional manager. Prior service with the Signal Corps, he worked with Westinghouse for 14 years.

"Packaged" 50 Kw
 "Packaged" 50-watt radio ground station, designed for small airports and feeder airlines, was exhibited recently at a national aviation clinic in Oklahoma City by the Aireon Manufacturing Corp. The station, which is complete with the exception of antenna supporting poles, may be used from point to point, ground to air, or as a tower control station. Complete operation can be handled by first-class personnel.

Stork News
 Lillian Slocum, Jr., CBS special events director, and Douglas Edwards, CBS news correspondent, both became fathers the same day—Saturday, Dec. 6. Lillian Slocum, seven and one-half pounds, was born at New York Hospital. Robert Anthony Edwards, five and one-half pounds, was born in Atlanta, Ga.

seven-pound boy, John Hayden, born Nov. 29 to Fred Coe, NBC producer, and Mrs. Coe at the East Hospital. It is their first child.

B. J. Still
 Funeral services for B. J. Still, the man who fathered radio broadcasting here. In 1921, Still, with a partner-in-law, built WEV, the first experimental station here which advertised the products of the electrical company they owned.

WEVD
 5000 WATTS 1330 KC.
 ENGLISH • JEWISH • ITALIAN
 National Advertisers consider WEVD "must" to cover the great Metropolitan New York Market.
 Send for WHO'S WHO on WEVD
 117 West 46th Street, New York, N. Y.

★ PROMOTION ★

Public Service Theme

As a public service to students of various public schools, merchandising staff of KABC, San Antonio is issuing book covers. Covers are easily placed on any type book and are made of durable paper. Letters are being received from teen age youngsters to high school students, complementing the station on its foresight in helping the student save their books. Several of the youngsters have written in saying although they are too young to listen to the radio, they will, as they grow up, be sure to listen to the programs aired over the station. One side of the cover bears the KABC call letters with the legend, "For the Best on your dial tune in to KABC." The back side of the cover lists "Programs For Everyone," broadcast over the station.

Window Display

The Ford Sunday Evening Hour, heard weekly over WJZ-American web, is currently featured in the main show-window of Haynes-Griffin music shop on Madison Ave. Window spots a 30 x 36 inch blowup of the Ford Orchestra and chorus onstage at the Detroit Music Hall, Ford posters, action strips of conductor Fritz Reiner at rehearsal, photos of stars featured on forthcoming programs. Display was set by Kenyon & Eckhardt, Inc., agency for the Ford Hour.

George Benson To MBS National Sales Group

George M. Benson, formerly with NBC and the Blue Network, has joined the Mutual national sales department in an executive capacity, it was announced yesterday by Jess Barnes, network vice-president in charge of sales. Benson, who has recently been released from active duty as a radar officer with the Pacific Fleet, spent seven years with NBC's sales department and two years as eastern sales manager of the Blue. Previous to his radio work Benson was in the sales department of McGraw-Hill.

New Writer To WENT

Dale Robertson, general manager of WENT, Gloversville, N. Y., announced the appointment this week of Patricia Farrell as continuity writer. Miss Farrell was formerly radio continuity writer for the Barlow Advertising Agency of Syracuse.

Send Birthday Greetings To—
 Dec. 6
 Ira Gershwin Jeannette Land
 Agnes Moorehead John Ravencroft
 Lucille Crossman George Redman
 Gertrude Gordon Sachs

Mag. Coverage

On the premise that American network station managers are interested in national magazine publicity breaks on "Breakfast in Hollywood," carried full web by Kellogg, Kenyon & Eckhardt has begun mailings of magazines carrying these stories plus a covering letter calling the article to the attention of the manager. First mailing was on the December issue of "This Month." Scheduled are mailings on "Tune In" and "Radio Romances," both carrying layouts on "Breakfast" program within the next two months. Idea is to acquaint local stations with the fact that they are getting complete national publicity support on agencies' programs.

"Met" Opera Promotion

WBIR, Knoxville, sent personal invitations promoting Metropolitan Opera broadcasts. Several hundred classical music enthusiasts; public school and music teachers, business men and women and officials were on the long mailing list.

Contest

Alexander Smith & Sons Carpet Co. is sponsoring a contest among junior and senior high school students for the best 15-minute radio play based on incidents in the history of Westchester County. Winning plays will be presented on WFAS, White Plains.

DuMont Execs To Speak To Pennsylvania Group

Samuel H. Cuff, general manager of DuMont television station WABD, Philip Fuhrmann, sales manager and Louis A. Sposa, program service manager, will address the Merion Park Civic Association at Cynwald, Pa., on Friday. Chairman of the program committee for the civic body is Wallace Orr, vice-president of N. W. Ayer.

Motion pictures showing how television programs are broadcast and demonstrating the technique worked out by Allen B. DuMont Laboratories, Inc., of taking movies off the face of the television screen during television broadcasts for use in rebroadcasting the program, will be shown in conjunction with the talks.

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

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

RADIO-TELE PRODUCTION NATURAL. Age, 23, My Mother thinks I'm brilliant! Experienced director, writer. Own serial packages. How's about—a powow? We might click! Free-Lance acceptable. Write: Serviceman's Want Ad, Box No. 103, Radio Daily, 1501 Broadway, New York City.

Alert and industrious ASSISTANT PROGRAM DIRECTOR. Four years' experience. Familiar with all phases of station programming. Arranged and directed Army shows. Desires position in NEW YORK. Write: Serviceman's Want Ad, Box No. 104, Radio Daily, 1501 Broadway, New York City.

Eight years' experience as director of plays. Last position at Indiana University, radio players experience. Interested in directing in radio or legitimate stage. Some announcing. Write: Serviceman's Want Ad, Box No. 105, Radio Daily, 1501 Broadway, New York City.

I am interested in PUBLIC RELATIONS or inter-related phases of radio, television, or publications. Proof reader, make-up and photo composite work experience. Write: Serviceman's Want Ad, Box No. 106, Radio Daily, 1501 Broadway, New York City.

Am interested in seeking a position in PUBLICITY or PROGRAM dept. Nine years orchestra leader. Handled free lance publicity class "B" talent three years. Two years experience Presto Recording machines. Write: Serviceman's Want Ad, Box No. 107, Radio Daily, 1501 Broadway, New York City.

Young radio actor, familiar with several dialects, some writing, desires position ANYWHERE. Record furnished if desired. Write: Serviceman's Want Ad, Box No. 108, Radio Daily, 1501 Broadway, New York City.

Here I am fellows! I've had two years of network affiliate experience as an ANNOUNCER, DISC-JOCKEY, SPORTS EDITOR, NEWS, COMMERCIALS. Just got permanent shore duty and am looking for a job pronto! Write: Serviceman's Want Ad, Box No. 55, Radio Daily, 1501 Broadway, New York City.

VERSATILE ANNOUNCER, familiar with all dialects. Experienced as network announcer, narrator, disc-jockey. Willing to travel ANYWHERE if suitable offer. Recording furnished if desired. Write: Serviceman's Want Ad, Box No. 79, Radio Daily, 1501 Broadway, New York City.

★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEW YORK—

NEW YORK—Labor difficulties on the home front and France's internal affairs will be the major topics to be discussed during the "Monthly Forum on the News" to be broadcast over WQXR today, with Harold Callender and Joseph A. Loftus, two members of The New York Times Washington Bureau as speakers. Nicholas Roosevelt, assistant to the publisher of The Times, will act as moderator. . . . **BROOKLYN**—I. Kaufman, war correspondent who reported the European and Pacific wars, will discuss "The War in Asia" over WLIB on Monday, Dec. 10.

—DISTRICT OF COLUMBIA—

WASHINGTON—Conceived on the principle that people make the news, WOL is producing a daily 15-minute show called "Round the Town." Using wire recorder, Dale Morgan, who conducts "Round the Town," noses out newsworthy personalities in the teeming Union Station, National Airport, War Dept. and private home, grocery store, business office, hotel lobby and bus depot. Picking up the recording on daily assignment, Morgan delivers the goods for play-back at 10:30 each weekday morning.

—NEBRASKA—

OMAHA—Forrest H. Blair, has returned to the local sales staff of KOIL after two years service in the Navy. Blair was in the regional sales office at KOIL before he went into the armed forces. . . . Another returning veteran to the KOIL staff is E. W. Malone, who will take a position the first of the year with the International Events Photo News Service in Chicago. . . . Bill Elsheimer has returned to the engineering staff of KOIL after serving more than three years in the Army.

—OHIO—

COLUMBUS—Frank J. Tate, who was an announcer at WCOL from 1938 until he entered the Army in 1942, has returned to the station as continuity director. Tate was recently discharged after serving in the South Pacific where he was control tower operator on Guadalcanal, New

Caledonia and Emirau. . . CLEVELAND

—Charles Raymond, chairman of the Cuyahoga County March of Dimes, announced the appointment of WJW president William O'Neil to the directorship of the Radio Activities Committee in the 1946 campaign.

—NEW YORK STATE—

BUFFALO—The first radio program combining television and a sound-broadcast on the regular radio wave band was presented last Thursday, Nov. 29, from the 65th Armory when the News Quiz show was broadcast over WBEN and televised from the Armory's stage to a booth at the far end of the Armory.

—UTAH—

SALT LAKE CITY—KUTA, has cooperated with the Junior Chamber of Commerce as the official station for broadcast of the J-C Christmas Activity Program for 1945. Special broadcasts handled by Bill Sears included official ceremonies for turning on Christmas lights in Salt Lake for the first time since the war on Nov. 30 and a 45-minute Santa Claus Parade on Dec. 1. . . . KUTA announces the appointment of Marshall Small as chief announcer and Reginald Harden as production manager.

—TENNESSEE—

KNOXVILLE—Charles Pickel, recently discharged after serving 35 months in the ETO, has joined the WBIR announcing staff. . . . Milton Ford, WBIR sports and special events announcer, set up shop at the Knoxville airport recently, covering activities surrounding a new PCA flight.

—WEST VIRGINIA—

HUNTINGTON—Bill Humbert of Altoona, Pennsylvania, originator of Bill Humbert's Scrapbook, and formerly program director of WSAP, Portsmouth, Virginia and more recently, news editor of WPOI, Bristol, Tennessee, is a new member of the announcing staff of WSAZ. . . . **BECKLEY**—Lt. Col. Joseph L. Smith, Jr. owner and operator of WJLS and president of Community Broadcasting, Inc., operators of WKWK, Wheeling, W. Va., has been placed on inactive duty by the U. S. Army and has returned to his home in Berkley. Colonel Smith is resuming active management of WJLS, while Mrs. Virginia N. Cooper, in charge during Colonel Smith's absence, remains with the station as station manager.

—NEW JERSEY—

PATERSON—As the result of auditions recently conducted by WPAT, in which more than 5,000 high school students participated, fifteen teenagers were selected from as many North Jersey high schools to form the new Junior Achievement radio company being sponsored by WPAT. . . . Sidney J. Flamm, managing director of WPAT, will be one of the featured speakers at the annual dinner of the Clifton, N. J., Chamber of Commerce, which will be held at a prominent New Jersey restaurant on Dec. 11.

—WISCONSIN—

MILWAUKEE—The first FM station west of the Alleghenies underwent a fourth christening Dec. 1, when WMFM, the Milwaukee Journal Station, became WTMJ-FM. The change was made in anticipation of eventual duplication of programs on WTMJ, the Journal AM station, and on the FM outlet. The Journal's FM station went on the air in 1940, under an experimental grant, and was known as W9XAO, and later became W55M in accordance with a new system of naming stations to indicate the frequency and the station. When the FCC discontinued this system, the station took the unique call letters of WMFM. The changes Dec. 1 to WTMJ-FM was the fourth set of call letters identifying the station.

—TEXAS—

SAN ANTONIO—The Taylor-Howe-Snowden Radio Sales held their second annual station representative get-together in New York Friday, with the other in Chicago Friday, Dec. 7. Each station in the organization will have a display concerning the advantages offered by its station. Jack Keasler is New York representative, while Tom Peterson is head of the Chicago office. . . . Red River Dave and the Texas Tumbleweeds, featured daily over WOAI, have been signed to appear in six western type pictures to be produced by Western Adventures, Inc.

—IOWA—

CEDAR RAPIDS—The engineering staff of WMT entertained members of the entire staff at a reception at the new RCA transmitter, located four miles east of Marion. George Hixenbaugh, chief engineer conducted an explanatory tour

through this new transmitter, explaining guests its advantages as opposed to old one now being used. The new transmitter is slated for use the first of cember.

—PENNSYLVANIA—

PITTSBURGH—KDKA's "Advances in Research," stories in every language about scientific developments, has a new audience. Veterans in service hospitals all over the country are writing in for platters to be used in rehabilitation work. Chief continuity writer Dale Jackson, author and produces the show. . . . **PHILADELPHIA**—Bob Walter formerly with WMAJ in State College, Penn., who he helped organize the staff, joined the announcing staff at WPEN. . . . Helen Mondello, recently discharged from the Waves, is the new addition to the WPEN promotion staff.

—NEW YORK—

NEW YORK—"The Prophecy of Franklin Roosevelt" will be presented by WMCA in commemoration of Pearl Harbor Day, Friday, Dec. 7, featuring recorded excerpts from the late President's "Crisis" addresses to the nation. The program will be narrated by Frank Keaton, commentator and biographer of the 31st President, with musical background by Jerry Sears and the orchestra. Lined with a dramatic narration of the major world events, the broadcast includes the late President's most powerful prophetic warnings of the fascist menace.

—DISTRICT OF COLUMBIA—

WASHINGTON—A new series of programs dedicated to children in primary grades, has been launched over WOL, by Florence Warner, educational director for the station. Arrangements for the series were made in cooperation with the Radio Committee of the District of Columbia Board of Education. The program, titled, "Story Book Friends" and heard every Wednesday at 1:15 p.m. Format is dramatization of children's books with school children themselves doing the characterizations.



THERE'S ONLY

1

STATUE OF
LIBERTY

but

WHN REACHES **2** NEW YORKS!

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

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—
Loew's Affiliate

EXCLUSIVE!

WIBG
990 ON YOUR DIAL

**EAGLE
PRO GAMES
TEMPLE
HOME GAMES**

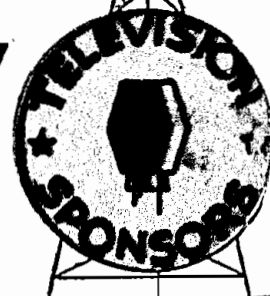
PHILADELPHIA

WKY
OKLAHOMA CITY
The Kalz Agency
Representative

Otis Parker
WKY's associate
Farm Reporter is one
of the Southwest's
leading authorities on
and breeders of hogs.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 47

NEW YORK, N. Y., FRIDAY, DECEMBER 7, 1945

TEN CENTS

FCC Revises Procedure

WARMA Official Hits OPA For Delay In Pricing

Despite the fact that radio manufacturers were prepared for reconversion to peacetime production immediately following V-J Day, only a very limited output has been forthcoming to this date, due for the most part to OPA's delay in price approvals. R. C. Cosgrove, president of the Radio Manufacturers Association, said yesterday at a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt.

"Instead of the millions of radio
(Continued on Page 6)

Sees Returning Veterans One Of Radio's Problems

Readjustment of returning veterans to civilian life is "essentially a community problem," and radio and films provide the "best way to educate the public" on these problems, Veterans' administrator Gen. Omar N. Bradley said yesterday. Speaking at a trade press conference held by CBS in conjunction with its "Assignment Home" series, Gen. Bradley said radio "has a large-scale information job it can perform to keep our veterans advised of the rights and benefits to which
(Continued on Page 3)

Need For 18,000,000 Sets Seen By Sylvania Official

There is a market for 18,700,000 radios to meet the demand of 60 per cent of present set owners who plan immediate replacement of old radio sets, Frank Mansfield, director of sales research of Sylvania Electric Products, Inc., stated yesterday, basing his
(Continued on Page 2)

For Posterity

Kay Kyser has been informed by the National Archives that his "College of Musical Knowledge" broadcast of Feb. 26, 1941 was the first broadcast originating from an American military base during the war period, and has been asked to contribute the recording of that program to the Government collection. Appraisal officer of the Archives made the request.

Here They Come!

Now that Jack Benny's public is convinced that the "I Can't Stand Jack Benny Because—" contest is the McCoy, the entries are starting to pour in. To date, 8,462 listeners put caustic and/or witty pen to paper and dispatched their sentiments, including 49 by special delivery, 16 via registered letters and eight through the medium of telegraph. Benny is putting up 10 G's in prizes for the "best".

"Liberty" To Sponsor LaGuardia Broadcasts

Mayor F. H. La Guardia's weekly broadcasts over the American network, scheduled to start on Jan. 6, will be sponsored by Liberty Magazine. This was set yesterday following a conference between the Mayor, Mark Woods, network president, and Paul Hunter, publisher of Liberty. Salary figures or length of time of sponsorship not disclosed.

Also present at the conference were
(Continued on Page 6)

Luckman To Lever Bros. As Executive Vice-Pres.

Appointment of Charles Luckman as executive vice-president of Lever Brothers Co. was announced yesterday by Francis A. Countway, president of the company. Luckman goes into a newly created office. He will assume his new duties Jan. 1, 1946,
(Continued on Page 2)

RCA's Tele-Radio Patents Declared Open To All Firms

Washington Bureau, RADIO DAILY
Washington—All RCA tele patents and others in the radio field are to be made generally available to manufacturers, Secretary of Commerce Henry A. Wallace announced yesterday, through listing on the register of patents available for licensing, which was set up last summer. By this procedure, all RCA methods are permitted under terms and conditions of the company's standard

Necessitated By High Court's Decision; Commission Will Act Accordingly And Set Up Future Course

Lewis Rejoining Y & R In Charge Of Radio

Radio at Young & Rubicam, Inc., will be headed by Col. Tom Lewis who rejoins the agency shortly after the first of the year as vice-president and a member of the executive committee and the plans board. According to S. S. Larmon, president of Y&R, Lewis will be "in entire charge of radio," and Gordon Cates will continue as vice-president and general manager of the radio department;
(Continued on Page 6)

More Business To Radio As WPB Lashes Out Again

Springfield, Mass. — Expectations that newspaper advertising here would return to normalcy, received a setback yesterday when the WPB levied further sanctions on the local
(Continued on Page 6)

Philco Show To Coast After Jan. 6th Broadcast

Philco "Radio Hall of Fame" program, heard Sundays, 6-6:30 p.m., EWT, on the American network, will make its annual trip to the coast
(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—Following the recent U. S. Supreme Court decision reversing the FCC's stand in the Ashbacker case, the Commission yesterday announced changes in hearing procedures in anticipation of increased volume of hearings. Official reason given by FCC for the changes was "because of the unprecedentedly heavy volume of hearings in broadcast cases which are scheduled for the near future."

Following are the changes announced
(Continued on Page 5)

'New' FM Transmitter Unveiled By Gen. Elec.

A new FM transmitter, which will sell for about 10 per cent less than pre-war models, and said to be "revolutionary," was unveiled yesterday by the General Electric Co. The main feature of the transmitter is a drastically simplified circuit using a new modulator tube called the Phasitron which, the firm claims, are "as fun-
(Continued on Page 5)

65% Of U. S. Outlets Now In BMB Membership

Membership in the Broadcast Measurement Bureau now comprises 65 per cent of all commercial stations in the United States, with a total of
(Continued on Page 3)

Bonds By 'Phone

Mutual's telephone operators have been greeting callers with "This is Mutual Victory Bond Week"—resulting in a boom of sales. Requests for bonds became so heavy that Mrs. Margaret Maloney, chief operator, had to plead with the Treasury Dept. to send over a representative to handle names and addresses of bond buyers.

(Continued on Page 5)



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

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FINANCIAL

(Thurs., Dec. 6)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB MARKET

Table with columns: Nat. Union Radio, 8 1/4, 8, 8

Likens Tele Outlook To Pioneer Days Of Radio

Pittsburgh—Tele and FM "are now of age technically," Dr. L. W. Chubb, director of Westinghouse Research Laboratories, told a meeting of engineers here, adding that the two new developments "offer a challenge in the higher frequencies . . . similar to that which confronted the pioneers in standard long-wave broadcasting."

He cited war research and production as aids to television and said the new medium now faces problems of programming, development of standards and promotion similar to those encountered in the early days of AM broadcasting.

Chubb spoke before a meeting of the Pittsburgh sections of the IRE, the Institute of Electrical Engineers, and the Engineering Society of Western Pennsylvania.

Coming and Going

CONSTANCE BENNETT, whose program is handled by the co-op division of the American network, is due in New York Monday. While here she will confer with network officials and with the publishers of her forthcoming children's book. During this period her program will originate at Rockefeller Center.

RAYMOND HOLLINGSWORTH, station manager of KGNC, Amarillo, Tex., who spent last week in New York, has returned to the home offices by way of Chicago.

BRUFF OLIN, general manager of WNAB, Bridgeport, Conn., is back at the station following a visit to New York during which he conferred with American network executives.

LES BROWN and the members of his orchestra on Monday will go up to Brentwood, N. Y., where that evening they will broadcast from Brentwood General Hospital as a feature of the 'Spotlight Bands' series over WOR-Mutual.

MARIE RONDAHL, soprano who was heard on the "Hour of Charm" program as "the undiscovered voice of America," leaves today for Rochester, where tomorrow she will sing at the Eastman Kodak Dinner.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, will return Monday from a business trip to Chicago.

JAY JOSTYN—NBC's "Mr. District Attorney"—is going down to Richmond, Va., Sunday for a bond show. He'll return to New York the following day.

EDWARD TOMLINSON, NBC expert on inter-American affairs, is in Mexico City and will broadcast tomorrow over the facilities of XEW. He is covering the forthcoming election to be held by our south-of-the-border neighbor.

JOSEPH B. CARRIGAN, president of KWFT, Wichita Fall affiliate of CBS, has arrived from Texas for a few days on station business.

Need For 18,000,000 Sets Seen By Sylvania Official

(Continued from Page 1)

statement on a survey conducted between V-E and V-J Days.

The estimated demand represents a decline from that of a survey undertaken prior to V-D Day when Mansfield reported a market of 100,000,000 radios in the next five to six years, or approximately 20,000,000 a year. The Sylvania official pointed out that the public had become slightly more conservative in their buying methods during the period between the close of the war in Europe and the cessation of hostilities in the Pacific, but emphasized that "there is still a large and important market."

The first survey indicated that about 67 per cent of set owners were ready to go into the market, but the second survey produced a figure of only 60 per cent.

Granted State Charter

Albany—New York State has granted a charter as a membership corporation without capital stock to International Film Foundation, Inc., an organization designed to "help maintain world peace and promote better understanding between peoples of different nations" through films, radio, television and other media.

Luckman To Lever Bros. As Executive Vice-Pres.

(Continued from Page 1)

at which time the former president of the Pepsodent Co. who sold the company to Lever Bros. will move his home from Chicago to Boston.

Luckman whose meteor-like rise in industry is well known in the trade, started with Colgate-Palmolive-Peet Co., later being transferred to sales. Rising high in the company, he subsequently joined the Pepsodent Co. in 1935 and rose through the ranks to president of the firm. In July 1944 Lever Bros. purchased the Pepsodent Co.

"Show-Stopppers" ET Set On 160 Stations

Production was started last week on "Show Stoppers," a 15-minute package prepared by MCA featuring name talent. Program, sponsored by Koret of California, through Abbott Kimball Co., will start during week of Feb. 3 on an estimated 160 stations. The show will be an open-end transcription to allow commercials by local distributors of Koret products.

Jim Ameche will emcee, with Eddie Cantor, Hildegard, Jack Benny, Frank Sinatra, Rudy Vallee, Barry Fitzgerald, Hazel Scott, Bob Burns and others slated for appearances.



Long time been around

That's the Chinese junk "Monlei" as seen when it arrived on the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

"Fundamental" . . . that's the word that is the answer to long enduring, successful ships . . . countries . . . businesses . . . radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town.

W-I-T-H is the successful independent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WDAS Philadelphia. Text: FOR RESULTS IN THE Philadelphia MARKET. Large stylized WDAS logo. PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION.

Advertisement for Radio Broadcasting Discs. Text: RADIO BROADCASTING DISCS. Miracoustic Day Circle 7-2965 Night REgent 4-2190. RECORDING STUDIO, CARL FISCHER, INC. 119 West 57th Street, New York 19, N. Y.

CHICAGO

By BILL IRVIN

E. R. BORROFF, vice-president of American web central division, announced this week that the publicity (Ell Henry), legal (Walter Emerson), station relations (James Connelly), public service (Robert White), and executive departments of the American Broadcasting Company will move from the Merchandise Mart to new quarters in the Civic Opera Building during the last week of December.

The new offices, occupying 10,000 square feet on the 16th floor of the Civic Opera Building, also will house the sales promotion (Karl Sutphin), research (Olive McCann), network sales (Gil Berry), co-op sales (Frank O'Connell), and national spot and local sales (Roy McLaughlin) departments, which moved from the Mart to the 23rd floor of the Civic Opera on May 7, 1945.

The first caisson on which foundations for the new addition of the WGN-Tribune plant will rest, was sunk to bed rock 110 feet down, on the southwest corner of Illinois and St. Claire Streets last Friday, with appropriate ceremonies which were broadcast over WGN. The ceremonies featured a talk by Col. Robert R. McCormick, editor and publisher of the Tribune, and music by the WGN staff orchestra, conducted by Henry Weber. John W. Park, production manager of the Tribune who has charge of construction for the addition, was interviewed about plans for the new structure.

55% Of U. S. Outlets Now In BMB Membership

(Continued from Page 1)

880 stations signed up, Hugh Feltis, president, announced yesterday.

Most recent subscribers to the Bureau are the following: WGY, Schenectady; WATT, Cadillac, Michigan; WSAV, Savannah, Ga.; WOLS, Florence, South Carolina; WBT, Charlotte, North Carolina; KGGF, Coffeyville, Kansas; WHB, Kansas City, Missouri; KFNF, Shenandoah, Iowa; KVSQ, Ardmore, Okla.; KSAL, Salina, Kansas; WEST, Easton, Pa.; WGAL Lancaster, Pa.; and WORK, York, Pa.

Sees Returning Veterans One Of Radio's Problems

(Continued from Page 1)

they're entitled . . . and can show them what the Veterans Administration and other government agencies are trying to do. . . ." He added that radio should "emphasize to the nation as a whole, the importance of every citizen in the local community taking part in the human reconversion of our returned servicemen and women."

The General also praised the work done by radio and the entire entertainment industry during the war, which, he said, brought to the troops "a wonderful part . . . of the America they were fighting for." He urged continuation of these entertainment programs, particularly for men still in service hospitals throughout the country.

Joe Brechner, radio director of the VA public relations office, said the agency will not set up production units as was done by the armed forces during the war, but will rely on the nation's individual radio outlets to "carry the ball" in the rehabilitation program.

Sample Scripts Sent

He added, however, that the VA has been sending out sample scripts to its field offices for distribution to stations. These scripts, he said, have been of the informational interview type, and generally have been well received. Although the agency hopes to obtain scripters and production men to work with stations and agencies in preparing veterans programs, he said, budget difficulties would prevent such work on a large scale. This will necessitate, he said, increased effort on the part of broadcasters to carry out the program essential to the rehabilitation of the 13-million returning veterans.

Philco Show To Coast After Jan. 6th Broadcast

(Continued from Page 1)

after the Jan. 6 broadcast it was revealed yesterday by James Carmine, vice-president of the Philco Corp. The program plans a stopover in Chicago, for the Sunday, Jan. 13th program. From there, members of the cast including Paul Whiteman and Martha Tilton, will travel directly to Los Angeles, where the program will originate for a number of weeks, starting with the Jan. 20th broadcast.

The trip is planned so that the program may continue to honor the stars of stage and screen, who are unable to come East for personal appearances.

Before returning to New York in the Spring, it is planned that the "Radio Hall of Fame" will stop at other key cities throughout the United States, so that Philco distributors and dealers in those areas may meet and become acquainted with the program and what it hopes to accomplish in the months to follow.

The "Radio Hall of Fame" program will return to New York around April 1st, where it will continue to broadcast from the stage of the Ritz Theater.

What Is The Worst

Program In Radio?

FUNNY MONEY MAN!

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

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

Terrible Show! Terrific Success!

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

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

Don't Inquire . . . Unless . . .

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

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

ALLEN A. FUNT

RADIO PRODUCTIONS

52 VANDERBILT AVENUE

NEW YORK

Exclusive!

CHI' BEARS '45 FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

LOS ANGELES

By RALPH WILK

JACK MEAKIN, maestro on the "Gildersleeve" show, is setting up a publishing company to plug his two original tunes "How Blue Can One Get" and "Cubana".

Lou Costello is building an office building on the Sunset Strip to house his interests. In addition to his own offices, the building will house the Eddie Sherman Agency. Every post-war button pushing gadget yet created will be installed in the NBC star's private suite, including a "walkie-talkie" connection to any part of the building.

Alan Mann, KFVB announcer and one of the station's "Three Men on a Mike," and Helen Reed of the same show were married Friday, November 30th, at Las Vegas and will honeymoon there for a week.

E. C. Hughes has returned to Warner Bros. KFVB sales staff after eighteen months' service with the Navy. Bentley Morris, KFVB announcer, also has rejoined the station staff after three years in service.

The Westinghouse show has been selected as an outstanding example of fine music by a Pasadena chapter of the National Girl Scout organization. John Charles Thomas, baritone star of the show, hosted a group of 25 girl scouts at the Saturday (24) rehearsal of the show, enabling them to fulfill the requirement that they attend a high-rating musical performance in order to earn their Music Merit Badges.

Networks Will Broadcast Bible Sunday Programs

Universal Bible Sunday, which will be celebrated by Protestant Churches throughout the nation on Dec. 9th, will be proclaimed by religious programs and special features on major networks, with talks by leaders prominent in political and business life, it was announced yesterday by the American Bible Society.

Mutual will broadcast a talk by Governor Ellis G. Arnall, of Georgia, on Saturday, Dec. 8, from 3:00-3:15 p.m., EST. Hon. Paul A. Walker, FCC commissioner, will broadcast over the American network the same day, from 7:15-7:30 p.m., EST. NBC will carry a 15-minute speech by Hon. Charles A. Eaton, New Jersey, a member of the United Nations Conference delegation, on Sunday, Dec. 9, from 8:45-9:00 p.m., EST. Dr. Justin Miller, president of NAB, will talk over CBS, at a time as yet undesignated.

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



Windy City Wordage !!!

• • • Skip Farrell planed to Hollywood for a screen test and a recording date for Johnny Mercer's Capital Records. His "Skiperoo Fan Club" of 700 Chicago youngsters, rented buses and turned out en masse

Chicago

at the airport to see him off.....Johnny (So the Story Goes) Neblett narrated the special color film depicting the glories of Chi which Mayor Ed Kelly took with him to London last week to help persuade the United Nations Organization to pick the Windy City for its headquarters. Film was produced by the Board of Education, with Neblett preparing and delivering the narration on a few hours' notice and without having seen the picture.....It will be wedding bells, incidentally, for Neblett and Angelyn Orr, former Chicago radio actress, now in the movies, shortly after Christmas.....Phil (Take It or Leave It) Baker and Al Borde, the Chicago producer, reported teaming up on a production, "Holiday for Girls," on which rehearsals are due to start in January.....Curley Bradley has taken over the emcee chores on American's new Sat. ayem show, "Wake Up and Smile," which occupies the period vacated by the Breakfast Club when it went on a five-a-week schedule.....Chet Craigie, J. Walter Thompson radio publicist here, in Henrotin Hospital after being waylaid and severely beaten by a couple of thugs on the near North Side the other night. After mauling Craigie, robbers made off with his money, watch and ring.

☆ ☆ ☆

• • • When Pat Burton of the WBBM news staff went to the Stevens Hotel the other day to wire-record an interview with British Air Marshal Sir Arthur Tedder and Lady Tedder, she inquired at the desk for the Tedders' room number. She was given the info along with a request from the clerk for her to register the Tedders in. Seems their reservations were still being held but time was growing short in which to pick them up. Pat called her office, which in turn called the British Consulate in Chicago. Consular officials said they would be very happy if WBBM's Miss Burton registered for the Tedders. Pat did, thus assuring the Air Marshal and Lady Tedder hotel accommodations.....Jack Owens, the Breakfast Club's Cruising Crooner, in line for the male lead in the film version of "One Touch of Venus".....Guy Savage, Chicago mike veteran, was guest at a luncheon meeting of the Magic Carpet Club at the Sherman Hotel last Friday. Meeting was in the form of a pseudo radio broadcast, with club members imitating a famous radio personality or doing a take-off on radio commercials.....Murray Forbes, NBC character actor, has authored a 165,000-work book entitled "Hollow Triumph," to be published next spring by Ziff-Davis Publishing Company. The book, which is Murray's first literary effort, is described as "the psychological story of an egocentric, set against a modern background." Murray, a victim of insomnia, completely worked out in his mind the plot and structure of the novel during a few hours of wakefulness one night several months ago.....Ann Hunter has been hired as commentator to work with John Bryson, American's commentator, on pickups on "News of Tomorrow" when it returns to the air Monday, Dec. 3.

☆ ☆ ☆

• • • Eliza Morrill Hickok, assistant program director of the Quiz Kids, has penned a full-length book of anecdotes and stories about the famous moppets, which Houghton Mifflin has scheduled for publication late next summer. The book, as yet untitled, recounts the history of the Quiz Kids, starting with the inception of the idea with Lou Cowan, former Chicago publicist and recently head of the New York office of OWI overseas radio. Miss Hickok tells of the Kids' bond-selling activities and of their hilarious meetings with Bob Hope, Fred Allon, Jack Bonny, Bing Crosby and other radio personalities.



For sure returns on your advertising —investigate this station which covers the prosperous industrial and agricultural area comprised of: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS DAY AND NIGHT

Represented by
RAYMER

New FM Transmitter Revealed By Gen. Elec.

FCC Revises Its Procedure To Comply With Court Move

RCA's Tele Patents Open To Other Firms

(Continued from Page 1)

mentally new and important to FM broadcasting as the introduction of a new type of control was for AM." The development of the first low-power transmitters under GE's equipment conservation plan, is slated for March. All new units will employ the same circuit and tube. A 250-watt unit will sell for \$3,950; a 1-kw. transmitter for \$7,800; and a 3-kw. for \$11,950. The Phasitron tube was proposed originally by Dr. Robert Adler, of the Radio Corp., who built the laboratory tubes and circuit, and other improvements were added by F. M. Bailey and H. P. Thomas of GE. The new transmitter employs fewer tubes and simpler circuits than earlier FM units, and other advantages claimed for it include: better frequency stability, direct crystal control using a single crystal; modulation independent of frequency control, less distortion and lower noise level. It is claimed also that the crystal control will prevent stations from "drifting" from the new high-frequency assignments established by the FCC.

The purpose of the new tube which is about five inches long and one and one-half inches in diameter, from an engineer's standpoint, GE pointed out, is to make possible the introduction of comparatively wide phase excursions at audio rates in a crystal controlled radio frequency carrier voltage. The audio response characteristics of the circuit is such that the output of the tube is wide-swing frequency modulation.

Those who presented the new development to the press included Dr. Adler and Dr. Bailey, James McLean, general manager, GE transmitter division; W. R. David, broadcast equipment sales manager; and W. G. Slaughter, sales engineer.

Nobel Prize Broadcasts Readjusted For Outlets

WINS cancelling commercials, will follow the proceedings and addresses at the Fifth Nobel Anniversary Dinner, Dec. 10, from 10 to 11 p.m., EWT, at the Hotel Astor. Guest speakers to appear include Senator Brien McMahon, Norman Corwin, Harry M. Warner, Richard de Rochemont, Anna Dikareva Scot and Sen. J. W. Wright from Arkansas, Sen. Fulbright will read "The Winning of the Peace" in place of Albert Einstein, who will be unable to appear. Original scheduled as set for one hour each of broadcast by WINS and WJN, has been adjusted.

(Continued from Page 1)

announced by FCC yesterday evening: (1) *Petitions to Intervene*.—Petitions to intervene must be filed with the Commission not later than 15 days after the issues in the hearing have first been made public. Any person desiring to file a petition after such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the petition will not be granted. (2) *Motion to Enlarge the Issues*.—Motions to enlarge the issues must be filed with the Commission not later than 15 days after the issues in the hearing have first been made public. Any person desiring to file a motion to enlarge the issues after such 15 days must set forth the reason why it was not possible to file the motion to enlarge the issues within the prescribed 15 days. Unless good cause is shown for delay in filing, the motion to enlarge the issues will not be granted.

(3) *Proposed Findings*.—In general, parties will not be required to file proposed findings of fact and conclusions of law with the Commission unless they are specifically directed to do so by the Commission. The non-filing of such proposed findings where there is no direction by the Commission that they be filed will not constitute a waiver by the parties of any rights. Any party not directed to file proposed findings of fact and conclusions of law may do so if he desires by notifying the Commission of his intention before the record is closed.

Consolidated hearings will be heard on the following:

Camden Broadcasting Company, Camden, N. J., and Chambersburg Broadcasting Company, Chambersburg, Pa., both requesting frequency of 800 kilocycles with power of one kilowatt, day.

Kenneth G. Zweifel, Freeport, Ill., and Vincent S. Barker and Gladys J. Barker, a partnership doing business as Freeport Broadcasting Company, Freeport, Ill., both seeking frequency 1570 kilocycles, power of one kilowatt, day.

C. A. Kauffman and John F. Clarkson, doing business as Newberry Broadcasting Company, Newberry, S. C., and Robert Lex Easley, Laurens, S. C., both requesting frequency 1240 kilocycles, power of 250 watts, unlimited.

Midwest Broadcasting Company, Mt. Vernon, Ill., and Mt. Vernon Radio and Television Company, also of Mt. Vernon, both requesting 940 kilocycles.

Set Swing Subs

Leon Henderson, Marquis Childs, and George Hicks will sub for Raymond Swing while the American web commentator is on vacation from Dec. 31 through Jan. 11. Henderson will fill in on Dec. 31, Jan. 3, 7, and 10; Childs, Jan. 1, 4, 8, and 11; and Hicks, Jan. 2 and 9.

(Midwest requests 500 watts, daytime, and Mt. Vernon requests 1,000 watts power, daytime.)

Telegram Publishing Company, Salt Lake City, Utah, and James N. Littlejohn Ogden, Utah, both requesting frequency 1490 kilocycles, 250 watts, unlimited.

Catalina Broadcasting Company, Tucson, Ariz.; Old Pueblo Broadcasting Company; Sun Country Broadcasting Company, all requesting frequency 1340 kilocycles, 250 watts, unlimited.

The Covington News, Inc., Covington, Ga., and James S. Rivers, doing business as Southeastern System, East Point, Ga., both requesting frequency 1490 kilocycles, 250 watts, unlimited.

Mission Broadcasting Company, San Jose, Calif., consolidated with applications of Golden Gate Broadcasting Corporation (KSAN); California Broadcasting, Inc.; Bakersfield Broadcasting Company; Monterey Bay Broadcast Company; Cascade Broadcasting Company (KTYW); Amphlett Printing Company; Lutzer R. Gibson and San Jose Broadcasting Company.

(Continued from Page 1)

mitting apparatus and certain other transmitting and receiving apparatus for commercial use, also tubes of the type used in radio transmitting apparatus, and sound-motion picture apparatus.

"The register of patents available for licensing which now contains about 9,000 patents of a diversified nature was conceived as an aid to manufacturers in finding new products for the reconversion and future years.

"Many Useful Inventions"

"Many useful inventions which otherwise might remain dormant for many years because of the lack of a media for establishing contact between patentees and persons with the required finances and management experience to develop them will most probably be brought into early use through the medium of the register," according to the Commerce Department.

All inquiries concerning the RCA patents should be addressed to the corporation's general offices at 30 Rockefeller Plaza, New York 20, N. Y.

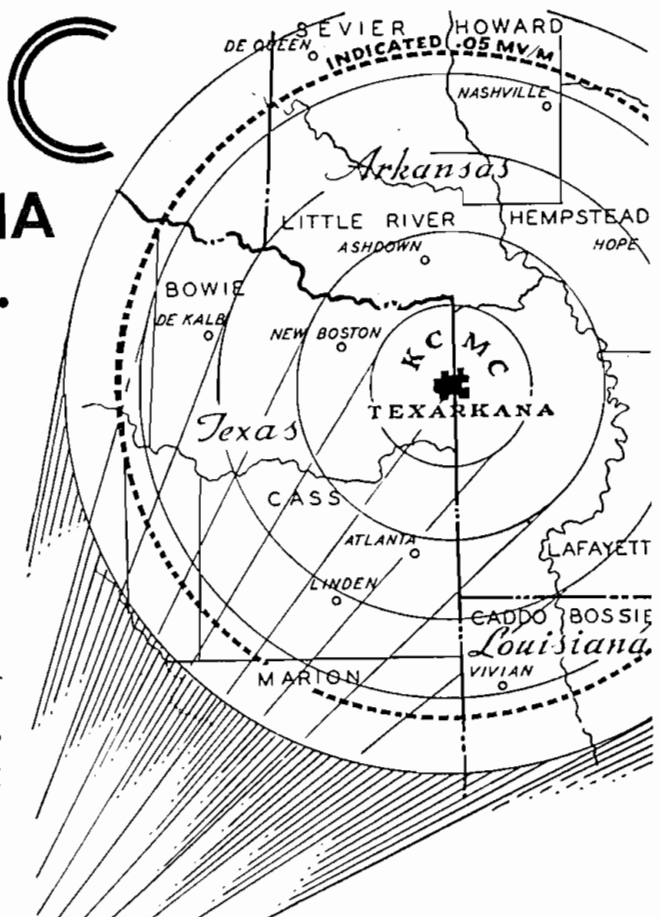
KCMC

TEXARKANA

U. S. A.

ONE STATION MARKET

Serves a population of 359,000 in the FOUR STATES AREA of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.



1940 MARKET DATA

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

FOR SALE

Playback—Cabinet Model—AC or DC
 6" Records—33-1/3 or 78—Unused
 \$350.00 — Rm. 700, 11 E. 44th St.,
 New York City.

Lewis Rejoining Y & R In Charge Of Radio

(Continued from Page 1)

Harry Ackerman continues as vice-president in charge of radio program operations. Larmon was quite definite on the matter of Cates and Ackerman. Lewis will have his headquarters in Hollywood.

Colonel Lewis became associated with Young and Rubicam in February 1936, as a radio producer.



THOMAS H. A. LEWIS

His first connection with radio was at WGY, Schenectady, where he directed, wrote scripts, acted, created an artists' service and originated the "Joe and Eddy" comedy act. He went to Young and Rubicam early in 1936 from WTAM, Cleveland, where he was program director, and program manager of the Cleveland Division of NBC.

Among his accomplishments with Young and Rubicam was the introduction of the Aldrich Family on the Kate Smith Hour, and the development of the program's present format. He was also producer of a number of other top ranking shows of the agency.

Army Record

Colonel Lewis entered the Army with the rank of major, and was given the responsibility of organizing the far reaching radio program of the Armed Forces Radio Service, a combined War and Navy Departments operation. Recognizing the need to keep members of the armed forces in close touch with home, wherever they might be in the world, he gathered a staff of service men including many creative members who had extensive commercial radio experience.

The scope of the program has embraced every spot where fighting men were located. With the cooperation of commercial broadcasters, 43 hours of entertainment per week on records has been provided, armed services announcements being substituted for the commercials. This is a part of the 60 hours of weekly service, the remainder being specially written and produced entertainment. The service built and equipped 176 expeditionary stations across the world, and has serviced them continuously with entertainment, including complete scripts for production by service men on the spot. Time blocks on all short wave stations were utilized, and a comprehensive service covering the whole gamut of news was broadcast.

War With SHAEF

Colonel Lewis spent six weeks in London, working with SHAEF (Staff Headquarters) to accomplish radio coverage for invading troops from D Day through to the present occupation phase.

OPA Pricing Delay Criticized By Head Of Radio Mfrs. Assn.

(Continued from Page 1)

sets which were promised by Christmas," Cosgrove told the group of 300 representatives of the industry, "we will be fortunate if a few hundred thousand are actually manufactured by that time." The RMA official, who is also vice-president and general manager of the manufacturing division of the Crosley Corporation, and vice-president in charge of sales of the Aviation Corp. (which controls Crosley) declared that months have elapsed since the end of hostilities without any price determination acceptable to many parts manufacturers and that "as a consequence, the radio industry has lost so far about three months of production."

"Inexcusable"

"This inexcusable waste of time and money is deplorable because the OPA is arriving, by slow stages, at what the parts manufacturers needed in the beginning," Cosgrove said. "As of today, a fairly satisfactory program has finally developed which could have developed more than three months ago had OPA made a determined effort to arrive at an equitable solution."

Cosgrove cited the case of one large company that had planned production of some 3,000,000 sets during the period from September through December, but indications are that "this company will not get out more than 30,000 sets before Christmas." He added that it was "almost impossible" to get radio receivers properly priced because the Government agency requires pricing and tagging every single set before it leaves the factory. "In my own company we spent over \$750 in time, traveling expenses, and

telephone calls to get one single table model set approved," he said.

It was the RMA president's opinion that despite expectations of a free supply of receivers during the early part of next year, that "this will not be true until the latter part of 1946—and then only if there are not additional delays." He pointed out also, that delays in obtaining console cabinets will mean that production of new FM sets will be retarded, since these are contained in the larger models. Television sets, in small volume, should be available about the middle of 1946, Cosgrove said, adding that public acceptance of these initial models will depend largely upon programming lines.

Cosgrove told the radio executives that the RMA is made up of over 300 transmitter, tube, parts and set manufacturers, all of whom have had considerable difficulty with pricing of their products. He added that during the war, the volume produced by RMA members increased ten-fold, from \$325,000,000 a year to more than \$3,000,000,000 a year.

Murray Grabhorn, REC president, announced that the annual Club Christmas party would be held in the Hendrik Hudson Room of the Roosevelt on Dec. 20th, with Ralph Slater, hypnotist, as the guest artist.

Seated at the speaker's table in addition to Cosgrove and Grabhorn were: E. A. Nicholas, president of Farnsworth Radio and Television; Harry Wines, Zenith Radio Corp.; Morton Blakeslee, RCA-Victor; S. D. Mahan, vice-president of Crosley Corp., and Arthur Kemp, McCann-Erickson.

Syndicate Promotion Plan Organized For Ind. Outlets

A fully organized, syndicated promotion service to stations on a fee-per-month basis, will shortly be made available to independent broadcasters, it was announced yesterday by Lawrence Swars, vice-president of the newly-formed firm of Noble and Swars, Inc.

Swars explained that the service is one which will enable stations in all markets to do effective promotion jobs, both sales-wise and audience-wise, without the expense of additional personnel. Hub of the syndicate planning is a year-round consumer promotion, coordinated audience promotion campaign comprising an ad-building mat service, program-building mat pieces, ads, announcements, car card layouts exploitation ideas and display material. In addition, overall planning calls for sales presentations, sales folders, merchandising materials, trade bulletins, postcard campaigns and all other material necessary to conduct promotion for sales and listenership. Provision has also been made for monthly institutions for local consumers.

"Hall of Fame" Renewed: Third Year For Philco

The Philco Corp. has renewed, for the third consecutive year, sponsorship of the "Radio Hall of Fame," heard over the American network Sunday nights from 6 to 6:30 p.m., EST. New contract was effective with recent broadcast, handled through the Hutchins Advertising Co.

BBC Names Miall

Charles Brewer, North American director of BBC, has announced the appointment of Leonard Miall as Washington news chief, with Mary Hone as assistant. Miall is expected to arrive soon from London.

Brewer announced also the assignment of James Dyrenforth to Hollywood, where he will be charged with watching "BBC's interests in radio and films."

Hildy To Host Canova-Pichel

Irving Pichel, film director, and Judy Canova will guest next Wednesday on Hildy's "Raleigh Room" program over the National Broadcasting Company.

"Liberty" To Sponsor LaGuardia Broadcast

(Continued from Page 1)

Edward Maher, editor of Liberty, Paul Warwick, president of Warwick & Legler, Inc., and Lester Malitz, vice-president of the agency representing the magazine.

In making the announcement, Mayor Woods said: "The American Broadcasting Company is gratified that hard-hitting, free and colorful commentary series which Mayor LaGuardia will start on our network will have as a sponsor a publication as forthright, incisive and untrammeled as is the Mayor himself. In accordance with our established practice, neither Liberty Magazine nor the American Broadcasting Company will in any way limit Mayor LaGuardia in his free discussion of a subject."

More Business To Radio As WPB Lashes Out Again

(Continued from Page 1)

papers for violations of existing quotas. Theater managers have been forced to turn to radio to reach patrons and are now expected to continue through early 1946 at least while publishers make up the deficit in newsprint.

Sherman H. Bowles, publisher of the city's papers, the "Daily News" and "Republican," the "Evening Union" and "Republican," who last month was ordered to make up 265 tons of newsprint before the end of the year, exceeding his quota by more than 1000 tons, has been ordered to make up an additional 200 tons in the first quarter of 1946.

Bethlehem President On American Program

"The Steel Wage Strike Vote" the topic of Eugene B. Grace, president of Bethlehem Steel Corporation, when he speaks on the American Iron & Steel Institute program heard over the American network from 7 to 7:45 p.m., EST. The next two programs of the Institute on the Steel Wage controversy are to be heard on successive Mondays, Dec. 10 and 17, respectively, at which time the programs will be broadcast from 10 to 10:15 p.m., EST.

WMFF To McGillvra

George F. Bissell, president of WMFF, American network affiliate Plattsburg, N. Y., has announced appointment of Joseph H. McGillvra, Inc., to represent the station exclusively in the national field.

CHSJ Appoints Adam Young

Adam J. Young, Jr., Inc., has been appointed exclusive national representative throughout the U. S. for CHSJ, Saint John, New Brunswick, Canada, effective Jan. 1st. CHSJ is a member of the Trans-Canada network.



★ **AGENCY NEWSCAST** ★

PROMOTION

PT. EWART M. BLAIN has returned to the artillery in the Pacific theater.

SIGN DONALD CALHOUN, USNR, formerly a copywriter at McCann-Erickson, has returned to the agency as head in the creative department after 19 months on active duty.

WILLIAM BITTEL, JR., and **WILLIAM GRESSLEY** have returned to Kenyon & Eckhardt, after service with the Army in the Pacific. Bittel becomes account manager, Gressley returns to the production department.

LIEUT. CMDR. ROBERT K. ADAMS, USNR, has joined NBC as director of program development. He will work on web programs from the idea stage through first broadcast.

EDDY TOLMAY has resumed his post as district manager for the Philadelphia and Baltimore offices after three years service with the Fourth Marine Division in the Pacific theater.

ALX G. HOLLAND has returned to his position as account executive with Malby Howard agency after serving with the Third Army in the ETO. He was a commissioned officer attached to infantry headquarters, and saw service in the Ardennes, Rhineland and Central European campaigns.

"WILL DOUGLAS" DOUGHERTY, copywriter for "Your AAF" was discharged from the Army last week at Camp News Field, Washington, D. C.

ERRE WEIS has returned to the sales department of Langworth Transcriptions after two years in the Army.

WILLIAM B. FABER has returned to the Foley-Reed Co. after four years' service in the Army.

Guest of Honor

pt. Pierre H. Boucheron, USNR, will be guest of honor of the Radio Club of America at a banquet at the Officers Club, today. Recently returned from active duty, Boucheron returned to Farnsworth Television & Radio Corp. as director of public relations. A veteran of World War I, he was again called to active duty in July 1941, and served in the Philippines, North Africa and France. He is holder of the French Legion of Honor.

Retailer Buys Time

Boston—Jordan Marsh Co., department store, through Badger and Advertising agency, has contracted with WMLT for 12 quarter-hour newscasts, daily for 52 weeks. Spots are 8:00-8:30 a.m. and 11:00-11:15 p.m., Monday through Saturday, beginning December 10.

THE L. W. Ramsey Co., with offices in Chicago, Davenport, Ia., Hollywood and Ft. Wayne, Ind., has been appointed advertising agency for Pfister Associated Growers, Inc., with headquarters in El Paso, Ill. Pfister produces and distributes hybrids throughout the principal corn-producing states. The account will be handled from the Ramsey Co. office in Davenport.

FEDERAL ADVERTISING AGENCY, early in 1946, will move to new and considerably enlarged offices at 385 Madison Avenue. The agency has been at its present location for the past 14 years. Federal Advertising Agency has been in business since 1908 and this is the third move in its course of growth.

RUSSELL O'BRIEN has joined the account staff of Benton & Bowles, Inc. In his new post he will work on the agency's Proctor and Gamble accounts. For the past 13 years O'Brien had been with the National Biscuit Company, serving as its assistant advertising manager since 1934.

WYLER WATCH AGENCY, New York, United States agency for Wyler watches and clocks, has appointed Charles M. Storm Co., Inc., New York, as its advertising agency, effective January 1.

NEW YORK TELEPHONE COMPANY, through B B D & O, has renewed its contract with WQXR for 13 weeks beginning Nov. 12, for daily spot announcements. These announcements urge civilians not to make long distance telephone calls now when so many servicemen are returning from abroad and are anxious to make calls to their homes.

Announce Bondex Winners

Six winners of a special Bondex Victory-Bond contest on the Alma Kitchell WJZ program and WOR's Dorothy and Dick broadcast were announced this week by Kenyon & Eckhardt, Inc., agency for the Industrial Tape Company. First, second and third prizes of \$100, \$50 and \$25 Bonds were given out on each show. Winners came from Connecticut, Long Island and New Jersey. Contest asked listeners to write 25-word statements on the use of Bondex.

N. C. Charter Granted

Asheville, N. C.—Radio Asheville, with authorized capital stock of \$25,000, fully subscribed, has been granted a charter by Secretary of State Thad Eure to operate a broadcasting station here. The principals include Paul H. Chapman, Greenville; Obra W. Harrell, Marietta, Ga., and Zeb Lee, Asheville.

WMLT Names New Manager

Dublin, Ga.—Weldon Herring, formerly of Savannah, is the new manager of WMLT, Dublin, succeeding Al Robinson.

RENEWAL OF FOUR CONTRACTS and the placing of a new account at KDKA, Pittsburgh, yesterday, by George D. Tons, sales manager. Renewals are, J. M. Roberts & Son Co., through the W. Earl Bothwell Advertising, one minute announcements; Sterling Oil Co., through Walker & Downing, station breaks, Monday through Friday; Pittsburgh Provision & Packing Co., through Smith, Taylor & Jenkins, Inc., "Sunday Super-time" show, heard Sundays; Duquesne Brewing Co., through Walker & Downing, "The new Duquesne Show," Fridays, and Harris Breth's "Hunting and Fishing," heard Saturdays; Clark Brothers Chewing Gum Co., placed a contract through Duane Jones, for station breaks for Teaberry Gum, heard Monday through Saturday for 52 weeks.

LEON S. GOLNICK AND ASSOCIATES, Baltimore, Md., have been engaged to handle the advertising of four more clients. They are: Dream Hosiery Co., Baltimore; A. Krome & Co. (shoes), Baltimore; Morecorder Manufacturing Co. (dictating machines), Baltimore, and General Products Manufacturing Co. (chemical products), Baltimore. . . **HUGH R. WANKE**, late of the U. S. Army with rank of captain, has returned to the agency as head of the radio department.

Ticket Take-off

WOR has likened its 16-city daily market coverage to a railroad "express run," making clever use of standard railroad ticket forms to illustrate the route covered by a sponsor over the station's airwaves. Name of each town (of 100,000 population) is displayed on each ticket, augmented with the claim "Via the most concentrated population area route." Idea is original and attractive, giving advertisers a quick look at the potential market on WOR's circuit.

Joan Davis Press Book

Jack Melvin Associates, Hollywood, has prepared a pressbook on "The Joan Davis Show" which will be sent to editors and to publicity directors of CBS outlets carrying the program. Piece contains news stories, features and biographies of the cast and production crew. It is claimed to be the first of its kind used for a radio package.

KTSA Booklet

A new booklet will soon be issued by the merchandising staff of KTSA, San Antonio, containing pictures and a short sketch of each personality heard on the station. Booklet, compiled by Bud Lutz, will be in loose-leaf form to provide for the addition of new staffers.

FOR SALE

Established 250 watt network affiliated Pennsylvania radio station.

**Box 243,
RADIO DAILY
1501 Broadway,
New York 18, N. Y.**

★ ★ ★ COAST-TO-COAST ★ ★ ★

— OREGON —

MARSHFIELD—Hal Shade, manager of KOOS in Coos Bay, announced that plans are under way for a complete renovation of studios and offices. New plans include a complete revamping of studios and office space, as well as new program dept. setup, which will enable the station to give more efficient service to its clients. The new set-up is expected to be completed around Christmas time.

— UTAH —

SALT LAKE CITY—Mick Cassidy, account executive of KUTA, has returned to the staff after serving fourteen months as an army overseas combat correspondent. . . . Frank McIntyre, former general manager of KID, Idaho Falls, Idaho, has returned to KUTA to become program director. . . . William B. Sears has returned to KUTA as special events and sports director after serving as radio director of Knox-Reeves, San Francisco, and free lancing in New York.

— TEXAS —

SAN ANTONIO—Virginia Le Rey, formerly with WBBM, Chicago, has joined the vocal staff of KTSA. . . . Dick Smith, local disc jockey and Bonnie Merritt, KTSA women's editor, are being heard in a new series of daily programs titled "Spin and Chin." . . . Harold Brown, former soloist for WFAA, Dallas has joined the staff at KTSA.

— CANADA —

TORONTO—Horace MacEwen, Canadian born pianist, will be featured on "The Northern Electric Hour," Dec. 17 at 8:00 p.m., EST over the CBC web. MacEwen will appear on the broadcast that honors his native Charlottetown as the City of the Week, and will play the famous Schultze-Evler arrangement of the "Blue Danube Waltz" of Johann Strauss, and Rachmaninoff's "Prelude in G Minor." Melodies from "The Student Prince" will be featured by the Northern Electric Concert Orchestra, directed by Paul Scherman.

— TENNESSEE —

KNOXVILLE—The American Red Cross is co-operating with WBIR in a new program directed to veterans and their families. Included in the show will be human interest stories from local Red Cross files, and answers to questions from World War I and II Vets.

You are in
**GOOD
COMPANY**
when you
advertise on . . .
KMPC
LOS ANGELES
710 Kc.-10000 WATS
THE WEST'S GREATEST INDEPENDENT
NATIONAL SALES REPRESENTATIVE • PAUL H. HAINES COMPANY

— CALIFORNIA —

SAN FRANCISCO—The Fowler Sisters, new teen-age trio discovered by KPO producer Noel Francis and introduced to airplanes by Edna Fisher on her Saturday afternoon "Stars in the Making," have changed their name and are now known as the Raye Sisters. . . . **LOS ANGELES**—Edwin Buckalew, field manager of station relations for KNX, has returned to his offices in Columbia Square following a two week tour of Western states.

— DISTRICT OF COLUMBIA —

WASHINGTON—Margaret Truman, daughter of the President, launched WRC's annual "Doll House" campaign Dec. 3, by presenting the first doll to WRC general manager Carleton D. Smith. Mrs. Carl A. Spaatz, wife of the General, and actor Milton Berle joined district officials in a special dedication broadcast from the doll house. The campaign to provide Christmas dolls for the needy Washington youngsters, is expected to continue on through December 22.

— NEW YORK —

NEW YORK—A tenth anniversary celebration broadcast of the "Fox Amateur Hour" will be heard Dec. 10, from 9:03 to 10:00 p.m. over WMCA, starring many of the Broadway and radio favorites who won their first laurels on the Michaels Brothers sponsored series. The broadcast is to be followed by a buffet supper honoring the sponsors and the Fox Fabian Theatre executives who have done so much in the past decade toward developing young talent.

— PENNSYLVANIA —

PHILADELPHIA—Frank Kent, who was a WPEN staffer before enlisting in the Army, is now producing three regular shows for the AFN in Munich's 100,000 watt station. Frank reports that he will soon be short-waving shows to the U. S. . . . **PITTSBURGH**—Francis Fitzsimmons, now that his Army duties are completed, is back in the KDKA news room. . . . Janet Ross, conductor of KDKA's "Shopping Circle," has been ailing these past few weeks, and her place on the air has been taken over by Kay Rheil, local actress and lady commentator, whose son Donald appears regularly on "Youth Looks at the News," a Saturday morning feature.

— CONNECTICUT —

HARTFORD—The Needle Club, will broadcast its annual Christmas dinner meeting over WDRG, Dec. 13, with Jack Zaiman, Hartford Courant political writer, handling the show. Prominent Hartford and Connecticut politicians and businessmen will be heard on the "Needle" show from the popular restaurant. . . . Chester Bowles, national OPA administrator and a resident of Essex, Conn., will appear on the "Report to Connecticut" program over WDRG, Sunday, Dec. 23, speaking direct from Washington.

— VIRGINIA —

STAUNTON—Charles E. Seebeck has been named sales manager of WTON, new Staunton station to be operated full time on 1400 kc. Outlet

is owned by Charles P. Blackly. . . . **RICHMOND**—On Dec. 22, WRNL has arranged to broadcast its "Youth Parade" program directly from the paraplegic ward at McGuire General Hospital, where they will present a special Christmas edition of their regular Saturday morning show, which is usually broadcast over WRNL from one of Richmond's large department stores. The show will be put on for wounded veterans paralyzed from the waist down who will not be able to get home for the holidays.

— OHIO —

CINCINNATI—James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting, has been appointed a member of the advisory committee for the second annual Conference on Radio and Business, to be held next spring under the sponsorship of the College of the City of New York. . . . **TOLEDO**—Lieut. James A. Cochran, who served as a flyer with the Fifth Air Force, has become advertising and promotion director for WSPD.

— DELAWARE —

WILMINGTON—Sergeant Henry L. Sholly, former newspaper man and announcer on WILM, has just been reassigned to the Army's Third Service Command Field Public Relations Office, Philadelphia, Pa. When inducted, March 19, 1942, he was the Wilmington correspondent for the Wall Street Journal, The Billboard, The Film Daily, The RADIO DAILY and the Fairchild Publications which include Daily News Record, Woman's Wear Daily, and Retailing-Home Furnishings.

— FLORIDA —

MIAMI—Bill Cochran, WIOD sports editor, interviewed Head Coach Jack Harding and star members of the University of Miami football team in an exclusive broadcast last Monday, Dec. 3, following the selection that day of the University of Miami to play Holy Cross in the Orange Bowl on New Year's Day. The program was arranged by Marshall Simmons, WIOD staff announcer, formerly of the publicity dept., University of Miami.

Send Birthday Greetings To—

Bob Brown	Dec. 7	Al Schenkein
J. J. McCann		Arch Oboler
John Babb	Dec. 8	Howard Meighan
Frankie Basch		Mary Patton
Willard Butler	Dec. 9	Freddy Martin
Judith Gardner		Linnea Nelson
Jerry Lossor		Kon Niles

— NEW YORK —

JAMESTOWN—WJTN has arranged several special program series individual programs for the Christmas season. On the air from now until Christmas are "Christmas Around the World," "Cinnamon Bread" and "Music for Christmas," all Monday through Friday features. Christmas Eve a remote on the midnight mass from St. Peter and Paul Roman Catholic Church will be broadcast by WJTN. The service will be carried in its entirety with microphones strategically placed on altars to pick up the incantations of the priests.

— VIRGINIA —

RICHMOND—Anne Raidabaugh, WJTN publicity director, is back at her job after a leave of absence to be with her husband, recently discharged from the Army. Martha Ann Turnage, of the WRVA continuity dept., handled the publicity releases in the absence of Raidabaugh.

— OHIO —

CLEVELAND—Larry Krupp has been welcomed back to the announcing staff of WJW after serving three years in the Army. . . . **CINCINNATI**—More than 500 children in three hospitals will receive individual gifts from Santa during Christmas parties to be staged in the hospitals. WLW's Ruth Lyons and Frank Thomas. Recordings of the parties will be played back on WLW's "Morning Matinee" program on Christmas morning.

— MASSACHUSETTS —

BOSTON—John J. Barry, in a recent announcement has been elected vice president of the National Shawmut Broadcasters of Boston. For the past five years Barry has been associated with the bank and news analyst for the radio program "Frontline Headlines" heard over WBZA.

FREE TO WOMEN'S PROGRAMS!

Every month—
Scripts and Contests
with prizes . . .
yours for the asking
**Exclusive in
Your Territory**
write—wire—phone
if your territory is open
we'll send details and scripts

FEATURE BUREAU
EST. 1939
Newsweek Bldg., 152 W. 42nd
New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 48

NEW YORK, N. Y., MONDAY, DECEMBER 10, 1945

TEN CENTS

Radio's Christmas Plans

Clear-Channel Group To Get Financial Data

Washington Bureau, RADIO DAILY
Washington—Request of the clear channel group for extensive financial data of broadcast stations from the FCC in time for the general hearing next month was granted yesterday by the Commission. The request and the FCC's decision were made public in an exchange of letters between acting FCC Commissioner Ray C. Wakefield and Attorney Louis G. Caldwell of Washington.

In requesting the data, Caldwell said the "Economic data necessary for full and complete understanding of the issues involved are in the files of

(Continued on Page 6)

American Realigns Posts; Two New Vice-Presidents

Executive operations of the American Broadcasting Co. have been realigned with the election of two vice-presidents, it was announced Friday by Mark Woods, president. Fred M. Thrower, Jr., has been elected vice-president in charge of sales, a position he resigned on Oct. 5, 1943 to accept a commission in the United States Army.

(Continued on Page 8)

Commission Sets Docket For 3-Months' Hearings

Washington Bureau, RADIO DAILY
Washington—FCC has set the scheduling of hearings on 271 matters during January, February and March. The hearing schedule published by the Commission fixed a definite date for every matter on which FCC had heretofore ordered that a hearing be held.

(Continued on Page 7)

Taste

Barry Wood's nine-year-old daughter, Bonnie, has formed a strong admiration for a certain radio personality. As may be guessed, it's not her dad, nor is it any of his crooning contemporaries. It's Phoebe, the "Country Fair" (CBS) calf, with whom Bonnie fell in love when she attended her first radio broadcast at the studios last Saturday.

Int'l Doom

According to the American Bar Association, Mutual's broadcast of the Yamashita trial Friday, marked the first time in "the history of American jurisprudence" that the handing down of a court's verdict was heard simultaneously outside of the courtroom. Correspondent Robert Stewart set up the broadcast from Manila which aired the voice of Maj. Gen. R. B. Reynolds, head of the military commission conducting the trial, as he read the verdict to the Japanese general.

Webs Expand Activity In Television Skeds

Television took another step forward in its advance to the status of daily operation over the weekend with both CBS and NBC making important announcements. NBC will inaugurate a six-day schedule effective today, Dec. 10th.

Swinging into its most ambitious week-long schedule, WNBT will be on the air every day except Tuesdays.

(Continued on Page 6)

Networks, BMB Meet; Discuss Finance Setup

The first general meeting between the four major networks and the Broadcast Measurement Bureau's finance committee met last week to discuss network participation in the BMB.

(Continued on Page 5)

★ THE WEEK IN RADIO ★

FCC Loses In Supreme Court

By JIM OWENS

THE U. S. Supreme Court ruled that FCC had "prejudged" in the case of Ashbacker Radio Corp., operators of WKBZ, Grand Rapids. Action prompted FCC to change hearing procedure, and to consolidate for consideration all applications where there is conflict on frequencies. . . . "Liberty Magazine" acquired sponsorship of Mayor F. H. LaGuardia's weekly broadcasts over the American web. . . . State radio bureaus, orig-

inally organized as an aid to broadcasters, were declared a hindrance to live presentation of news. . . . First real test for New York radio news men was a failure when it was found that Governor Dewey could not be picked up live during a press conference.

Television version of the Army-Navy Game in Philadelphia was hailed as a "successful experiment";

(Continued on Page 5)

First Peace-Time Holiday In Four Years Will Range From Gala Programming To Solemn Church Services

Agricultural Program Adopted By The NAB

Establishment within the NAB of an agriculture director was recommended during the two-day meeting in Chicago of farm program directors committee.

Mindful of need for changes in agricultural broadcasting, the committee adopted a five-point program. The meeting followed a study made on rural radio listeners by the Department of Agriculture and released last week by FCC. The program adopted by the committee includes:

1. Preparation of a brochure on
- (Continued on Page 7)

Poppele-TBA Officers Re-Elected For Year

All officers of the Television Broadcasters Association, Inc., were re-elected to their posts for another year at the annual meeting of the board held in New York City.

(Continued on Page 8)

Demand For Xmas ETs Strongest In Years

Boston — Transcribed Christmas shows are in strong demand this season, possibly more so than at any time in the past.

(Continued on Page 2)

Radio's celebration of Christmas, 1945, the first peace-time observance of the holiday in four years, will range from gala all-star variety shows to solemn Church services and messages from national leaders, according to plans now being formulated by the major networks. The traditional music of Christmas will be featured.

(Continued on Page 6)

Additional FM Grants Awarded By The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC Friday and announced 23 additional FM grants, bringing the total number of conditional grants to 197. Over 300 applications yet remain to be acted upon. At the same time, 15 applications for the Cleveland-Akron area, seven in the Providence-Pawtucket area and 8 in the Indianapolis, Ind., area, were granted.

(Continued on Page 7)

Broadcasters And Miller Mull Music's Future Role

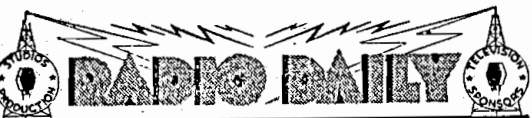
A group of radio station and New York executives representing all elements of American broadcasting met in Washington Thursday and Friday at the request of Justin Miller, newly appointed director of the Music Business Association.

(Continued on Page 7)

Show-World's Top

Radio Edwards, master of ceremonies of NBC's "Truth or Consequences," has been awarded the Distinguished Service Citation of the U. S. Treasury by Secretary of the Treasury Fred M. Vinson. The award was given to Edwards as the individual who sold the most E bonds in the entertainment industry, \$500,000,000 during the eight loan drives.

RADIO DAILY



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FRANK BURKE : : : : : **Editor**

MARVIN KIRSCH : : : **Business Manager**

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FINANCIAL

(December 7)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	190 3/4	190	190 1/8	- 5/8
CBS A	48 1/2	48 1/2	48 1/2
CBS B	48 1/2	48 1/2	48 1/2
Crosley Corp.	39	38 1/2	38 1/2
Farnsworth T. & R.	19 1/4	18 1/4	19 1/4	+ 1
Gen. Electric	47 3/4	47 1/4	47 1/2	+ 1/8
Philco	43 3/8	42 1/2	43 3/8	+ 1/2
RCA Common	18 3/4	16 5/8	18 3/4	+ 3/4
RCA First Pfd.	88 1/2	88 1/4	88 1/4	- 1/4
Stewart-Warner	23 3/8	23 3/8	23 3/8
Westinghouse	36 1/4	35 5/8	36 1/8	+ 1/8
Zenith Radio	42	40 1/4	42	+ 2 1/2

NEW YORK CURB MARKET

Nat. Union Radio	8	7 7/8	7 7/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	9 7/8	10
Stromberg-Carlson	26	27 1/2

Elec. Appliances Prizes On "Ladies Be Seated"

As started Monday, Dec. 3, contributors of the winning question used on the "Johnny Olsen-Inquiring Reporter" portion of "Ladies Be Seated" program heard Monday through Friday from 3:30 to 4:00 p.m., are awarded prizes that have been completely absent from the market during the war years. Prizes include Westinghouse electrical appliances, such as radios, refrigerators, ranges, laundromats, vacuum cleaners, roasters and irons. One major appliance or a group of small appliances will be awarded each day.

Demand For Xmas ETs Strongest In Years

(Continued from Page 1)
in the past few years. Kasper-Gordon, Inc., with three special syndicated ETs reports continued demand with the following business set during the past week. Programs and stations follow:

For Dickens' "A Christmas Carol," new half-hour 1-time program starring Tom Terriss: Harrington Jewelers, WCOL, Columbus, Ohio; R. L. Ziegler Company, WJLD, Bessemer, Alabama; Younker's Dept. Store, KRNT, Des Moines, Iowa; Goodyear's Dept. Store, WPAG, Ann Arbor, Michigan; Union National Bank, KWTO, Springfield, Missouri; A. D. Norton, Jewelers, WENT, Gloversville, New York; Allen Dairy Products, WGL, Fort Wayne, Indiana; WLEE, Richmond, Virginia; WKLA, Ludington Michigan; KOIL, Omaha, Nebraska; KBIZ, Ottumwa, Iowa; WFAS, White Plains, New York; KFOR, Lincoln, Nebraska; KGMB, Honolulu, Hawaii; Tivoli Brewing Co., Denver, Colorado; Sinclair Refining Co., Macon, Ga., (WBML).

"Christmastree Grove"
"Adventures in Christmastree Grove," series of 15 one-quarter-hour transcribed programs for juvenile listeners: Goodyear Dept. Store, WPAG, Ann Arbor, Michigan; Merkels Dept. Store, KGLO, Mason City, Iowa; Belk's Dept. Store, WOLS, Florence, South Carolina; Miller & Payne, KFOR, Lincoln, Nebraska; Myers Bros. Dept. Store, Springfield, Illinois; Rucker-Rosenstock Dept. Store, WSSV, Petersburg, Virginia; Stone & Thomas, WWVA, Wheeling, W. Va. "Santa's Magic Christmas Tree," series of 15 one-quarter-hour juvenile programs: Sears Roebuck & Company, KBIZ, Ottumwa, Iowa; WKBV, Richmond, Indiana; WTAL, Tallahassee, Florida; Rucker-Rosenstock Dept. Store, Petersburg, Virginia; Station KMYC, Marysville, California; KPHO, Phoenix, Arizona; WFAS, White Plains, New York.

Hasel On Paramount News

Joe Hasel, WJZ sportscaster, has resumed handling the voice portion of Paramount News Reel's coverage of football games. Before he joined the Armed Forces radio service in 1942 doing sports broadcasts, Hasel served as the voice on many of Paramount's sports newsreels.

Philco Dividend

Board of Directors of Philco Corp. has declared a year-end dividend of twenty cents per share of common stock payable Dec. 27 to stockholders of record Dec. 14, bringing total payments for the year to \$1.00 per share. Last year-end dividend was forty cents.

"Mr. & Mrs. North" Renewed

Sponsorship of "Mr. and Mrs. North" heard over the NBC network has been renewed by the Andrew Jergens Company for 52 weeks on behalf of Woodbury Facial Soap. Effective date of renewal is Dec. 26th. Lennen & Mitchell is the agency.

CBS "The World Today" Changes Format Today

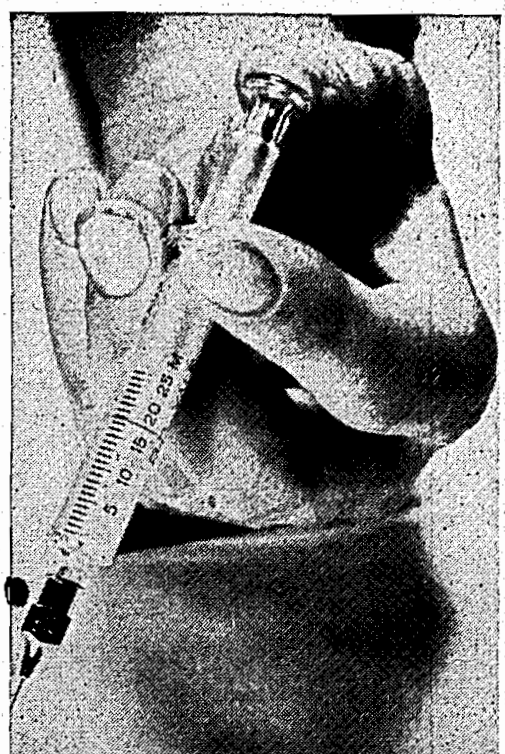
CBS on Friday, announced a new format for its news program, "The World Today," which will be broadcast Coast-to-Coast, Mondays through Saturdays from 6:45-7 p. m. (EST), beginning today. The Columbia news organization, CBS News, will produce the broadcasts, using dispatches from CBS news correspondents at home and abroad, and from the wire services of AP, UP, INS and Reuters.

The Central broadcaster will be Harry Marble, with the CBS news world-wide staff of correspondents also heard from the major news centers.

On the new "World Today" broadcasts, domestic pickups will, of course, be live. Some foreign pickups may also be live—when the quality of the signal at broadcast time, or the importance of the story, justify it. However, arrangements will be made to record most foreign reports beforehand at the time when the signal is best

Two WEA F Spots Renewed

Participation in two WEA F programs—"Mary Margaret McBride" and Pat Barnes "Morning in Manhattan"—have been renewed. Sponsor of Mary Margaret McBride (Mondays through Fridays, 1:00 p.m., EST), is S. Gumpert Co., Inc., and Subsidiaries for Noxon Metal Polish. The 52 week contract, effective Jan. 7, 1945, was handled by Rose Martin, Inc. "Morning in Manhattan" (Mondays through Saturdays, 7:05 a.m., EST), is sponsored by the New York Telephone Company. The contract runs for 13 weeks starting Dec. 31. Batten, Barton, Durstine and Osborn is the agency.



Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Coverage ... in Philadelphia

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

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

WE THE PEOPLE SPEAK ON WDRC



Governor Raymond E. Baldwin, center, with Prosper Lavieri of Sterling Engineering of Barkhamsted, and Mrs. Helen Schneller of Verplex Corp. of Essex, outline Connecticut's "Jobmakers" program on a CBS-WDRC broadcast of "We The People".

The People Of Connecticut Have Their Say, And Say It, On WDRC

Connecticut's delegation in Congress is heard every Sunday on REPORT TO CONNECTICUT, a WDRC "first" originated in Washington. On the HEADLINERS CLUB Thursdays, local and state political leaders and celebrities speak up. The man-in-the-street has his say on MAIN STREET HARTFORD, daily sidewalk interview show. WDRC's RADIO VOICE OF RELIGION brings the local clergy of all faiths to the microphone on Sunday. Throughout its schedule, on these and other programs, WDRC is the voice of the people of Connecticut. Such public service has made Connecticut's Pioneer Broadcaster a vital and respected part of this state.



"Main Street Hartford", sidewalk interview show, is another voice of the people program every weekday on WDRC.



WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

Represented by Paul H. Raymer Co.

AGENCIES

KENYON & ECKHARDT radio department celebrating two anniversaries last week. Bill Lewis, v-p in charge of radio, recently passed his K&E birthday, while Bob Wolf, his assistant, has chalked up four K&E milestones.

LUFT TANGEE (Canada) Ltd., have released through Export Advertising Agency of New York, a new campaign for Tangee Lipsticks in Canada during 1946. Sammy Kaye's Tangee Time, half-hour radio show, will continue to be broadcast weekly on six stations throughout Canada.

HARRY BROWN, formerly retail advertising manager of the New York Herald-Tribune, has joined Pedlar & Ryan, Inc.

SUSSMAN & SUGAR, INC., New York City, New York, has been elected to membership in the American Association of Advertising Agencies.

WELI Signs Dept. Store To Six-Weekly Schedule

The Edward Malley Company, New Haven's largest department store, has signed for a Monday through Saturday series of programs over WELI. The new series will be a morning stint at 7:30, featuring disks, time signals, weather and chatter. Stanza is handled by Clive Dill, ex-service man attending Yale University under the provisions of the G. I. Bill of Rights.

New Program on WMCA

"Travel and Resorts," a new program, debuted on WMCA on Dec. 3, from 8:15 to 8:30 a.m., complementing "Help-Wanted Reporter" and "Real Estate Round-up" heard in the two fifteen minute spots preceding that period. Program was handled by Joe Lewis and Barbara Homer, both of whom discuss the possibilities of travel and vacationing now that restrictions have been partially lifted.

Biscuit Co. On WGN

Chicago — The Salerno-Megowen Biscuit Co. announce a new 15-minute transcribed musical show on WGN. The program, 10:00 to 10:15 p.m., features transcriptions of the Milt Herth Trio, now appearing at the Glass Hat room of the Congress Hotel, with tunes styled in the Milt Herth manner. The series replaces the former Salerno-Megowen program "Songs You Remember." The account is handled by Schwimmer & Scott.



Notes From An Aisle Seat...

● ● ● P & G have taken an option on the Spike Jones show just put together by Walter Lurie. Blaine-Thompson's dynamic radio head. Manny Mannheim and Charlie Isaacs will write the show which will emanate from the coast.....Bing Crosby's sponsor is not attempting to force the Groaner to return to the air—but is rumored to wonder how any other client can make a stab for him in view of his current long-time contract which runs until 1950. Sponsor is even reported considering legal action on this. Meanwhile, Bing's chief interest in town is centered on buying into the Pittsburgh Pirates, a deal well into the huddling stage.....Gon'l Foods reported taking over "It Pays To Be Ignorant".....Milton Berle has nixed those lush Florida offers because he wants to go back on the air after the first of the year.....If 20th Century likes Alan Young's work, the comic may give up his ether chores.....Is "FBI In Peace And War" fading?.....Buddy Clark back in civvies again. He'll be on the Hildegard show Dec. 19th.....Wonder howcum those Sonny Wise-carver gags get past the censor. Most of them are in horrible taste.....John Reed King has packaged a comedy show with three of the femme "regulars" who attend most quiz shows called "King's Quiz Queens", with a \$3,000 asking fee.....Tommy Dorsey returns to the 400 Club Christmas nite.....Jackson Beck and writer Peggy Mayor have named Dec. 30th as The Date. She's got her own apartment, what's more!



● ● ● Names 'n News: WHN's Bert Lebar and Jimmy Walker, New York's No. 1 citizen, in a close huddle at Toots Shor's..... Paul Gardner, "Tune In" ed, who is fashioning a mag article on the fabulous Toots—what makes him tick and what made him click.....Danny Kaye combing his blonde locks while Bert Lahr looks on sadly.....Leo Durocher and Carole Landis chatting on Madison ave. The lip and the pip.



● ● ● The critics weren't exactly unanimous in their enthusiasm for "Sound of Hunting"—but we found it Grade-A theater.....with some expert trouping on the part of Sam Levene, Frank Lovejoy, Carl Frank and company. Its early folding saddened us.....Nora Sterling recouping from operation at French hosp.....Harry Conover will have a part in that Republic picture about his dolls.....With Zeke Manners' boys out of the army now, he'll resume his Victor recording.....Ed Sullivan may do an air series for an ice cream concern.....Cafe Zanzibar next summer will have the most air time of any spot in the metropolitan area. Will get two more NBC wires and a CBS remote, plus the four they now have on Mutual.....Tom Reddy leaving the announcing staff of the American net to free-lance. He'll remain with "County Fair" when it shifts to CBS.....Chuck Webster landed one of the leads on "Perry Mason".....The Andrews Sisters next hit record will be from the Disney picture, "Make Mine Music," describing the romance between a lady's and a man's hat called: "Alice Blue Bonnet and Johnny Fedora".....Bea Lillie's first air appearance when she arrives here will be on Texaco Theater.....Alan Jay Lerner, who wrote the book for "Day Before Spring", the musical smasheroo, labored on the Hildegard air scripts not so long ago..... Nice bachelor party the boys threw for Hank Sylvern the other nite. He weds director Jeanne Harrison in Feb.



● ● ● Our Hat's Off Dep't.: Harry Salter's music magic on CBS' "Assignment Home"—probably their most important public service stanza.....Herb Moss for giving so many returning vets a crack at breaking into the writing end of the biz.....Stan Kenton's Capitol disc of "Artistry Jumps", Kenton's theme in modern dress.....The Eviolin solos on Phil Spitalny's Hour of Charm—do re magic.....Cab Calloway's new Columbia platter, "The Honey-dripper"—best thing he's done since "Jumpin' Jive".

CHICAGO

By BILL IRVIN

BEGINNING Jan. 3, 1946 some 4 additional stations of the American Broadcasting Co., will carry "Curtain Time," sponsored by Mars Inc., manufacturer of nationally known candy bars. Program, which is heard Thursdays (9 p.m., CTS) is produced under the supervision of Grant Advertising, Inc.

Four NBC Chicago veterans, headed by Lt. Fort Pearson, announcer and Maj. L. L. Washburn, studio engineer have returned to the Chicago studio and offices. Pearson who served two and a half years with the Navy as a member of the photo sound laboratory at Anacostia, D. C. and later as a public relations officer, returned to the announcing staff. Washburn, who served with the Army-Navy electronic production agency in Los Angeles for three years, recently returned to his former position. Corp. Glenn H. Uhles, a veteran of three years in the Army's cryptography division, has been named day supervisor of the guest relations department. Uhles served on the guide staff before entering the service. The fourth veteran is Sgt. Scott Runge, former guide, who has joined the transcription department as a program builder. Runge is a four-year vet with the signal corps and infantry of the Seventh Armored Division.

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county is one compact unit with estimated 100,000 pop. Durham makes 25% of nation's cigarettes.

Duke

University is another factor which helps make Durham an unusually steady market. For dominant coverage, one inexpensive buy does the trick. To control Durham you must have...

WDNC



OWNED BY
DURHAM HERALD-SUN
NEWSPAPERS

Represented by Howard H. Wilson Co.

Miracoustic RECORDINGS
OFF-THE-AIR RECORDINGS RECORDING STUDIO
Day and Night Service
Circle 7-2965
CARL FISCHER, INC.
119 West 57th Street
New York 19, N.Y.

★ THE WEEK IN RADIO ★

FCC Loses In Supreme Court

(Continued from Page 1)

NC relayed the game via coaxial cable to WNBT, N. Y. using three antennas, among them the new image orthicon. . . . All RCA television sets, and others in the radio field, were declared generally available to manufacturers by Sec'y of Commerce Harry A. Wallace. . . . General Electric unveiled a new FM transmitter reported to be of "revolutionary" nature. GE claims it's cheaper and more efficient than pre-war models. Col. Tom Lewis, former head of CBS, rejoins Young & Rubicam after a first of the year. He will head the radio department. . . . R. C. Cosgrove, president of the Radio Manufacturers Association, blamed OPA delay in production of sets. He stated industry was ready to revert after V-J, but pricing was held up all along the line. . . . Farnsworth Tele & Radio has a backlog of orders for sets which will take all of 1946 to fill. . . . Hearings on nine applications for four television channels in Washington were set for Jan. by FCC. . . . Industry feels these hearings will be a "testing ground" for a long national scramble for tele stations. . . . RCA's intra-store television exhibit at the McAlpin drew enthusiastic comments, indicating heavy interest in video as a selling medium on the part of retailers. . . . Among the best tele applicants was Walt Dis-

ney. He applied for a CP in Los Angeles. . . . An overwhelming majority of rural people value radio highly, according to FCC's nationwide survey of listening habits. News broadcasts were surprisingly high on the list of preferred programs. . . . Radio's coverage of that 90-mile gale along the northeastern coastline last week augmented U. S. Weather Bureau reports. . . .

The major webs joined in St. Paul's (Minn.) celebration of radio's 25th Anniversary with four network programs. . . . The Jack Benny contest finally caught on at the end of the week. Listeners were afraid it was a gag, so the first few days brought little response. . . . FCC chairman Paul Porter hailed progress achieved at the Bermuda Telecommunications Conference, considering it a solid basis of principles for world communications.

Webs and independent stations provided a strong ending for the Victory Loan Drive. Special programs were added to push bond sales, with top stage, screen and radio stars making appeals. . . . Next radio drive—Bonds For Christmas—will get under way shortly. Treasury Dept. will provide the campaign, similar to other drives. . . . The State Department will resume a series of forums on foreign policy over NBC's "University of the Air," December 15th.

Networks, BMB Meet; Discuss Finance Setup

(Continued from Page 1)

ation-wide study of station markets. Presenting the networks were: Edward F. Evans, American Broadcasting Company; Harper Carraine, CBS; Bert Schmid, MBS; and William Hedges, and H. M. Beville, Jr., NBC.

The BMB finance committee is composed of Roger Clipp, WFIL; Edward Bush, Compton Advertising, and Lowry Crites, General Mills.

Wedding Bells

Marion, Ohio—Eric Paige, WMRN announcer, was married December 1 to Sue Delsantro of Willoughby, Ohio.

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS



The further they fly, the feebler they become . . . fifty miles may make them strangers . . . close to home they're robust and welcome. Radio has its local loyalties, too. People in Canton Ohio listen more to WHBC . . . this area's clearest signal . . . a strong, friendly voice for your sales story. WHBC can help you tap this 286 million dollar market . . . 59th in U. S. metropolitan tabulations. Come in . . . WHBC, Canton, calling . . . come in AND SELL! Represented nationally by BURN-SMITH CO., Inc.

1000 WATTS FULL TIME
CANTON • OHIO
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK

Made for the job



A compass is designed to do its particular job—quickly and properly. In radio there are many programs designed to do a job . . . but outstanding, of course, is **Fulton Lewis jr.**—
"America's No. 1 Cooperative Program."
Time buyers who are sponsoring Lewis on 184 stations, recognize in him a real "sales tool" that builds audiences and creates sales.

A few choice cities are available at once. Please write, phone or wire to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

Clear-Channel Group To Get Financial Data

(Continued from Page 1)

the Commission." Wakefield said some of the data requested is now available and said permission would be given designated representatives of the clear channel group to assemble whatever other information is desired, since FCC is understaffed and cannot do the job itself.

The clear channel hearing is set for Jan. 14.

Data requested by Caldwell included:

(1). Analysis of revenue, expense and other income items of broadcast stations:

(A). By class of stations and time designations similar to Table 15 introduced in evidence at the 1938 hearing.

(B). By class of station, time designation and network affiliation somewhat similar to Table 16. However, the category termed "stations affiliated with national networks," should be sub-divided so as to indicate income and expense items for stations affiliated with NBC, or CBS in one group and MBS or American in another group. Further, income and expense items for each group of network stations should be broken down so as to indicate separately the basic network stations and the supplemental stations. It is requested that expense items for stations with net sales of \$25,000 or more be shown, not only for this exhibit, but also for all exhibits described in this letter in order to reflect an accurate picture of the net broadcasting revenues of stations.

(C) By size of Metropolitan district and by revenue group similar to Table 172 in addition, the class of station and time designation for stations in metropolitan districts of different sizes should be indicated.

(D) By channel and authorized power similar to Table 18.

(E) By states and broadcast regions similar to Table 19.

(F) By name of metropolitan districts similar to Table 27.

(G) For stations not located in metropolitan districts, by size of place and by revenue group, similar to Table 34.

(H) For stations on regional channels, by frequency group, size of community (similar to Table 49), network affiliation (stations affiliated with NBC or CBS in one group and MBS or American in another, stations affiliated with regional networks only in a third group, and non-network stations in a fourth group), and by time designation.

(2). Analysis of net revenues from broadcast services and other financial data:

(A) For all networks (including stations owned or managed by Columbia Broadcasting System, National Broadcasting Company and American Broadcasting Company), and independently-owned stations operating on a commercial basis.

(B) For broadcast stations by class of control (network and independent) and by class of station (limited).

Network-Station Xmas Plans Reveal Diversified Programs

(Continued from Page 1)

mas will be widely heard with programs of carols and other music scheduled daily for the ten days preceding the holiday and, in many instances, running until New Year's day.

American web will broadcast two children's parties, one at the Hollywood Bowl, Dec. 22, with many radio and screen stars slated for appearance, and the other, the annual Christmas party in Washington for children of the various embassies, on Dec. 21, with Joe Kelly as emcee. A special party by Ben Hecht, and a musical program by Paul Whiteman will highlight the web's Christmas Eve celebration.

Christmas Day programs will be built around American servicemen still overseas. Conversations between GI's in Paris, London and Pearl Harbor and their families in the U. S., will be aired, as well as a program of carols sung by service choral groups in Germany.

In addition to special musical programs, Mutual will air an exchange of holiday greetings between U. S. Congressmen and members of British Parliament, on Dec. 18. Musical greetings from the 97th Division in Tokyo will be heard on Dec. 22, and a program on Christmas Eve will feature messages from Generals Eisenhower, MacArthur, McNarney, and Admiral Nimitz.

The web will observe the start of Christmas Day with a broadcast of Midnight Mass from St. Patrick's

Int'l Hookup

The first World Christmas Festival party, honoring children of fallen war heroes, will be held in countries throughout the world, with radio linking them all. MBS will broadcast the event from New York's Carnegie Hall, Dec. 15, with pickups from London, Paris, Moscow and other world capitals. The World Christmas Festival Association has sent more than 200,000 gifts to war orphans in the

Cathedral with Archbishop Francis J. Spellman as celebrant. At 9:30 Christmas night, Frank Singiser will narrate an hour-long dramatization reviewing the major events of 1945.

CBS' musical observance will feature a program of carols of many lands on Dec. 20, with Maria Kurenko singing Russian carols, Elizabeth Schumann, Austrian; Martial Singher, French; Roland Hayes, American Negro; and Eileen Farrell, English and American. Other musical programs include those by the Philadelphia Orchestra, on the 22nd; and the New York Philharmonic and the Salt Lake City Tabernacle Choir on the 23rd.

Norman Corwin's "Plot to Overthrow Christmas" will be heard on the 24th, and on the 22nd, Lionel Barrymore's program will present Dickens' "Christmas Carol". On Christmas

Eve, the net plans to air a roundup from armed forces based throughout the world, and for Christmas Day, talks by King George of England and Winston Churchill are planned. Two commercial variety programs will be heard from Hollywood and New York.

A holiday drama, "Cricket on the Hearth," will be broadcast by NBC on Christmas Eve from 11:30 to 11:58 p.m., when Helen Traubel will sing "Silent Night." At midnight the All

WOR Party

An hour-and-a-half Christmas party, complete with Santa Claus, will be presented for the children of Bellevue Hospital by the staff of WOR, on Dec. 22, at 2:30 p.m. Each of the youngsters will receive a Christmas stocking filled with gifts purchased by the station. Entertainment will include Bob Emery's "Rainbow House" group, Uncle Don, Tex Fletcher, a Punch and Judy show and other juvenile delights. The party, which is not designed for broadcast, will be an annual event, according to WOR president Theodore C. Streibert.

Angels Church Choir will offer a program of hymns and carols.

A children's party will be aired by Ed East and Polly on their Christmas morning show. Later in the day, "Christmas in the Services" will feature pickups from all points of the globe airing the holiday activities of GI's still abroad.

Associated web will pick up a WMCA feed of carols from St. Patrick's Cathedral on Christmas Eve. Locally, WMCA will air messages from troops stationed in Berlin and Tokyo, and will also interview servicemen recently returned to this country and now in separation centers.

Among the local indies, WINS will air, on Christmas Day, a recorded series of greetings between national figures in this country and in Europe. Church services of all denominations will be featured, and a children's show with youthful talent is planned. WHN's Ella Mason will offer a Christmas shopping service on her across-the-board stanza beginning Dec. 15.

On Christmas Eve, WOV will broadcast Midnight Mass from the Paulist Fathers' Church, and on the 25th will air a transcribed version of Dickens' "Christmas Carol" as well as a repeat of "Mr. Colombo Discovers America." Ten of WLIB's recorded music shows will feature holiday programs, including Charles Laughton's version of "Mr. Pickwick's Christmas," and Christmas songs by John Charles Thomas and Mme. Schumann-Heink.

WNYC's holiday plans call for a series of choral programs for the week preceding Christmas, a description of the lighting of the official city tree on Dec. 18, a children's holiday drama festival from Dec. 25 to Jan. 1, and the airing of about eight BBC

Webs Expand Activities In Television Schedules

(Continued from Page 1)

extending video time to approximately 17 and one-half hours per week. This step represents a doubling of amount of air time for WNBT in less than a year, according to the announcement.

NBC attributes much of the increase in use of time to pickups of sports events from Madison Square Garden in New York, with telecasts of fights, basketball games and hockey games comprising the bulk of the schedule of major events of the season which has just gotten under way.

Sports Events Stressed

Also preparing to make ample use of sports events is CBS station WCBW, with the announcement of the installation of mobile equipment. First use of the mobile unit will be made with a telecast of Wednesday night basketball doubleheader from the Garden.

On Mondays and Fridays, WNBT telecasts boxing matches from Madison Square Garden or from the St. Nicholas Arena; Wednesday and Saturday basketball games will be brought to viewers; and Sunday nights after drama program in the studio, mobile unit picks up Garden hockey games.

Simultaneously CBS announced expansion of its program department with the addition of two directors, John Southwell and Bob Bendis, and one assistant director, Jerry Faust.

Klaus Landsberg, director of television station W6XYZ, Hollywood and West Coast director of Television Productions, Inc., left for New York over the weekend to arrange for early commercial operation of the station.

The new transmitter, said to be the tallest in the world, will be placed in operation early in January. While in the East, Landsberg will investigate the prospects for delivery of new tele equipment by leading manufacturers. The station is now building its own cameras and other equipment.

Christmas shows. WQXR's celebration will be almost entirely musical. Choral programs are skedded for Dec. 18 and 20, and on the 23rd "Parsifal" and Beethoven's "Missa Solemnis" will be aired. All programs on Christmas Day will feature holiday music.

Tele Shows

Television programming for the holiday has greatly increased over previous years. American web has slated many programs from Scheideck and Washington including Dickens' "Christmas Carol," the annual party for the children of foreign diplomats, and a special party for youth organizations. NBC will broadcast special holiday shows during the week preceding Christmas, and Dec. 23, will present a holiday operatic production by Dr. Herbert Gray. On Christmas night, CBS will air drama, "The Desert Shall Rejoice," and a special program by Milton Bacon.

Agricultural Program Adopted By The NAB

FCC Grants 23 FM Licenses; 300 More Waiting For Okay

Broadcasters, Miller Discuss Music's Role

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

cultural broadcasting stressing programs contributing to a well rounded complete agricultural service broadcasting stations. Development of closer working relations with the U. S. Department of Agriculture and other Government agencies dealing with the subject. Periodic regional discussions or conferences bringing together broadcasting management, farm radio broadcasters, government representatives and farm educational groups. The establishment for the convenience of station management of a committee for determining qualifications of competent agricultural broadcast-

were designated for hearing by the Commission. The effect of these conditional grants, FCC said, is to announce that the Commission has examined qualifications of applicants and has made available a channel for each grantee. FCC will now examine each such application for its engineering details and in each individual circumstance may be requested to file within a period of 90 days of such request such additional engineering and other data as may be necessary. Contestants in the Cleveland area are: United Broadcasting Co., NBC; WJW, Inc.; United Garage and Service Corp.; International Union, United Automobile, Aircraft and Agriculture Implement Workers of America;

WGAR Broadcasting Co.; Scripps-Howard Radio, Inc.; Telair Co.; Cleveland Broadcasting, Inc. The seven Providence-Pawtucket-area applicants are: The Outlet Co.; Cherry and Webb Broadcasting Co.; Providence Journal Co.; A. A. Schecter; The Yankee Network; Colonial Broadcasting Co., and Pawtucket Broadcasting Co. **Eight Indianapolis Applicants** The eight Indianapolis area applicants are: the William H. Block Co.; Evansville on the Air, Inc.; WFBM, Inc.; Scripps-Howard Radio; Indiana Broadcasting Corp.; Capitol Broadcasting Corp.; Universal Broadcasting Co.; Indianapolis Broadcasters. Following is a list of the conditional FM grants:

elect president of NAB, for consideration of the future role of music and American musicians in the post-war expansion of radio, when several thousand FM stations will be added to the present broadcasting spectrum. Declaring that music and musicians will continue to play a vital role in future broadcasting, Miller said that these new stations, many of which will bring new faces and operations into the broadcasting field, will provide new and additional program services, greatly expanding opportunities for both music and musicians. He pointed out what American radio has done in the elevation of America's musical tastes. Miller stated that one direct outgrowth of the broadcasting of music over the last quarter century has been the phenomenal increase in the number of students in music and voice schools in every part of the nation. This is further reflected, he said, in the increased demand reported by retailers for musical instruments of every type, including piano.

An examination of the NAB standards of practice as they apply to agricultural broadcasting. In line with this five-point program, the committee recommended establishment of an agricultural committee member for each of the 17 districts of the NAB to work with station management in the areas.

Grantee	Interest in Standard Station	Type of FM Station
ALABAMA		
Birmingham—The Birmingham News Co. (WSGN)		Metropolitan (Possibly Rural)
CALIFORNIA		
Palo Alto—Peninsula Newspapers, Inc.		Community
Stockton—E. F. Peffer (KGDM)		Metropolitan (Possibly Rural)
GEORGIA		
Valdosta—E. D. Rivers (KGOV)		Metropolitan (Possibly Rural)
ILLINOIS		
Quincy—Quincy Newspapers, Inc. (WSOY)		Metropolitan
Rockford—Rockford Broadcasters, Inc. (WROK)		Metropolitan
LOUISIANA		
Alexander—Central La. Broadcasting Corp.		Community
MARYLAND		
Frederick—The Monocacy Broadcasting Co. (WFMD)		Metropolitan
MASSACHUSETTS		
Haverhill—The Haverhill Gazette Co.		Metropolitan
Salem—North Shore Broadcasting Co. (WESX)		Community
MICHIGAN		
Ann Arbor—Washtenaw Broadcasting Co. (WPAG)		Metropolitan
Escanaba—John P. Norton		Metropolitan
NEW HAMPSHIRE		
Portsmouth—WHEB, Inc. (WHEB)		Metropolitan
NEW YORK		
Jamestown—James Broadcasting Co., Inc. (WJTN)		Metropolitan
Troy—Troy Record Co.		Metropolitan
OHIO		
Youngstown—WFMJ Broadcasting Co. (WFMJ)		Metropolitan
Youngstown—WKBN Broadcasting Corp. (WKBN)		Metropolitan (Possibly Rural)
PENNSYLVANIA		
Bethlehem—The Bethlehem's Globe Publishing Co.		Metropolitan
Lancaster—Lancaster Peoples Broadcasting Co.		Metropolitan
Meadville—H. C. Winslow		Metropolitan
Uniontown—Fayette Broadcasting Corp. (WMBS)		Metropolitan
York—Susquehanna Broadcasting Corp.		Metropolitan
WEST VIRGINIA		
Huntington—Huntington Broadcasting Corp.		Metropolitan

Helen Cornelius Named
Helen A. Cornelius, former assistant director of broadcast advertising, has been named special counsel on all broadcast advertising to the NAB, it was announced Friday. Active for many years in the advertising, promotion and publicity fields, Miss Cornelius will re-establish her own counseling and advisory business which she closed to take an active part in Government during the war. Active for many years in the affairs of the Advertising Federation of America, she is now secretary of the board of AFA, a charter member of the original Fashion Group of New York City and is also a member of the Women's Advertising Club of Washington.

Commission Sets Docket For 3-Months' Hearings

(Continued from Page 1)
held. The schedule provides for five sets of hearings—three in Washington and two in the field—running simultaneously throughout the first three months of 1946. In this way, including the new NAB engineering handbook. He also will continue to serve as NAB representative in the capacity of vice-chairman of the Radio Technical Planning Board and chairman of the RMA, sub-committee on satellite transmitter standards. Miss Helen Jean Morris, NAB engineering department secretary since 1941, also has resigned from NAB and will continue as Frazier's secretary in his new office at 1730 I Street North West.



"Hungry? No, it's just that I like the Alka-Seltzer program on WFDF Flint."

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

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

FREE & PETERS, Inc.
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Poppele-TBA Officers Re-Elected For Year

(Continued from Page 1)
of directors and members of the Association last Friday.


J. R. Poppele, secretary and chief engineer of WOR, was re-elected president of the Association. F. J. Bingley, Philco Radio & Television Corp., was re-elected vice-president and Will Baltin, secretary-treasurer, was also chosen to serve another term. O. B. Hanson, vice-president in charge of engineering at NBC, was re-elected assistant secretary-treasurer.

Ernest H. Vogel, vice-president in charge of sales of Farnsworth Television & Radio Corp., was elected to the board of directors for a three-year term, succeeding Lewis Allen Weiss of the Don Lee Broadcasting System. Other directors elected for a three-year period were J. R. Poppele and G. Emerson Markham, General Electric Co. Other directors include: O. B. Hanson, NBC; Paul Raibourn, Television Productions, Inc.; Allen B. Du Mont; Curtis W. Mason, Earle C. Anthony, Inc.; F. J. Bingley, Philco; and E. A. Hayes, Hughes Productions.

In his report to the members, Poppele pointed out that the history of television during the past 12 months is "fundamentally speaking, the history of TBA." He made particular reference to the recent creation of a suitable allocation plan by FCC for the video industry.

"The stature which TBA has attained during the course of the year was clearly demonstrated," he said, "when George Adair, FCC engineer, called upon F. J. Bingley to name a group of engineers to work with the Commission's staff in formulating an allocation plan." It was the result of this joint effort which produced final allocations for the nation, he added.

"We shall see our industry begin its national expansion within a few months," Poppele declared, "and before our next annual meeting, commercial television will be rolling along briskly. . . ."



FREE TO WOMEN'S PROGRAMS!

Every month—
Scripts and Contests
with prizes . . .
yours for the asking

Exclusive in Your Territory

write—wire—phone
if your territory is open
we'll send details and script

FEATURE BUREAU
EST. 1929

Newsweek Bldg., 152 W. 42nd St.
New York 18, N. Y.

COAST-TO-COAST

— OREGON —

PORTLAND—KGW's former traffic manager, Elsie Gillies, back to her former post Dec. 3, after serving a year as Seaman 1/c with the Spars. . . . Reversing the usual news of returning veterans, Stephen Paietta, KGW staff accordionist and concert pianist, will be inducted into the Army in January. The nineteen-year-old virtuoso has been with KGW fifteen months and has won a reputation for mature technique, which professional critics consider amazing in so young an artist.

— DISTRICT OF COLUMBIA —

WASHINGTON — Carleton D. Smith, general manager of WRC announces the return of Lt. Commander John Hurley as staff announcer. Hurley who joined the WRC staff in 1936, went on active duty in June of '41, and has seen service in Panama and the Pacific. He was also stationed in the Navy's Bureau of Public Relations and for a time was announcer on "The Navy Show."

— INDIANA —

FORT WAYNE—Don Hyde, a Lt. in the Naval Reserve who served aboard the carrier Cabot and as a radar fighter-direction officer, has joined the announcing staff of WOWO. Before entering the service in 1942, he was with WHK, Cleveland, Ohio.

— CONNECTICUT —

BRIDGEPORT—The Junior League of Fairfield County, is arranging a thirteen week series of children's radio programs called "Books Bring Adventure," the transcribed dramatizations of thirteen outstanding children's books which have been adapted for radio. These programs, arranged by Mrs. Samuel Senior, are now heard Saturday mornings at 11:15 a.m. and are planned to promote interest in good books.

— LOUISIANA —

NEW ORLEANS—Replacing the "Eddie Reed Football Forecast" series, the American Brewing Company of New Orleans has inaugurated the "Sport Book of the Air," broadcast Thursdays at 9:30 p.m. over WWL (CST). The show presents dramatizations of famous scenes from the world of sports. . . . The Carleton Hays Orchestra, now featured at the Blue Room, made its debut over WWL Saturday, Dec. 8. The winter series is labeled "Matinee in New Orleans."

— OHIO —

CINCINNATI—Jimmy Wilber, former WLW orchestra director, has returned after two years as clarinet soloist with the Army Air Forces Band in England and France. During his absence, his WLW orchestra was led by his brother, R. D. Wilber. . . . **MARION**—After 22 months in the Navy, Lou Marsh has resumed his duties as WMRN program director.

— CALIFORNIA —

RIVERSIDE—Stanley C. Reynolds, chief engineer, who has been in the Navy since 1941, will resume his duties with KPRO Feb. 1. . . . Duke Norton, former radio actor, has recently become a full-time KPRO announcer. He was released from the Army last June after completing five years military duty.

— NEW YORK —

NEW YORK—"Beyond Victory," a public service feature heard over WHN, Sundays, is presenting a series of broadcasts on the control and constructive use of atomic energy. Watson Davis, director of science service, Washington, D. C., spoke on "Atomic Power of the Future" in the "Beyond Victory" broadcast, Sunday, Dec. 2. . . . Ed Hopper, ex-major in the Army Air Forces, has returned to WHN to serve as assistant chief engineer. Hopper had been with WHN for 10 years and when he entered the Army he was serving as studio supervisor.

Amer. Realigns Post Names 2 New V-P

(Continued from Page 1)

States Naval Reserve. Thrower served service in the United States, England, Continental Europe and the CBI Theater. He has resumed active duty with the American Broadcasting Company. John H. Norton, Jr., manager of the Stations Department, has been elected vice-president in charge of Stations.

C. P. Jaeger, who has been serving as vice-president in charge of sales during Thrower's service in the Navy, has been appointed to the newly created position of vice-president in charge of Creative Sales, reporting to Thrower. Jaeger's duties will include the sale of programs, and the providing of merchandising and promotional help for American advertisers.

Woods also announced the creation of a new department, the station sales department. Murray Grabhoff, formerly assistant general sales manager, has been appointed to direct the activities of this new department.

Thrower and Norton, the new vice-presidents, are veterans of radio programming and advertising.

Under the new operations alignment of the American Broadcasting Co., four vice-presidents in New York will act as assistants to Woods. These officers are: Keith Kiggan, Robert Kintner, Nicholas Prialux and Charles Rynd.

FOR SALE

Established 250 watt
network affiliated
Pennsylvania radio
station.

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

Send Birthday Greetings To—

Dec. 10

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| Alvin Austin | Lawrence Jacoby |
| Lois Berke | Erskine Johnson |
| Lew Brown | Chet Huntley |
| Ray Collins | Andy Kelly |
| Jean Dickenson | Leroy Millican |
| Morton Gould | Mary Rennie |
| William Spargone | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 49

NEW YORK, N. Y., TUESDAY, DECEMBER 11, 1945

TEN CENTS

Discuss State Radio Bur.

Radio Religious Role Outlined By Miller

The congeniality of America's free radio and freedom of religion was pointed out by Justin Miller, NAB resident, in a CBS address in connection with Universal Bible Sunday. Freedom of religion and freedom of radio walk hand in hand," Judge Miller said. "Take one away from the other, and we shall walk into the entrapments of tyranny and oppression."

The American concept of radio "is good Christian stewardship," he said. "The state-controlled broadcasts of many European countries brought hate and unruliness upon a woe-gone people who now desperately need our help and sympathy in their limb back to Christian ideals and

(Continued on Page 5)



JUSTIN MILLER

New Farnsworth Receivers to Reach Market This Mo.

Farnsworth Radio and Television Corporation announced this week that the first models of its new line of 346 radios and phonographs will be on the market some time this month, and probably in time for the Christmas shopper.

Farnsworth has recently completed

(Continued on Page 2)

Recognition

Washington — Col. Edward M. Kirby, who served as chief of the radio branch of the War Department's Bureau of Public Relations from its inception in the summer of 1941 until last month, yesterday was honored with the Legion of Merit Award. Presentation was by Maj. Gen. Alexander D. Surles, BPR head, in a ceremony at the Pentagon.

Unprogrammed

When Ben Grauer, announcer, accidentally leaned against a control-room panel in the American network studios Sunday night he touched over the chimes which interrupted the Walter Winchell news commentary. The incident occurred two minutes after Winchell went on the air and was heard over the full network.

INS To Inaugurate Daily Radio Column

Growing demand for radio news from the wire services by the newspapers of the country has resulted in a setup in wire radio news, RADIO DAILY learned yesterday. First of the major news services to enlarge upon their radio news is International News Service. Beginning next week INS will inaugurate a daily radio column for its newspaper clients.

Envision Wide Usage Of Electronics In Canada

Montreal—In the Canada of tomorrow, police, forestry, railway and medical services will be using electronics on a far greater scale than today, and plans must be made now to assure that facilities are available. R. M. Brophy, president of the Canadian Radio Technical Planning Board, declared at the first annual meeting of the board in Montreal last week.

Brophy revealed that 160 of the top ranking Canadian engineers, scientists

(Continued on Page 7)

American Net Will Be 'ABC,' Associated Web To Be 'ABS'

Mark Woods, president of the American Broadcasting Company, and Leonard A. Versluis, president of Associated Broadcasting Corporation, yesterday announced the amicable, out-of-court settlement of their differences in the use of the ABC symbol to designate their networks. A suit filed by Associated against the American Broadcasting Company to enjoin

New York Broadcasters Express Views As Means To Improve Service Of New State Dept.

Drop Commercials On CBC Xmas Day

Montreal — Canadian Broadcasting Corporation will not carry commercially sponsored programs on its English speaking networks and stations on Christmas Day, the CBC announced yesterday. The policy formally adopted this year after several years of commercial-free Christmases, does not apply to the CBC French stations in Quebec where only periods required for special broadcasts will be claimed for network time.

Favors Radio As Media For Los Angeles Concern

Los Angeles—Declaring that he is a confirmed believer in the power of broadcast advertising, Henry M. Burgess, vice-president of the Lyon Van and Storage company, Los Angeles, addressed the Southwest Warehouse

(Continued on Page 2)

Finney Quits As Head Of Associated-Muzak

Clinton M. Finney has resigned as president of Associated-Muzak Corporation and its affiliated companies. After a winter vacation, he will serve the firms in a consulting capacity.

If the recently established N. Y. State Radio Bureau is to achieve its stated goal of effective radio publicity for state government activities, it will have to increase greatly the quality of its output and institute several changes in policy. This is the consensus of local broadcasters who attended a meeting with state officials yesterday at the Hotel Roosevelt.

Although the officials agreed with the suggestions and criticisms offered by the radio men, the most pressing need of the bureau remains un-

(Continued on Page 5)

Commission Receives New AM-FM Pleas

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday, eight applications for construction of new standard stations and seven for FM stations. Standard filings include:

Rahall Broadcasting Co., Norristown, Pa., to be operated on 1110 kilocycles, power of 500 watts, day-

(Continued on Page 5)

ATS Meeting To Hear Programming Talks

Four television programming experts will address the membership of the American Television Society at its meeting Thursday night, December 14.

(Continued on Page 7)

Powerful

Radio, properly used, "can do more for international relations than visiting generals, ambassadors, Olympic teams, exchange professors, and even—the Nobel Peace Prize," Norman Corwin declared last night in an address at the Fifth Annual Nobel Anniversary Dinner at the Hotel Astor. He listed radio and the airplane as instruments promoting peace.



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

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FINANCIAL

(Mon., Dec. 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Ford Hour Renewed

The Ford Motor Company has renewed the Ford Sunday Evening Hour on the full American Broadcasting Company network, through Kenyon & Eckhardt.

The program, heard from 8 to 9 p.m., EST, reaches its 400th performance on December 16th. The broadcast series, which began Oct. 7, 1934, is heard from the Music Hall in Detroit.

20 YEARS AGO TODAY

(December 11, 1923)

Alternating current tubes introduced, making possible the all-electric receiver for the home.



One of the GREAT STATIONS of the NATION

NBC AFFILIATE PORTLAND, ORE.

Represented by Edward Petry & Co.

Coming and Going

CLARENCE L. MENSER, vice-president of NBC in charge of programs, has left for a vacation in Florida, where he will remain until after the holidays.

LINNEA NELSON, time buyer of J. Walter Thompson Co., advertising agents, left last night on a business trip to Chicago.

MAJ. ROBERT J. McANDREWS, on military leave as advertising and promotion manager of NBC, Hollywood, has just returned from a round-the-world flight. He is in Washington, D. C., awaiting discharge and plans to leave shortly with his family for California.

ADRIAN SAMISH, vice-president of the American network in charge of programs, has returned from a short business trip to Chicago.

TOBY DAVID, production manager at the James D. Bennett production office, has left on a short business trip to Chicago and Detroit. He'll return Thursday.

LUIS G. DILLON, vice-president of McCann-Erickson Corp., is back at the headquarters of the agency following six weeks in Mexico.

C. L. "CHET" THOMAS, station manager of KXOK, St. Louis, Mo., in Minneapolis for two days attending the district meeting of American Broadcasting Company's stations.

BARRY KEIT, of the Mutual network's cooperative sales Division, is touring upstate New York.

MEL BLANC, the voice of Warner Bros. "Bugs Bunny," who also appears as Pedro on the Judy Canova program, is now in New York for the first time in his career. He'll return to the Coast in January for further film and radio work.

BILL LEWIS, vice-president of Kenyon & Eckhardt, New York advertising agency, has returned from Detroit, where he held radio conferences with Ford executives.

MURRAY ARNOLD, program director at WIP, Philadelphia, is in New York on station business.

IVOR KENWAY, director of advertising and promotion for the American network, last Friday went up to Hartford, where he addressed the annual "Youth in Government" assembly.

Favors Radio As Media For Los Angeles Concern

(Continued from Page 1)

& Transfermen's association at San Antonio. He revealed that the company was spending 80 per cent of their advertising budget in radio; about 10 per cent in newspapers, with 5 per cent each going to consumer magazines and trade publications.

Armed Forces Network Operating In Japan

Tokyo—A network of 18 Armed Forces radio stations is now in operation providing broadcasting service to Allied occupation forces in Japan and Korea. The original Armed Forces Radio Network inaugurated in late September, consisted of a key outlet in Tokyo and relay stations at Kumamoto, Osaka, Nagoya, Hiroshima, Sendai and Sapporo. With additional facilities and personnel made available the network soon increased to its present 18-station hook-up. Key outlet of the Armed Forces Radio Network is WVTR, which operates on 50,000 watts at 590 kilocycles and covers the Tokyo-Yokohama area.

Powers Joins American

Charles Powers, recently discharged from the United States Navy has joined the production department of the American Broadcasting Co., Inc.

New Farnsworth Receivers To Reach Market This Mo.

(Continued from Page 1)

a coast-to-coast showing of its "streamlined series" to dealers and distributors in Chicago, New York and San Francisco. The series highlighted the new Farnsworth 5, 6 and 8-tube AM radios and phonograph combinations. Models range from table sets to the large, furniture-type consoles.

Company executives who arranged and supervised the dealer meetings were E. H. Vogel, vice-president in charge of sales; E. H. McCarthy, sales manager; J. S. Garceau, advertising manager; and Win Campbell, service manager.

New Series On Associated

"Snub" Mosely and his orchestra, the only civilian band to receive a "unit citation" for its work in the Pacific theatre, began a new series from the "Club 100" last Saturday night over WMCA and the Associated network. Program is broadcast three times weekly: Mondays, 12:30 to 12:45 a.m.; Thursdays, 10:45 to 11:00 p.m.; and Saturdays, 12:45 to 1:00 a.m. EST.

Associated will also carry the performance of Shostakovitch's Fifth Symphony today (December 11th) from 11:30 to 1:30 a.m. EST, as part of the Seattle Symphony series.



Mimi's got the right idea

Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

The jungle wariness and survival may not be an exact analogy for business and the battle for brands that's just ahead. But it's close.

If your plans of not letting anybody get near your baby indicate radio, we'd like to tell you about W-I-T-H in Baltimore.

It's the successful independent that produces more listeners-per-dollar-spent than any other station in this big five-station town.

These are the facts to clutch on to. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



NOW-

NEW YORK'S MILLIONS HEAR
THREE COAST-TO-COAST FEATURES
OF FOUR-STAR IMPORTANCE!



BOXING—Blow-by-blow broadcasts of the nation's outstanding boxing bouts direct from leading arenas. Descriptions and commentaries by veteran sportscasters Sam Taub and Joe Cumiskey.

Carried in New York exclusively by WMCA at 10:00 p.m. Mondays.



CONCERTS—A full season of symphonic music by the celebrated Seattle Symphony Orchestra under the direction of Carl Bricken. World-famed soloists include Szigeti, Milstein, Petri, Piatigorski.

Carried in New York exclusively by WMCA at 11:30 p.m. on "concert" Tuesdays.



DANCE MUSIC—Hours of scintillating music by top dance bands direct from the country's foremost clubs and hotels.

Carried in New York exclusively by WMCA from 10:45 p.m. to midnight daily.

Just the beginning of a l-o-n-g, l-o-n-g line of surprises WMCA . . . and Associated . . . have in store for the metropolitan New York market. Surprises which spell the brand of (1) SHOWMANSHIP that wins over listeners and (2) SALESMANSHIP that moves the wares of our advertisers. Sure, we'll talk to you about network time . . . and local schedules, too. Just ask us for availabilities.

wmca

FIRST ON NEW YORK'S DIAL-570

An Affiliate of the
Associated Broadcasting Corporation

LOS ANGELES

By RALPH WILK

MARVIN MILLER, the "Coronet Storyteller," appeared on "Breakfast in Hollywood," Thursday (6th), to crossplug the "Kellogg Home Edition" on which Miller now appears each morning. Both "Breakfast" and "Home Edition" are American shows sponsored by the same corporation. Miller retains his identity as the "Coronet Storyteller" in the new set-up, however.

Knox Manning, KNX-CBS newscaster and commentator has been set to record narrations for two more short subjects, "King of the Everglades" at Warner Bros., and a "Flicker Flashback" at RKO. Manning has just completed recordings for Warners' "Star Spangled City."

The American Newsroom announced that it is embarking on a plan for comprehensive coverage of sporting events in Southern California, with emphasis on college teams. The expanded sports program will be under the supervision of Bill Burns and Ray Johnson.

Dinah Shore's Christmas gift to her fans will be a new recording of "White Christmas," just made by the NBC songstress.

Walter Tetley is making a series of Decca recordings based upon a character similar to his "Leroy" of "The Great Gildersleeve" show.

Ish Kabibble has just signed a contract to do two movies for Columbia Pictures in the coming year. Both are to be independent of his regular task of funny man for Kay Kyser over NBC.

Opie Cates is lining up a series of one nighters in Southern California with his band as a result of his recent success at the Pasadena Civic Auditorium.

Parkyakarkus, star of the Sunday night "Meet Me at Parky's" show over NBC, thinks up some of his best gags when he chances to wake during the night. "If a gag seems funny at four o'clock in the morning," he says, "I know it's sure-fire, because that's the zero hour for murder."

Bob Graham, featured vocalist on the CBS "Baby Snooks Show," took part in the charity bazaar show at Westlake School for Girls.



Michigan Ave. Memorandum

● ● ● Groaner Crosby and Kraft are still sitting this one out. Bing isn't talking about his radio plans, if any, and his cheese sponsor is not forcing the issue. Sponsor's representatives here, however, are

Chicago

puzzled by recurring reports that Mr. C. may go on the air for somebody else, in view of his long-term contract with Kraft, which runs until 1950. They point out that, unless Crosby is able to obtain a release from his present pact, which is unlikely, he'll either return to the air for his cheese backer or remain away from a microphone until 1950, which is also unlikely. . . . Radio row here still trying to figure out the reason for the decision to move the Carnation Contented Hour to New York after 14 years of continuous broadcasting from Chicago. If you can believe the cynics, somebody simply wanted to get to New York more often. Seriously, nobody can figure just how you can improve a show like Carnation by moving it east. Sure, you can hypo it with big name musical guests and some other five-figure talent, but then what have you got that's any improvement over the successful 14-year Carnation format that has made the program one of the most charming and listenable musical half-hours on the air. Anyway, why the sudden desire on the part of sponsor and agency to glamorize the program with big name guests and a New York origination. And isn't it about time that somebody—sponsor or agency—put a stop to this nonsense of uprooting programs and moving them to New York or Hollywood just because of a sudden whim on the part of some agency genius with a New York or Hollywood complex? Too many agency bigwigs are too ready to sell Chicago short as a radio production center and too many sponsors fall too easily for the New York-Hollywood line. For once, we'd like to see some sponsor with courage enough to say "nuts" to the "move-it-to-New-York-or-Hollywood" boys, and who is not afraid to tell the detractors of Chicago radio that a show can originate from the Windy City and still sound good. Also, we'd like to see some sponsor with guts enough to move a program from New York or Hollywood to Chicago.

☆ ☆ ☆

● ● ● That was a nice gesture on Benny Goodman's part when he was in town recently, gifting his old alma mater, the world famous Hull House, with \$5,000 with which to reorganize the Hull House Boys' Band. It was in that band—from 1919 to 1923—that the future King of Swing received his first musical education under the direction of James Sylvester, organizer of the band in 1907 and Goodman's first clarinet teacher. Sylvester handed young Benny his first clarinet when the embryo maestro came to Hull House, with two of his brothers, as a lad of 10 or 11, just after World War I. Young Benny played in the band and took lessons from the veteran Chicago musician for four years. That student-teacher relationship has survived fame and fortune and the passing years, with Goodman dropping in on his former mentor whenever he comes to Chicago. In addition to the five grand gift on this visit, Benny also promised to do a benefit concert some time next year for the Hull House Music School. Who knows, maybe the King of Swing's fine gesture of gratitude will be the means of giving some future Heifetz or Schnabel or Stokowski his big chance.

☆ ☆ ☆

● ● ● Has Gene Autry signed with Madison Square Garden to produce his own rodeo there for two years? Motopora coloratura Josephine Antoine will present Gov. Lauscho of Ohio with the first bouquet of "Josephine Antoine" pink carnations recently named in her honor by the Allied Florists' Assn. of Illinois. Why, Gov. Lauscho? Simple. Because Josie's press agent happened to remember that the carnation is Ohio's state flower, which makes the governor a "natural" to go along with Miss A.'s campaign to have the carnation adopted as the national flower. It says here.

SOUTHWEST

KEITH BALDWIN, formerly with KWGA, Cleveland, has been named national sales manager of WFAA, Dallas and WBAP-KGKO, Fort Worth.

Application of the Bell Broadcasting Co., for an FM station for Temple has been approved by the FCC. Group operates KTEM in Temple.

Patricia Linden has replaced Frayer Gilbert as Women's Editor at WOAI, San Antonio. Miss Linden has been heard in numerous network shows.

The Four Chords, a newly organized group will be heard over WFAA, Dallas. Composed of Staff musicians: Hugh Waddill at the Novachord, Bern Noyd at the piano, R. B. Smith at the guitar and Johnny Kaufman on the bass violin, they are fast becoming a popular unit as guests on various WFAA programs.

Lee Segall, Houston advertising executive has applied to FCC for a permit for a new AM station for Houston to operate with one kilowatt power on 790 kilocycles, daytime only.

"Surprise Package" a new type of show will make its debut over KABC, San Antonio. The 25 minute stanza is being written by George Case, KABC program director who will also m.c. the show. The format of the show is the awarding of a "surprise package" of novelty or merchandise items to participants on the program which will be a combination of "Hobby Lobby," "Truth and Consequences," "Detect and Collect" amateur hour.

Visiting old friends was Al Paschall, production manager of the NBC Truth and Consequences air show on the recent visit to Dallas of the air show. Paschall formerly appeared on WFAA.

Kenny Baker is entertaining patients at hospitals throughout the state. This week he will visit the Brooke Hospital Center in San Antonio.

Linda Darnell, film star, was heard in a special Victory Loan broadcast over WFAA, Dallas, recently. Miss Darnell read "Let's Pick Up the Check."

Latest station to receive a green light for its FM station is KGBS, Harlingen down in the Texas Valley country. McHenry Tichenor is president of the Harbenito Broadcasting Co., applicant.

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD — 117 West 48th Street, New York, N. Y.

COME AND GET IT says...
MR. REDDY CASH

"Strike Oil with KFRO!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.

*Affiliated American and Mutual Networks

KFRO
LONGVIEW, TEX.
VOICE OF EAST TEXAS



Commission Receives New AM-FM Pleas

(Continued from Page 1)

...; Roy Hofheinz and W. N. Hooper, partnership doing business as Louisiana Broadcasting Co., New Orleans, to be operated on 1580 kilocycles, power of 5 kilowatts, unlimited; Whiteville Broadcasting Co., Whiteville, N. C., to be operated on 1240 kilocycles, 250 watts, unlimited; H. H. Kinney and D. T. Kinney, doing business as Cullman Broadcasting Co., Cullman, Ala., to be operated on 1340 kilocycles, 250 watts, unlimited; Everettes Broadcasting Co., Ft. Lauderdale, Fla., to be operated on 1450 kilocycles, 250 watts, unlimited; Atlanta Radio Enterprises, Atlanta, Ga., to be operated on 1550 kilocycles, 10 kilowatts, unlimited; Middle West Broadcasting Co., Indianapolis, Ind., to be operated on 580 kilocycles, 1 kilowatt and 5 kilowatts daytime; Eugene Broadcasters, Inc., Eugene, Oregon, to be operated on 790 kilocycles, 1 kilowatt day, unlimited.

New FM Filings

FM filings include: Cleveland Broadcasting, Inc., Cleveland, O.; White Rose Broadcasting Co., York, Pa.; High Point Enterprise, Inc., High Point, N. C.; Lamer Life Insurance Co., Jackson, Miss.; WJNO, Inc., West Palm Beach, Fla.; Universal Broadcasting Co., Indianapolis, Ind.; Medical Printing Co., Medford, Oregon. In addition FCC announced two other applications. J. W. Woodruff, W. Woodruff, Jr., and E. B. Cartledge, Jr., doing business as Columbus Broadcasting Co., applied for construction permit for new relay broadcast station, and WHP, Inc., Harrisburg, Pa., applied for construction permit for new developmental broadcast station.

Woman Gum Buys WEA Shows

Lowman Gum, for Warren's Gum, purchased participation on three WEA programs: the "Pat Barnes" program, heard Tuesdays and Thursdays, at 7:05 a.m., from Dec. 4 through Dec. 27; the "Jack Arthur" show, Mondays, Wednesdays, Fridays and Saturdays at 8:15 a.m., through Dec. 27; and the Maggi McNellis program, Mondays through Fridays, 12:15 p.m. through Dec. 28th. The agency is Franklin Bruck Advertising Agency Corporation.

A Shanghai Service Resumed

Thompson H. Mitchell, vice-president and general manager of RCA Communications, Inc., announced that RCA Communications, Inc., has resumed radiotelegraph service to Shanghai with a substantial reduction in message rates.

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

Broadcasters, State Officials Discuss New Radio Bureau

(Continued from Page 1)

answered. This is for experienced radio personnel to write and supervise production of the bureau's weekly packet. The expenses of the four-man setup are currently paid by State Commerce Department funds, and although separate funds for the bureau are expected, it is doubtful that they will be sufficient to pay the salaries demanded by top-notch writers and producers.

Mail Weekly Packets

The bureau has sent out to all stations in the state three weekly packets with the fourth almost ready for mailing. Included in the packet were 15-minute transcripts, station breaks, spot announcements and similar material. Suggestions raised by the local broadcasters, besides overall quality improvement, included grading of subjects according to importance, similar to the priority system of the OWI; and elimination of the transcription. It was suggested also that separate packets be sent to rural, urban and metropolitan areas.

The major policy raised was the identification of various state officials by name. It was felt by the broadcasters that this policy constituted a "plug" for the individual involved, and the bureau agreed to limit source attribution to the title of the official.

Clarify Misunderstandings

The meeting also clarified many misunderstandings about the functions of the bureau. Establishment of the

bureau does not alter in any way the present procedure for getting spot news to local outlets throughout the state, but instead, provides a single unit for channeling to stations public service material concerning the 19 State departments. All broadcast material originating with the State government must, except in emergency cases, be cleared through the bureau. However, ideas for such programs originating with the stations may be taken directly to the department involved.

Organizational Setup

The bureau was set up after meeting between Gov. Dewey and the public relations committee of the NAB, district two, headed by Robert Soule of WFBL, Syracuse. It was placed in the State publicity organization which is under the Department of Commerce. Thomas C. Stowell is director of the radio bureau, while Harold Keller, deputy Commissioner of Commerce, heads all State publicity activities.

Present at the meeting yesterday were M. P. Catherwood, State Commissioner of Commerce; Keller, Stowell, Soule, John McNeil, of WJZ; Arthur Hull Hayes, of WABC; George Lewis, WHN; Murray Jordan, WLIB; Morris Novik, WNYC; Leon Goldstein, WMCA; Henry Greenfield, WEVD; Ted Cott, WNEW; Mrs. Eleanor Sanger, WQXR; and Tony Provost, WEA.

CBC Executive Transferred

Montreal—William Chipman Hankinson, who for the past two years has been director of program activities originating at CBC's Maritime transmitter CBA at Sackville, N. B., has been transferred to Montreal and attached to the International Service Studios of CBC as assistant to the Supervisor of European programs. Mr. Hankinson began radio work in his undergraduate days at Acadia University of which he is an M.A., and joined CBC in 1939 for 17 months, then worked on special events for CHNS in the summer of 1941 and re-joined CBC at Sackville in the summer of 1943. Sackville is the site of the new shortwave station.

Hansen With Omaha Paper

Omaha—Kermit Hansen, formerly with KOWH before entering service, has been named director of public relations for the Omaha World-Herald, it was announced last week. Hansen was a full colonel in the Infantry prior to his return to civilian life.

Braggiotti Returns

Mario Braggiotti, pianist, who recently returned from Italy after 2 years' service as program director for the OWI Psychological Warfare Branch of Allied Military Occupation, will return to the concert stage this season under the management of W. Colston Leigh.

Radio Religious Role Outlined By Miller

(Continued from Page 1)

practices," he said. He cited American radio as bringing together diverse peoples and, like the Church, preaching "the same language of truth and brotherhood."

Judge Miller closed with a prayer for American radio: "May we have the wisdom to know our own failings and to seek that stronger spirit to regenerate mankind once again into bonds of human brotherhood. May this instrument of American radio ever be used for such purposes. May it ever be used to bring men closer together day after day. May it join with the Church this coming Christmas to proclaim to the world once again with surety and conviction: Peace on Earth and Good-will Toward Men."

ATS Meeting To Hear Merchandising Experts


Dave Wagman, radio and television sales manager of Bruno-New York, will serve as chairman of the panel discussion on merchandising at the American Television Society luncheon today at the Hotel Sheraton.

Other speakers scheduled to address the group are Maj. David Davis, manager of the radio department of R. H. Macy & Co.; Albert M. Berg, vice-president of Arnold Constable, and Lawrence Moore, merchandise manager of Frederick Loeser Co.

Radio Fire Alarm

Kassel, Germany—An appeal for aid over the American Forces Network outlet here recently prevented the loss of a Seventh Army gasoline station and surrounding property, which were endangered when a gasoline truck caught fire while delivering gas to the station. Kassel fire fighting units responded to the broadcast at once and the fire was brought under control soon afterwards.

Making Steel Talk
THE CHRONOVOX
 coming soon!



Elmer T. Peterson
 One of the nation's foremost soil conservation authorities conducts WKY's "Save the Soil" program Sundays at 3:30.

WKY
 OKLAHOMA CITY
 The Katz Agency Representative

PROMOTION

WNAX Booklet

WNAX, Yankton, South Dakota, has published a 1945 Fall album containing the history of WNAX along with 13 pages of pictures taken on the third annual Midwestern farmer day. Also included is a complete schedule of daily programs and pictures of stars heard daily over the American network. The album was first offered over the air at 25c each and in two weeks 25,000 listeners wrote asking for this album.

Capital Description

WTOP, Washington, has published a smart promotional brochure, listing all common misconceptions about Washington and placing them side by side with surprising facts showing that people know far less about the Nation's Capital than they think they do. This brochure, titled "So You Think You Know Washington," illustrates with color and pictures, Washington in the war and post-war eras, along with the rapid advancement of WTOP.

Selling "As Whole"

In an effort "to sell the market as a whole rather than just a local city area," WOWO, Ft. Wayne, has distributed a "blueprint" folder giving listening and consumer statistics for the entire area covered by the outlet. Folder contains also, an analysis of audience reaction, data and pix of local programs, and market summary. A wire heralding the folder was sent out several days previously.

High-Flying

Flying over the main sections of Baltimore recently has been a blimp-shaped balloon bearing the legend "WCAO-CBS in Baltimore." Attached are two trailer signs, one reading "The sign of good listening," and the other "600 on your dial." It is believed to be the first use of the method by a radio station.

Signs For Commercial

The Benrus Watch Co. has signed for a series of time signals, four-a-week, over television station WCBW-N. Y. The signals, which started election night, are of 20-seconds duration and are spotted at the end of WCBW program transmissions on Tuesday and Friday nights, and before and after the station's fight program on Wednesday.

Edge Returns To WCBW

Lt. Comdr. Bob Edge, recently discharged from the U. S. Coast Guard, has returned to CBS television station WCBW, as director of sports and special events, a post he held before his enlistment. It was announced by Lawrence Lowman, vice-president. Prior to his work on CBS television sports casting, Edge had been on the CBS network with his own program titled "Outdoors With Edge."

★ AGENCY NEWSCAST ★

HUGH McKAY, advertising and public relations executive, has been named as executive vice-president of Maxon Inc., with offices in New York. He formerly was associated with the Institute of Public Relations, where he organized the Brand Names Research Foundation and acted as advertising director of the Brewing Industry Foundation.

SILEX COMPANY, manufacturers of coffee makers, has engaged Albert Woodley Co., to place its advertising starting Jan. 1.

NATIONAL BETTER BUSINESS BUREAU is issuing a bulletin on "Advertising and Selling Household Insecticides Containing DDT."

THE ADVERTISING MEN'S POST, AMERICAN LEGION, will hold a Christmas auction party on Monday, in the Hotel Lexington.

First Abramson Disks Go On Market Monday

First phonograph records under the imprint of Nat Abramson's "Pilotone" label, will be released Monday, when four Albums of standard compositions go on sale. The disks are made of unbreakable "Vinylite" and will be the first such merchandise to retail under a dollar with the complete Albums' price in proportion.

Two of the Albums, a "Jerome Kern" series and "Showboat," respectively, feature the orchestra of Robert Trendler with solos and duets by Harry Stockwell, Evelyn Wyckoff, Diane Courtney, Brad Reynolds and June Forrest. The other two Albums of Rhumbas and Tangos, feature the orchestras of Dolores del Carmen and Roberto with solos by Don Arres.

Until November 1, when the Government released the plant from war work, Abramson's disk factory turned out thousands of propaganda and morale recordings for OWI.

British Plan Development Of Peacetime Electronics

Montreal—A plan is being formulated by the British Armed Services to make a long-term contract with the British radio industry to undertake radio development work.

This was disclosed in London by Air Vice-Marshal Sir Victor Tait, Director-General of Signals at the Air Ministry, who told the British Institute of Radio Engineers: "A vigorous development section of the industry is essential if British radio is to maintain the lead in the introduction of new and advanced techniques established in the war."

He mentioned that at one time during the war ground radar stations of the RAF in the United Kingdom required the full-time employment of 1,600 officers and 20,000 other ranks.

RALPH H. WHITMORE, Jr., production manager and account executive, is a new addition to the staff of The Tullis Company, Los Angeles, California. A major in the Paratroops at the time of his discharge from the Army, Whitmore had seen five years of service. Prior to his entry into the Army, he was employed by CBS, KNX and KSFO.

NATIONAL RADIO RECORDS, in order to avoid confusion regarding the nature of the business transacted and similar trade names in the field, has been changed to N. C. Rorabaugh Co., producers of spot radio and advertising reports. The new organization will continue to publish NRR Spot Radio Advertising Report.

NORMAN D. WATERS & ASSOCIATES, INC., has named Richard L. Werden as space buyer for the organization.

Walter Kiernan Honored At INS Luncheon Here

Walter Kiernan, American Broadcasting Company commentator, was guest of the International News Service yesterday at a luncheon in his honor at the Hotel Berkshire on the occasion of his return to the newspaper field as a daily featured columnist, with INS.

Kiernan, who will continue to do his radio program, "Kiernan's Corner," over the American web Monday through Friday (6-6:15 p.m., EST), was connected with INS for many years prior to his radio work, having served as bureau chief in various cities throughout the country, and more recently as special correspondent during the Roosevelt-Wendell Willkie presidential campaign of 1940.

Sees No Conflict

Commenting on his additional duties as a newspaper columnist, Kiernan declared that he saw "no difference" between the preparation of news for either medium, but felt that "both radio and wire services can interlock perfectly" in their treatment of it.

Gathered to honor Kiernan were the following officials from the radio and newspaper world: Barry Faris, editor-in-chief, INS; Charles "Bud" Barry, national program manager of the American Broadcasting Company; Earl Mullin, American press and publicity manager; Caswell Adams, INS feature writer; Stanley Florsheim, director of American's cooperative program department; Seymour Berkson, general manager of INS; Dick Tobin, American web's department of news and special events; Larry Newman, promotion manager, INS; Basil Caparell, INS sales manager; Louis Alwell, INS sup't of bureaus; Phil Reed, INS night editor; and Harold Schneider, INS assistant promotion manager.

EQUIPMENT

Air-Line System

United Air Lines has begun installation of very high frequency communications and navigational equipment on its coast-to-coast system, J. J. Cunningham, director of communications for the airline, stated. Range will be of the visual type, operating in the 108 to 118 mc. band. Frequencies currently used are in the 20-400 kc. band. The new signal will be receivable by planes only if they are in an unobstructed line with the sending station, he said, necessitating normal spacing of ranges of 10 miles.

Press Wireless Expansion

Press Wireless Inc. has expanded its equipment production operation with the formation of Press Wireless Manufacturing Corp., a subsidiary. A. Warren Norton, president of the parent organization, was named president, with Ray H. de Pasquale vice-president and general manager. Main executive and sales offices will be located at 1475 Broadway, with a new plant in Long Island City slated for occupation in a few weeks.

Gets Sales Posts

George Crossland and Claude Davies have been appointed assistant managers of the Capehart Sales Division of Farnsworth Television & Radio Corp., it was announced by division manager I. C. Hunter. Crossland recently was released from the Navy after 44 months of active service. Davies, who has been with Capehart since 1929, served as field expediter for the firm during the war.

Farnsworth, Chicago, Moves

The Chicago distributing branch of Farnsworth Television & Radio Corp. has moved from 540 N. Michigan Ave. to new offices and showrooms in suite 535-B of the American Furniture Mart, 666 Lake Shore Dr.

Propose Nationalization Of Cable & Wireless, Ltd

Montreal—The proposed nationalization of Cable & Wireless Ltd. by the British government, which would include stock control of Canadian Marconi Co., may bring about the eventual transfer to Britain of all assets and operations of the latter, it was reported here. Some quarters however, maintain that the proposal would effect only the Canadian company's international communications. Overseas communications of Canadian Marconi include wireless telegraph to the United Kingdom and Australia, and, in cooperation with the Bell Co., radio telephone channel with England, Newfoundland and Barbados. The firm operates 30 government-owned land stations in Canada, Newfoundland and Labrador. Its president, A. H. Ginman, is also director of the British company.

Meeting To Hear Programming Talks

(Continued from Page 1)

13, at the Barbizon Plaza, it was announced by Herbert E. Taylor, Jr., chairman of the program committee. Speakers scheduled for the meeting: Noran E. Kersta, manager of NBC television, who will discuss applications of the new super-sensitive im-orthicon pick-up tube to tele programming; Samuel H. Cuff, general manager of DuMont station WABD, on the use of film transcriptions of talent studio broadcasts in programming; Paul Mowrey, director of television for the American Broadcasting Company, who will reveal results of recent network experiments; Bob Emery, president of the Television Producers Association and television director of WOR, who will describe the role of "The Brownstone Theater" group in video. Meeting is scheduled for 8 p.m. in Ball Room of the hotel.

Television Wide Usage of Electronics In Canada

(Continued from Page 1)

ists and specialists of all kinds in the electronics field have been devoting a considerable portion of their time and effort to planning the future of electronics in the Dominion. The planning resulted from three factors, he said. One was the need to find and share a common medium,—airwaves; second, the fact that the use of this common medium is controlled by a government agency and third, that the equipment utilizing this medium must be synchronized and designed for non-interfering operation. In layman's language, Brophy explained that the planning was like a pattern for a highway. "We now have such new service as frequency modulation and television coming on the horizon," Brophy pointed out, "and the specific frequencies must be allocated to these services so that manufacturers and users can plan now to make and obtain the proper type of equipment to operate at these frequencies." He pointed to the board that a better living for everybody was an excellent postwar plan but that "it just doesn't happen automatically. It must be planned." Brophy further explained that the technical study is being made of the allocation problem, involved in dividing the radio frequency spectrum into traffic arteries of the ether to be regularized and allocated in accordance with public need to permit the minimum of interference.

WANTED

Country girl singer. \$50 week. Send audition record, photo and references.
WLAC
 Nashville, Tenn.

Will Discuss Tele Role In Business At Institute

The important role television will play in advertising and business generally will be actively discussed by government, industry, radio and television executives during the first regional "Television Institute" to be held at the Hotel Statler in Washington on January 29.

More than 500 representatives of broadcasting and business are expected to attend the one-day session, which will be headed by 22 experts in video programming, production and management. Paul Porter, FCC chairman, will be guest speaker at the luncheon meeting.

Following is the agenda and the speakers; Richard Hubbell, Crosley Broadcasting Corporation, chairman of a panel on "Programming and Production"; "Radio VS Television," Hubbell; "Types of Television Programs," Harvey Marlowe, American Broadcasting Company; "Producing Television Programs," Bob Emery, Bamberger Broadcasting System; "Using Local Television Talent," Irwin A. Shane, editor of "Televiser"; "The Use of Film," Paul Alley, NBC; "The FCC and Television," Paul Porter; "Recent Television Developments," E. W. Engstrom, RCA Laboratories; "Our Use of Intra-Store Television," Dave Arons, Gimbel Brothers, Philadelphia; "A Report from Britain," Maurice Gorham, BBC, (Speaking from London); "Will Television Advertising Be Expensive?," Paul Mowrey, American Broadcasting Company; "How We Advertised on Television," Charles J. Durban, U. S. Rubber Company; "What Wanamaker's Has Done About Television," Herbert Taylor, Allen B. DuMont Laboratories; "Television's Challenge to the Advertiser," Dan D. Halpin; "Television Compared with Newspapers and Radio," Paul Raibourn, Television Productions, Inc.; "The Queen Was in the Kitchen," film by William J. Valentine, American Central Mfg. Co.

Okay Power Increase To KMLB, Amer. Outlet

Station KMLB, Monroe, Louisiana, affiliated with the American network, has received a construction permit from the FCC for 1000 watts on 1440 KC. Station now operates with 250 watts on 1230 KC. Construction has begun and expectations are that KMLB will be in operation with the increased power sometime after the first of the year.

Student-Shows On WENT

WENT, Gloversville, N. Y., is promoting two very interesting programs which are taking hold in great shape and create a great deal of interest to the listening audience. One is an Inter-High School quiz between Johnstown High School and the Gloversville High School. The other is a spelling contest between the 5th, 6th, 7th and 8th grades of Gloversville and Johnstown. From all indications, they will both become annual events and will run throughout the school year.

Many Servicemen Return To Former WHN Posts

Of the 50 or more WHN personnel that have left the station to enter the armed forces, more than half have already returned to their former jobs, and fully ten or more are expected to resume their radio careers at WHN before the end of the year, it was announced by Herbert L. Pettey, Executive Director of the Station, in a year-end review of the employee status of veterans at the station.

Latest veteran returnees who will report next week include: Robert G. Patt, Sales Promotion Manager; former Navy Lieutenant Theodore Schneider, Daytime Program Supervisor; former Navy Lieutenant Aime Gauvin, Announcing Staff; Henry Ross, Program Distribution Desk; and two former GIs, Allen Ferres and Sanford Alper, Engineers, both returning from the Navy.

Paul Fuelling, Chief Engineer of WHN, reported that about 10 engineers have already returned and that he expected four or more back from the services before the end of the year.

Thus WHN is going all out to welcome back into its fold all servicemen in its employ when they joined the armed forces.

"This has created a serious displacement problem," said Mr. Pettey, "but if it is humanly possible, the present employees will be retained and utilized by the station."

Wallace Rejoins NBC

George W. Wallace has returned to NBC's advertising and promotion department after three and a half years service in the U. S. Army. Wallace left the network in 1942 when he was assistant promotion manager of the national spot sales department, and had been with NBC since 1940.

Released from duty as a first lieutenant, Wallace saw action through the entire battle of Europe, winning the Silver Star, Bronze Star, the Purple Heart and other citations.

Seldes To Paramount

Gilbert Seldes, formerly director of CBS tele programs, has been signed by Paramount Pictures as a writer. He was with CBS for eight years, producing and writing many shows. Famous as critic and commentator, Seldes has several books to his credit, and is also a contributor to several leading magazines.

JOB WANTED

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

Ben Ludy,
 GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA

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

ANNOUNCER, WRITER. Appearance suitable for television. Two years' experience network station, some program directing. Desires New York area. Can contribute originality, imagination and results. Write: Serviceman's Want Ad, Box No. 109, Radio Daily, 1501 Broadway, New York City.

★
 Young man seeking opening as **ANNOUNCER.** Have had one year's experience news broadcasting. College. Am willing to travel to gain additional experience. Write: Serviceman's Want Ad, Box No. 110, Radio Daily, 1501 Broadway, New York City.

★
TELEVISION and RADIO DIRECTOR. Have directed two shows on Broadway and seventy-five on the air. Also have script material. Write: Serviceman's Want Ad, Box No. 111, Radio Daily, 1501 Broadway, New York City.

★
REWRITE MAN, interested in radio and television, trade publications. Two years editor camp weekly. Two years' experience as rewrite man for local NYC newspaper. M. A. degree. Write: Serviceman's Want Ad, Box No. 112, Radio Daily, 1501 Broadway, New York City.

★
WRITER. Formerly Press Association correspondent; therefore, equipped for radio newsroom writing. Free lance magazine writer, also wrote some top-notch radio shows. College graduate, willing to travel. Write: Serviceman's Want Ad, Box No. 113, Radio Daily, 1501 Broadway, New York City.

★
RADIO DIRECTOR, WRITER, now at top agency on contract assignment available this month. Also, recent experience as commentator-announcer. Will accept progressive position at salary sacrifice. Write: Serviceman's Want Ad, Box No. 87, Radio Daily, 1501 Broadway, New York City.

★
ARTIST BUREAU REPRESENTATIVE . . . do you want an opportunity to give a young man desiring a position under a capable manager in the radio field? Four years radio background in programming and production. College, energetic and extremely willing. Write: Serviceman's Want Ad, Box No. 104, Radio Daily, 1501 Broadway, New York City.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NORTH CAROLINA —

RALEIGH—Graham Poyner, has returned to WPTF as program director, following three years of service in the Navy, during which time he served as district radio officer for the Office of Public Information at the Charleston Navy Yard. Poyner was program director for about eight years before entering the Navy. R. W. "Gus" Youngsteadt, former program director, is now publicity director.

— ILLINOIS —

ROCKFORD — Listeners have come through with used comic books by the hundreds in response to a plea by WROK program director Morey Owens. Using two local studio shows to appeal for comic books for convalescent polio patients in Rockford. Owens has been swamped with contributions. Books are distributed daily by WROK staff members to youngsters in the city's hospitals.

— CALIFORNIA —

RIVERSIDE—Kenyon E. Linn, after serving six years in the Army, will join the KPRO staff Jan. 1, as program director. Prior to entering the service he was for five years chief announcer at WLW, Cincinnati. . . . Ed Lark, following his service in the Navy, has been appointed KPRO's chief operator.

— WISCONSIN —

MILWAUKEE—The call letters of the Milwaukee Journal FM radio station, which has been operating as WMFM for some time, have been changed by authority of the FCC, to WTMJ-FM, commencing Dec. 1. The station management states that this was done in order to prepare for the eventual duplication of WTMJ, which is AM and FM.

— CALIFORNIA —

SAN FRANCISCO — Doris Mathisen, executive secretary to Bon Laws, KGO's promotion and publicity manager, has accepted a position as secretary-assistant to Ray Rhodes, new Pacific Coast representative for the Paul H. Raymer Co. She is being replaced by Ruth Schmidt, who transfers from KGO's program dept. . . . Arete Chappelas, former receptionist at the San Francisco Stock Exchange, has joined the KGO staff as receptionist for the Montgomery street offices.

— OHIO —

TOLEDO—George C. Tanty, with Crosley the past 14 months as merchandise manager in the middle west and Pacific Coast area, has been named Southwest regional sales manager in charge of Texas, Oklahoma, Arkansas, Louisiana and Mississippi. . . . R. C. Freytag has resigned as assistant managing director of the Coal Trade Assn. of Terre Haute, Indiana, to become assistant general manager of the John Meck Industries, Plymouth, Ind., makers of radio, television and other products. . . . CLEVELAND—Jacob Hines, prominent in Cleveland music circles, has been placed in charge of the continuity dept. at WHK.

— NEW YORK —

NEW YORK—Wallace B. Phillips, president of the American Chamber of Commerce, London, England, will be guest speaker at the regular Celebrity-Forum Luncheon of the Advertising Club of New York, Dec. 12, at 12:30 p.m. His Talk "Divergent British-American Points of View," will be recorded and broadcast over WINS from 8:30 to 9:00 p.m. that evening, Dec. 12. . . . BROOKLYN—Comdr. Douglas Fairbanks, Jr. will be heard over WLIB Dec. 14 at 10:00 a.m., when he opens the United Nations all-day conference at Town Hall under the auspices of the American Association of the United Nations.

— MISSOURI —

ST. LOUIS—Jerry Hoekstra, assistant to the general manager and director of public affairs of KMOX, has been awarded a certificate of appreciation from the executive committee of the National Foundation for Infantile Paralysis and the citizens of Rockford, Illinois. Award was made to Hoekstra for outstanding personal service during the Infantile Paralysis epidemic in Rockford and Winnebago County during the Summer and Fall of 1945. . . . After nearly four years with the 66th Infantry Division, ex-Captain Jack Garrison has returned to the KMOX announcing staff.

— OKLAHOMA —

TULSA—KVOO's general manager, William B. Way, who is also director of National Association of Broadcasters 12th District, is readying plans for his district's first meeting since the end of the war. Featured guests will include, Justin Miller, president of NAB; C. E. Arney, secretary and treasurer of the NAB, and Hugh Felts, president of the Broadcasters Measurement Bureau. Arrangement

committee will be Clark Luther, KFA Witchita, Kansas; Matt Bonebreak, KOCY, Oklahoma City, Okla.; Ken Brown, KOMA, Oklahoma City, Okla.; John Esau, KTUL, Tulsa, Okla., and Gustav Brandborg, KVOO, Tulsa, Okla.

— CONNECTICUT —

HARTFORD—WDRG put a wire recorder to use for the first time last week with a broadcast direct from the Hartford City Hall, and featuring an interview with Mayor Mortensen on the uses to which the wire recorder can be put. WDRG is planning to use the recorder for special broadcasts and will insert voices into the news broadcasts by wire. Station manager Walter Haase states that a new technique of news reporting is being developed through use of the wire recorder.

— ILLINOIS —

CHICAGO — Starting with the broadcast of Saturday, Dec. 15, at the conclusion of each program, a five minute local period will demonstrate how the Chicago area is meeting and solving its problems of rehabilitation for demobilized servicemen. In co-operation with the Illinois branch of the Veterans' Administration, WBBM will present authoritative speakers who relate the problems dramatized with Chicago agencies, institutions and civic organizations best equipped to serve the Veterans' needs.

— DISTRICT OF COLUMBIA —

WASHINGTON—Fred Hoffman, has been named manager of the WWDC News Bureau, replacing Jack Reed, resigned. Hoffman, who has been with the bureau since its organization July 1, formerly held down important jobs with the United Press New England Bureau. . . . Doris Zalkind has been promoted from secretary to news writer, and Nancy Lesser, who was formerly with the Chicago Journal of Commerce, has been added to the news staff.

— COLORADO —

GRAND JUNCTION—Rex Howell, manager and co-owner of KFXJ, has received a promotion from Captain to Major in the CAP, a volunteer enlisted auxiliary of the Army Air Forces. . . . Extensive remodeling and construction of studio facilities at KFXJ, is nearing completion. Included in the modernization now in progress is the addition of three new studios, including an ultra modern auditorium studio, with seating facilities for a studio audience. Plans for the formal dedication of the new KFXJ theater studio are set for Jan. 13, which also marks the anniversary of the station's operation in Grand Junction.

— LOUISIANA —

NEW ORLEANS—For the first time in history of New Orleans, an all-out "Jazz Contest" for high school students was staged by the National Jazz Foundation, Sunday, Dec. 2, at Municipal Auditorium. The "swing sections" of New Orleans' leading high school bands were on hand to compete for bronze, silver and gold awards donated by Mayor Robert S. Maestri, Parkor Harris and Phillip Wer-

line's Music Store. The S. J. Peters High School under the direction of Ralph Cassaigne, won first prize (silver and gold cup); Warren Easton, second and Maumus, third.

— NEW YORK STATE —

WHITE PLAINS—Captain James Francis Delaney, recently discharged from the service, in which he was tank commander in the Third Army, has joined the sales staff of WFAA replacing George Ploner, who left the station. . . . One of the most celebrated choral organizations in Westchester gave its annual Christmas performance of Handel's "Messiah" on Sunday, Dec. 9. WFAS carried the program from 4:00 until 5:30 p.m.

— IOWA —

DES MOINES—The Mid-States Group including radio stations WMT, Cedar Rapids and Waterloo, Iowa; KRNT, Des Moines and WNAX, Sioux City, Iowa and Yankton, South Dakota, has announced the appointment of Navy Arden E. Swisher as sales-service manager. Before entering the Navy, Swisher was merchandising manager of WNF. He will office in the Register and Tribune Building in Des Moines.

— TEXAS —

SAN ANTONIO — "Mission Completed" is the title of a new series of programs being aired over KTSB. The series originates from San Antonio Army Air Forces Personnel Distribution Command headquarters and features Bob Halloran interviewing discharges from all parts of the country and their reactions on becoming civilians again. . . . Jim Your recently discharged from the Army has joined the announcing staff of KABC. . . . Jack Foster has joined the WOAI staff, coming here from WHBL, Sheboygan, Wisconsin. . . . Dovey Burton is the new receptionist at the KTSB office.

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

Send Birthday
Greetings To—

Dec. 11
Buster Coward Donald Flamm

WDOD
20th YEAR
CBS
for
CHATTANOOGA
6,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 50

NEW YORK, N. Y., WEDNESDAY, DECEMBER 12, 1945

TEN CENTS

Radio Leads Bond Drive

Consolidated Hearings For Dec. 19 Scheduled

Washington Bureau, RADIO DAILY

Washington—Two sets of consolidated hearings will be heard by the FCC on Dec. 19th, it was announced yesterday. Consolidated hearings will be held when the applications for new standard stations of the following are considered, all requesting 1450 kc. power of 250 watts, unlimited: Nashville Radio Corp., Nashville, Tenn.; A. G. Beaman and T. B. Baker, Jr.

A partnership doing business as Capitol Broadcasting Company, Nashville; E. E. Murrey, Tony Sudekum, Harben Daniel and J. G. Fuqua, a

(Continued on Page 5)

Emerson To Ship 100,000 Radios Before Year's End

Emerson Radio & Phonograph Corp. has shipped 30,000 new radios to distributors and dealers throughout the country following approval by the Office of Price Administration of prices for four models submitted late last week, Benjamin Abrams, president, announced yesterday. Production schedules call for delivery of an ad-

(Continued on Page 2)

Dr. Roy Shield Gets Post As NBC Musical Contractor

Chicago—Dr. Roy Shield, for the past 14 years musical director of the NBC Central division, leaves Wednesday for New York to take over the post of musical contractor for the NBC eastern division, replacing H. Leopold Spitalny.

Tribute

Courage of Jane Froman and fellow artists injured in the Lisbon Clipper crash was cited by Abe Lastfogel of USO, in New York yesterday, as best typifying the spirit of the war-time entertainers. He recounted that Miss Froman and others injured in the crash resumed their European tour when they had sufficiently recovered from their injuries.

Champ Classic

Chicago—The world's championship gridiron battle between the Washington Redskins and the Cleveland Rams, for the 1945 pro football title will be broadcast exclusively over ABC and its affiliated stations, Sunday, Dec. 16, under the sponsorship of the Wilson Sporting Goods Company of Chicago, through United States Advertising Company. The play-by-play description and color will be handled by Harry Wismer and Johnnie Neblett, broadcast scheduled to begin at 1:30 EST.

Atlas Organization Scans Web Holdings

Representatives of the Atlas Corporation of which Floyd Odum is president, are quietly making a survey of the station properties that are allied with the Associated Broadcasting Corporation, RADIO DAILY learned yesterday. It is believed that the Atlas organization seeks to ascertain the potentialities of the fifth network with a view of taking it over in event the

(Continued on Page 5)

Accepts Medal Of Freedom For USO Accomplishments

Accepting in behalf of show business, the government's medal of freedom, Abe Lastfogel, president of USO-Camp Shows, paid tribute to the

(Continued on Page 7)

Labor Charges Manufacturers With Radio Production Delay

Washington Bureau, RADIO DAILY

Washington — Charging that the holdback on radio production is deliberate on the part of manufacturers, representatives of the United Electrical Radio and Machine Workers yesterday petitioned Secretary of Commerce Henry Wallace and Senators James E. Murray and Elbert Thomas for a Congressional investigation. The charges are based on a union survey of plants in Chicago,

Industry Support Of Victory Campaign Expected To Set New High Mark In Donated Time And Talent

Nine Tele Stations Sought In Canada

Montreal—Applications for various forms of commercial radio licenses in Ontario, Quebec and the Maritimes have numbered 172 since Jan. 1, 1944, the Transport Department disclosed in a return tabled yesterday in the Commons for John Diefenbaker (Pacalake Centre). Ten were granted, 51 refused and 111 left in abeyance. The total was made up of 86 applications for broadcasting licenses, 73

(Continued on Page 6)

Former OWI Official Joins ABC Research Staff

Ben Gedalecia, former chief of the OWI Evaluations Division, and acting chief of the agency's policy office, has joined ABC as associate research director, it was announced yesterday

(Continued on Page 6)

Berge Discloses Gov't Plans To Aid Advertising Field

Firm and effective prosecution of the anti-trust laws is a boost to more effective and more competitive advertising, Assistant Attorney Gen-

(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—Total "broadcast support" of the War Finance program by the radio industry is expected to top 100 million dollars, a preliminary survey revealed yesterday, thus placing radio firmly in the No. 1 contribution spot.

Although final figures, including the Victory Loan won't be

(Continued on Page 6)

Plan Annual Showing Of Educational Radio

The Institute for Education by Radio of Ohio State University has announced its tenth exhibition of educational radio programs to be held at Columbus, May 3-6. As in previous years, awards will be made to outstanding program series "whose primary purpose is to educate rather than to entertain."

Three classes of exhibitors have been set up: (1) national networks

(Continued on Page 7)

Radio Committee Named For "Dimes" Campaign

Justin Miller, NAB president, has been appointed chairman of the national radio division committee for the 1946 March of Dimes drive, Basil

(Continued on Page 5)

Ladies Day

Wives of mayors attending the annual conference of Mayors in New York this week, were entertained by NBC yesterday with a tour of Radio City. A party of 120 ladies were hosted by Peter M. Tittle, assistant manager of the network's guest relations department. The annual conference of Mayors has been growing with each passing year of its existence.



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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.

New Women's Series Started By INS Writer

Inauguration of a new series titled, "Women's News in Review" by International News Service with Dorothy Doan, INS women's editor, writing the column, was announced yesterday. Program is based on the belief that today's housewife is a highly efficient homemaker interested in both national and international affairs. Service goes to both radio clients and newspapers served by INS.

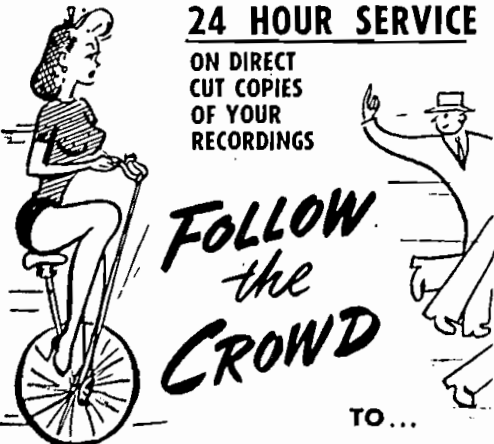
20 YEARS AGO TODAY

(December 12, 1925)

The Army and the American Telephone & Telegraph Company co-operate in testing communications system in the first major nationwide broadcast, "Defense Test Day!" over 28 stations utilizing 70,000 miles of long distance wire.

24 HOUR SERVICE

ON DIRECT CUT COPIES OF YOUR RECORDINGS



U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

Coming and Going

JOHN H. NORTON, Jr., vice-president of ABC in charge of stations, returned this week from Minneapolis, and left shortly thereafter for Detroit. On the latter trip he is accompanied by **ARCHIE GRINALDS** and **OTTO BRANDT**, of the network's station relations department.

JESS BARNES, vice-president of the Mutual network in charge of sales, has left on a one-week business trip to Chicago and Minneapolis.

GEORGE W. HAYES, manager of the Compania Argentina de Telecomunicaciones of S. A., Buenos Aires, is in New York, on a business trip to discuss South American communications.

ROBERT D. ENOCH, station manager of KTOK, has returned to Oklahoma City, following a week in New York.

BILL NEIL, Hollywood publicist, is in Gotham on a business trip.

PALMER THOMPSON, who during his war service wrote the "Treasury Salute" scripts and who recently was honorably discharged, has returned to his home in Pawling, N. Y., and has resumed free-lance radio script writing.

MARIE ROGNDahl, soprano who was featured on NBC's "Hour of Charm" as the "undiscovered voice of America," will go up to Hartford on Saturday to appear on the network's "Encore," which will emanate from WTIC.

WARREN BARFIELD, of the WPTF, Raleigh, production staff, is back at the station, after having spent a week in New York studying production at NBC.

HARRY LEPOIDEVIN, secretary-treasurer of the Racine (Wisc.) Journal-Times, whose station, WJN, is affiliated with the American network, was a visitor yesterday at the offices of the network.

WEAF Sponsors Renew 'Harkness'-'Pat Barnes'

Renewal of "Harkness of Washington" and Pat Barnes' "Morning in Manhattan" on WEAF was announced yesterday. Harkness is heard on Mondays, Wednesdays and Fridays at 11:15 p.m., and is sponsored by Beech-Nut Packing Company. Bowman Gum, Inc., renewed the Barnes show on Tuesdays and Thursdays, 7:05 a.m., EST.

Emerson To Ship 100,000 Radios Before Year's End

(Continued from Page 1)

ditional 70,000 sets before Jan. 1, he said.

Prices of the four models range from \$20 to \$40, as follows: Table models for \$20 and \$35; a pocket model for \$25, and a portable type for \$40. Output is now at the rate of 2,500 sets a day but will reach 10,000 a day during the first quarter of 1946, Abrams said.

The model being sold for \$20 is priced at the lowest rate approved by the OPA and released to the public since V-J Day, according to Abrams. This model is a five-tube super-heterodyne model incorporating an Alnico-5 speaker, described by Abrams as a war development of radio engineering.

W. E. Dividend

At a meeting of the directors of the Western Electric Company held Tuesday, a dividend of 50 cents per share on its common stock was declared. The dividend is payable on December 31, 1945, to stock of record at the close of business on December 26, 1945.

Stork News

Dick De Freitas, WHN announcer, is passing out cigars. A seven pound boy, their first, was born to Mrs. De Freitas, the former Bernice Marley, on Sunday, December 8, at Stamford, Conn.

FINANCIAL

(Tues., Dec. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	193 ⁵ / ₈	193	193 ³ / ₈	+ ³ / ₄
CBS A	49	48 ¹ / ₂	48 ³ / ₄
Crosley Corp.	38 ¹ / ₂	38 ¹ / ₂	38 ¹ / ₂	- ³ / ₄
Farnsworth T. & R.	20 ¹ / ₂	20	20 ¹ / ₈	- ¹ / ₈
Gen. Electric	49 ³ / ₈	48 ¹ / ₄	49 ³ / ₈	+ 1
Philco	43 ⁵ / ₈	42 ⁵ / ₈	43 ¹ / ₄	- ¹ / ₄
RCA Common	19 ¹ / ₈	18 ¹ / ₂	18 ⁷ / ₈	- ¹ / ₄
RCA First Pfd.	88 ³ / ₄	88 ³ / ₄	88 ³ / ₄
Stewart-Warner	25 ¹ / ₄	24 ⁷ / ₈	24 ⁷ / ₈	- ³ / ₈
Westinghouse	37 ¹ / ₂	36 ¹ / ₈	37 ¹ / ₂	+ 1
Zenith Radio	43 ¹ / ₂	42 ¹ / ₂	43	+ ¹ / ₄

NEW YORK CURB EXCHANGE

Nat. Union Radio	8 ⁵ / ₈	8 ³ / ₈	8 ⁵ / ₈	+ ¹ / ₈
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	9 ⁵ / ₈	10 ¹ / ₂
Stromberg-Carlson	25	27
WCAO (Baltimore)	32
WJR (Detroit)	30
Du Mont Lab	9 ⁵ / ₈	10 ¹ / ₂



Little people

They are the spirit of big harvests. Little people who work and sweat to bring in the harvests of the world.

We're little people, too.

We're a small station in the country's sixth largest market. We're only 1 in a 5 radio station town.

But . . . W-I-T-H, the successful independent, delivers more listeners - per - dollar - spent than any other station in town.

Facts are available to prove this.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Within Your Reach



Philadelphia's
WDAS

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



TIME!

Proper timing of sales efforts, through good times on good stations, sends products pirouetting into consumer homes. Radio time buyers from coast-to-coast depend on full-time help from cooperative Weed & Company.

Station executives like the steps so expertly executed by Weed & Company men, who work closely with time buyers in effective placement of advertising budgets. "Nationally Represented by Weed & Company" means that "time will sell!"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

LOS ANGELES

By RALPH WILK



Memos Of A Midnighner . . . !

● ● ● Madeleine Carroll will return to the U. S. next month to make one film and then go on a lecture tour to help promote better French-American relations. . . . LaGuardia says the only guests he wants on his new ainer are those who disagree with him. . . . Bogart and Bacall may do a play on B'way this spring. . . . Martha Raye's asking price frightened away a prospective soap sponsor who wanted her to head a comedy show. . . . Doug Fairbanks, who will return to Hollywood as soon as he's officially discharged from the Navy, really has his eye on a political career. . . . Al Jolson has booked reservations for Jan. and Feb. at the Lord Tarleton in Miami, which means that producer Mike Todd will have to shove rehearsals for "Oh, Susanna," back until March. He had hoped to get it under way by Jan. . . . Max Baer's medico has warned him against going through with his plans for a fistic comeback. . . . Danny Kaye, who is being paged for the Colonial Inn, in Florida, has been asked to name his own figure—and he doesn't have to keep it within reason. . . . Jerry Danzig, former WOR publicity chief, out of the Navy as a Lt. Commander with the bronze star. He'll do play producing. . . . Trevor Adams will set up offices as an actor's agent and radio talent scout. . . . Mrs. Raymond Clapper added to the staff of "Look" mag.



● ● ● Good news, to us, at any rate, is the report that Prof. Quiz, originator and dean of the quiz-masters, is slated to return to the airways after an absence of four years, during which time he entertained at army hospitals and camps. The jovial, genial Prof. has always been "must" listening to quiz fans. . . . When "Musical Grab-Bag" preems over WOR this Sat. p.m., for Song Hits mag, Bob Shepard will be in the emcee role. Charlie Jones scripted and show includes Enoch Light's ork plus guestars. . . . One of the hotels in Goldsboro, No. Carolina (where Speed Riggs comes from) has this sign on it: Geo. Washington Hill slept here! . . . Out of the army after two years overseas service, Ira Ashley returns to the direction of "Grand Central Station," after the first of the year. Prior to the war, Ira handled "Station" for three years plus "Stage Door Canteen". Welcome back, fella! . . . Norman Corwin's speech at the 5th Nobel ann'y dinner at the Astor Monday nite was sensational and by all means the most impressive talk of the evening. Corwin played up radio's role in peace. . . . Ron Rawson, "Hour of Charm" announcer, being paged by 20th Century.



● ● ● This reporter, for one, will miss Edwin C. Hill's Human Side of the News when he fades Dec. 18th. Proving we're not exactly alone in our tastes, he'll take with him one of the highest ratings a news show has had on CBS, and it's our guess that some alert sponsor will grab him up pronto. In the nine years that Jimmy Appell has managed him, he's only been idle five weeks. . . . At a USO luncheon yesterday at the Waldorf, John D. Rockefeller, Jr.'s opening remark was this: "Mr. Chairman—and Fellow Workers!" . . . Radio Row's newest pastime: Guessing LaGuardia's rating for the first three months. . . . Bing Crosby's 14-year-old youngster signed by a cereal concern to head a variety show. The kid's said to have plenty on the ball. . . . Tony Leader's party the other nite was broken up at two ayem by John Garfield calling from the coast wanting to know if Tony would come out there to direct his "Imperfect Past" . . . Look-Alikes: Victor Jory and Moe Gale's brother, Tim. . . . Evelyn Knight, femme singing star of "Powder Box Theater," may do a film in England next summer. . . . The column's line the other day suggesting that sponsors looking for an artist with a pre-sold audience need look no further than Dick Brown's direction, produced fast results, it seems. Dick was summoned for two auditions from major agencies the following day and it looks as tho' he'll be signed for a live web show before many days elapse.

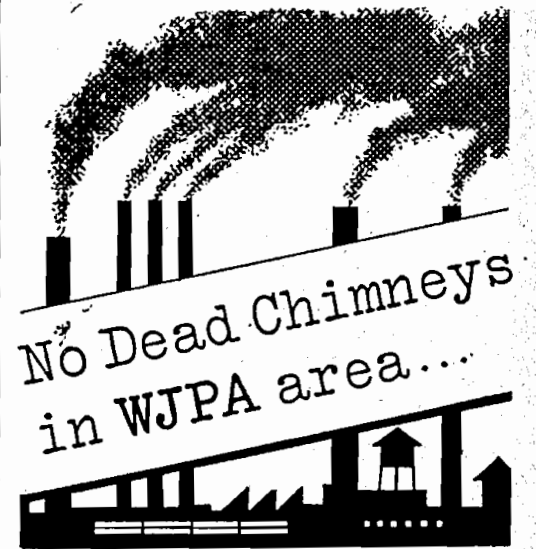
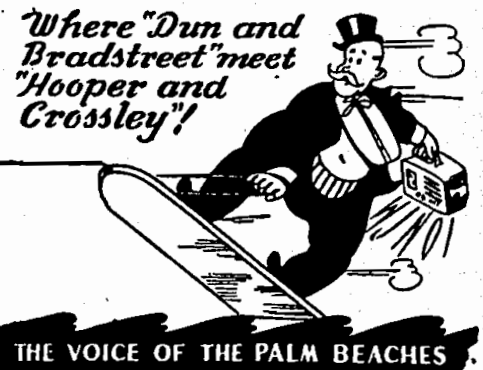
CHICAGO

By BILL IRVIN

JAMES F. BROWN, former captain in the Signal Corps has joined the John E. Pearson Co., Chicago. He will handle sales and promotion.

Nancy Goodwin has joined the staff of Time Morrow Productions, Chicago, as radio continuity writer. She will script "Tin Pan Alley of the Air," sponsored by Leaf Gum on the full NBC network. Mrs. Goodwin was formerly a professional field worker with the American Red Cross. She taught script writing to convalescent soldiers and wrote shows for soldier production.

CBS WJNO



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

MUTUAL NETWORK

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

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



COMEDIAN-WRITER JACK DOUGLAS will have his own half hour national network show with a band, vocal star and situation comedy written by and starring Douglas himself. MCA is building the package program.

Orson Welles wound up the first 13 weeks of his American commentary program last Sunday (Dec. 9) with his contract already another quarter year.

Writing staff for the CBS "Maisie" program, starring Ann Sothern, has been augmented by the signing of Scribes True Boardman and Forrest Barnes to back up Head. Scriptor Artie Phillips. Boardman, who also plays a regular dramatic role on the show, has been named "writing consultant."

Smith, Bull and McCreery has purchased 21 daily one-minute transcribed spots on KPAS, KFVD, KRKD, KGFJ, KIEV and KMTR for Jim Dolan (used car dealer) under a one-year contract. Sponsor also bought two one-hour periods on KFVD Sundays.

"Top This" Guests Of Gray

Harry Hershfield, Joe Laurie, Jr., Senator Ford, Peter Donald and Ward Wilson, principals on "Can You Top This?" were guests last night of Barry Gray on his "Moonlight Saving Time," 2-5:45 a.m., program production.

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

"A Bit of Paris in New York"
Henri
 Est. 1906
FRENCH RESTAURANT
 REAL FRENCH CUISINE
 LUNCHEON From \$1.50
 DINNER From \$2.00
 Famous French Candies
15 EAST 52d ST.

Labor Accuses Mfrs. Of Production Delay

(Continued from Page 1)
 said. He added that in many cases production is proceeding but for the house rather than distribution. Actually the reason for the hold-up of appliances is the fact that for every dollar of profit from products during 1945, manufacturers will receive four times as much in 1946 because of the repeal of the excess profits tax. In addition, because of a campaign to abolish OPA price ceilings, electrical manufacturers are bringing back their products now, only to reap huge profits later. A third facet of the manufacturers' drive-back is a drive to weaken labor laws—an effort to combat the UE's demand for the entire CIO's demand for a 15 percent wage and salary increase. The industry's effort to blame recession difficulties," Fitzgerald said, "does not stand up before the evidence UE-CIO has compiled."

Radio Committee Named For "Dimes" Campaign

(Continued from Page 1)
 Connor, president of the National Association for Infantile Paralysis, announced yesterday. Named as co-chairmen were Edgar Kobak, MBS; Clarence Menser, NBC; Adrian Sargent, American, and Davidson Taylor, CBS. Plans for the campaign include descriptions made by NBC and Columbia Recording Corp. featuring musical shows by Andre Kostelanetz, Tommy Dorsey, Frank Sinatra, and Al Jolson, in addition to numerous 15-minute spots. Plans for several web programs are being formulated. The '46 campaign will open on Jan. 1 and will close with the commemoration of the late President Roosevelt's birthday on Jan. 30.

Consolidated Hearings For Dec. 19 Schedule

(Continued from Page 1)
 partnership doing business as Tennessee Broadcasters, Nashville; J. W. Birdwell, Nashville; Cecil N. Elrod, Cecil N. Elrod, Jr., and S. D. Wooten, Jr., a partnership doing business as Murfreesboro Broadcasting Service, Murfreesboro, Tenn. Another hearing will be held on the applications of the following, all requesting 1230 kc, power of 250 watts, unlimited; O. E. Richardson, R. W. Widdel, and S. G. Strasburg, doing business as The Voice of Marion, Marion, Ind.; The Chronicle Publishing Company, Marion, and Booth Radio Stations, Logansport, Ind.

Withdraw Tele Application For Color Research Work

Withdrawal of their application for a commercial television license in the lower frequencies on the basis that effective television transmission requires moving to the higher band of frequencies, 480-920 megacycles, was made by Metropolitan Television, Inc., of New York in a letter to the FCC yesterday. In a letter to T. J. Slowie, secretary of the FCC, Ira A. Hirschmann, vice-president of Metropolitan Television, wrote in part: "We are convinced that the place for television transmission is more probably in the higher frequencies, namely from 480 to 920 mc. We further believe that all factors compel the conclusion that

Atlas Organization Scans Web Holdings

(Continued from Page 1)
 network facilities hold investment value. Leonard Versluis, president of Associated, recently negotiated a loan of \$150,000 from the Atlas organization for a short period. **New OPA Series**
 A new series "The Most for Your Money," dramatizing the work of the OPA, will be inaugurated by ABS Dec. 16, 7:45 p.m., (EST). color television is the ultimate objective for public service."

WHAT!

THAT'S WHAT I SAID - TWICE AS MANY GRAND RAPIDS LISTENERS AS ANY OTHER STATION ANYWHERE

WOOD

NO. 1 STATION (5000 WATTS) WITH THE NO. 1 NETWORK (NBC) IN THE NO. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives

Now Hear **BIG'S** about **KOA**

Makes a BIG station to sell the Rocky Mountain and Plains States region... and KOA with its 5000 watts is BIG enough to do it.

Why buy a whisper... when you can buy a SHOUT!!

FIRST in DENVER
KOA
 5000 watts 850 KC
 Represented by NBC SPOT SALES

Radio Bond Aid Talent Seen Over 100 Million

(Continued from Page 1)
available for at least two weeks, radio's gigantic support of the program was forecast as preliminary totals rolled in from all parts of the country.

The "broadcast support" does not include actual sale of bonds through radio effort, inclusion of which would send total contributions to "astronomical heights," as one Government official put it.

The survey is being conducted by NAB in cooperation with the Treasury Department.

Radio's contribution was given a top plug by Robert W. Coyne, national field director of the Treasury War Finance division.

"You have been so engrossed in doing this job," he said, "—you have been so close to the picture that I do not believe that you have read into this job of settling the attributes of which in my judgment transcend the value and importance of the dollars raised or the number of bonds sold.

"I do not believe you realize that you have been vitally instrumental in setting in action a force which will influence lives for generations.

"A by-product of your sales effort which cannot be valued but whose potential benefits lead to intriguing speculation is the fact that before this war 90 per cent of the families owned

Television In Prospect For Toronto Theater

Toronto—According to current rumor, Toronto will see its first televised entertainment in the Victoria Theater in the downtown section of the city under the sponsorship of Famous Players Canadian Corp. which owns the property. Some action is under way in connection with this house, following the dropping of the Federal Government ban on construction which had been effective as a war measure since 1940. The Victoria, built in 1915 by the late Jerry Shea, has not been used since the disappearance of big-time vaudeville years back.

Landsberg To Speak At ATS Meet Tomorrow

Klaus Landsberg, director of television station W6XYZ, Hollywood, and West Coast director of Television Productions, Inc., will be among the speakers at the American Television Society meeting tomorrow night at the Barbizon-Plaza Hotel. Other speakers will include Noran E. Kersta, NBC; Samuel H. Cuff, DuMont station WABD; Paul Mowrey, ABC, and Bob Emery, WOR.

only 10 per cent of the individually-held government bonds. Ninety per cent of the families today, and that includes a lot of little guys, own 40 per cent of the present total."

A microscopic hint of the text of radio's support is shown in the "Telling the World," report No. 4 of the Victory Loan.

The report showed for the week November 18-24 there were more than 70,000 station originations in support of the Victory loan—exclusive of network originations.

Network Figures Revealed

Network figures on the amount of time devoted to the Victory Loan are still incomplete, but according to a preliminary survey, American web aired 33 special programs for a total of 17 hours and five minutes; MBS devoted 15¾ hours on a total of 51 programs, 28 of which were 15-minute spots; NBC, through Nov. 30, aired 9½ hours (this figure does not include the time for December, including the web's "day" in the drive); and CBS, through Nov. 24, had aired 22 special programs adding up to 11 hours and 18 minutes.

Berge Discloses Gov't Plans To Aid Advertising Field

(Continued from Page 1)

eral Wendell Berge told the American Pharmaceutical Manufacturers Association Monday, in New York.

Both advertising and the anti-trust laws are "opposed to a restrictive system of distribution and to a market characterized by high prices, low turnover or monopoly control," Berge said. "They both seek to promote the maximum production and distribution of goods."

"It is notable that there is a much greater quantity of advertising in fields where competition prevails than there is in fields subject to monopoly domination.

"Restraints . . . Less Advertising"

"The reasons why this should be so are obvious. Indeed, legitimate advertising on an active scale can be one of the most significant aspects of healthy competition. Thus the function of the anti-trust division in enforcing the law is also in the interest of the majority of advertisers. The anti-trust laws seek to prevent the business policy of any large concentrated group, from restraining by artificial means, the distribution of goods in our economy.

"Restraints on distribution usually mean less advertising. Thus, in nearly all respects our purpose under the anti-trust laws is parallel to the legitimate aims of advertising. By no stretch of the imagination can it be said that enforcement of the anti-trust laws is opposed to advertising or intended to exert undue control over it."

Former OWI Official Joins ABC Research Staff

(Continued from Page 1)

by Edward F. Evans, director of research.

During his three years with the government, Gedalecia was research director for all media in overseas operations, and conducted many radio surveys in Europe and the Near East. He served also as editor of broadcasts and chief policy editor.

At ABC, he will be in charge of all qualitative research, studying listener reactions and program contents, testing television programs, and conducting public opinion polls.

Nine Tele Stations Sought In Canada

(Continued from Page 1)

for frequency modulation, nine for television and four for facsimile transmission.

A tabulation of the applications for broadcasting licenses showed 6 made in the names of individuals or companies, 10 in the names of radio stations or broadcasting companies and eight by newspapers. Three applications were made in each of those categories for television licenses.

The frequency modulation applications were divided, individuals and companies, 35; radio stations 26, and newspapers 12. Facsimile licenses are sought by three newspapers and one radio station. The return did not break down applications to identify which had been granted, refused or left in abeyance.

USO Anniversary Luncheon

Fourth anniversary of the USO Camp shows was observed with luncheon at the Waldorf-Astoria hotel yesterday, John D. Rockefeller Jr., was the principal speaker and Ab Lastfogel, president of the organization, also addressed the luncheon.

I take great pleasure in announcing that I have qualified as a member of

The Million Dollar Round Table

of the National Association of Life Underwriters.

Many thanks to my friends for their patronage which helped attain this achievement.

BOWLING GREEN 9-0284 WHITEHALL 3-6767

Jules Nassberg
INSURANCE

80 JOHN STREET
NEW YORK CITY

PHONES: BOWLING GREEN 9-0284
WHITEHALL 3-6767



CHARLES COLLINS ★ DOROTHY STONE
Starring in "THE RED MILL"

TALKING ABOUT STARS . . .

HOWIE'S Always Gets

TOP BILLING

FOR LUNCHEON, DINNER AND
AFTER-THEATRE

Your Host—SAMUEL A. HORWITZ

HOWIE'S

"The BUY Word for Good Food"
1307 6th Avenue at 52nd Street

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

AGENCIES

LENN KAUFMAN, Lennen & Mitchell, Inc., will speak tomorrow before the Advertising and Selling course, conducted by the Advertising Club of New York, on "Showmanship in Advertising and Selling." This meeting will be held at the Engineers' Societies Building, 29 West 39th St. at 6:15 p.m.

MCCANN-ERICKSON has an associate-agency arrangement with Publicidad Augusto Elias, S. A., of Mexico City. Details were agreed upon during the recent visit to that city of Luis G. Dillon, vice-president of the McCann-Erickson Corporation.

JAMES L. MOLONEY joined the New York office of Ruthrauff & Ryan, Inc., as an account executive. He had been with the General Electric Company, advertising manager of Seiberling Rubber Company, vice-president in charge of advertising and merchandising for Frankfort Distilleries, and an account executive with Dancer-Fitzgerald-Sample.

GOOD TRADE NEWS, the new grocery trade bi-weekly in the Philadelphia trading area has named J. M. Ryan & Co. as its advertising agency.

Harry Futterman

Harry Futterman, 49, accountant for many outstanding radio personalities, died Monday night at Roosevelt Hospital after a sudden heart attack. Funeral services will be held at Park Street Memorial Chapel tomorrow at 11 a.m. He is survived by a brother and a sister.

Send Birthday Greetings To

Dec. 12

- Immanuel Demby
- Ann Eden
- Hal James
- Allen Massey
- Helen Menken
- Danny O'Neil
- Edward G. Robinson

"Turn to WTAG" has become a by-word in Central New England homes. And no wonder. WTAG has an audience nearly twice that of all other stations heard in the area, combined.

WTAG
WORCESTER

Accepts Medal Of Freedom For USO Accomplishments

(Continued from Page 1)

theatrical world for four years of war-time service at a fourth anniversary luncheon of USO at the Waldorf-Astoria Hotel yesterday. The award was made by Major General Joseph W. Byron, director, special service division, War Department, who commended Lastfogel and USO for their entertainment accomplishments.

John D. Rockefeller, Jr., speaking as a civilian worker and observer of USO activities, singled out Walter Hoving, presiding chairman of the board of USO and Lawrence Phillips, executive vice-president, for service citations. Others personally commended for their work included Emil Friedlander and Bert Lytell.

Rockefeller Gives Chapter & Verse

During his talk Mr. Rockefeller disclosed that 49 USO units are at present operating in the United States, 228 overseas, and 40 are in preparation. A total of 290,000 performances before 16,000,000 servicemen and women have been given in the four-year period, during which time \$35,000,000 was spent for talent and transportation.

Lastfogel, an executive of the William Morris agency, paid gracious tribute to his co-workers and the army of talent for their services and told of the urgent post-war role of USO. He said he was accepting the medal of freedom in behalf of show business.

Both Mr. Hoving and Lawrence

Plan Annual Showing Of Educational Radio

(Continued from Page 1)

and national organizations, (2) regional webs and organizations and regional and clear-channel stations, 5 to 50 kw., and (3) local organizations and outlets, less than 5 kw.

Programs entered may be sustaining or commercial, and are classified into 14 groups: religious; agricultural; women's; cultural; dealing with social problems; dealing with personal and family problems; presenting public issues (forums, etc.); news interpretation; interpreting civic and service organizations; furthering international understanding; children's, for out-of-school listening; in-school use, grades 1-3; in-school use, grades 4-6; and in-school use, grades 7-12.

Standards Set

Entries, which close Feb. 1, will be judged "by the criteria of educational value, radio quality, and audience appeal." Awards will be made to series as a whole, and not to individual program submitted. Each entry should be accompanied by an application form, sample recording, and a two-dollar entrance fee.

Judging the entries will be "prominent persons selected because of their ability to judge" the established criteria. I. Keith Tyler is director of the Institute.

Phillips were also heard. They reviewed the four years accomplishments of USO and both emphasized the need of carrying on at least for another two years.



"This is the Beginning of the End"



Station KGW's newest morale-building, public service program takes its name from the sign greeting returned veterans at the Portland Air Base Separation Center. Once a week on-the-spot interviews with Oregon veterans of the Fourth Air Force take listeners through the twelve divisions of the Center from record checking to chapel termination ceremonies. This timely, popular program is produced and conducted by Frank Coffin, KGW chief announcer.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

FOR SALE

Established 250 watt network affiliated Pennsylvania radio station.

Box 243,
RADIO DAILY
1501 Broadway,
New York 18, N. Y.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— VIRGINIA —

RICHMOND—Louis Boylston, formerly assistant to the music director at WGST, joins the continuity staff at WRVA. . . . WEST VIRGINIA—Jane C. Hileman is now handling continuity and publicity for WMMN, a Fort Industry station in Fairmont, replacing Walter A. Bowman.

— NEW YORK —

NEW YORK—Inaugurating a new public service program founded on the workings of America's great peacetime Army, WINS is presenting a series of 10 programs especially written for the Salvation Army by George S. Carlesco and Hazel Cullen. The series, premiered Dec. 6, incorporates the purpose for the army but steers clear of the usual drum beating so fallaciously associated with the corps. Instead, each program will be centered upon a definite incident that lends itself to a live half hour dramatization. Musical background will be supplied by organist Avenir de Monfred.

— PENNSYLVANIA —

PHILADELPHIA—Captain George Hagerty, who was stationed in China, has resumed his new assignment with WRS. He was formerly with the engineering staff with Lt. Charles Roder,

who is back after serving two years in the South Pacific. . . . Alex Griffin, WIP news analyst and commentator, has returned with Mrs. Griffin from London via trans-Atlantic flight, and has resumed his broadcasts. His "postwar look" at the over-all European picture, is making an interesting series of reports for the listeners to the station.

— INDIANA —

FORT WAYNE—For the tenth consecutive year the Hoff Brau Brewing Corporation has signed a contract sponsoring a daily evening newscast over Farnsworth station WGL. Hoff Brau, oldest and largest advertiser on WGL, has retained the "Gold Star Final" program throughout its radio advertising history. The recent signing of the new contract for the "Gold Star Final" newscast aired Monday through Saturday at 6:45 p.m., is the largest local account contract that WGL holds.

— NORTH CAROLINA —

WASHINGTON—WRRF has a 4x5 multiple-fold giving an illustrated picture of North Carolina's tobacco industry. Folder, titled "As Good as Gold," ties-in customer and sales statistics for this Tar Heel Broadcasting station's area.

— MISSOURI —

ST. LOUIS—Joe Franklin Myers Industries, will begin a new show, "Sweetest Story Ever Told," on KMOX, Dec. 23, for 52 weeks. Talent will include piano and organ combinations, singers, narrator and a dramatic cast. . . . Souldard Johnson, has returned to the position of local sales manager of EMOX, after serving four years as a major in the Army Air Forces Troop Carrier Command and the Technical Training Command.

— NEBRASKA —

OMAHA — Bill O'Halloran, discharged from the Army as combat reporter for Stars and Stripes with the 44th Infantry Division, has joined the continuity staff of WOW. . . . Harold Storm, formerly promotion manager at WNAX, Yankton, South Dakota, and later with the Glenn Martin-Nebr. Co., has joined the WOW staff as assistant to Bill Wilman, promotion chief.

How are you Fixed for Vitamin A?



Carrots are an excellent source of Vitamin A. Vitamin A improves vision, promotes growth.

Many advertisers are getting their business from Vitamin A from the *Beeline*, which improves vision and definitely promotes growth.

The *Beeline* with its 42 primary counties is the only combination of stations that properly covers the California Central Valley plus Western Nevada.

WHAT THE *Beeline* IS . . . not a network but a group of long established stations, each the favorite in its community. Combined for national spot business.

See the McClatchy *Beeline* rate list under California in Standard Rate and Directory.



PAUL H. RAYMER CO.
National Representative

No Shortage of Long Hair

Did you know that 62% of the radio public enjoys programs of serious music?

This figure was shown in a national survey among radio listeners six years ago. Today that percentage is even greater. For the average American is far more appreciative of so-called long hair music than is believed.

Until BMI entered the scene, few of the outstanding works by our contemporary composers of serious music had been licensed to broadcasters. Today, however, BMI grants the exclusive performing rights to music by the members of the American Composers Alliance.

This encouragement to modern composers is reflected in the increasing flow of distinguished music specifically designed for radio presentation.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.

New York · Chicago · Hollywood

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 51

NEW YORK, N. Y., THURSDAY, DECEMBER 13, 1945

TEN CENTS

Midwest Tele Web Plans

Marshall Field Co. Buys GE Tele System

Chicago—Following the recent experiment with intra-store television as a selling and promotion medium in a department store as conducted by Gimbel Brothers, Philadelphia, in cooperation with RCA-Victor, another important step was taken in the same direction this week with the announcement that Marshall Field & Company has held for over a year a post-war top priority for the purchase and installation of a General Electric tele system.

George S. Peterson, district manager
(Continued on Page 5)

Web Execs. To Be Guests At Gridiron Club Dinner

President Truman will head a list of distinguished guests at the first post-war renewal of the world famous Gridiron dinners, to be held in the Statler Hotel, Washington, D. C. Sat. evening, Dec. 15. Top flight radio executives will be among the select list of 500 guests from political, business, scientific and professional fields.

The Gridiron Club includes three
(Continued on Page 2)

Ex-Army Pilots Flying Philco Radios to Trade

Philadelphia—Former Flying Tiger pilots are being used by Philco to rush the first of their new radio receivers to distributors in the major cities of the United States. Robert P. Hedman, third highest ranking ace, piloted a Conestoga transport carrying 1,000 of the new sets. Five planes are being used to rush sets to 41 cities.

Marooned

The clock went off as usual at 6 a.m. Tuesday for Mel Elliott, WOR newscaster, but he found himself locked in his top-floor apartment. Yells and kicks brought no help, so he missed his 7 a.m. program—and his 10 o'clock shot. Even the roof trap-door was locked, so he went back to bed. Finally Gil Kriegel, a fellow announcer, arrived and blasted the door down.

Testing

Milwaukee—The power of radio was effectively demonstrated when three Milwaukee stations—WTMJ, WISN and WEMP—recently broadcast an announcement shortly after 8 a.m., that 600 pairs of nylons would be sold, one pair to a customer, beginning at 9:30 a.m., at the Constant Hosiery Mills in Milwaukee. So great was the ensuing jam that the Milwaukee Journal printed a front-page story and picture, the latter showing the long line of nylon-conscious women.

Former OWI Staffers Seek Radio Positions

Approximately one-fourth of those registered with the IIS placement committee set up to aid former OWI personnel are radio people, many of whom served with the Voice of America overseas, it was revealed yesterday.

Although short-wave broadcasting is the only one of the many wartime Government informational activities
(Continued on Page 7)

BMB Comm. Recommends Industrial Research Bids

Bids on the coding, editing, tabulating and mailing phases of the first BMB study, as submitted by Industrial Surveys Company and Reuben H. Donnelly Corporation, were approved
(Continued on Page 5)

FCC Asks 'Reasonable Speed' In Selling 'Multiple' Stations

Washington Bureau, RADIO DAILY
Washington—Four cases of multiple ownership are now pending before the FCC, a survey revealed yesterday. The FCC said that while there is no specific deadline for dissolving the allegedly multiple ownership of the stations involved, the owners must show "reasonable" speed. Every opportunity will be given the owners to dispose of one or more of the stations without financial or other losses. The five cases now pending include:

A. T. & T. Announces Construction Plans For Video Relay Outlets Linking Milwaukee And Chicago

RCA Victor Appoints Five Vice-Presidents

In line with its postwar policy of expansion for full peacetime production, RCA-Victor has appointed five new vice-presidents, it was announced by Frank M. Folsom, executive vice-president in charge of the Victor division, following a meeting of the board of directors.

The new vice-presidents, each of whom was formerly general manager of the commercial activity which he
(Continued on Page 2)

Newspaper Blasts Bill To Regulate Radio News

Washington Bureau, RADIO DAILY
Washington—Describing the proposed legislation as regulation by suppression, the Washington Post in an editorial yesterday strongly opposed
(Continued on Page 7)

Mutual Assigns Coverage For Jan. 1st Bowl Games

Mutual announced yesterday assignments for network broadcasts of some of the top football games on New Year's Day throughout the nation. The
(Continued on Page 4)

Indicating the first step toward establishing a television network in the middle west, the American Telephone and Telegraph Company yesterday filed applications with the FCC for authority to build and operate micro-wave relay stations linking Chicago with Milwaukee.

The radio relay system be-
(Continued on Page 5)

CBS Lifts Restriction On Prison Newscasts

Montreal—Davidson Dunton, Chairman of the CBC, announced Friday there would be no restrictions against inclusion in the corporation's news broadcasts of reports of disturbances in penitentiaries.

Louis St. Laurent, justice minister, had said in the Commons Nov. 16, that the Justice department had insisted that the corporation refrain
(Continued on Page 7)

NBC Realigns Executives In Radio-Records Dept.

The following changes in the NBC Radio-Recording division personnel setup were announced by Robert W. Friedheim, general manager: Willis B. Parsons has been named
(Continued on Page 5)

Motion Carried

Martin Hoade, recently returned from the AAF to NBC's news and special events department, wants it known that he is no longer defense editor. That was back in 1939 but he is still getting mail addressed that way. Since then he has had 53 missions in a B-24. He feels that such a record justifies his saying that he has gone on the offensive.



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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

(Wed., Dec. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	193 3/8	193	193 3/8	+ 3/4
CBS A	49	48 1/2	48 3/4	- 1/8
Crosley Corp.	38 1/2	38 1/2	38 1/2	- 3/4
Farnsworth T. & R.	20 1/2	20	20 1/8	- 1/8
Gen. Electric	49 3/4	48 1/4	49 3/4	+ 1
Philco	43 5/8	42 5/8	43 1/4	+ 1/4
RCA Common	19 1/8	18 1/2	18 7/8	- 7/8
RCA First Pfd.	88 3/4	88 3/4	88 3/4
Stewart-Warner	25 1/4	24 7/8	24 7/8	- 3/8
Westinghouse	37 1/2	36 7/8	37 1/2	+ 1
Zenith Radio	43 1/2	42 1/2	43	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	8 5/8	8 3/8	8 5/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
VCAO (Baltimore)	32
WJR (Detroit)	30

New ABC Sponsor

Chicago—Popular Home Products, Inc., has signed a 52-week contract with the American Broadcasting Company, Inc., for a musical variety program over its coast-to-coast network. Product is "Staze" and the agency is Raymond Spector of New York City. Program will start on Jan. 19th, and will originate from Chicago.

20 YEARS AGO TODAY

(December 13, 1925)

The first test to prove radio's ability to disseminate information to the listening public in time of national emergency held by station KPO, San Francisco.



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

Coming and Going

D. W. THORNBURGH, vice-president of CBS, in charge of the Pacific Coast division, left Hollywood Tuesday en route to New York and Washington, D. C. He plans to return to the Coast before Christmas.

E. K. HARTENBOWER, general manager of KCMO, Kansas City, is back in Missouri following a short business trip to New York.

GEORGE W. JOHNSON, station manager of KTSA, San Antonio, who spent a week in Gotham recently, has returned to Texas via Chicago.

HENRY JOHNSTON is in town for confabs at the offices of ABC. He's the manager and director of WSGN, Birmingham, Ala., an affiliate of the web.

BOB HAWK, and DOLLIE DAWN, of CBS' "Thanks To the Yanks," leave tomorrow for Boston to do a Victory Bond show.

FRED WEBER, executive vice-president of WDSU, New Orleans, La., was a visitor yesterday at the headquarters of ABC, with which the station is affiliated.

LES QUAILEY, director of the relations bureau for the Scholastic Sports Institute, and GEORGE SCHREIER, director of the institute's information bureau, are in Boston on business.

HOPE BARROLL, Jr., executive vice-president of WFBR, in town from Baltimore this week for conferences at the headquarters of ABC.

GERALD D. COLEMAN, formerly chief engineer at WISR, Butler, Pa., is spending two weeks in New York following his release from an OWI assignment in the Philippines.

JOHN BATES, radio director of the J. M. Mathes, Inc., agency, is on his way to Phoenix, Arizona, for a rest. He's just pulled through a tussle with pneumonia.

Web Execs. To Be Guests At Gridiron Club Dinner

(Continued from Page 1)
 national radio commentators in its membership — Richard Harkness, NBC; Ray Henle, ABC, and Albert Warner, of MBS-Cowles. Included among the radio personalities who will sit down to the club's celebrated terrapin and champagne dinner are:

Niles Trammell, president; Frank Mullen, vice-president; and Frank M. Russell, vice-president, NBC; Edward J. Noble, board chairman; Mark Woods, president; and Robert E. Kintner, vice-president, American Broadcasting Co.; Edgar Kobak, president, Mutual Broadcasting System.

Also John Cowles, Gardner Cowles, and James S. Milloy, Cowles Broadcasting Co.; Capt. John A. Kennedy, USNR, president, West Virginia Network; Earl Godwin, ABC commentator; William B. Dolph, Dolph Radio Enterprises; Com. T. A. M. Craven and Merle Jones, WMAL, Washington, D. C.

Birthday Broadcast

Frank Sinatra celebrated his 28th birthday yesterday by returning to WNEW, where he reportedly made his start in radio, for a recorded interview with Martin Block. Recording was made in the afternoon and aired on the evening session of "Make Believe Ballroom." Block celebrated by playing one hour of the Voice's records including a new album, as yet unreleased, of old time songs.

RCA Victor Appoints Five Vice-Presidents

(Continued from Page 1)
 now heads are: Meade Brunet, vice-president in charge of the engineering products department; J. B. Elliott, vice-president in charge of the home instruments department; Jos. H. McConnell, vice-president and general attorney of RCA Victor; J. W. Murray, vice-president in charge of the RCA Victor record department; and L. W. Teegarden, vice-president in charge of the tube department.

In their new positions, the officers will be directly responsible for all activities, including engineering, manufacturing, purchasing and selling.

Tinney On American

Cal Tinney, cowboy humorist, will return to network radio on ABC Monday, Jan. 7th, in a new program titled "Relax With Cal Tinney." Tinney's new program, to be heard Monday through Friday from 6:45 to 7:00 p.m. EST, with a live repeat at 11:15 p.m., will be broadcast on a cooperative basis, replacing another co-op, "The Adventures of Charlie Chan." Tinney has just returned from active service with the U. S. Army in the China-India theatre.

New Tele Demonstration

New developments in television will be demonstrated to the press at the RCA Laboratories at Princeton, N. J., today.



How do Homing Pigeons do it?

You've probably read of the almost incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to hit their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we've got the kind of radio facts that make smart time buyers get on the home beam and turn to W-I-T-H in Baltimore.


For the facts show that this successful independent produces the greatest number of listeners per dollar spent in this five-station big town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your budget.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REID



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

WLOL

announces
the appointment of

NORMAN BOGGS

as general manager
and vice-president

Effective January 14, 1946



WLOL • MINNEAPOLIS-ST. PAUL • BASIC MUTUAL



LOS ANGELES

By RALPH WILK

PASADENA'S famous Tournament of Roses Parade on New Year's Day will be broadcast by Warner Bros. KFVB, starting at 9 a.m. and continuing until completion of the spectacle, approximately at noon. A special broadcasting stand will be erected for KFVB next to the official reviewing stand at Carmelita Park, Colorado and Orange Grove Avenues, from which the parade will be described and officials and spectators interviewed. To insure reaching the stand through the expected throngs, the KFVB staff will start out at 2:30 a.m. on the day of the broadcast.

Al Sack, musical director for the CBS "Marlin Hurt and Beulah Show," has signed Sammy Weiss, famous drummer, as a regular member of the band. Sammy spent ten years with Benny Goodman and is a national "rug-cutter" favorite.

Ralph Staub has completed Columbia Screen Snapshots No. 6, "The Niles and Prindle Party." The reel features Wendell Niles and Don Prindle entertaining convalescing GI's in comedy routines at the Birmingham Hospital. Sequences included in the reel show Niles and Prindle with Jerry Colonna, Dick Foran, Bill Goodwin, Johnny Mercer, Hugh Herbert and Bill Frawley.

Mutual Assigns Coverage For Jan. 1st Bowl Games

(Continued from Page 1)
Texas-Missouri game in the Cotton Bowl will be handled by Jimmy Britt and Charles Jordan; the East-West contest will be covered by Ernie Smith and Mel Venter; and the Blue-Gray (North-South) game will be described by Russ Hodges and Tom Slater.

The first two games are sponsored by the Gillette Company, and the other by the Army Recruiting Service through N. W. Ayer & Son, Inc., advertising agency.



Reporter At Large. . . !

● ● ● Small Talk: Sinatra will protect his \$25,000 investment in the Buddy Rich ork by doing a series of appearances with the crew. . . . It's Jimmy Dorsey—and not Tommy, as many of the gazettes had it—who's opening at the 400 Club Christmas Eve. . . . Bob Shaw, "Mr. D.A." scripter, down with the flu. . . . Maurice Rocco claims the nets are having more trouble with the ABC's than the schoolkids. . . . Tim Marks back at his desk after a siege of the flu. . . . Shirley Eder will return to the nets shortly as a disk jockey and gossip spieler. . . . Frank Lovejoy got his first cold in years when he shaved his beard after "Sound of Hunting" folded. Funny thing about Frank, without that beard, he's as suave a guy as you'll find along Radio Row—but with it he looked like a character out of Bill Mauldin's Willie & Joe. . . . Alan Young's show shifts to Hollywood Jan. 2nd, when he'll appear opposite Jeanne Crain in 20th Century's "Margie". . . . Paulette Goddard's \$175,000 necklace, which is grabbing so much free space, actually cost \$85,000, if anyone cares. . . . Cpl. Walter Kaner a busy lad in Tokyo. Besides announcing, disk jockeying and publicizing the Armed Forces Radio net, he's also scribbling for "Stars & Stripes" John MacVane, recently returned from covering the wars for NBC, has solved the maid problem by bringing back an English servant with him. The canny Scot lured her here by outlining the bright possibilities of the gal catching a husband here. . . . Claudette Colbert, who is coming to N. Y. next month for the world premiere of International's "Tomorrow Is Forever," has asked her agents to line up worthy play scripts for her to read. She definitely wants to star in a play. . . . Bing Crosby and Ingrid Bergman practically own B'way, what with "Spellbound," "Bells of St. Mary's," "Saratoga Trunk" and "Road to Utopia."



● ● ● A lengthy nite letter informs us that Lou Dahlman, America's leading character, will preem his new, soul-searching show, "Are You A Character," over WINS tonite at 7:45. Among other savory (or otherwise) characters who will be interviewed by Lou are such Damon Runyanesque figures as Sundown Slim, Irving the Waiter, Times Sq. Tommy, Maxie the Taxie, Seven Horse Parley Davis, Gwendolyn the Flirt, etc. and even etc.



● ● ● Filler Dillers: Judy Canova thinks the Jan. 1st theme song at City Hall should be "When O'Dwyerish Eyes Are Smiling". . . . Bill Stern says hotels are so crowded the skeletons in the closets are taking in roomers. . . . Bert Stanley says that many gals who bleach their hair are only trying to keep their ages dark. . . . Marty Ragaway claims he got into radio comedy by working as an usher at Bob Hope's script conferences—showing writers to their seats. . . . Running after women never hurt anybody, says Ed Begley. It's catching them that does all the damage. . . . Oliver Daniel's song title: She has a poker face and the boys are always calling her. . . . Ed East & Polly swear they saw this sign on a village fence: Hearken. No Parkin', larkin' or sparkin'—and no foolin'. . . . And Stephen Chase claims that a pessimist is a guy who sizes himself up and then gets sore about it.



● ● ● Our Hat's Off Dept: Ed Byron's "Mr. D.A.," which is right up on the front lines in the battle against intolerance. Catch the Dec. 19th show and see what we mean. . . . Mitchell Brother, handsome swoon-crooner at Billy Rose's Diamond Horseshoe, who guests for the second week straight on WJZ's Senior Swing stanza Saturday nite. (He leaves for Hollywood next month for a big new air show). . . . Charlie Michelson's new transcribed series, "The Avenger," scripted and directed by Gil Braun. . . . The zingy new show at the Zanzibar—a regular Zanzibargain. . . . The Ford Sunday Evening Hour—celebrating its 400th performance this week.

Hildegard and Morton Downey are guest-starring on programs 1 and 2 of *Show Stoppers*, a new custom-built series now being NBC Recorded for nation-wide distribution. Koret of California, manufacturers of distinctive women's wear, is the sponsor of these quarter-hour shows, which are slated for 160 stations.

"Show Stoppers" is based on the premise that once in the life of every great performer comes the transitional moment when he or she becomes a star. Each program dramatizes this great moment in the lives of the guest stars. Announcer Jim Ameche introduces the star . . . and then the story. The uniqueness of the program idea plus an excellent lineup of guest stars makes for a show that's interesting and easy listening.

NBC Thesaurus subscribers will soon be receiving 10 new tunes by an exciting young performer by the name of *George Wright*. A newcomer to Thesaurus, Wright has spent most of his 25 years at some sort of keyboard. Beginning his musical training when just a kid in an Orlando, California grammar school, Wright became staff organist on a Pacific Coast network and featured organist at San Francisco's Fox Theater. He now appears regularly on such nation-wide network programs as the Jack Birch Show, It's Up to Youth and Nick Carter.

George Wright's distinctive Hammond organ-piano arrangements are clean-cut and refreshing. His simultaneous handling of the two instruments is skillful and unfaltering. Gliding from smooth, rippling organ treatments to rhythmic piano-organ jive, this handsome young master-of-many-keyboards gives *Thesaurus* subscribers another *extra* in entertainment value . . . another network-caliber artist for exclusive broadcast by subscriber stations.

NBC
Radio-Recording Division



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

SERVICE OF RADIO CORPORATION OF AMERICA

Southwest Video Plans Announced By AT&T

(Continued from Page 1)

Chicago and Milwaukee, which cost approximately \$500,000, is expected to be ready for tests in the spring of 1947. It is planned to employ this system for television transmission in co-operation with television station WMJT in Milwaukee and any other broadcaster who might be able to use the facilities during the experimental period. First experiments will be conducted in the 4,000 cycle range.

Relay Stations Planned

Terminals of the micro wave relay system will be at the Illinois Bell Telephone Company long distance office in Chicago and at the Wisconsin Telephone Company's toll building in Milwaukee. Three radio relay stations will be erected along the way: one near Barrington, Ill., one near Wilmot, Wis., and the third near Prospect, Wis.

Linked With Coaxial

Officials of A.T.&T. in New York yesterday said that such systems are expected to play an important part in future communications in conjunction with nation-wide network of coaxial cables now under construction. At present another radio relay system is being built between New York and Boston. It is probable that Bell System television networks will consist of inter-connected coaxial and radio relay channels.

'Queen For Day' In Boston With WNAC Broadcast

Boston—All this week Alka-Seltzer "Queen for a Day" show, featuring Jack Bailey and directed by Bud Bailey, is originating from the stage of the WKO-Boston Theater over WNAC Mutual. Highlights of visit, beset by unusual cold and stormy England weather but very warm Boston, included awarding of ten Victory Bonds by WNAC to winners of best letters telling why they would like to be "Queen".

THERE'S ONLY **1** TIMES SQUARE

but **WHN** REACHES **2** NEW YORKS!

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

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

NBC Realigns Executives In Radio-Records Dept.

(Continued from Page 1)

to the newly created post of manager of Thesaurus and syndicated sales, and Charles W. Hicks, Jr., has replaced Walter B. Davison as manager of recording sales. Davison has resigned to join Capitol Records.

Parsons was formerly assistant sales manager of the NBC Radio-Recording division. He joined NBC in 1934 as a promotion writer in the network's advertising and promotion department. In March, 1939 he was named manager of the institutional and promotion department, and later became assistant sales manager. Prior to joining NBC, Hicks was for 10 years manager of station WSOC, network affiliate in Charlotte, N. C.

Changes in the program department include the appointment of Bert Wood as program manager, with Morris W. Hamilton assuming the position of associate producer handling special production assignments. Norman Cash and Donald Mercer, recently returned from military service, become program director and sales supervisor, respectively. Mercer replaces Wade Barnes who is away on an extended survey of the Southwest in the interests of the Recording division.

Clothing Collection ETs

United Clothing Collection has prepared a series of six 5-minute transcriptions for distribution throughout the country in conjunction with the drive for used clothing for devastated areas in Europe. Among those who cut records are Helen Hayes, Josephine Hull, Fredric March, Katharine Cornell, Walter Huston and Bert Lahr, with music by Hank Sylvern.

W. E. Declares Dividend

Western Electric Company has declared a dividend of 50 cents per share on its common stock. It is payable on Dec. 31, 1945, to stock of record at the close of business on December 26, 1945.

Jostyn On Paula Stone Show

Jay Jostyn, "Mr. District Attorney" heard on NBC, will be interviewed by Paula Stone tomorrow, 5:15 p.m., over WNEW.

BMB Comm. Recommends Industrial Research Bids

(Continued from Page 1)

yesterday by the technical research committee of the Bureau, with recommendation for acceptance by the board of directors.

The Bureau staff was authorized by the research committee to complete details on the proposed contracts at the same time, prior to action by the members of the board.

Members Listed

Committee members include: A. N. Halverstadt, chairman, Procter & Gamble; Robert F. Elrick, Pepsodent Co.; Frederick B. Manchee, BBD&O; Wilson J. Main, Ruthrauff & Ryan; Charles Pooler, Benton & Bowles; Frederic G. Berner, G. Washington Coffee Refining Company; Edward F. Evans, ABC; H. M. Beville, Jr., NBC.

Also present at the meeting were: Barry T. Rumble, NBC; Richard Puff, MBS; and Harper Carraine, CBS; Leonard Bush, Compton Advertising. The Bureau staff is represented by Hugh Feltis, John Churchill, Paul Peter and Richard Wyckoff.

FCC Consolidated Hearing Scheduled For Rome, N. Y.

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced a consolidated hearing would be held on five applicants for standard stations in the Utica-Rome, N. Y. area today at 10 a.m.

The applicants, all requesting 1450 kilocycles, power of 250 watts unlimited, are: Utica Observer-Dispatch, Inc., Utica; Utica Broadcasting Co., Inc., Utica; Midstate Radio Corporation, Utica; Ronald B. Woodyard, Utica, and Copper City Broadcasting Corporation, Rome.

Stork News

Memphis, Tenn.—Clarke R. Brown, radio director of Lake-Spiro-Shurman, Inc., Memphis agency, was presented with a second son, Chris T. Brown, by his wife on Dec. 6, 1945. Brown recently resumed his duties at the agency after about two years in the AAF, where he served in public relations work. He also assisted in producing radio broadcasts for the various AAF Fields at which he was stationed.

Marshall Field Co. Buys GE Tele System

(Continued from Page 1)

Manager for the GE electronics department, revealed that during the war when materials were frozen for civilian use, the company adopted the practice of accepting orders for post-war installation on a priority basis. The Chicago store was the first to enter such an arrangement for a television system of the non-commercial type, Peterson said.

"Tremendous Possibilities" Seen

Marshall Field officials, however, said that no detailed plans for the installation of the intra-store system had been made, but indicated a strong continued interest in the possibilities of television as a sales tool. "Both inside the store as a service to customers and outside as an advertising medium to consumers, television holds tremendous possibilities," said L. B. Sizer, sales promotion manager. "Given an adequate image, a widespread and responsive audience seems certain to be attracted in the coming years," he added.

King Leaving CBS Tele

John Reed King and The Missus Goes a-Shopping, goes off CBS television station, WCBW, January 8, after 1½ years of occupying the daily night 8-8:30 time slot. The program recently got the best adaptation of a radio show to television plaque by TBA. King is going off the program to exploit his own television package shows including Thanks for Looking and Kings Record Shop, as well as a new program idea he is now considering.

Making Steel Talk

THE CHRONOVOX

coming soon!

HIS 21ST YEAR..

AND MORE POWERFULLY PROGRAMMED THAN EVER

50,000 Watts • NBC Network

Edward Petry & Co., National Representatives

AGENCIES

GOULD & KUFF, advertising agency partnership, has been formed in Baltimore by Purnell H. Gould and I. Harold Kuff. Both were recently released from the Army. Before the war, Gould had been commercial manager of WFBR and WBAL, while Kuff was advertising manager of Hecht Brothers, department store. The new agency has taken a floor for offices and audition room at 1200 St. Paul St. Occupancy is expected about Jan. 1.

BRYAN HOUSTON, following three years in the U. S. Army, where he held the rank of colonel, has returned to Young & Rubicam, Inc., as vice-president in charge of new business, supervisor of accounts and member of the organization's plans board.

KENNON JEWETT has been elected a vice-president of William H. Weintraub & Co., Inc. He had been copy chief of the agency since joining the organization in 1943.

SEIDEL ADVERTISING AGENCY has been appointed to handle the advertising for Old Tropadan, imported liqueur.

Seek AM Station Permits In Applications To FCC

Washington Bureau, **RADIO DAILY** Washington—Air-Time, Inc., Joplin, Mo., has applied for construction permit for new standard station, FCC announced Friday.

The new station would operate on 1230 kilocycles, power of 250 watts, unlimited. President of the company is Austin A. Harrison, engineer with Western Electric Co.; vice-president is John C. Bailey, Hollywood, Calif., "employed" by the Don Lee Broadcasting System. Also applying for construction permit for new standard station was Don C. Foote, John W. Foote, Robert E. Mulvaney, Willard Mulvaney, Horace S. Davis and Rockwood Brown, Co., partners doing business as Billings Broadcasting Co., Billings, Mont., to be operated on 1240 kilocycles, power of 250 watts.

Applying for construction permit for new FM was Catawba Valley Broadcasting Co., Hickory, N. C.

First with FM in the
Rocky Mountain West!

KLZ

DENVER

CBS
560 KC.

REPRESENTED BY THE KATZ AGENCY

WORDS AND MUSIC

By HERMAN PINCUS

One Good Turn, Etc.

YEARS ago in Chicago, Ork Pilot Frank Trumbauer gave a job to a young musician named Russ Case . . . recently Russ repaid in kind when he hired Frank to play on his "Fresh Up" MBSeries and on several recording dates for Victor.

☆ ☆ ☆

TIN PAN ALLEY-OPS:—Tunesters along the alley will hail the news that Jack Robbins has opened a new firm, Variety Music, Inc., which will be a strictly pop firm. . . . this move will serve as a much-needed outlet for numerous songwriters' ditties (those without picture tie-ups), and should be emulated by other picture-affiliated music publishers. . . . ● We heard the King Cole Trio's feature ballad, "Any Time At All" at the Copa the other nite and predict a bright future for the Jack Gold-Dick Emerson ditty. . . . ● Nemo (Chelsea Music Corp) Roth's son, T/Sgt. Melvin B. has been honorably discharged from the Service after two years in the South Pacific. . . . ● Ed. Weber, the "Can You Top This?" manager who, with Otto Harbach and Gene Buck, was recently honored with a Seidel Night by the Lambs, played 192 consecutive weekly performances for the Lambs Club Servicemen's Morale Corps. . . . ● "Gotta Learn How To Love You," by Bee Walker and Eddie Cantor set for a number one plug at Robbins. . . . ● Gil Mills, formerly associated with Arrow Music, has opened his own firm, Gil Mills & Co., his initial tune, "What A Day" Gil has just been elected to ASCAP as a writer-member. . . . ● The new Zanzibarrevue, a slick-click, was composed by Ted Murry and Ray Leveen. . . . ● Hank Lawson's musicdowns open at Pal's Cabin in W. Orange, N. J. on the 18th. . . . that's the Cleveland band we recently itemed, as "big-timey" . . . ● We predict 1946 first hit will be "Oh, What It Seemed To Be," written by Frankie Carle, Bennie Benjamin and George Weiss, published by Santly-Joy. . . . ● Corporal Buddy Feyne, awarded the Bronze Star for bravery in action in the South Pacific, is now in civvies. . . . he co-wrote the jive classic, "Tuxedo Junction". . . . ● Nat Margo, now with Starlight Music, lining up a raft of plugs on "Uncle" Nick Kenny's ballad "Blue".

☆ ☆ ☆

RADIOLOGY:—"Smiling" Jerry Baker, heard locally via WMCA, should be piped into the Associated Broadcasting System's entire network. . . . the lad sings a ballad with the best of them. . . . ● The "Alan Young Show," will originate from the coast starting January 8 and will remain there for six months during which time the comic will appear in a flicker for Fox. . . . Director Eddie Pola and Four Chicks & Chuck will go West with the show and the orchestra will be directed by Bernie Weisman. . . . ● The huge national following his make-believing as "Nick Carter," has won, is the reason for Lon Clark being on the dais at the National Youth Conference held Sat. in Gotham. . . . ● Stace Pheasant, dynamic Sligh & Tyrrell exec, has just set songster Jimmie Costello on a WGNoontime spot for five years. . . . ● Leslie (Great) Scott, WBYN comic, appeared miffed when he read here, that a musical titled, "Great Scott" was going into rehearsal next month. . . . (Great Scott! we didn't mean to grate Scott). . . . ● Kathryn Cravens, heard from overseas via WOL, has already visited and MBSpieled from 21 European countries since V-E Day. . . . ● The Armstrong Quaker Girl, heard on the "Armstrong CBSaturday Series," is Julie Conway, former NBChantootsie. . . . ● Ed. Kasper and Aaron Bloom of the Kasper-Gordon Co., just sold a new series of musical transcripts their Boston (home office) staff has been augmented by the addition of Vernon Rich, Barbara Herrington and Audrey Jevne. . . . ● Lily Pons, Andre Kostelanetz and Duke Ellington have already been signed by Boris Morros for his forthcoming production, "Carnegie Hall". . . . ● Howcome Harry Hoffman, who pinch-hit for Maestro Raymond Paige on several occasions, isn't signed to baton a net show?



JAMES P. GILLIS, on military leave from NBC for two and one-half years, returned to the network as a sales in the national spot sales division. G was a technical sergeant attached to 8th Army Air Force in England, served as a radar and radio operator. He has the DFC, Air Medal with five Oak Leaf Clusters, Purple Heart and the President Unit Citation.

BILL HAWES, former idea man Ralph Edwards' web antics, is back at old job in the "Truth or Consequences" fold once again. Hawes' return to civilian status followed two years overseas service with the Navy.

RICHARD ELLIOTT, honorably discharged from the Navy after four years as a combat photographer, has joined the art department of the Duane Jones Company.

FRANK O'CONNOR has joined the west coast radio department of Ted Bates, after service in the Army where he supervised "Mail Call," "Command Performance" and other shows. Before entering service, he was with J. Walter Thompson agency.

HERMAN MAXWELL has returned to WOR sales staff as account executive after two and a half years in the Navy, where he saw service in the Okinawa, Truk and Formosa campaigns. He has been with the station since 1929.

Du Mont Facilities Grow

Allen B. Du Mont Laboratories, Inc., of Passaic, operators of WABD in N. Y., have announced the expanded production facilities for building television transmitters and other equipment, and have appointed Ernest A. Marz as general manager of the television division.

P. O. B. Radio Div. Closing

The New York Radio Division of the "Voice of America's" Pacific Operations Bureau was discontinued Nov. 30. The division served as New York office feeding broadcast material to Government short-wave units in San Francisco.

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

US Lifts Restriction on Prison Newscasts

(Continued from Page 1)
including such news in its broadcasts as a measure to prevent disturbances in other penitentiaries. St. Laurent said at that time that the corporation was very reluctant to eliminate the reports and he was insistent "to insist that it be done," the alternate would be the elimination of radios from penitentiaries. A Justice department official advised that the CBC decision declined whether or not radios now should be eliminated. He pointed out a disturbance in penitentiaries "very rare, anyway."

Text of Statement
Dunton's statement follows: The board of governors of the Canadian Broadcasting Corporation have decided that there shall be no restriction against inclusion in CBC broadcasts of reports of disturbances in penitentiaries.

It was noted by the board that prisoners, and penitentiaries, are allowed to listen to CBC news broadcasts only, and it was understood that reports of minor disturbances in penitentiaries might often cause disturbance in others.

It was felt by the board however, that in peacetime, there should be no restriction preventing any legitimate news being carried by the CBC to the general listening public across the country.

Feely Gets New Post in W. E. Organization

Frank J. Feely, manager of Western Electric Company's specialty products in New Jersey, has been appointed manager of the company's electronic components manufacture, according to an announcement by J. Stoll, president. These manufacturing operations will be moved to a new plant to be constructed during the coming year at Allentown, Pa. Since 1942 Mr. Feely has been responsible for much of Western Electric's production of radar and other electronic equipment for the armed forces, and brings to his new assignment 25 years of manufacturing experience in the company.

Brown On 8 Times Weekly

Brown's orchestra, opening at Cafe Rouge of the Hotel Pennsylvania Monday, will be heard eight times weekly, via WJZ and WABC.

Send Birthday Greetings To—

Dec. 13
Lawrence Baker Charlie Gregg
Phil Mayer

COAST-TO-COAST

— ILLINOIS —
CHICAGO—Charles Laue, public relations head for the Civilian Production Administration, and before that the War Production Board, bowed out on a note of triumph on the "CPA" public service program on WJJD which has been under his direction for three months now. The CPA, closing shop on January 1, felt that the program had fulfilled its purpose, and signed-off with a vote of thanks to WJJD for its co-operation in things public service in character.

— OHIO —
TOLEDO—New program heard as a public service over WSPD, is the weekly "City Manager's Report," given each Saturday at 7:15 p.m. by George Schoonmaker, city manager. He discusses municipal activities of the preceding week, including current Council action and civic problems. . . . CANTON—Charles Pickens has returned to his position as staff pianist after three years service in the Navy. . . . Other Navy veterans are former P. T. Boat Commander Gervis Brady, sales representative, and Charles Erbland, Hospital Corpsman, now promotion manager. The Army veterans include former Sergeant Collins Bell, sales representative, Air Corps Captain James Roberts, announcer, and Tank Corpsman James Healy, news editor.

— COLORADO —
DENVER—Bill Brandt and his "Inside of Sports" have been added to the KFEL News Hour, completing reconversion of the show to peace-time news coverage. New format of the four-year-old News Hour, leads off with a studio newscast emphasizing local and regional happenings with national coverage by Press Association. Second quarter-hour features Foreign Service of Chicago Daily News, a KFEL exclusive in Denver, followed by Fulton Lewis, Jr.'s commentary and winds up with Brandt's "Inside of Sports."

— WISCONSIN —
MADISON—WHA, owned and operated by the State of Wisconsin, is preparing to install two FM transmitting stations, the first to be located in Madison, the state capital, while the second one will be erected at Lapham Peak, at Delafield, about 28 miles west of Milwaukee. . . . MILWAUKEE—The Wisconsin Telephone Co., a part of AT&T, has been granted a permit by the FCC to construct radio transmitting and receiving stations for use

in urban radio-telephone service in southwestern Wisconsin. The company has ordered the necessary equipment, but announces that the permit does not cover service to the public, for which a new permit must be applied when experiments have been found to be satisfactory for regular service of radio-telephony.

— MASSACHUSETTS —
BOSTON—Edward L. Philbrick, chief radio electrician, USNR., who saw action in Tunisia as officer in charge of Radio Tunisia, is back in the control room of WEEI, along with Lt. John P. Kelley, who saw active duty in the Asiatic and South Pacific theaters. . . . John Rushworth, Yeoman 1/c, USNR, is back at his post on WEEI's production staff after serving four years in the Navy.

— MINNESOTA —
MINNEAPOLIS—Bob Sutton, honorably discharged from the Navy, has joined the production staff of WCCO. . . . Jack Nadeau, former transcription librarian at WCCO, has rejoined the staff as a member of the production dept., following his recent discharge from the Army. . . . Ralph Andrist, Navy veteran, has been added to the WCCO news staff as a news writer.

— CONNECTICUT —
HARTFORD—WHTD will present a special program from the stage of the State Theater featuring Count Basie's orchestra, and the Count himself in behalf of the Christmas seal drive of the Connecticut tuberculosis association. The show will be aired from 7:00 to 7:15 p.m. . . . Corporal George Sines, a blinded veteran who is a patient at the Old Farms Convalescent Hospital in Avon, is featured vocalist on the "Music For You" program over WTIC, Cpl. Sines is heard on Mondays, Wednesdays and Fridays.

— NEW YORK —
BROOKLYN—Arthur Faske, prominent in radio circles since 1926, has resigned as chief engineer of WLIB, in an announcement by WLIB station management. . . . WBYN will broadcast the official New York City reception to Admiral William F. Halsey, which will take place in the City Council at City Hall, Dec. 14. . . . NEW YORK—Wallace B. Phillips, president of the American Chamber of Commerce in London, England, spoke on "Divergent British and American Points of View" at the celebrity forum of the Advertising Club, broadcast by WINS Dec. 12, from 8:30 to 9:00 p.m.

Former OWI Staffers Seek Radio Positions

(Continued from Page 1)
expected to be intensively pursued by the State Department, entire language sections have been discontinued, and many more personnel cuts are expected. By Jan. 1, 6,000 employees of the overseas branch will have been laid off.

Many of the registrants at the placement committee's offices at 250 West 57th St., are foreign language announcers, scripters and producers. Included are Italian, Spanish, Swedish, Danish, German and French. There are also several English-language announcers available.

Technical personnel includes studio control engineers, radio facilities engineers, radiophoto technicians, radio Morse operators and recording engineers.

Newspaper Blasts Bill To Regulate Radio News

(Continued from Page 1)
the Wood bill introduced recently. The Post, which owns station WINX, said it would be "insulting to the intelligence of the House as a whole to suppose that it means to treat his (Wood's) proposals with any degree of seriousness."

Blasting the Bill's proposal to "separate" news items from personal opinion and propaganda, the Post said:

"Of course, a great many radio stations, and nearly all newspapers, already attempt to do this. But none of them has yet succeeded in doing it to the satisfaction of all men. For the line between the fact and the interpretation of fact is tenuous and uncertain. One man's 'news' may well be another man's 'propaganda.' And any effort rigidly to enforce a differentiation between them can have the effect only of limiting the freedom to express ideas."

EXCLUSIVE!
WIBC
990 ON YOUR DIAL
EAGLE PRO GAMES
TEMPLE HOME GAMES
PHILADELPHIA

this is
WOOD
20th YEAR
the
STATION
IN
Chattanooga
CBS
ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS
PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES 5,000 WATTS DAY AND NIGHT

*WCAU again demonstrates its true value
and the great power of radio . . .*



DEPARTMENT OF LABOR
United States Employment Service
~~WAR RECONSTRUCTION COMMISSION~~
AREA OFFICE
1405 Locust Street,
Philadelphia - Pennsylvania.

November 7, 1945

WCAU Broadcasting Company
1622 Chestnut Street
Philadelphia 3, Pa.

Gentlemen:

I would like to express my sincere appreciation for the contribution made by WCAU to the United States Employment Service.

The most recent contribution of service by WCAU is the weekly "Jobs for Veterans" program. Seventy-seven of the eighty veterans who have so far appeared on the broadcast have been placed in work they desire. The value of this public service is also reflected in the interest both industry and business are exhibiting in the broadcast.

I wish to express the gratitude of this agency to WCAU for the cooperation extended to the United States Employment Service in promoting the vital phases of its programs.

Cordially yours,

Levy Anderson
Area Director

**EXAMPLES
OF WCAU
LEADERSHIP
IN PUBLIC
SERVICE**



SERVING VETERANS: "Jobs For Veterans" program. **SERVING COMMUNITY HEALTH:** "Crusade for Better Drinking Water." **SERVING YOUTH:** The "Career Forum," vocational guidance project for Senior High School students of Eastern Pennsylvania, New Jersey and Delaware. **SERVING BETTER INTERNATIONAL UNDERSTANDING:** "An American in Russia."

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 33, NO. 52

NEW YORK, N. Y., FRIDAY, DECEMBER 14, 1945

TEN CENTS

RCA Shows Color Tele

FM Costs Reasonable Small Operators Told

Survey of costs and delivery dates of FM broadcasting equipment indicates operation is "well within the reach" of small enterprise, Senator Glen H. Taylor of the Senate Small Business Committee said yesterday. He detailed study of FM was made for the Senate Committee by FCC. "Radio broadcasting," Senator Taylor said, "need not be exclusively a big business game. The survey reveals that the cost of equipping a station is far less than most people realize and that radio broadcasting

(Continued on Page 3)

WMAQ Spot Business In Strong Upward Climb

Chicago—Renewal of the "Your Neighbor" program and the placement of 576 station breaks and 124 one minute announcements headed the new business announced this week for WMAQ by Oliver Morton, manager of the NBC Central division national spot sales department. He Wieboldt Stores, Inc., through Sedham, Louis and Brorby, Inc.,

(Continued on Page 2)

New ABC Music Program Plans School Audiences

Plans are under way for the establishment of listener groups throughout the nation by school music departments for the American Broadcasting Company's forthcoming series symphonies for Youth. The series, on Saturday afternoons from 1 to 1:45 p.m., (EST), will be

(Continued on Page 6)

Round-Table

Radio men will comprise the speakers' panel at the Town Hall round-table-discussion on UNO tonight, under the title "Freedom of Communications." The panel will include Robert Saudek, American Broadcasting Company; Lyman Bryson, CBS; Alfred McCosker, WOR; David Samoff, RCA; Claude Jaeger, Associated Press, and Ralph Florey, United Press.

Bird's Eye View

A new technique in broadcasting has been reported from Manila, P. I. Recently, a baseball game in Rizal Memorial Coliseum was broadcast by Fred Barr from a helicopter piloted by Lt. Frank Cote and hovering some 50 feet above the diamond. Results were good, and the method will be used to report the forthcoming "Manila Olympics."

West Coast Prospects Excellent, ATS Told

Television on the West Coast is ready for expansion, Klaus Landsberg, West Coast director of Television Productions, Inc., declared last night at the regular monthly meeting of the American Television Society held at the Barbizon-Plaza. He emphasized the importance of tying together television programs as a means of holding the audiences, which, he added,

(Continued on Page 7)

REC Xmas Party Dec. 20; Ralph Slater As Guest

The annual Christmas party and buffet luncheon of the Radio Executives Club of New York will be held Thursday, December 20th, in the Hendrick Hudson Room of the Hotel Roosevelt, it was announced yesterday by Murray Grabhorn, president. The party will be held from 12:30 to 2 p.m. with Ralph Slater, hypnotist, as guest artist.

Canada Assn. Revising Setup; Returning To Honorary Head

Montreal—Glen Bannerman, president and general manager of the Canadian Association of Broadcasters has announced that the association is not reappointing him when his term ends. Bannerman said he is informed that the association plans to return to the old system of an honorary president with a permanent secretariat, the method of operating before Bannerman's appointment in February,

Believes Perfection Some Years Away As Compared With Black-White; Officials Address Newsmen

Sees Union Ownership Resisted By Industry

Washington Bureau, RADIO DAILY
Washington—Entrance of labor unions into the broadcasting field as station licensees will be fought "by the interests which today are already in control of nearly all the standard broadcasting stations all over the land," Frederick F. Umhey, executive secretary of the International Ladies Garment Workers Union, predicted in an article in the American Federationist.

(Continued on Page 7)

Midwest Outlets Co-Op For Biz-Public Service

Evansville, Ind.—A cooperative program project has been arranged by stations WGBF, NBC affiliate here, and WEOA, CBS outlet, with Charles Leich and Company, wholesale drug-

(Continued on Page 7)

Discontinuance Of FBIS Declared "Short-Sighted"

Washington Bureau, RADIO DAILY
Washington—Elimination of the FCC's Foreign Broadcast Intelligence Service is "short-sighted and actually dangerous to national welfare," Rep.

(Continued on Page 3)

Princeton, N. J.—RCA yesterday unveiled its version of color tele as well as improved black and white transmissions at a press demonstration at the Princeton Inn, and at the RCA laboratory. However company officials said that color, still mechanical, is inferior to all-electronic monochrome, and

(Continued on Page 3)

Movie Tele-Interests Include 16 Licensees

Washington Bureau, RADIO DAILY
Washington—Motion picture interests are heavily represented among applicants for commercial television stations recently listed with the FCC. At least 16 of the potential video outlets are wholly owned by movie and theater organizations, while in several others motion picture officials have financial interest. In Los An-

(Continued on Page 2)

Milton Biow Honored At Testimonial Dinner

Milton H. Biow, president of Biow Company, Inc., was the guest of honor of over 100 representatives from the advertising, publishing and broadcast-

(Continued on Page 6)

Air Troopship

First broadcast from an arriving troopship in N. Y. harbor will be aired today when Paul Killiam interviews veterans on the Saturnia over WOR, from 2 to 2:15 p.m. Troops were rescued from the stricken George McCrary and Henry M. Beecher, which foundered 400 miles off Bermuda. Vets left Antwerp and Marseilles last month.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

Martin Agronsky Co-Op Add Local Sears Time

Sears Roebuck & Co. in Olean, N. Y. are now sponsoring Martin Agronsky, American Broadcasting Co. co-operative program, on WHOD. The department store will sponsor the commentator Wednesday, Thursday and Friday. Agronsky is also sponsored by Sears Roebuck stores in Florence, S. C., on Station WOLS and in Gulfport, Miss. on Station WGCM. Agronsky is heard Monday through Saturday from 8 to 8:15 a.m., EST.

Movie Tele-Interests Include 16 Licensees

(Continued from Page 1)

geles, the following have made application:

Fox West Coast Theaters, Hughes Productions, M-G-M Studios, Television Productions, Inc., (Paramount); Warner Brothers Broadcasting Corp. and Walt Disney Productions.

Two film companies have applied for stations in New York: Twentieth Century Fox Film Corp. and Marcus Loew Booking Agency.

Other movie and theater interests on record include: New England Theaters, Inc.; Interstate Circuit, Inc., Dallas; United Detroit Theaters, Detroit; Hughes Productions, San Francisco; Marcus Loew Booking Agency, Washington, D. C.; Television Productions, Inc., Hollywood, and Comerford Publix Theaters Corp., Scranton, Pa.

WADC Names Wildermuth

Maj. John L. Wildermuth, on terminal leave from the Signal Corps, has been named chief engineer of WADC, Akron, Ohio. A graduate of Ohio State University, he was engineer at WBNS before entering the Army where he served five years.

"Victory" Series On Four

National Radio Features, Albany, N. Y., have signed for their new "Veterans of Victory" series, stations WKIX, Columbia, S. C.; WFTC, Kinston, N. C.; WAYS, Charlotte, N. C.; and WISE, Asheville, N. C.

WMAQ Spot Business In Strong Upward Climb

(Continued from Page 1)

renewed the half-hour musical program, "Your Neighbor," heard over WMAQ from 8-8:30 a.m., CST, Mondays through Saturdays for 52 weeks, effective Dec. 17.

Of the one-minute announcements business, the largest order was placed by the Anna Lucasta Co., through M. M. Fisher Associates, calling for 117 live announcements to be aired three a week for 39 weeks, beginning January 14, 1946. The remaining seven announcements (six live and one transcribed) were placed by the Balaban and Katz Corp., through M. M. Fisher Associates.

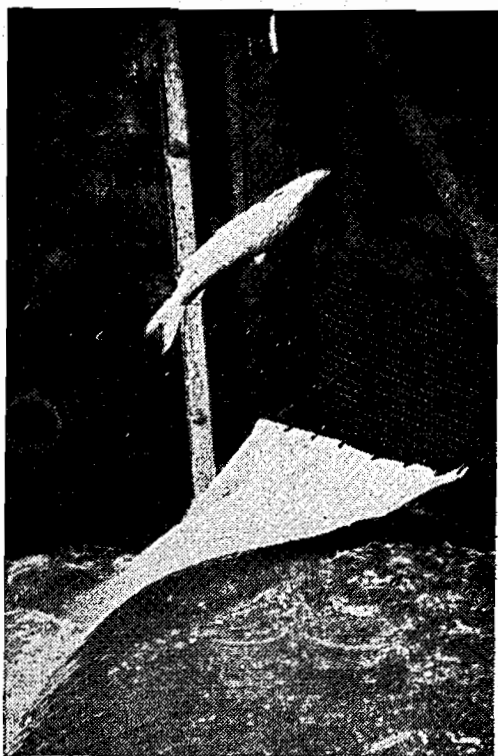
The largest of the station break orders was placed by the Dr. W. B. Caldwell Company, through Sherman and Marquette, Inc. The order calls for 260 live station breaks to be aired five a week for 52 weeks, effective January 1, 1946, on behalf of Campho Phenique. Bowman Gum Company (Warren's Mint Cocktail Gum), through Franklin Bruck, ordered 156 live breaks to run three a week for 52 weeks, beginning January 7, 1946.

The Westinghouse Electric Corporation (lamp division), through Fuller, Smith and Ross, Inc., ordered 78 live station breaks. The order calls for six a week for 13 weeks, effective December 16. The Hubinger Company, through Ralph Moore, Inc., ordered 52 live station breaks on behalf of Quick Elastic Starch to be aired one a week for 52 weeks, beginning January 6, 1946.

Of the remaining 30 station breaks, 26 were placed by the Beechnut Packing Company, through Newell Emmett Company. The live breaks will be run one a week for 26 weeks, beginning January 3, 1946. Balaban and Katz Corporation, through M. M. Fisher Associates, ordered the other four (live) to run between December 21 and December 24 for the picture "Mildred Pierce."

Sponsor WHN Basketball

Nedick's will sponsor the complete schedule of basketball games from Madison Square Garden over WHN, with Connie Desmond at the microphone, it was announced yesterday. Twenty-two top flight basketball encounters, and the National Invitation Championship Tournament to be held in March, will be aired.



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.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

20 YEARS AGO TODAY

(December 14, 1925)

Broadcast of the first play-by-play football game out of the Rose Bowl, Pasadena, between Notre Dame and Stanford by station KHJ, Los Angeles.

CKLW

BEST RADIO BUY in the DETROIT AREA

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

FINANCIAL

(Thurs., Dec. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	194	193 ³ / ₈	193 ⁷ / ₈	+ ³ / ₄
CBS A	48 ³ / ₄	48 ¹ / ₂	48 ¹ / ₄
CBS B	47 ³ / ₄	47	47
Crosley Corp.	38 ³ / ₄	38 ¹ / ₂	38 ¹ / ₂
Farnsworth T. & R. .	19 ⁵ / ₈	19 ¹ / ₈	19 ¹ / ₄	- ¹ / ₄
Gen. Electric	48 ³ / ₄	47 ³ / ₄	47 ³ / ₄	- ³ / ₄
Philco	42 ³ / ₈	42	42 ¹ / ₄	- ³ / ₈
RCA Common	18 ³ / ₈	17 ⁷ / ₈	18	- ¹ / ₄
RCA First Pfd.	88	89	89	+ ¹ / ₈
Stewart-Warner	24 ¹ / ₄	23 ¹ / ₂	23 ³ / ₄	- ³ / ₄
Westinghouse	36 ⁷ / ₈	36 ¹ / ₂	36 ⁵ / ₈	- ¹ / ₄
Zenith Radio	42	41 ¹ / ₂	41 ¹ / ₂	- ¹ / ₂

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	9 ¹ / ₂	10 ³ / ₄
Stromberg-Carlson ..	23 ³ / ₄	25 ¹ / ₄
WCAO (Baltimore) ..	32
WJR (Detroit)	30

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

RCA Demonstrates Color Television; Also Latest In Black And White Image

(Continued from Page 1)

should be kept in the laboratory until it, too, becomes all-electronic. About five years will elapse before practical home color tele will be available to the public, they said.

The black-and-white demonstrated yesterday was transmitted from WNBT atop the Empire State Building, to the laboratories, 47 miles away, and featured greater detail, brilliancy and contrast, made possible by improved kinescopes. These pictures were bright enough to be seen in a fully lighted room.

The polychrome portions of the demonstration were transmitted from the RCA labs to the inn, two and a half miles away. Both camera and receiver employed mechanically-driven color filters. Also unveiled was stereoscopic tele in full color, achieved by the use of polarized filters in the camera and receiver, with polaroid glasses worn by the spectators.



DAVID SARNOFF

Color Reaction

Opinion of many of the 100 newspapermen assembled was that the color, while an improvement because of its very nature, might become monotonous if viewed for any length of time because of the similarity of color combinations, in which red was heavily predominant. The monochrome, a marked improvement over any seen before, was better on the small direct-view model than on the large projection type receivers which lacked close detail.

Sarnoff-Trammell Speak

David Sarnoff, RCA president, obviously attacking those in and out of the industry who expressed reluctance to invest or participate in tele because of the rapid progress being made, warned that obsolescence is a necessary part of tele progress. "We do not fear obsolescence," he said, "we welcome it. That is why American industry continues to research and to make progress. Every new development in radio . . . involves some obsolescence of former methods. Every new art or business based upon the technical sciences must deal continuously with the factor of obsolescence."

He continued, "Research and development in television must not be looked upon as a process of obsolescence. Rather it should be regarded as an evidence of progress through which a new service of sight and sound with constantly improved instruments and programs are made available to the American people."

Tele plans of NBC, according to president Niles Trammell, include a new transmitter for WNBT, a sta-

tion in Washington, D. C. to be built in 1946, and subsequent stations to be built in Los Angeles, Cleveland and Chicago, subject to FCC approval.

In addition, Trammell said, NBC will operate tele between New York and Washington next year, and a New York-Boston tie in 1947. He said the web plans other regional networks with Chicago, Cleveland and Los Angeles as key cities.

Frank M. Folsom, executive vice-president in charge of the RCA-Victor division, said that orders are now being accepted for new transmitters which will be available late next year. Home tele receivers will be ready in the late spring or early summer. These will be table models of the direct viewing type, ranging from about \$200 to \$300, he said.

Dr. C. B. Jolliffe, executive vice-president in charge of RCA labs, said that yesterday's color demonstration employed a directional beam transmitter and parabolic antenna at a power of 1/20 of a watt. A new method of transmission carried sight and sound signals on the same wave, the sound being transmitted during the very brief periods when the scanning beam is inactive.

Jolliffe Interpretation

The color demonstration showed "no fundamental advances," Jolliffe said. "Actually the system . . . is based almost entirely on the elements and apparatus of our all - electronic, black - and - white television system. We have merely added motor-driven color filters to the transmitter and receiver which enable us to transmit the red, green and blue components of the televised material in rapid sequence, so fast that the color components appear to be directly overlaid."



NILES TRAMMELL

Jolliffe said the following would be essential to a color system for the home: (1) transmitters with adequate power; (2) suitable receivers; (3) solution of transmission, reception and studio operations problems; and (4) industry agreement on technical standards and FCC approval.

The difficulties of network transmission present another "vital problem" for color tele, Jolliffe said, as the coaxial cables now being laid do not provide a channel wide enough for color transmission. Microwave relays could provide the necessary channel space, he added.

Monochrome tele "is ready for service to the public," Jolliffe concluded. "We have all of the elements necessary for the immediate expansion of a satisfactory television service to the home on a national scale. . . . There is no technical reason for fur-

ther delay in giving television to millions of Americans as a new medium of information, education and entertainment."

Kesten Pleased

When asked in New York yesterday, if CBS had any comment to make on the RCA television demonstration conducted at Princeton, N. J., Paul W. Kesten, executive vice-president of Columbia, said: "We are delighted to know that one of the country's big manufacturers has gone so far toward color television in the high frequencies. We are particularly gratified that this demonstration should have occurred so soon—less than three months—after CBS first broadcast color television in New York City. It is a splendid answer to the challenge which we offered in April, 1944, when we called for concentration by all manufacturers on engineering and testing of the new color television pictures at the earliest possible post-war moment, an active focussing of all the technical skills of the industry."

When informed that an RCA spokesman estimated that it would take five years to make the new television commercially practical, Kesten answered: "That is a very safe estimate; it is from three to four years longer than we believe it will take."

Discontinuance Of FBIS Declared "Short-Sighted"

(Continued from Page 1)

John C. Kunkel, Pennsylvania Republican, said in a speech in yesterday's Congressional Record. With monitoring services in every other principal power in the world, "If we are to know what is going on we cannot neglect this." The FCC operation was discontinued last week for lack of funds.

"If this country hopes to participate on even an equal basis in international affairs with Russia, Great Britain and other powers it is vitally necessary to continue this monitoring," Kunkel said. "The amount of money involved in operating an adequate foreign broadcast monitoring service is a mere pittance compared with the value of the material intercepted. It is my firm hope that an arrangement will be made to save this monitoring activity in some part of the government."

Sun Bowl Game On ABS

The Associated Broadcasting System announced yesterday arrangements to broadcast the New Year's Day football game between New Mexico and Denver University from the Sun Bowl at El Paso, Texas, have been completed.

Larry Munson will handle the play-by-play account of the game which will be carried coast-to-coast by ABS from 4 to 6:30 p.m., EST.

FM Costs Reasonable Small Operators Told

(Continued from Page 1)

is well within the reach of small business enterprise, farm groups, cooperatives, labor unions and educational institutions.

"The manufacturers' estimated costs for principal technical equipment for a small 250-watt station average around \$9,508. Although other expenses such as real estate, studio furniture and construction must be met before a station is ready to go on the air, this low cost for the static-free, high fidelity FM transmitting equipment means that it is possible for ownership in the FM band to be widely dispersed."

In hailing the study as showing small-time operation is possible, Senator Taylor said.

"Nothing would be more unhealthy for the future of free speech and open and fair discussion of public issues than to allow control of this new FM broadcasting to become concentrated in the hands of a few people."

The estimated prices for the new FM transmitter equipment in five power categories was compiled by the Economics Division of FCC which telegraphed each of the leading manufacturers for information. Low, high and median estimates were tabulated in the survey. The median estimates for the six major items of transmitter equipment are as follows: 250 watts—\$9,508; 1000 watts—\$14,758; 3000 watts—\$17,858; 10000 watts—\$27,308; 50000 watts—\$80,558.

Delivery Dates

The six items included in these estimated prices are transmitters (including royalties), antennae (but not supporting structure), control consoles, remote pick-up, turntables and monitors.

At the same time the manufacturers were requested to supply cost data, they were also requested to indicate their first delivery dates for FM transmitters and also the earliest date which deliveries would be made on orders currently placed.

Manufacturers estimated that first deliveries of new FM transmitters would be as follows: 250 watts—January, 1946; 1000 watts—February, 1946; 3000 watts—May, 1946; 10000 watts—June, 1946; 50000 watts—August, 1946.

For orders placed currently at the time of the survey, manufacturers estimate that deliveries can be made as follows: 250 watts, June, 1946; 1000 watts, April, 1946; 3000 watts, May, 1946; 10000 watts, July, 1946; 50000 watts, January, 1947.

Salvation Army's Drive Starting On 'Here's Howe'

Representatives of the Salvation Army and the U. S. Army will be heard this afternoon on Mutual's "Here's Howe," opening the current campaign for the welfare organization. The program will be broadcast from 4-4:15 p.m. It is a Monday-through-Friday feature.

FAME-defined

**However you define it,
it adds up to leadership . . .**

Fame-Motion Picture Daily Poll is now ten years old. Every year its highest honor, Champion of Champions, has gone to a star heard over NBC. This year it's Bob Hope, for the fifth time in succession—and this year four of the five runners-up are NBC stars, too.

CHAMPION OF CHAMPIONS

Bob Hope	Bing Crosby
Fibber McGee & Molly	
Fred Allen	Edgar Bergen

CHAMPION COMEDIANS

Bob Hope	Fred Allen
Edgar Bergen	
Ed Gardner	Jack Benny

FIFTEEN "FIRSTS"

Out of a total of twenty-five program divisions, stars and programs broadcast over NBC won fifteen first places:



Bob Hope

CHAMPION OF CHAMPIONS
FAVORITE COMEDIAN
FAVORITE COMEDY SHOW



Bing Crosby

FAVORITE MASTER OF CEREMONIES
FAVORITE MALE VOCALIST
(Popular)



Fibber McGee & Molly

FAVORITE COMEDY TEAM



A Service of Radio
Corporation of America

call it **PARADE OF STARS**

ion Picture Daily calls it **CHAMPIONS**

Public calls it **NBC**



Fred Waring
FAVORITE DAYTIME PROGRAM



Bill Stern
FAVORITE SPORTSCASTER



Dinah Shore
FAVORITE FEMININE VOCALIST
(Popular)



Arturo Toscanini
FAVORITE SYMPHONY CONDUCTOR



Gladys Swarthout
FAVORITE FEMININE VOCALIST
(Classical)



John Charles Thomas
FAVORITE MALE VOCALIST
(Classical)



Harry Von Zell
FAVORITE STUDIO ANNOUNCER



Information Please
FAVORITE QUIZ PROGRAM



H. V. Kaltenborn
FAVORITE NEWS COMMENTATOR

National Broadcasting Company

CHICAGO

By BILL IRVIN

KICKED off by a special broadcast on the "Your Neighbor" program on WMAQ, total victory bond sales of \$11,125,000 was recorded by employees of the six Wieboldt stores in the Chicago area. Campaign was assisted by NBC-WMAQ announcers Dave Garroway, Henry Cooke, Norman Ross, Ed Allen, Louis Roen and Norman Barry, who participated in the broadcast. Ross and the cadets also made personal appearances at some of the Wieboldt stores during the day. "Your Neighbor" program is sponsored by Wieboldt Stores, Inc., through Needham, Louis and Brorby, Inc.

Bill Henry, publicity manager of the central division of the American Broadcasting Co.; Dan Thompson, radio director of the National Safety Council, and Robert E. Hickey, RKO Pictures, took part in a panel discussion of "How To Do A Better Job in Radio," at a radio clinic held by the Publicity Club of Chicago in connection with its luncheon meeting Dec. 5, at the Morrison Hotel.

Milton Biow Honored At Testimonial Dinner

(Continued from Page 1)

ing division of the Joint Defense Appeal at a testimonial dinner held this week at the Hotel Waldorf-Astoria. The affair was tendered to Biow in appreciation of his efforts in the sponsorship of interfaith relationships.

The event also marked the opening of a division-wide drive to help the American Jewish Committee and the Anti-Defamation League of B'nai B'rith in their fight against intolerance.

Quentin Reynolds was among the speakers of the gathering, of which Franklin Bruck, of Franklin Bruck Advertising Corporation, was chairman.

Mrs. Willkie On Air

Mrs. Wendell L. Willkie will make her first radio appearance since the death of her husband today, when she guests on Adelaide Hawley's program, WEA, 9:30 a.m.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

A Voice
In Your Future

John Tillman

CBS Announcer
Serving in the Army



California Commentary! ! !

● ● ● Freeman Keyes, prexy of Russel M. Seeds Co., Chicago, has trekked back to the Windy City after attending launching of new Red Skelton show.....Stewart Garner, who has been a CBS producer for past three years, has resigned.....John W. Elwood,

Los Angeles

general manager of KPO, San Francisco, has returned north after his monthly trip to NBC's Sunset and Vine headquarters.....Guys and gals of radio row gathered at Brown Derby to toast return of Marine Combat Correspondent Bernie Milligan.....Al Pearce started work at Republic in "One Exciting Week"..... Art Gerbel, manager of KGR, Seattle, stopped off in Hollywood after completing a business trip to Eastern cities.....Ed Thompson, former radio editor of the "Milwaukee Journal," who was a lieutenant commander in the Navy, expected to join Hollywood radio colony.....Ned Hullinger, former Chicago newspaperman, who has also been serving in Navy as a lieutenant commander, has joined ABC Western division press department.

★ ★ ★

● ● ● Jack Heintz, who recently received his honorable discharge as a Naval lieutenant, has assumed the management of KFMS, Santa Barbara. He was commercial manager of WCBS, Springfield, Mo., before entering the service.....Many of the boys at Columbia Square are enthusiastic apple-eaters now that Arthur Moore, manager of KTYW, Yakima, Wash., has sent them a box of the choice fruit from the Washington apple country. Moore also issues a regular bulletin entitled, "Apple-Peelings." Maxwell Kelch, manager of KENO, Las Vegas, has been here, conferring with ABC Western division officials. Bev Palmer, former manager of KGO, San Francisco, and new manager of technical operations, American Western division, Hollywood, combatted the housing shortage by buying a home in San Francisco Valley. Don Paul Nathanson, of the Manson-Gold advertising agency, Minneapolis, who has been managing the company's Hollywood office, is returning to the home office, and his partner, Mike Gold, will manage the firm's Hollywood headquarters. Irwin Dutcher will manage the firm's new office at Duluth.....Burridge D. Butler, veteran owner of WLS, Chicago, and KOY, Phoenix, has arrived in Phoenix for his usual winter stay.

★ ★ ★

● ● ● William Grove, manager of KFBC, Cheyenne, is receiving praise for his work in handling the broadcast of the recent Governors conference at Cheyenne. Eleven states were represented at the confab. KFBC is believed to hold the record for a remote pickup involving telephone circuits. The pickup in question is that from Madison Square Garden, New York, when the University of Wyoming basketball team participates in the Garden's casaba championships, with Cheyenne merchants defraying the cost of the time and the line charges.....Jack Melvin has prepared an interesting, attractive 50-page press book pertaining to the Joan Davis show. The book will be distributed to radio editors and CBS' affiliated stations.....Frank Conrad, ABC Western division station relations manager, has returned from a business trip to Washington, Oregon, Utah, Colorado, Idaho and Wyoming. One of the highlights of the junket occurred when Conrad and Bert Fisher, new owner of KGR, Seattle, were snowbound at Fisher's ranch at Ellensburg, Wash., 125 miles from Seattle. By the way, Conrad is treasuring a cigarette lighter, which he was awarded by the Southern California Broadcasters Association for his length of service in radio. His radio experience started in 1910 when he received an amateur license.

★ ★ ★

● ● ● Lt. James Wallace has received his honorable discharge from the Navy and become manager of KPQ, Wenatchee, Wash. He was a member of the Seattle office of the Graybar Electric Co., before entering the service.

AGENCIES

FOOOTE, CONE & BELDING has announced the return of Major Kay Schullinger to be New York manager of the agency's radio department also the appointment of Lee Strahon as executive producer, under the supervision of Paul A. Rickenbacher, radio director of the agency in New York.

WOV has completed plans for its 1946 advertising campaign. Leading trade publications will be used as the media. Campaign will be divided in three sections in the following manner: Series of full page cartoon ads by Ving Fuller; Cartoon ads based on individual programs; pictorial full page ads on the institutional theme. In addition to trade ads, metropolitan newspaper display copy will be continued throughout the year.

E. AND J. GALLO WINERY, Modesto, California, makers of Gall Wines, is now sponsoring "Sincerely Yours," a program of standard and popular transcribed songs, featuring Kenny Baker and Donna Dae, three times weekly over leading stations throughout the country. Agency John Freiburg & Co., Advertising, Los Angeles.

New ABC Music Program Plans School Audience

(Continued from Page 1)

inaugurated on January 12 and will continue through April 16. For schools throughout the country, material and program information is being made available by the Los Angeles Public School system. Among the agencies co-operating are parent teacher groups and chambers of commerce.

The programs will be broadcast by members of the Los Angeles Philharmonic Orchestra with Alfred Wallenstein as conductor and commentator. A weekly quiz will feature each program.

Conterno Doing "Swing" Col.

Lou Conterno has been assigned to a monthly theater column for "Swing" magazine, it was announced this week by Jetta Careton, editor. Conterno is a member of Mutual's publicity department.

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 20, NO. 50

NEW YORK, N. Y., MONDAY, DECEMBER 17, 1945

TEN CENTS

Application List Grows

No Committee Action On Proposed Lea Bill

Washington Bureau, RADIO DAILY
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With America's eight war loans completed and capped by Victory, it seems fitting to recapitulate the bond figures of the entertainment industry's top salesman—Ralph Edwards, he of "Truth or Consequences" on NBC. Ralph's total for the eight drives, in each of which he travelled extensively, is \$520,400,144, the vast majority of them E-Bonds.

CHICAGO

By BILL IRVIN

KICKED off by a special broadcast on the "Your Neighbor" program on WMAQ, total victory bond sales of \$11,125,000 was recorded by employees of the six Wieboldt stores in the Chicago area. Campaign was assisted by NBC-WMAQ announcers Dave Garroway, Henry Cooke, Norman Ross, Ed Allen, Louis Roen and Norman Barry, who participated in the broadcast. Ross and the cadets also made personal appearances at some of the Wieboldt stores during the day. "Your Neighbor" program is sponsored by Wieboldt Stores, Inc., through Needham, Louis and Brorby, Inc.

Bill Henry, publicity manager of the central division of the American Broadcasting Co.; Dan Thompson, radio director of the National Safety Council, and Robert E. Hickey, RKO Pictures, took part in a panel discussion of "How To Do A Better Job in Radio," at a radio clinic held by the Publicity Club of Chicago in connection with its luncheon meeting Dec. 5, at the Morrison Hotel.

Milton Biow Honored At Testimonial Dinner

(Continued from Page 1)

ing division of the Joint Defense Appeal at a testimonial dinner held this week at the Hotel Waldorf-Astoria. The affair was tendered to Biow in appreciation of his efforts in the sponsorship of interfaith relationships.

The event also marked the opening of a division-wide drive to help the American Jewish Committee and the Anti-Defamation League of B'nai B'rith in their fight against intolerance.

Quentin Reynolds was among the speakers of the gathering, of which Franklin Bruck, of Franklin Bruck Advertising Corporation, was chairman.

Mrs. Willkie On Air

Mrs. Wendell L. Willkie will make her first radio appearance since the death of her husband today, when she guests on Adelaide Hawley's program, WEA, 9:30 a.m.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

A Voice
In Your Future

John Tillman

CBS Announcer
Serving in the Army



California Commentary! ! !

● ● ● Freeman Keyes, prexy of Russel M. Seeds Co., Chicago, has trekked back to the Windy City after attending launching of new Red Skelton show.....Stewart Garner, who has been a CBS producer for past three years, has resigned.....John W. Elwood,

Los Angeles

general manager of KPO, San Francisco, has returned north after his monthly trip to NBC's Sunset and Vine headquarters.....Guys and gals of radio row gathered at Brown Derby to toast return of Marine Combat Correspondent Bernie Milligan.....Al Pearce started work at Republic in "One Exciting Week"..... Art Gerbel, manager of KGR, Seattle, stopped off in Hollywood after completing a business trip to Eastern cities.....Ed Thompson, former radio editor of the "Milwaukee Journal," who was a lieutenant commander in the Navy, expected to join Hollywood radio colony.....Ned Hullinger, former Chicago newspaperman, who has also been serving in Navy as a lieutenant commander, has joined ABC Western division press department.

★ ★ ★

● ● ● Jack Heintz, who recently received his honorable discharge as a Naval lieutenant, has assumed the management of KFMS, Santa Barbara. He was commercial manager of WCBS, Springfield, Mo., before entering the service.....Many of the boys at Columbia Square are enthusiastic apple-eaters now that Arthur Moore, manager of KTYW, Yakima, Wash., has sent them a box of the choice fruit from the Washington apple country. Moore also issues a regular bulletin entitled, "Apple-Peelings." Maxwell Kelch, manager of KENO, Las Vegas, has been here, conferring with ABC Western division officials. Bev Palmer, former manager of KGO, San Francisco, and new manager of technical operations, American Western division, Hollywood, combatted the housing shortage by buying a home in San Francisco Valley. Don Paul Nathanson, of the Manson-Gold advertising agency, Minneapolis, who has been managing the company's Hollywood office, is returning to the home office, and his partner, Mike Gold, will manage the firm's Hollywood headquarters. Irwin Dutcher will manage the firm's new office at Duluth.....Burridge D. Butler, veteran owner of WLS, Chicago, and KOY, Phoenix, has arrived in Phoenix for his usual winter stay.

★ ★ ★

● ● ● William Grove, manager of KFBC, Cheyenne, is receiving praise for his work in handling the broadcast of the recent Governors conference at Cheyenne. Eleven states were represented at the confab. KFBC is believed to hold the record for a remote pickup involving telephone circuits. The pickup in question is that from Madison Square Garden, New York, when the University of Wyoming basketball team participates in the Garden's casaba championships, with Cheyenne merchants defraying the cost of the time and the line charges.....Jack Melvin has prepared an interesting, attractive 50-page press book pertaining to the Joan Davis show. The book will be distributed to radio editors and CBS' affiliated stations.....Frank Conrad, ABC Western division station relations manager, has returned from a business trip to Washington, Oregon, Utah, Colorado, Idaho and Wyoming. One of the highlights of the junket occurred when Conrad and Bert Fisher, new owner of KGR, Seattle, were snowbound at Fisher's ranch at Ellensburg, Wash., 125 miles from Seattle. By the way, Conrad is treasuring a cigarette lighter, which he was awarded by the Southern California Broadcasters Association for his length of service in radio. His radio experience started in 1910 when he received an amateur license.

★ ★ ★

● ● ● Lt. James Wallace has received his honorable discharge from the Navy and become manager of KPQ, Wenatchee, Wash. He was a member of the Seattle office of the Graybar Electric Co., before entering the service.

AGENCIES

FOOTE, CONE & BELDING has announced the return of Major Ka Schullinger to be New York manager of the agency's radio department also the appointment of Lee Strahof as executive producer, under the supervision of Paul A. Rickenbacher, radio director of the agency in New York.

WOV has completed plans for its 1946 advertising campaign. Leading trade publications will be used as the media. Campaign will be divided in three sections in the following manner: Series of full page cartoon ads by Ving Fuller; Cartoon ads based on individual programs; pictorial full page ads on the institutional theme.

In addition to trade ads, metropolitan newspaper display copy will be continued throughout the year.

E. AND J. GALLO WINERY, Modesto, California, makers of Gallo Wines, is now sponsoring "Sincerely Yours," a program of standard and popular transcribed songs, featuring Kenny Baker and Donna Dae, three times weekly over leading stations throughout the country. Agency John Freiburg & Co., Advertising, Los Angeles.

New ABC Music Program Plans School Audience

(Continued from Page 1)

inaugurated on January 12 and will continue through April 16. For schools throughout the country, material and program information being made available by the Los Angeles Public School system. Among the agencies co-operating are parent teacher groups and chambers of commerce.

The programs will be broadcast by members of the Los Angeles Philharmonic Orchestra with Alfred Wallenstein as conductor and commentator. A weekly quiz will feature each program.

Conterno Doing "Swing" Col.

Lou Conterno has been assigned to a monthly theater column for "Swing" magazine, it was announced this week by Jetta Careton, editor. Conterno is a member of Mutual's publicity department.

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

West Coast Prospects Excellent, ATS Told

(Continued from Page 1)
 something which radio does not do today."
 regarding video commercials, Landsberg stated that this form of advertising should be included as a part of the program itself, rather than break it into the broadcast period between segments of the story."

With respect to special effects, the West Coast video expert declared that anything films can do, television can do. He declared the movie people know what can be done with the video medium."

The bulk of the programs produced so far by the West Coast stations, Landsberg, have been dramatizations of comic strips with narrative technique, also, puppet-comic shows.

Cuff Likes Film-In-Tele
 Samuel H. Cuff, general manager of WABD, DuMont station, emphasized the use of films in television—films which are re-telecasts of live programs—will accelerate the circulation and distribution of video receivers during the next year and a half.

Cuff emphasized the value of films to advertisers on a strictly economic basis. "The use of films, or a library of filmed telecasts," he said, "will justify the initial expense of producing a show, since that particular program always will be available for longer and wider circulation."

Cuff, in conclusion, advanced the opinion that well over 50 per cent of television programming in the future will be film.

Publicize Tele, Says Mowrey
 Paul Mowrey, director of television for the American Broadcasting Company, discussed that network's adaptation of radio shows to the video medium, and stated that the move was prompted by economy. He laid particular emphasis on the merits of the audience-participation type of program. As an example, he pointed out that ABC adapted "Ladies Be Seated," on television for approximately the same cost of the radio production.

Clients and advertisers, Mowrey declared, have never been told that there is a television audience, despite the fact that the sight-and-sound medium is potentially of tremendous value and importance to the publicity promotion field.

PICTURE OF THE WEEK



Flanked by Mark Woods, president, and Edward J. Noble, chairman of the board of American Broadcasting Co., Mayor Fiorello H. LaGuardia, puts his signature on the document which signed him as a national network commentator. Signing took place in the Mayor's office at City Hall. Since then, Liberty Magazine bought "The Little Flower" on ABC network of 198 stations.

Sees Union Ownership Resisted By Industry

(Continued from Page 1)
 tionist, which appeared yesterday. The ILGWU has applied for FM licenses for Boston, New York, Philadelphia and Chattanooga.

FCC, he said, "is beset by over-active, clever and well-financed lobbyists. It must be kept in mind that more than two thirds of all stations, including substantially all the powerful stations, are affiliated with one or more of the four national networks, further concentrating control. Control of the networks themselves is exercised by a few big advertisers and advertising agencies."

He then outlined studies of the concentration in a few agencies and among a few industrial groups of the major part of network support, pointed out the importance of newspapers as licensees and the important license holdings of NAM members.

"There is an obvious relationship between the failure of stations to perform public services, as required by law, and their huge profits," Umhey wrote, and he added:

As for the ILGWU stations, planning is "predicated on the thought that each should become the most articulate town-meeting hall, the outstanding music hall, the most attractive cultural center in its locality."

"The principal idea behind this plan, however, is to build a closer tie-up between union membership in the community, all other public minded elements in the community and the interests and problems which stir the nation at large. Through these stations, the ILGWU will strive to spur among its members a wide interest in their home towns, to make their communities better places to live in and to encourage among these wage earners a deeper and more sustained appreciation of cultural and educational values and advantages and, incidentally, a deeper attachment to the labor movement of which they are a part."

Midwest Outlets Co-Op For Biz-Public Service

(Continued from Page 1)
 gists, to inform druggists of the Tri-State area,—Indiana, Illinois and Kentucky—about drug-sponsored radio programs.

Medium is a two-page sheet appearing every other Saturday, and mentions both network and locally sponsored shows, along with suggestions to capitalize on the products already "half-sold" by radio. Stations WSON, Henderson, Ky.; WAOV, Vincennes, Ind.; and WEBQ, Harrisburg, Illinois, are cooperating.

Also under sponsorship of WGBF and WEOA, 45 elementary schools in this city who sell the highest number of war bonds in the schools' Victory Loan campaign will receive three-day, all-expense trips to Chicago next May. To date, \$1,414,000 has been subscribed. Plans are being made for the winners and their chaperones to attend Don McNeill's "Breakfast Club" broadcast in Chicago at that time, plus attending a current stage play.

Crosby "Spotlight" Guest, For Program Of Dec. 22

Bing Crosby, Cornelia Otis Skinner, and Roland Young will be heard on the American portion of the NBC-BBC show "Atlantic Spotlight," Dec. 22, 12:30 p.m.

Christmas music and a special holiday drama will be high-lighted on the program.

You are in GOOD COMPANY when you advertise on . .

KMPC

LOS ANGELES
710 Kc.-10000 WATTS

THE WEST'S GREATEST INDEPENDENT NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

Levin In New Post
 Harry C. Levin, ex-OWI regional domestic relations chief has been appointed to head the New York City radio activities for the upcoming Victory National Clothing Drive.

Send Birthday Greetings To—

Dec. 14	
Morey Amsterdam	Erskine Johnson
Dec. 15	
Marion Barney	Art Brown
Maxine A. Chaffin	Phil Dakin
	Bob Hawk
Dec. 16	
Jessie Block	Lucille Lortell
	Dick Crane

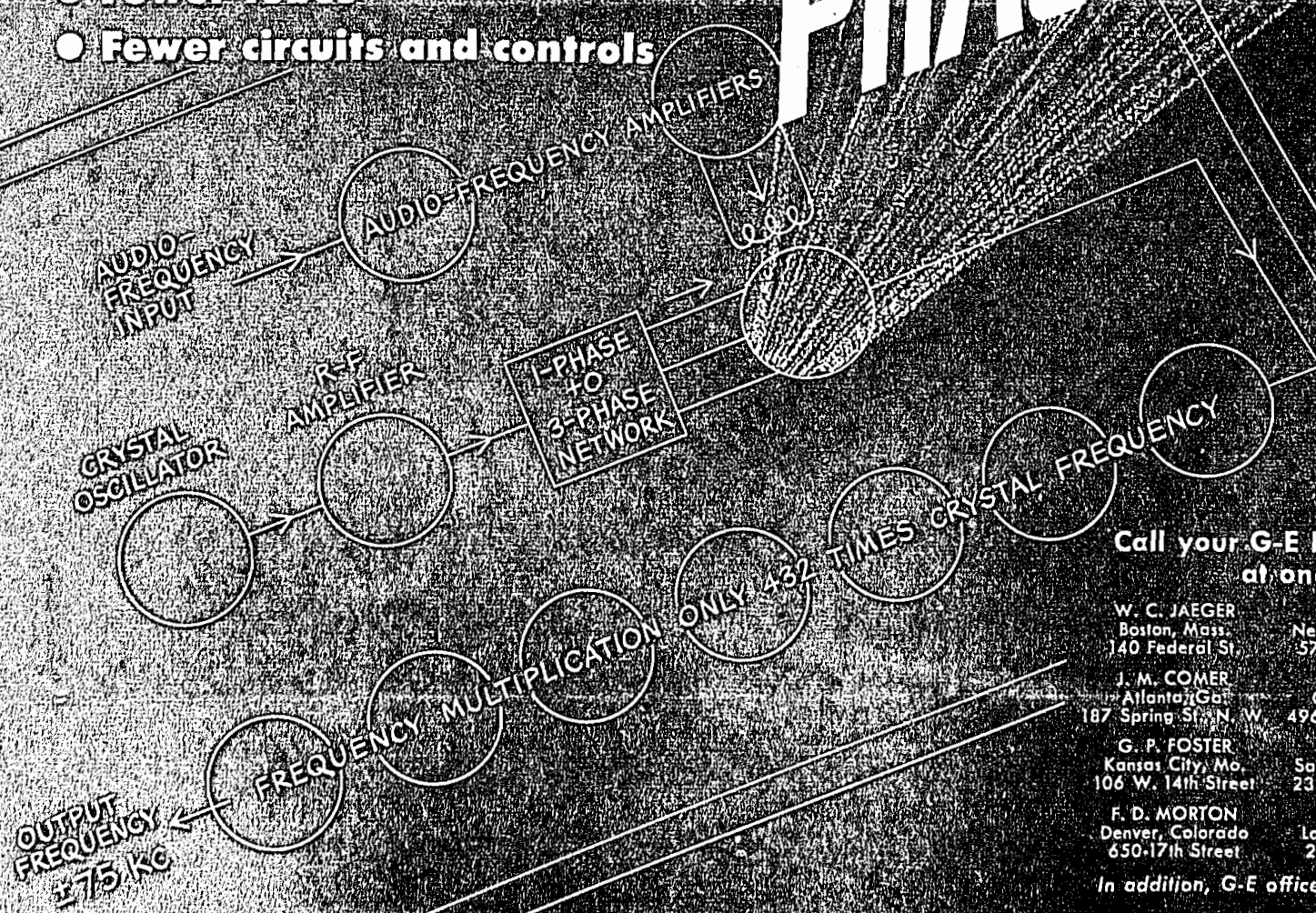
WANTED
 Television Receiver in good condition. Write RADIO DAILY, Box 244, 1501 Broadway, New York 18, N. Y.

This is it - THE SYSTEM THAT REVOLUTIONIZES FM BROADCASTING

A combined achievement of Zenith Radio Corporation and General Electric Company

- Direct crystal control
- One crystal
- Modulation independent of frequency control
- Less distortion
- Lower noise level
- Greater frequency stability
- Fewer tubes
- Fewer circuits and controls

PHASITRON!



Call your G-E broadcast sales engineer at once for the facts

W. C. JAEGER Boston, Mass. 140 Federal St.	H. L. PERDUE New York City, N. Y. 570 Lexington Ave.	J. E. HOGG Seattle, Wash. 710 Second Avenue
J. M. COMER Atlanta, Ga. 187 Spring St., N. W.	F. R. WALKER Cleveland, Ohio 4966 Woodland Ave.	M. L. PRESCOTT Washington, D. C. 806-15th St., N. W.
G. P. FOSTER Kansas City, Mo. 106 W. 14th Street	F. P. BARNES San Francisco, Calif. 235 Montgomery St.	S. W. POZGAY Chicago, Ill. 840 So. Canal St.
F. D. MORTON Denver, Colorado 650-17th Street	C. G. PIERCE Los Angeles, Calif. 212 N. Vignes St.	J. H. DOUGLAS Dallas, Texas 1801 N. Lamar St.

In addition, G-E offices are located in all principal cities

GENERAL ELECTRIC

180-D11-6914

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 53

NEW YORK, N. Y., MONDAY, DECEMBER 17, 1945

TEN CENTS

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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 (December 14)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net. Chg. Includes stocks like Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio. Also includes NEW YORK CURB EXCHANGE and OVER THE COUNTER section with WCAO and WJR.

Jones Resigns CBS Post; Will Operate New Station

West Coast Bureau, RADIO DAILY Hollywood—Clint Jones has resigned as director of news broadcasts, Columbia Pacific net, to become general manager of KCMJ, Palm Springs, new station due to open about Jan. 15.

20 YEARS AGO TODAY

(December 17, 1925) Vincent Lopez and his orchestra on the air from the Davis Theater, makes radio's first travelling orchestra broadcast over station WCAE, Pittsburgh.

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

Coming and Going

EDGAR KOBAK, president of the Mutual network, who left last Wednesday on a business trip to Washington, D. C., is expected back today.
CONSTANCE BENNETT, who broadcast her ABC co-op program from New York last week, has left for Hollywood. She was accompanied during the round trip by JEAN WRIGHT, producer of the feature.
GASTON W. GRIGNON, general manager of WISN, Milwaukee, Wisc., who was in Gotham last week for confabs with his national reps, has returned to the station.
R. C. EMBRY, commercial manager of WITH, Baltimore, leaving on the homeward trip after having completed his latest business trip to New York.
ART DONEGAN, of ABC's publicity department, is touring New England for conferences with station and newspaper executives. He will return later this week.
WALTER J. BROWN, vice-president and general manager of WSPA, Spartanburg, S. C., arrived in town late last week for conferences at the headquarters of the national representatives of the station.
RALPH E. DENNIS, manager of the ABC spot sales department, is back in town following a trip to Boston and the New England area generally.
EDWARD TOMLINSON, NBC expert on inter-American affairs, who is in Mexico to cover the elections in that country, broadcast his Saturday program from XEW, Mexico City.

ABC News Chief Picks Top Ten Events Of '45

Richard L. Tobin, director of news for the American Broadcasting Co., selected the following as the ten top news stories of the past year in a speech before the Alumni Association of the graduate schools of Columbia University at a recent dinner at the Men's Faculty Club:

- (1) The Atomic Bomb, (2) the defeat of Germany (3) the defeat of Japan, (4) the death of Franklin D. Roosevelt, (5) the death or disappearance of Adolf Hitler, (6) post-war upheavals in the Orient, South America and Europe, (7) the United Nations Organization, including the San Francisco Conference, (8) the post-war strike wave, (9) the defeat of Winston Churchill by the British Socialists, and (10) the war criminal trials at Nuremberg.

Wise & Co. To Sponsor New Galen Drake Series

William H. Wise & Co., Inc., has signed a 12-week contract with the American Broadcasting Company to sponsor a new series of broadcasts by Galen Drake on Sundays from 3:15 to 3:30 p.m., EST. At the same time, the Wise Co. will continue to sponsor Drake over ABC on Saturday mornings from 10 to 10:15. Agency is Huber Hoge & Sons of New York. The new Sunday series begins January 6th.

Requests Power Boost For KTHH, Houston

Judge Roy Hofheinz, who bucked Jesse Jones in the Spring of 1944, to open station KTHH in Houston, Texas, has filed with the FCC for a power boost. Hofheinz also has an application pending for a new station in New Orleans. KTHH operates now on 1230 kilocycles with 250 watts power. The new application requests assignment to the 790 band, with 5,000 watts day and 1,000 watts directional at night. Another application for the same band is pending from Houston—but for 1,000 watts daytime only.

Halpern Named Assistant To Kesten At Columbia

(Continued from Page 1) to the Psychological Warfare Division at SHAEF. Subsequently he became assistant to the chief of Allied Information Services on the continent, and executive assistant to the director of USIS.

Swing Elected Chairman Of "Americans United"

Raymond Gram Swing, American network commentator, has been elected Chairman of the board of Americans United for International Organization. Americans United is an organization of private citizens with members in every state founded in 1944 to promote greater international cooperation by non-partisan means. Swing's ABC co-operative program is heard Monday through Friday at 7:00 p.m., EST.



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.

Coverage ... in Philadelphia. Includes an illustration of a radio tower with 'WDAS' on it and a cityscape below. Text: WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

W-I-T-H IN BALTIMORE. Includes a stylized graphic of a face with a lightning bolt. Text: TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP!



"EASY ACES"

AMERICA'S FAVORITE HUSBAND AND WIFE!

RADIO'S HILARIOUS COMEDY OF DOMESTIC LIFE

Year after year voted among radio's top comedy teams, EASY ACES is one of radio's great comedy shows. Says Fred Allen, "Goodie Ace is America's greatest wit". Says Frank Fay, "Jane Ace is the best comedienne in the land". Everybody knows them. Everybody loves them. Now for the first time available to local and regional sponsors in a series of transcribed quarter hours.



WRITE FOR AVAILABILITIES

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING ROAD • CINCINNATI, O.
NEW YORK HOLLYWOOD

LOS ANGELES

By RALPH WILK

LT. COMDR. NED MARR, who on Monday assumed his duties as resident attorney for CBS-KNX, on Wednesday was notified he had been named a full commander. His happiness was disturbed to some extent when his automobile was stolen Thursday night.

M-G-M is talking to George Fisher, whose "Hollywood Gossip" show is heard locally over KECA, on a deal whereby he would narrate five short subjects.

William N. Robson, producer of "Request Performance," heard over the Columbia Network, was a screen and radio writer for many years before he turned his talents to radio production.

Richard Mulcahy has joined the staff of KECA as junior writer, it was announced by Rollo Hunter, production chief. Mulcahy comes to KECA direct from the U. S. Navy. Before joining the service, he attended U.S.C.

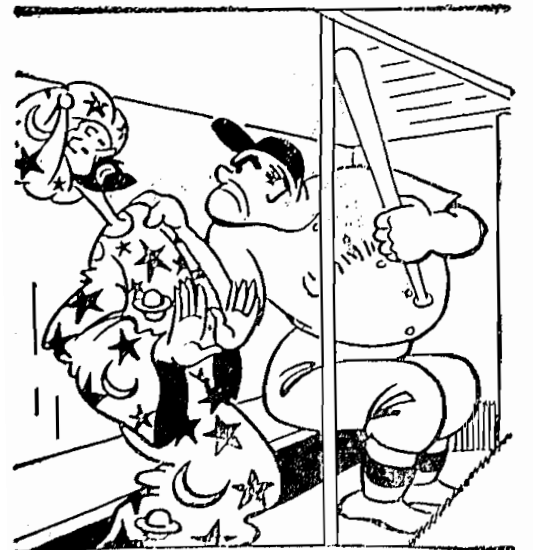
Philco Officials Address Canada Radio Confab

(Continued from Page 1)

U. S. through the use of television was made by Larry E. Gubb, chairman of the board of directors, Philco Corp. of America, before 400 radio dealers in convention at Eaton's Auditorium, Toronto.

To enable Toronto radio dealers to hear Mr. Gubb and various other top executives of Philco and at the same time not take these key men away from their posts, addresses to the convention were brought in the form of "talkies."

John Ballantyne, president of the corporation, said one of the biggest bottlenecks in the radio business was the production of radio cabinets. Speaking on television, he agreed with the forecast made by Mr. Gubb and stated he was convinced that, in the years to come, television is to become a big business, "bigger than radio ever was."



"You've been calling all the plays wrong. No wonder WFDF Flint wouldn't let you broadcast."



Week-End In Manhattan. . . !

● ● ● It's no longer just a rumor that Kay Kyser will be leaving the airwaves before long. It's not a case of temperament, either, but just that Kay is is a very sick and a very tired lad and he wants out. Meanwhile, they tell me that Kay wired Geo. Washington Hill for a release, but that the answer was anything but encouraging. Hill wired back that the American Tobacco Co. honors its contracts—and that they expect theirs to be honored, too. . . . Benton & Bowles auditioning a new half-hour show, "Recess Time," with Eddie Dunn as a "Glamour Manor" replacement, which fades in Jan. . . . What ciggie company is Ted Bates auditioning a new show for? . . . MCA's Coast office burned at the 20th Century-Frigidaire deal because they've been trying to convince Warners to do the same thing for months. . . . Has Sterling Products bought "Bride and Groom" on ABC? . . . Donald Flamm, who pioneered in radio 20 years ago as founder of WMCA, pioneering again in the motor transport field. Prexy of Linn Sales Co., he's readying a revolutionary new front wheel drive motor delivery coach and land yacht. . . . Radio Row insiders agree that the smartest mag stunt in years was Liberty's grabbing LaGuardia for a series and that it should show up in the circulation figures practically right away. Meanwhile, Butch has asked that press agents be kept away from him as he says he prefers to handle the press himself.



● ● ● The current issue of Pageant mag brings to light some interesting sidelights on Arthur Murray's School of Dancing. Among other things, the article reveals that the main Manhattan studio has a rear entrance for those who are too embarrassed to be seen going in. Ingrid Bergman went in one day incognito, telling the instructor that people often mistook her for Ingrid Bergman. "Not at all," replied the instructor. "You're an individual type!" Katharine Hepburn wears slacks to her rhumba lessons and swears vividly when she missteps. Eleanor Roosevelt, Paul McNutt, Lily Dache, Groucho Marx, Geo. Burns, Bob Hope and Rudy Vallee are other Murray pupils.



● ● ● American web auditioning a new show, "Mr. Toastmaster," with Lt. Col. Harold G. Hoffman, Patsy Flick, Tex O'Rourke and Ray Knight. . . . Ted Cott's "So You Think You Know Music" goes network on Jan. 4th, shifting to new time slot of 8:30 instead of 10:00 p.m. Prospective client wants to see what rating they can get in this spot before taking over. . . . Chesterfield looking for a replacement for "Supper Club," when Perry Como leaves in Feb. . . . Monica Lewis' first recording, "Waitin' For The Train To Come Home," (Signature Records), should put her in the Big Time in a hurry. It's our guess it'll make the lead on the juke box parade. . . . Sammy Geisen out of the Navy and with his feet on Al Rylander's desk right this minute. . . . Hildegard's next rating will show a jump of over a point—which is the answer to the wise boys who figured she'd nose-dive when taken out of the juicy Bob Hope follow-up spot. . . . Bill Thompson, one of the greatest dialecticians in the biz (he did Boomer and Wallace Wimpel on the Fibber McGee show), out of the Navy and back in radio circulation. . . . Ditto Bill Zuckert, one of radio's better actors, out of the Seabees after 19 months in New Guinea. . . . One of the major publishing firms is after Nellie Revell (God love her), to write a book for them. . . . Any program that can draw the studio audience that Irene Beasley's "Raising a Husband" does, when it isn't even heard in Gotham, rates a N. Y. outlet, we should think. Plus a sponsor.



● ● ● Milking A Gag: Quips were fast and furious the other nite at Borden's "County Fair" party for Elsie the Cow. Radio and ad men wanted to know if it were being aired over the Cow-lumbia net. One wag suggested it might be the Moo-tual web—but Pete Donald got in the last word by cracking, "It's on an-udder network!"

CHICAGO

By BILL IRVIN

"BOB ELSON on the Century," featuring interviews in Chicago's La Salle Street station with passengers boarding the Twentieth Century for New York, is now heard also Mondays through Fridays at 7:05 over WIND, under sponsorship of Consolidated Royal Chemical Corp., through Arthur Meyerhoff and Company, Chicago. Contract is for 13 weeks. Program is heard Mondays, Wednesdays and Fridays at 10:45 p.m. over WMAQ, and at 10:15 p.m. Saturdays on the same station. "The Baxters" and "Doctors At Home," two of NBC's outstanding public service programs, commenced their respective winter series from NBC Chicago studios, on Saturday, Dec. 15. Fern persons as the mother, Marge Baxter; Harry Elders as head of the family, Bill Baxter; Jane Webb as daughter Janice, and Arthur Young as the son Bud, comprise the cast of the former show. Series will be scripted by Mrs. Harry Moore and directed by Harry Bubeck. Program is presented (1:30 to 1:45 p.m., CST), in co-operation with the National Congress of Parents and Teachers.

"Doctors At Home," weekly half hour dramatic series (3:00 to 3:30 p.m., CST), is presented in co-operation with the American Medical Association.



The further they fly, the feebler they become . . . fifty miles may make them strangers . . . close to home they're robust and welcome. Radio has its local loyalties, too. People in Canton Ohio listen more to WHBC . . . this area's clearest signal . . . a strong, friendly voice for your sales story. WHBC can help you tap this 286 million dollar market . . . 59th in U. S. metropolitan tabulations. Come in . . . WHBC, Canton, calling . . . come in **AND SELL!** Represented nationally by BURN-SMITH CO., Inc.

Webbs Plan Parties For Staffs This Week

(Continued from Page 1)
 Entertainment supplied by juveniles of both webs. A similar affair will be held by the webs in Chicago Dec. 20 in Studio A in the Meridise Mart.
 For the grown-ups the webs will have a party for staffers at the Weststone Hotel in Chicago, Dec. 19. The athletic association in the City City will host at a Tom & Jerry party on the 20th.
 Mutual's New York staffers will meet at a Christmas party at the El Astor during the afternoon of Dec. 21.

Cincinnati Making Bid As Headquarters of UNO

(Continued from Page 1)
 Chamber of Commerce, will fly to London, England, on Monday to present this city's advantages before the UNO sub-committee on Thursday, December 20.
 Tried in the effort to make this the world's capital because of many advantages here which other cities do not have," Mr. Shouse said. "Chief among these advantages are the powerful Bethany transmitters which are capable of instantaneous communication with all but a few remote countries of the world," built at a cost of \$1,750,000 under WLW technical supervision. The Bethany transmitters during war were designated by the Office of War Information as "Voice of America" in airing propaganda broadcasts overseas. Each of the six transmitters at Bethany, Cincinnati, is geared to broadcast 200,000 watts of power, making it the most powerful shortwave station in the world. It is now being operated by the State Department.
 Cincinnati bid for the UNO headquarters has been endorsed by the Council, Chamber of Commerce and other civic groups and a committee composed of business and industrial leaders have been appointed to promote the idea. Mr. Shouse is committee chairman.

Dealers Participate

The radio dealers section of the New York County War Finance Committee home furnishings division has subscribed to a quota of \$1,600,000 in this drive during the current Victory drive. However, H. M. Stein, president of Davega City Radio Inc., chairman of the group, forecast that as in previous drives, the 38 participating firms will greatly exceed the quota.

AGENCIES & RECORDING STUDIOS

Radio and Electronics Engineering SERVICE
 Design—Installation—Maintenance
VOSS ENGINEERING SERVICE
 2 East 19th St. Brooklyn 26
 g. Tel. MU. 2-4217-18-19

★ THE WEEK IN RADIO ★

RCA Shows Color Television

(Continued from Page 1)

question of the use of "ABC" symbol, with the former acquiring possession . . . Meantime, Atlas Corporation, which recently loaned Associated \$150,000, is making a survey of the web's properties.

Television plans in the Mid-West were crystalized with announcement by A.T.&T. of construction plans for relay stations, linking Chicago and Milwaukee. . . . RCA-Victor's expansion was amplified with appointment of five new presidents. . . . Former OWI staffers are seeking radio positions. Many have served with the Voice of America overseas. . . . Ohio State University's radio institute announced plans for its annual exhibition of educational programs. Exhibit will be held in Columbus, May 3-6.

Another large department store entered the video field when Marshall Field Co. in Chicago, announced it had top priority with General Electric for installation of intra-store television system. . . . Nine television station licenses were sought in Canada, to be located throughout Ontario, Quebec and the Maritimes. . . . Two sets of consolidated hearings will take place on Dec. 19th by FCC. . . . CBC lifted restrictions of reports of prison disturbances in the Dominion in news broadcasts.

The United Electrical, Radio and Machine Workers charged that the holdback on radio production is deliberate on the part of manufacturers, denying that labor is to blame as reported. The Union pointed out that no strikes have occurred in the industry. . . . "Multiple" ownership of stations must be quickly dissolved, FCC ruled last week. No deadline was issued, but "reasonable" speed must be displayed.

Radio men declared that the New York State Radio Bureau must increase output and make several changes in policy if its work is to be effective. . . . Klaus Landsberg, West Coast television expert, announced

that prospects in that area are excellent and expansion is now under way. . . . Canadian Association of Broadcasters will return to the old system of an honorary president. Glen Bannerman, current head, announced that he would not be reappointed. . . . The ILGWU predicted that union ownership of stations would be resisted by the radio industry.

CBS and NBC amplified tele operations. NBC will be on the air six days a week, and CBS has installed a mobile unit. . . . Demand for radio news from the wire services resulted in the inauguration of a daily radio column by INS for its subscribers. . . . Canadian Broadcasting Corporation will not carry commercial programs on its English broadcasts Christmas Day. . . . Small operators were told that FM broadcasting is "well within their reach" by Sen. Glen H. Taylor of the Senate Small Business Committee. . . . Motion picture and theater interests are heavily represented among applicants for television stations filed at the office of the FCC.

No Committee Action On Proposed Lea Bill

(Continued from Page 1)

union interference with the broadcasts of student musicians at the Interlochen, Mich., National Music Camp. Dondero Told RADIO DAILY however, he had his bill revised at the suggestion of the leadership of the Interstate Commerce Committee, and that he expects early committee action on it. He was advised to improve the language about two weeks ago, he said, and the change has been made.

Passage of his bill will not interfere with action on the Lea bill, which is far broader, he said.

Canada Contest Set

Toronto—The ninth annual scholarship competition for Canadian composers under 22 years of age has been announced by the Composers, Authors and Publishers Association of Canada. Top award is a \$750 scholarship at the Toronto Conservatory of Music, with supplementary cash prizes totalling \$250. In addition, there will be a junior division open to competitors under 16 years of age.

WANTED

47,673

PICTURES

47,673 listeners wrote WLS for a picture of "The Arizona Cowboy."

The offer was made on only 38 announcements—18 of them between 5:00-5:30 a. m.

The combination of complete coverage, top talent and loyal listeners is why WLS GETS RESULTS!



890 KILOCYCLES
 50,000 WATTS
 AMERICAN AFFILIATE

CHICAGO 7

REPRESENTED BY JOHN BLAIR & COMPANY

IN EASTERN NORTH CAROLINA

★ **WRRF** ★

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
 67,144 RADIO HOMES
 6,188 Retail Outlets

Annual RETAIL SALES
Over \$100,000,000

Served by
WRRF The American Network
 Station

Write Us Today for Our
 New Informative Folder

TARHEEL
BROADCASTING SYSTEM, INC.
 WASHINGTON, NORTH CAROLINA
 National Radio Representatives
FOR JOE & CO.
 New York "Chicago" Philadelphia

Applications Pile Up; Hearst Requests Tele

(Continued from Page 1)
ated on channel No. 4 (66-72 megacycles) with ESR of 1472.85.

Also applying for tele construction permits were Unity Corporation, Inc., Erie, Pa., to be operated on channel No. 2 (54-60 megacycles) and Allen B. Dumont Laboratories, Inc., Cleveland, Ohio, to be operated on channel No. 2.

Standard filings include Community Broadcasting Co., a partnership composed of Richard M. Arnold, Jack O. Barfield, James M. Earnest, Albin F. Knight and J. Alfred Miller, Asheville, N. C., to be operated on 1340 kilocycles, 250 watts unlimited. Monroe Broadcasting Co., Rochester, N. Y., to be operated on 680 kilocycles, 250 watts, daytime. Mon Yough Broadcasting Co., McKeesport, Pa., to be operated on 1580 kilocycles, 500 watts unlimited. Paul Brake, Miami, Fla., to be operated on 1450 kilocycles, 250 watts unlimited.

FM filings include Unity Broadcasting Corp., Philadelphia, Pa. (Metropolitan), S. H. Patterson, San Francisco, Calif. (Metropolitan), Syracuse Broadcasting Corp., Syracuse, N. Y. (Metropolitan), John F. Easley, Ardmore, Okla., Sooner Broadcasting Co., Oklahoma City, Okla. (Metropolitan).

Higgins Joins NAB Staff As Departmental Executive

(Continued from Page 1)
announced Friday. Higgins who served as public relations officer in the China, Burma, India theater for four years with the rank of major will be in charge of sales promotion for the broadcast advertising department. As such he will be charged with the compilation, editing and distribution of radio success stories and all collateral sales promotional material having to do with advertising. Higgins entered radio as a sports announcer, newscaster and script writer with the Central States Broadcasting Co., Omaha, Nebr. He was named to the NBC post in 1941, serving there until he entered the armed forces.

NAB Code Committee Meeting In Chicago

(Continued from Page 1)
spect to "exceptions" to the section entitled "commercial programs and length of commercial portion"—also length of news, five minute news commercial, limitation of commercials before, during and after chain and station breaks, present standards of practice and any suggestion for further revision. Members of the committee who are expected to attend the two-day meeting are chairman, Herbert Hollister; Edgar L. Bill, Arthur B. Church, Henry P. Johnson, Merle S. Jones, Ed Yocum, Jan Schimek, William S. Hedges, A. D. Willard, Jr., Edward M. Kirby and Willard D. Egolf.

★ AGENCY NEWSCAST ★

R. C. O'DONNELL, commercial manager of WINX, Washington, D. C., owned and operated by The Washington Post, announces the appointment of Headley-Reed Company as national advertising representative, effective January 1st.

PAN-AMERICAN COFFEE BUREAU and the Joint Coffee Promotion Committee are expanding promotional activities and have appointed Tom Fizdale, Inc., to direct and handle Public Relations. . . Ruth Lundgren is joining the Fizdale organization to service the account. Win Nathanson, president, will be account executive. J. M. Mathes, Inc., handles the advertising.

FRANKLIN RESEARCH COMPANY, Philadelphia, manufacturers of polishes, waxes, and a new product called "Life for Fabrics," announces that the account of its consumer package division has been placed in the hands of Goldman & Gross, Chicago advertising agency. Henry Florsheim will be account executive.

DOUBLE DANDERINE has been transferred from the Sterling Products Division to the R. L. Watkins Company Division, Sterling Drug, Inc., effective Jan. 1, and David H. Williams, vice-president of the latter division announces an aggressive advertising and merchandising program for the product, which was first introduced with a new formula in 1940. In the new set-up it joins Dr. Lyon's Tooth Powder and Mulsified Coconut Oil Shampoo and will be handled by the same sales force.

J. MACKENZIE WARD, who has been manager of the Chicago office of Columbia Radio Sales for the past three and a half years, has joined the Chicago office of Adam J. Young, Jr., Incorporated. Prior to that was an account executive for the Blue Network in Chicago and before that the Chicago representative for WMCA, New York.

JACK W. RUNYON and ROBERT GUGGENHEIM, Jr., have teamed up to open firm of Runyon and Guggen-

Stewart-Warner Prices

It has recently been announced that retail prices ranging from \$29.65 to \$189.95 for 13 models of the 1946 line of Stewart-Warner home radios has been approved by the OPA. At least 10,000 of the two lowest-priced plastic table models will reach dealers before Christmas unless unforeseen complications arise, F. A. Hiter, senior vice-president declared.

All Stewart-Warner distributors have been sent sample sets of the new line, which were produced in a "pilot-run" of the company's four 270-foot power-conveyor production lines recently installed in a new radio plant which formerly was used to make war equipment. Riter also declared that

heim Enterprises, specializing in radio and television productions for both United States and Latin America, new idea development and business management. Until recently, Runyon held position of director of radio for the Co-ordinator of Inter-American Affairs, Hollywood office, which he opened in 1942.

Robert Guggenheim, grandson of Daniel Guggenheim, has just returned to civilian life after 24 months as a Lieutenant in the U. S. Navy. Following 18 months' overseas duty, he was placed in charge of broadcasting censorship on the West Coast for wartime Office of Censorship here. Prior to Navy service, he was an associate producer at Twentieth Century-Fox for two years and later with the Columbia Broadcasting System, Station KNX, as producer.

W. H. FAWCETT, Jr., president of Fawcett Publications, Inc., announces the appointment of Lee Wilson as production director for all Fawcett magazines. Before joining Fawcett, Wilson was production manager of Popular Publications, Inc., prior to which he held the same position with Newsweek Magazine.

H. B. HUMPHREY COMPANY, Boston advertising agency, announces the addition of F. Carleton McVarish to the staff of its radio department where he will be responsible for radio research, promotion, and merchandising. He recently resigned from the Interim Research and Intelligence Staff of the Department of State, Washington, D. C. Prior to his military assignments, McVarish was director of merchandising and research for The Yankee Network for fourteen years.

FRED STENGEL, a New York City newspaper and trade paper reporter for the past 11 years, resigned last week as a member of the press dept. of the National Broadcasting Co. to open his own public relations office at 521 Fifth Ave. Among the papers he worked on were the N. Y. Post, Journal-American and World-Telegram, Motion Picture Daily and Variety.

Lew Valentine On ABC

Lew Valentine, producer and emcee of many network shows during the past 15 years and recently returned from service, is master of ceremonies on the Thursday night dramatic show, "Curtain Time," (10-10:30 p.m.), sponsored by Mars, Inc., over the American network. Agency for the account is Grant Advertising, Inc. of Chicago, of which Valentine is assistant radio director. Valentine has been in the armed forces since 1942 at which time he was stationed in the Aleutian Islands with the morale services.

the company expects to make approximately 5,000 sets a day when full production is reached.

Interested Parties Get Transfer-Hearing On

(Continued from Page 1)
or before Jan. 15th. Highlights of the proposed rules follow:

(1) Each application to the FCC shall be accompanied by a copy of proposed notice in a form prescribed by the Commission, which notice licensee shall cause to be published at least twice a week for three weeks immediately following the filing of such application in a daily newspaper of general circulation, published in the community in which the station is located.

60-Day Waiting Period

(2) No action on any such application will be taken by the FCC for a period of 60 days from the date of filing, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application.

(3) If no competing application is filed, the FCC will consider the original application upon its merits and will grant it, if it appears from an examination that public interest will be served. If during such 60-day period, any other application is filed, all such applications will then be considered.

RMA Answers Union Re Production Delay

(Continued from Page 1)
for the delay on OPA and on the difficulty in obtaining radio parts.

Except for scattered cases, the spokesman pointed out, radio manufacturers did not receive parts schedules from the OPA until the latter part of November.

"This coupled with the long time difficulty in obtaining parts is the reason for the delay in production," the spokesman said. He declared many parts manufacturers delayed delivery of parts until the OPA gave them a "just" price.

Then, he said, "when manufacturers finally got the parts, OPA delayed setting price. This meant it was virtually impossible to deliver such Christmas."

Union charges he said, "are directed at set manufacturers. As a generalization, these charges are unjustified."

The union, United Electrical, Radio and Machine Workers (C.I.O.), has blamed manufacturers for delay in production and petitioned Secretary of Commerce Wallace and Congress for an investigation.

B & H Extends Contract

Benson and Hedges, currently sponsoring "Symphony Hall," on Tuesdays and Thursdays from 8:00 to 9:00 p.m. has extended its contract to include sponsorship of this feature five nights weekly, Mondays through Fridays the same time. The additional sponsorship began on Monday, Nov. 12, and will continue for the six weeks of the pre-holiday season. Arthur Kudner, Inc., New York, was the agency placing the account.

PROMOTION

WOV's 1946 Plans

WOV has completed plans for an extensive advertising campaign for '46. Leading trade publications will be used as the media. Campaign will be divided into three sections in the following manner:

1) Series of full page cartoon ads written by the famed cartoonist, Vinger. Theme will depict incidents in the lives of radio time-buyers. The originals of the cartoons will be presented to the agency executives whom they personalizes.

2) Second series of cartoon ads will be based on individual programs broadcast over WOV promoting special programs.

3) Third series of pictorial full page bleed ads will be on the institutional theme carrying out the 2-marathon story which has been brought to the attention of the trade for the past two years.

"Teentimers" Campaign

An ambitious campaign on behalf of NBC's "Teentimers Club" and Ginny Desmond, star of the show, has been started by Teentimers, Inc., sponsors, under supervision of Jules Benstein, president.

Included are Desmond fan club membership cards and post card photos of the singer for distribution through local dealers. To build sectional interest, sponsor plans to road show the Saturday morning series in major cities throughout the country, broadcasting from large auditoriums and theaters.

WPEN Plugs

WPEN has sent to agencies a slick single sheet plugging Van Patrick, the outlet's new sportscaster. For "950 Club" members, the outlet has gotten blue paper pennants bearing the word "WPEN" 950 Club" and photo of each fascimile autograph of Jo Stafford or Frank Sinatra.

New Music Program Set On WOR Premiered Sat.

"Song Hits Magazine" sponsors a new series of musical programs over WOR titled "Musical Grab Bag," which started Saturday, Dec. 15th from 5 to 5:30 p.m., EST. Donahue & Coe, Inc., handles the contract which runs for 13 weeks.

Featured on the "Musical Grab Bag" will be Enoch Light and his orchestra and Bob Shepard as announcer and master of ceremonies. Each broadcast will feature a quiz of popular music with prizes for contestants and well-known guests of the popular music field. Buddy Rich, former drummer with Tommy Dorsey's orchestra, who recently organized his own unit, will be the pre-pre guest.

"Musical Grab Bag" is written by Charles Reed Jones, editor of the magazine which has taken over sponsorship of the show.

Special Christmas Shows Prepared By Ziv Company

Radio stations and sponsors throughout the United States broadcasting Frederic W. Ziv transcribed programs will be on the air during Christmas week with special programs produced for them by Ziv. In addition to programs, special Xmas promotions have also been provided to assist sponsors in merchandising shows and building listening audiences.

The special Christmas "Calling All Girls" program will be aired for over 100 of the nation's department stores and carries with it a complete kit of promotion material. Program is a 15-minute spot with entire cast participating in a Christmas party. Dick Brown, sings Irving Berlin's "White Christmas" to a "swoon" background of teen-agers. Nancy Pepper, fashion editor of "Calling All Girls" magazine, tells in rhyme about the various "sugar plums" that dance in the teen-agers' heads. Sponsoring stores were furnished special Christmas cards to use as direct mail pieces calling attention to the program.

The comedy team, Jane and Goodie Ace, are featured on a special Xmas greeting disc sent by Ziv to sponsors of the "Easy Aces" program. All sponsors of the show will have the comedy team personally wishing listeners a merry holiday.

For the sponsors of Parent's Magazine on the Air, the Ziv company has produced a special program featuring the editors of the magazine offering ways and means of having a merry family gathering. These include carol singing and suggestions on holiday decorations.

"Songs of Good Cheer" sponsors on stations throughout the U. S. at the Holiday season will be featuring an arrangement of "White Christmas" by Vladimar Selinsky, with narration by Larry Elliott and featuring the singing of the "Good Cheer" chorus.

Whiteman's Xmas Party Will Feature Proteges

Many of the stars of radio, who are members of Paul Whiteman's alumni, will visit their former employer and bring him musical Christmas gifts in a special 45-minute broadcast to be heard on Christmas Eve, Dec. 24, at 11 p.m., EST, over WJZ-ABC. Whiteman, director of music for American, will conduct his "Radio Hall of Fame" orchestra and chorus during the special program, titled, "Paul Whiteman's Christmas Party."

Al Duffy, will bring the "Swinging Strings" group. Buddy Weede, Paul's piano protege, will be heard in a new arrangement, written by Abe Osser, of "Rhapsody in Blue," which includes vocal passages. Ken Darby will offer his own version of "The Night Before Christmas," and Mike Rappaport, director of the Hall of Fame chorus, will introduce his new quartet, the Esquires. The group will be heard in "The Night Before Christmas" and a special arrangement of "Jingle Bells." Songs from Miss Edwards will round out the gay pre-amble to the Christmas holiday.

James Boyle Returns After AFN Service

Sergeant James V. Boyle, after more than two-and-a-half years overseas, two of which were spent with the American Forces Network newsroom staff, returned to civilian life last week following his discharge. Before his enlistment, Boyle was in the publicity and exploitation department of RKO-Radio Pictures.

Boyle was stationed in London with newsroom staff of AFN for 14 months, and was later transferred to Biarritz American University journalism faculty, where he was an instructor in radio news writing. His future plans were not made known.

Southwell Gets Tele Post With CBS Station-WCBW

John Southwell and Jerry Faust have been signed by WCBW as director and assistant director respectively. It was announced by Lawrence W. Lowman, CBS vice-president in charge of tele.

Southwell comes to the web from Young & Rubicam where he was a tele director for two years. He was previously associated with BBD&O and MGM. Faust has studied engineering, dramatics and tele at Drexel Institute of Technology, Temple University, New York University and the New School.

First Radio Shipment Received In Panama

For the first time in more than three years, a shipment of radios was received in Panama, according to Joseph O. Tilley, radio merchant in Panama, who arrived in Miami Wednesday via Pan-American Clipper.

"The shipment consisted of only 65 sets and we could have used a dozen times that amount," he said. "However, prospects for receiving another shipment in time for Christmas buying are very good." Explaining that the climate in Panama is very hard on radios, Tilley stated that dealers are in urgent need for repair parts, which they have been unable to obtain throughout the war years.

New Scheaffer Format Premiered On Coast

San Francisco—"The Sheaffer Parade," new format starring Carmen Cavallaro, has been selected as the name of the NBC program which premiered Sunday, December 16th at 3 p.m., EST. The first show came from San Francisco, since Cavallaro and his orchestra were scheduled to play an engagement there at that time. After that, the program will originate from Hollywood until Cavallaro goes east after the first of the year. Bob Williams will announce the show, and Gloria Foster, regular orchestra vocalist, will continue in that spot. Max Hill will wind up the last five minutes of the program with a news summary from NBC, Chicago.

EQUIPMENT

Westinghouse Names Five

ROGER H. BOLIN, advertising manager for Westinghouse electric appliance division, has announced five appointments in his department as the initial move in the intensified advertising, sales training and promotion programs planned for the full Westinghouse line.

J. R. CLEMENS and P. W. ENDRISS were named assistant managers of appliance advertising. Clemens will have charge of product advertising, promotion and sales training, and Endriss will handle full line advertising, consumer education and promotion of insecticide dispensers. E. J. HEGARTY, named manager of sales training, will be responsible for development, production and testing of wholesale and retail sales training plans. K. A. DONELSON, operations manager, will be responsible for budgets, and will act as office manager. J. G. BAIRD, in addition to his new duties as sales promotion manager, will continue in charge of store modernization activities, exhibit and convention work, and consumer film programs.

A. R. Sorenson has been placed in charge of Lear Home Radio sales in the Pittsburgh area, representing the Radio Sound Corp., distributor for that territory. He was formerly associated with Westinghouse and the Frigidaire Co.

Made Crosley V.-P.

Promotion of Norman C. Macdonald to vice-president and general manager of the New York branch of Crosley Distributing Corp. has been announced by R. C. Cosgrove, Crosley general manager. Macdonald's former position as eastern regional sales manager was filled by S. A. Bishop.

Sylvania Absorbs Wabash

Sylvania Electric Products, Inc., on Jan. 1 will assume ownership of the Wabash Appliance Corp., which by that date, will have merged with Wabash Photolamp Corp. and Birdseye Electric Corp. The new Sylvania subsidiary will be independently operated, with headquarters remaining at Brooklyn, N. Y. Sales staffs, policies, product brands and distribution outlets will be unchanged.

Emerson Appoints Gordon

The L. Gordon Distributing Company of Syracuse, N. Y. has been appointed distributor for Emerson Radio & Phonograph Corporation in Central New York State, Edgar G. Hermann, Emerson sales manager, announced. Lou Gordon, head of the distributing firm, has been active in the industry throughout Boston and the Bay state area for the past twenty years. Syracuse and 18 counties in Central New York extending from the Canadian border through Susquehanna County, Pa., have been allocated to the firm. At the present time, firm is also offering a line of Emerson replacement parts in cabinets and tubes.



BYRON A. BONNEHEIM, recently Army public relations and sales officer, and formerly with Meyer Both Company of Chicago, has been appointed radio director for Esquire and Coronet.

BOB KNAPP, radio writer and producer, on military leave from Schwimmer and Scott, Chicago, has returned from duty with the Army Air Forces to rejoin the agency.

CAPT. BILL SHEA, USAAF, returns to his post in WNEW's continuity department after three and a half years on active duty.

GEORGE HOGAN has rejoined WOR's announcing staff after two-and-a-half years in the Navy as a specialist. Since last May he served with AFRS in Honolulu.

Walter Neff Dies; Retired Last Nov. 1

Walter J. Neff, who retired Nov. 1, from the radio advertising agency Neff-Rogow Co., died suddenly of a heart attack early last week. Neff had retired to become a gentleman farmer at East Otis, Mass., where he was stricken after eating lunch. He is survived by a wife and young son.

Neff became prominent in radio circles at WOR where he started as an announcer and later was in the program department. He rose to general sales manager of the station which post he held for some years until about 12 years ago. At that time he and William Rogow, WOR salesman, started the Neff-Rogow agency at 30 Rockefeller Plaza. Business was highly successful and Neff sold out to Rogow last fall. He was 53 years old.

Potter Drug Starts Series

The Potter Drug and Chemical Corporation, for Cuticura Soap and Ointment, will begin sponsorship of WEAF's five-minute transcribed program "Romance and You," Monday, Dec. 24th. Program will be heard Monday through Sunday for 52 weeks. Atherton and Currier, Inc. is the agency.

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

COAST-TO-COAST

— OHIO —

CINCINNATI—Byron Taggart, director of special events for WKRC, has accepted an invitation to take his Ohio State Guard-Kentucky Active Militia Band to Columbus, December 16, to lead the parade that welcomed the 37th Division of the U. S. Army, frequently called "Ohio's Division." The honor came to Taggart, who is a Warrant Officer in the Ohio State Guard, through Brig. Gen. Donald H. Pancoast, Adjutant General of the State of Ohio.

— ILLINOIS —

CHICAGO—A new type of documentary news programming, utilizing the war-born wire recorder, was offered by WBBM with the inauguration of its "Hot Off the Wire" series, Sunday, Dec. 16. The series built by the WBBM special events dept., presented a vivid, personal review of the week's headlines and feature stories through the medium of wire recordings.

— NEW YORK —

BROOKLYN—WBYN announces the debut of a new program, "Songs for You" today, Dec. 17, featuring Dick Edwards, the new radio singer who has been heard daily during the past few weeks as guest on the Brooklyn web. Program will be regular Monday through Friday feature. . . . WLIB has been selected by the American Association of the United Nations as the New York City independent station which did the most outstanding job during the San Francisco Conference. Clifford Evans, WLIB director of news and special events, accepted the citation Dec. 14, after the announcement was made by Clark M. Eichelberger, director of the American Association of the United Nations.

— MASSACHUSETTS —

SPRINGFIELD—WMAS has filed application with the FCC for an FM station with tentative location for the transmitter at Mt. Tom in Holyoke, the highest spot in the central Connecticut Valley. The "metropolitan-type" station will service Springfield, Holyoke and Northampton, operating on Channel 42 at 96.3 megacycles. . . . Robert F. Donahue, former manager of WLH in Lowell, Mass., has assumed his new duties as manager of WMAS, replacing Warren Greenwood, resigned.

— NORTH CAROLINA —

ASHEVILLE—Arrival of the plane bearing Lieut. Gen. Clark W. Eichelberger at the Asheville-Hendersonville Airport was given coverage on WWNC by production manager Bill Melia, who awaited the landing and then gave an eye-witness report of the General's homecoming on the scheduled news period which followed. The General will rest at his home in Asheville until returning to Japan the end of December.

— NEW JERSEY —

PATERSON—The presentation of highest military honors, including several Purple Hearts, by the U. S. Army to 10 of the most gallant soldiers, in a ceremony before relatives and friends, will be broadcast by WPAT Dec. 18. The presenta-

tion will be made by Lt. Col. Frank B. Chapman, Commanding Officer of the New Jersey and Delaware Recruiting District, following a regimental review in honor of the heroes, all of whom have but very recently returned home from the war fronts.

— CALIFORNIA —

LOS ANGELES—J. C. Lewis, formerly with the Don Lee network for 10 years, and now back as a producer, following discharge from the Army, has been named new staff producer on KHJ's "Feeling is Mutual" show, by Pat Campbell, temporary program director for the network. Lewis will handle "The Feeling is Mutual" in addition to "California Melodies." . . . Bob LeMond, who was an announcer and producer before entering the service, has been made manager in complete charge of radio in Tokyo.

— FLORIDA —

MIAMI—The "Miami Civic Forum," heard on alternate Saturdays from 7:00 to 7:30 p.m., over WIOD was presented in person last week, at the luncheon meeting of the Fort Lauderdale Rotary Club, where the group was asked to repeat the subject discussed on the WIOD broadcast of Nov. 3, "Where Should Miami Establish Its Commercial Harbor—Miami or Port Everglades?" WIOD general manager James M. LeGate emceed the program.

— OKLAHOMA —

TULSA—W. W. "Bill" Johnson, just out of a Major's uniform, after four years with the Army, has joined the KVOO staff as promotion and merchandising manager. Bill was formerly with the New York Journal-American before answering the call to arms.

— UTAH —

SALT LAKE CITY—Lyle Wahlquist, former chief engineer of KUTA, who resigned to join McNary and Wrathall, Washington, has returned to KUTA as technical director. . . . Wendell Bell, with KUTA's engineering staff since the station's inception over seven years ago, has been appointed chief engineer. . . . Earl Stevens, former Hill Field radio man, is now transmitter engineer while Lynn Johnson heads KUTA recording department. . . . Wally Williams, recently discharged from the army, has been appointed musical director of KUTA. Williams formerly was associated with KSL and for several years directed an orchestra at the Hotel Utah.

Send Birthday
Greetings To—

Dec. 17

Dick Gilbert House Jameson
Howard A. Miller Herbert Nelson
Ray Noble Stella Unger
Calvin J. Smith

Atomic Bomb Scripts Prepared For A

In an effort to stimulate discussion for the subject of peace, the Carnegie Foundation through its commission strengthen organization for peace will make available to all radio stations a digest of the proceedings of the Senate Commission on Control of the Atomic Bomb. These proceedings, in script form, will be mailed to the commentators, news editors, and station managers of 900 stations from the New York headquarters of the Foundation starting next week.

New Plant For Belmont

Belmont Radio Corporation has purchased a one-story plant on a seven and one-half-acre tract on Skokie Highway in Gurnee, near Waukegan, Ill. The new plant will not replace any of the operations of the Belmont factory, but will provide additional space for manufacturing operations. The Gurnee plant has approximately 20,000 square feet of space and, according to present plans, will employ up to 250 workers when in full production.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 54

NEW YORK, N. Y., TUESDAY, DECEMBER 18, 1945

TEN CENTS

U. S. Files Tele Action

INDIANA UNIVERSITY
LIBRARY
DEC 20 1945

Porter Will Sit In On Capital Tele Rush

FCC's Chairman Paul Porter will sit in on the important consolidated television hearings in Washington next month, it was learned yesterday. The importance which the Commission places on the hearings is evidenced by Chairman Porter "taking on the job" himself. Nine applications are on file for the capital's scant four channels including three Washington newspapers, and the Commission will be admittedly on a spot.

Although the demand far exceeds
(Continued on Page 13)

Commission Sets Hearings For Central California

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday it will hold a public hearing on five "interrelated" applications for new standard stations and changes in facilities in Central California beginning Jan. 2. The applicants and the frequency and power assignments they request are:

FM Radio and Television Corp., San Jose, 1370 kilocycles, 500 watts night,
(Continued on Page 13)

LaGuardia Adds Show; Daytime On WJZ Only

F. H. LaGuardia, retiring mayor of New York City, has signed with June Dairy Products Co. for a half-hour series at noon, on Sundays, over WJZ, beginning Jan. 6. This is in addition to his Sunday night spot, 9:30-9:45, over the ABC web, under the sponsorship of Liberty Magazine.

It is expected that his evening
(Continued on Page 2)

Holiday

CBS offices will be open until 1 p.m. on the Mondays preceding Christmas and New Years. However, on each of the Mondays, one-half of the full staff will report, and this will permit all employees to take at least one long weekend and go out of town, if desired. Employees are now busy picking their shots. Annual bonus was paid to CBS folks last Friday.

Retrospect

A year-end review and "look into the future," will be offered by Elmer Davis, former OWI director and now a WJZ-ABC commentator, in two special programs to be presented by the station and network on Dec. 23 and 30 from 9:30 to 9:45 p.m. (EST). The two programs will be in addition to the regular Tuesday - Wednesday - Sunday Davis broadcasts.

Sale Of KOIN To Field Requested In Capital

Washington Bureau, RADIO DAILY
Washington—Application for sale of KOIN, Portland, to Marshall Field Enterprises for \$943,967, has been filed with FCC, it was announced yesterday. The applicant listed C. W. Myers, Josephine Hunt, Gertrude E. Myers and KOIN, Inc., trustee, as present owners of the station. Under the application, voluntary assignment of 100 per cent of the stock in KOIN would be made to Field, publisher of PM and the Chicago Sun.

Cedric Foster Et Al Named In \$100,000 Suit

Dallas, Texas—A \$100,000 suit was filed here Saturday in U. S. District Court by W. H. Lovejoy of University Park naming as defendants the City of Dallas, municipally owned radio station WRR, Cedric Foster, radio commentator, and the Mutual Broad-
(Continued on Page 2)

Benton Lauds U. S. Shortwave But Says Other Nations Lead

Despite the excellence of the job done during the war by our shortwave transmitters "we were far behind the other major countries," Assistant Secretary of State William B. Benton said Saturday night during a discussion of his international information program on NBC's "University of the Air." He revealed that he has not yet determined whether the post-war shortwave operation

Anti-Trust Move Against 5 Companies Charges Violations In The Sale Of Projection-Type Equipment

FCC Grants 16 CPs For Standard Outlets

Washington Bureau, RADIO DAILY
Washington—Sixteen construction grants for new standard stations were announced Friday by the FCC: Marietta Broadcasting Company, Marietta, Ohio, to operate on 1490 kilocycles, 250 watts, unlimited; Western Carolina Radio Corp., Shelby, N. C., to operate on 740 kilocycles, 250 watts, daytime; Boston Broadcasting, Austin, Texas, to operate on 1300 kilocycles, one kilo-
(Continued on Page 14)

New Hall Bros. Program Starts On CBS Jan. 13

"Radio Readers Digest," a new half hour show sponsored by Hall Brothers, greeting cards, Kansas City, will be heard over the full CBS network starting Sunday, January 13, from 2
(Continued on Page 2)

Chi Department Store Buys Television Time

Chicago—The Fair, one of Chicago's leading State Street department stores, last week began a 13-week series of television shows over WBKB,
(Continued on Page 4)

Suit charging violation of the anti-trust laws in the manufacture and sale of television equipment was filed this morning in the United States District Court for the Southern District of New York against five corporations and three individuals, Paramount Pictures, Inc., General Precision Equip-
(Continued on Page 14)

Four CBS Web Clients Sign 1-Year Renewals

Four CBS clients have renewed network programs for an additional year, all of them effective either later this month or early in January. Programs are: "Maisie," "Bill Henry and the News," "Big Town" and "William L. Shirer and the News." Contracts are as follows:

Eversharp, Inc., effective Jan. 2, through The Biow Company, is continuing its sponsorship of Ann Soth-
(Continued on Page 13)

Ottawa School Board Asks Educational FM

Toronto—The Board of Education has applied to Ottawa for an FM license as first step in a plan which would give all city schools in-class
(Continued on Page 4)

Honored Guests

A group of 20 wounded war veterans from Halloran General Hospital, Staten Island, were conducted on a special NBC studio tour Wednesday afternoon as guests of the web's guest relations department. Six of the men, unable to walk, rode in wheel chairs. It was the first studio tour arranged by the Red Cross Chapter for Wounded Veterans.



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

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FINANCIAL (Mon., Dec. 17)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net. Chg. Includes Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Also includes NEW YORK CURB EXCHANGE and OVER THE COUNTER.

NBC Adds Attorneys

The appointments of Carlyle E. Yates and Edmund Souhami as assistant general counsel and senior attorney, respectively, have been announced by A. L. Ashby, NBC vice-president and general counsel. Both were recently discharged from service, Yates from the Navy and Souhami from the Army.

20 YEARS AGO TODAY

(December 18, 1925) By the addition of CNRO (Ottawa) broadcasting service is furnished from United States into Canada for the first time.

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

Coming and Going

H. T. ENNS, Jr., national sales manager of the Cowles stations, spent several days in Washington, D. C., last week. He conducted sales-policy meetings with Merle Jones, general manager of WOL. C. P. "PETE" JAEGER, vice-president of ABC in charge of creative sales, is back at the offices of the network after having spent the week-end in Chicago on business. He left for the Midwest last Thursday. BILL DAWSON, commercial manager and promotion director of WARM, Scranton, Pa., is back at the home offices following a short visit to New York for conferences with the national representatives of the station. EDWARD W. H. LUMSDEN, of McCann-Erickson, Inc., has left for Caracas, Venezuela, where he will open an office for that company. It will be the agency's 11th branch in Latin America. LARRY SURLS, Jr., account executive in the co-operative program division of ABC, has returned from a two-week trip to Florida. FRANK PALMER, manager of the time buying department at Kenyon & Eckhardt, Inc., has left town for a vacation of two weeks in Stowe, Vt. GENE WAGGAMAN, after serving four years as a lieutenant in the Navy, is back in town and has returned to the Pedlar & Ryan advertising agency in the media department. ARTHUR CASEY, assistant manager of WOL, Washington, D. C., is in Gotham for several days on station business.

LaGuardia Adds Show; Daytime On WJZ Only

(Continued from Page 1) broadcasts will be devoted to national affairs, while the early stanza will be confined to local events in a continuation of his current series on the municipal outlet, WNYC. The noon program will originate at the Little Flower's home in Riverdale, the Bronx.

Contract details were not disclosed, but it was reported that he will receive approximately \$50,000 for the local airing. Contract for the full web broadcast is said to be in the neighborhood of \$100,000.

Cedric Foster Et Al Named In \$100,000 Suit

(Continued from Page 1) casting System. The suit alleged that Lovejoy's character was defamed by broadcast over the MBS network by the commentator on Dec. 18, 1944. He further alleged in the petition that Foster read over the network a confidential letter criticizing a previous broadcast by the commentator for displaying extreme racial hatred. Lovejoy claims that he has been hounded by hundreds of anonymous telephone calls threatening him.

Lombardo Renewed

Larus Bros. & Co., Inc., have renewed for the third consecutive year, the ABC Program "Guy Lombardo and His Royal Canadians." The fifty-two week contract starts Jan. 8.

New Hall Bros. Program Starts On CBS Jan. 13

(Continued from Page 1) to 2:30 p.m., Foote, Cone and Belding, agency for the sponsor, announced yesterday. The new show will replace Hallmark's current Charlotte Greenwood program on ABC which leaves the air following the broadcast scheduled for Sunday, January 6.

It was explained that Readers Digest will be given full credit on the new show but will not be a participating commercial sponsor. Guest personalities will be used and four or five dramatizations of news highlights will be included in the program.

The Radio Readers Digest program replaces the Stradivari Orchestra sponsored by Prince Matchabelli, Inc., during the 2 to 2:30 p.m. period on CBS and gives the Foote, Cone and Belding agency a full hour with its new Frigidaire show from 2:30 to 3 p.m.

Hart To Offer Slater Album

Maurice Hart, on his WNEW "Music Hall" program this Friday, will play, for the first time on the air, the new DeLuxe Album made by hypnotist Ralph Slater. These recordings are aimed at helping people who cannot sleep, and who are under a nervous tension.

Muriel Gaines To Ruban Bleu

Muriel Gaines, WOR songstress, opened yesterday at Le Ruban Bleu, replacing Maxine Sullivan.



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 listeners-per-dollar-spent than any other station in this big five-radio-station town.

And that's a fact.



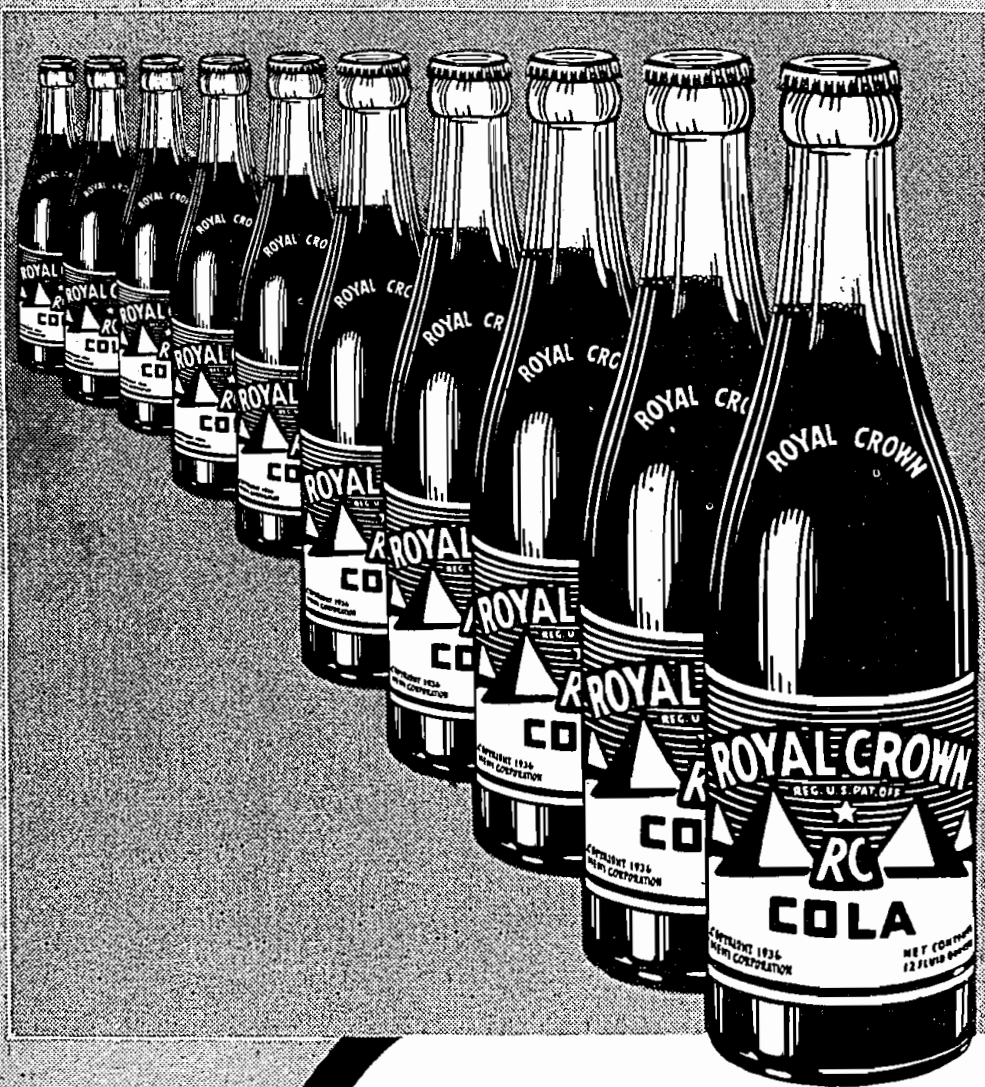
W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS. This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly. Includes illustration of a man in a top hat and a microphone.

ROYAL CROWN COLA

PROVES IT!



Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—“**best by taste test**”, must have complete coverage in America’s fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute “spots” per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey’s First Station. Yes, from 6 “spots” to 168 “spots” per week, because they know:

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

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”

LOS ANGELES

By RALPH WILK

BEGINNING with the Jan. 3rd show, there will be some changes on the NBC "Abbott & Costello" program. Connie Haines, singer, has asked for her release, as she is going to New York to do a musical comedy and fill a club date. Connie will be replaced by Bob Matthews. Will Osborne, orchestra leader, will be replaced by Carl Hoff, and Abbott and Costello plan to have a movie guest star each week.

Harry Von Zell became the father of a baby girl, born at the Cedars of Lebanon Hospital, Dec. 11th. Baby weighed 6 pounds, 1 ounce. Von Zell has been substituting for Art Linkletter this week on the NBC "G. E. House Party" program as Art has been laid up with the flu.

Knox Manning, commentator and newscaster, spoke on "The Returned G. I. Looks at America" at the annual Awards dinner of the University Club Tuesday (Dec. 11th). Manning was a Major in the Army Air Corps in charge of a combat camera crew photographing action in North Africa and Italy.

The Dec. 23rd "Baby Snooks" show, which will have a Christmas theme, will be shortwaved to servicemen.

Ottawa School Board Asks Educational FM

(Continued from Page 1)

radio programs. Similar requests have been made by North Renfrew, London and Kingston.

C. E. Conquergood, on whose motion the action was taken, said that experience in such American cities as Chicago and Cleveland has proved the usefulness of radio teaching. He estimated the installation cost at \$25,000.

New Program On Mutual

On December 17, "Once Over Lightly" replaced "Mr. & Mrs. Reporter" on the Mutual network. Program will be heard five times weekly, Monday through Friday from 1 to 1:15 p.m. Alan Scott, recently returned from service with U. S. Navy, will handle the show, which is a semi-news program.

Wanted

Advertising man for radio network. Space and direct mail experience. Idea man, do layouts, know typography, production. Send resume to Box 245, Radio Daily, 1501 Broadway, New York 18, N. Y. State salary, please.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.

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



Windy City Wordage!!!

● ● ● When Ed Kobak, Mutual prexy, was in town for a board of directors confab, members of the network's Chicago staff tossed a dinner for him, and threw in an impromptu serenade for good measure. The festive board was a long one and those at one end weren't

Chicago supposed to hear what was going on at the other end, but Kobak's ears were tuned in on the singing down

the line. He requested a special performance and got it pronto. Seems that sales secretary Marie Karlstrom and promotion artist Jean Scorsone got their heads together during the shrimp cocktails (across the table at that), and came up with a funny little ditty.....Balladeer Burl Ives and Chicagoan Helen Ehrlich obtained a marriage license from County Clerk Michael Flynn a couple of days ago and immediately afterward became Mr. and Mrs. in a ceremony performed in the county clerk's office.....

Shirley Snyder, daughter of Glenn Snyder, vice-president and general manager of WLS, was married here Wednesday (Dec. 10) to William Herbert Graffis II, son of Herb Graffis, Chicago Times columnist. Young Graffis, who was recently discharged from the Army Air Forces with the rank of major, is a writer for the RKO studios in Hollywood.....Olsen and Johnson are being profiled in a forthcoming issue of the Satevepost.....

Tullulah Bankhead, star of "Foolish Notion" here at the Studebaker, is under a doctor's care and wants to leave the show and return to Hollywood to rest.....Dan Golenpaul, Information Please biggie, huddling with officials of the Encyclopedia Britannica.....Is Fort Pearson, who recently donned civvies after a two and a half year stint in the Navy, leaving NBC Chicago, for an announcing berth on the network's Hollywood staff?.....Orson Welles' crack anent Chi's housing shortage during his recent ABC Sunday commentary from here was not too well taken. Welles explained on the air that he was doing his program from his room in the Ambassador East hotel, "because of the housing shortage in Chicago. Rooms are so precious and so hard to get that I hesitate to leave mine for even the fifteen minutes required to make this broadcast." Conditions are bad enough without even a facetious exaggeration.

★ ★ ★

● ● ● Columnist Howard Vincent O'Brien, writing in the Chi Daily News, tossed a neat bouquet at NBC Commentator Alex Dreier, to wit: "At this point I wish to extend a respectful bouquet to radio commentator Alex Dreier. He grows in solidity and depth—which cannot be said of some of his better established competitors. He is not content with a slick recital of facts. He tried to give them meaning and coherence".....Ade Hult, Mutual's mid-west veepee, and salesman Arnold Carlsen spent a rugged week-end in hills of Tennessee when they went down to Nashville for the recent premiere of Ralston-Purina's "Opry House Matinee" via Mutual. Arriving in Nashville they learned that the hotel shortage had hit the hills as well as the dales. Hult and Carlsen finally found themselves bunking five miles out of Nashville at an auto court, without an auto. They were evicted the next afternoon at 3 p.m., in favor of a good auto court customer with an auto. All through the rainy afternoon the homeless pair searched Nashville for a room. Next they tried to make train or plane reservations back to Chi and found these as scarce as rooms. Twelve hours later, at 3 a.m. Sunday, they had convinced the local trainmaster that he should let them board the milk train back to Chi.

AGENCIES

THE Advertising Club of New York tomorrow will sponsor a program of special interest to veterans and their families, from 8:30 to 9 o'clock, on WINS, in which President Allan T. Preyer, Sgt. Ladd, Lieut. Matthews, Lieut. Hamilton and Lieut. Deland will participate.

ASSOCIATION OF NATIONAL ADVERTISERS announces the election of four companies to membership. The new members and the individuals who will represent them in the Association are: The Glidden Company, Cleveland—Elmer L. Weber, advertising manager; M. & M., Ltd., Newark, N. J.—J. F. Kurie, merchandising manager; The Mengel Company, Louisville, Ky.—N. Stuart Irwin, director of advertising and Sherman Paper Products Corp., Newton Upper Falls, Mass.—Paul Thompson, advertising manager.

JANE L. VAN ALSTYNE, formerly of Lennen & Mitchell and J. Walter Thompson, has joined the copy staff of Franklin Bruck Advertising Corp., New York.

Chi Department Store Buys Television Time

(Continued from Page 1)

the Balaban and Katz station. The program, entitled "Let's Go Teleshopping," marks the Fair's first venture into the video medium. The telecasts are scheduled for 7:30 p.m. Fridays and will be designed to aid shoppers in their selections by dramatizing the routine activities of various departments within the store. Since the first shows in the series will go on just before Christmas their format will specialize in presentation of suitable holiday gifts. Chicago television viewers can phone the store's newly installed "Teleshopping Service" or write in to purchase the merchandise displayed on the programs. Such purchasers will be eligible for a gift prize from the Christmas grab bag to be added on to the show just before Christmas. Shows will be scripted by Jean Gifford of the Fair store, and production being handled by Beulah Zachary of the WBKB staff.

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

TELEVISION DAILY

Copyright, 1945, by Radio Daily Corp.

★ ★ SECTION OF THE RADIO DAILY • DECEMBER 18, 1945 ★ ★

Review Of '45 Television

Xmas Tele Programs Planned By Webs

Christmas — 1946 — provides television with one of its first major peacetime opportunities for significant and elaborate programming, and schedules completed by NBC, CBS and ABC indicate that high-quality entertainment will be the key-note.

ABC's Yuletide programming covers a seven-day period, beginning next Friday, Dec. 21st, and concluding Dec. 27th. Programs will originate from WRGB, the GE station in Schenectady, and will range from the tra-

(Continued on Page 7)

Quality In Television Sought By Retailers

The retailer's task of merchandising television will be greatly simplified if programs and the importance of video is demonstrated to the public now, during the early stages of development, Lawrence Moore, merchandise manager of Frederick Loeser & Co., Brooklyn, said yesterday at a luncheon meeting of the American Television Society at the Hotel Sheraton.

"Programs are the most important
(Continued on Page 7)

Wade Returns To NBC As Exec. Tele Producer

Maj. Warren Wade, on terminal leave from the Signal Corps, has returned to NBC tele as executive producer. He was in the Army three and a half years as assistant executive producer at the Signal Corps Photographic Center. Associated with NBC since 1930, Wade joined the New York tele department in 1938 and became production chief two years later.

Canadian Situation

Toronto — Television developments in Canada are largely at a standstill because of non-action on the part of the Department of Transport in the Dominion Government, despite preliminary preparations for the installation of equipment in theaters, it was stated here yesterday.

Video Highlights of Year

Events which highlighted television activity during 1945 include:

Regularly broadcast network television was begun linking New York, Philadelphia and Schenectady.

A national tele web was the goal of the Raytheon Mfg. Co. when the firm applied to the FCC for CP's for microwave relay stations.

Long distance tele transmission was further advanced when the Bell System announced that at least 1,500 miles of coaxial cable would be laid by the year's end.

Philco Radio applied to the FCC for experimental relay stations in New York, Philadelphia and Washington asking for frequencies between 42 and 10,000 mc.

A plan for using airplanes cruising in the stratosphere for transmission of tele and FM was revealed by Westinghouse and the Glenn L. Martin Co.

The installation of three complete tele studios in the New York department store of John Wanamaker Co. announced by Allen B. DuMont Laboratories, Inc.

Successful transmission of full-color, high frequency tele across the New York skyline was announced by Paul Kesten, CBS vice-president.

A super-sensitive pickup tube, the image orthicon, claimed to be 100 times more sensitive than previous tubes was unveiled by RCA.

First major intra-store tele demonstration, undertaken by RCA-Victor in Gimbel's Philadelphia store, proved successful.

Coaxial cable between New York and Washington will be turned over to telecasters for experimental use after Jan. 1, the Bell System announced.

FCC allocated seven channels to New York, and established an operating minimum of 28 hours weekly, generally following industry recommendations.

All RCA tele patents are made generally available to manufacturers under terms and conditions of the company's standard licensing agreements.

RCA demonstrated color tele, but said it would not be practical for home use for five years. Vastly improved monochrome was also shown and declared ready.

AT&T applied to FCC for licenses to construct a microwave relay chain between Milwaukee and Chicago, to be ready for field tests by 1947.

Industry Progress Marked During Past Year

The turbulent year of 1945 will always be known as a great one in the annals of television for, with the successful conclusion of the greatest war in history, research and production were re-opened for public use with inestimable knowledge gleaned from four years of war-accelerated progress.

The most exciting aspect of the year's events was the rapid strides taken toward the establishment of television networks. This goal is being approached from three directions,

(Continued on Page 7)

WBKB Signs Tele Pact With Chi. Coliseum

Chicago—WBKB, television station owned and operated by Balaban and Katz, with studios and transmitters in the State-Lake Building, has signed a contract with the management of the Chicago Coliseum, famed Chicago landmark, for exclusive tele coverage of all events taking place there in the next five years. WBKB will be

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Levaux Named Sales Mgr. For DuMont Receivers

Samuel B. Levaux, formerly district manager of the RCA-Victor division of RCA, has been appointed sales manager for television receivers of the Allen B. DuMont Laboratories, Inc., it was announced this week by Dr. Allen B. DuMont, president.

Xmas Appeal

The Margaret Arlen drive for 300,000 Christmas packages to be delivered to returning GI's stranded in New York displacement centers for the holidays, was extended to include television this week. Miss Arlen launched the campaign on her daily morning WABC program several weeks ago.

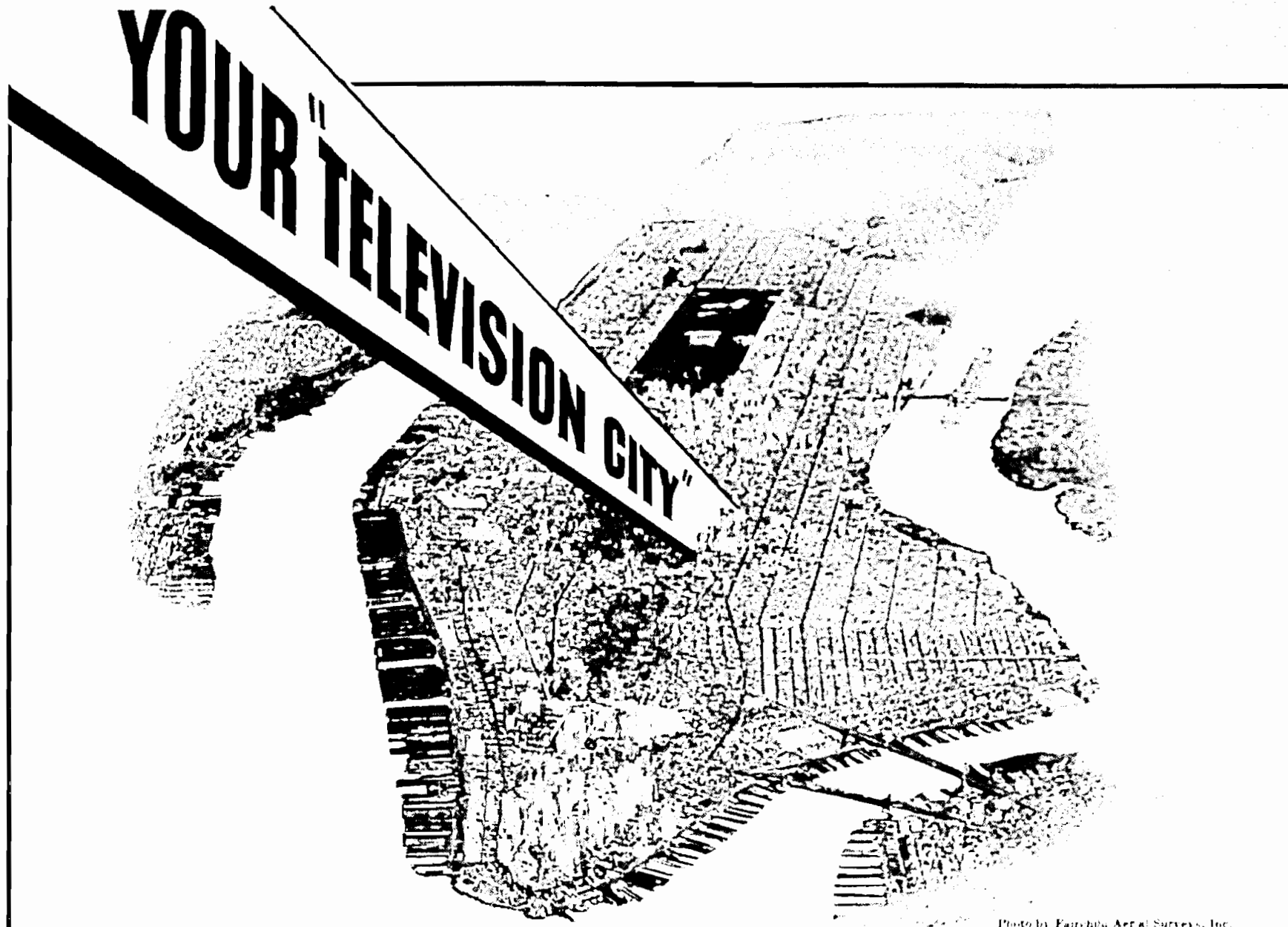


Photo by Fairchild Aerial Surveys, Inc.

DuMont engineers are transforming the renowned John Wanamaker Auditorium and adjoining space into New York's newest television showplace.

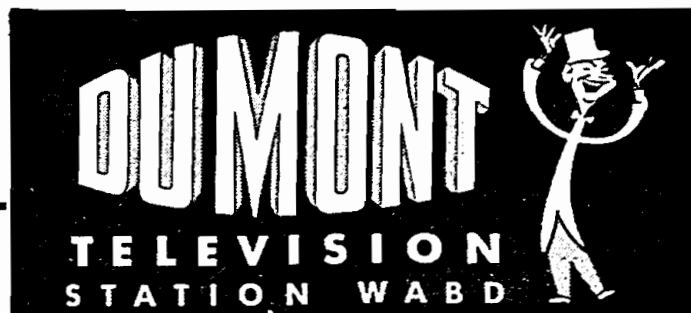
This great auditorium, with its world famous concert organ, is now a 4-camera television studio, with a 50-foot ceiling and a viewing balcony accommodating 700 guests. It is flanked by a 3-camera studio and a 2-camera studio. New technical equipment incorporating all wartime advancements is being installed. Its extraordinary flexibility will vastly increase the programming potential, both in range and variety of

effects. Spacious control rooms, ample prop and scenery quarters, shower-equipped dressing rooms, special talent waiting lounges, all combine to make DuMont's new tele-broadcasting facilities the most modern and most comfortable in the world.

Advertisers and advertising agencies will be invited soon to inspect DuMont's new John Wanamaker Studios... and to take advantage of an exceptional opportunity to experiment inexpensively with this exciting, power-packed new medium. May we suggest arrangements in advance? Please drop an "interested" line to our Time Sales Dept.

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND
PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS
AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

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Christmas Tele Programs Planned By Webs

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ditional Christmas stories of Charles Dickens to the popular present-day features as illustrated in John Reed King's, "King's Record Shop."

The first program will be an offering of Dickens' Christmas Carol, with narration by Irene Wicker, popular children's story-teller, from 8 to 8:30 p.m., on Friday, Dec. 21st. On Monday, Dec. 24th, the network will present a two-hour television broadcast, from 8 to 10 p.m. (EST), of a special Christmas Party from WRGB. Twenty-five youngsters from the Albany, Troy and Schenectady district will participate.

Prizes for "Viewers"

On Wednesday, Dec. 26th, John Reed King's show will include the playing of several familiar Christmas carols, with prizes to "viewers" in the Schenectady area who phone in the correct titles. The next day, Dec. 27th, from WRGB, in co-operation with WTRY, ABC station in Troy, the network will present a video broadcast of the regularly scheduled radio fixture, "Town Meeting," at 8:30 p.m. (EST). The Yule ABC television schedule will be climaxed on Friday, Dec. 28th, with a special Christmas offering of the Allen Prescott "Wife Saver" comedy program.

Throughout this week, and immediately before Christmas Day, CBS television station WCBW will include holiday features in all its programs, and on Dec. 25th a special Yuletide drama titled "The Desert Shall Rejoice," will be 9:00 to 9:25 p.m.

WNBT Begins Sunday

Featured programs in which holiday material will be inserted are John Reed King's "The Missus Goes A-Shopping" today (Tuesday), from 8 to 9:30 p.m.; "Bedelia," a ventriloquist-comedy act starring Shirley Reid, on Friday, Dec. 21st, from 8:15 to 8:35 p.m.; "Draw Me Another," an Art show ecmeed by Gurney Williams, art director of Collier's magazine, and aired Dec. 21st, from 8:45 to 9:00 p.m.; "Tales to Remember," Milton Bacon's program which is telecast Christmas Day from 8:15 to 8:30 p.m.; and the regular news show on each telecast night during this week.

NBC's television station WNBT begins its Christmas programming Sunday, Dec. 23rd, with a one-and-one-half hour program titled "Musical Christmas Presents," scheduled to start at 8 p.m. (EST).

Music Background By Handel

Opening with "The Star of Bethlehem," featuring a picture of the Nativity, with a background of "The Messiah," by Handel, the program will continue with spiritual mood. "Peter and the Wolf," by Prokofieff, will be presented in Ballet by the "School of the American Ballet," with choreography by Todd Bolender. This program will be followed by "The Evening Prayer and Dream," a sequence from Hansel and Gretel, by Humperdinck, with a choral group of 14 voices.

Industry Shows Progress In Review Of 1945 News

(Continued from Page 5)

each different from the others, yet each supreme in its individual applications. They are coaxial cable, microwave relay and stratovision.

Coaxial Cable Plays

Farthest advanced of the three is the coaxial cable, developed by the Bell System of AT & T, now in operation between New York, Philadelphia and Washington. Proving ground for the Philadelphia-New York circuit was the Army-Navy football game on Dec. 1 Picked up by NBC cameras in Municipal Stadium, it was piped to New York and put on the air by WNBT, while WPTZ broadcast it locally. After Jan. 1, the Washington-New York line will be made available to broadcasters for an extended experimental period, and by the end of next year, the cable web is to be extended to Charlotte, N. C., as well as between Atlanta and Dallas. By 1947 it is expected to cover Chicago, St. Louis and Los Angeles.

RCA Shows Color-Tele

On Dec. 13, RCA unveiled its version of color at a press demonstration at Princeton, but claimed that polychrome video, still mechanical, should be kept in the laboratory until an all-electronic system is worked out. David Sarnoff, RCA president, said this would take five years. The company also demonstrated vastly improved black-and-white tele featuring greater detail, brilliancy and contrast, made possible by improved kinescopes. Sarnoff said all-electronic monochrome is now ready for the public, and it was announced that RCA would start shipment of small home receivers next spring, with new transmitters to be available late next year.

Microwave Relays

Microwave, or "line of sight" relay systems are undergoing intensive tests in the northeast and on the west coast.

Stratovision Planning

The most daring in concept of the three, stratovision calls for broadcast and relay from airplanes circling at 30,000 feet over key areas. Under the plan as worked out by Westinghouse in cooperation with the Glenn L. Martin Co., a program would be beamed from the ground to the plane overhead, where it would be transmitted over a radius of 211 miles, and in cases of network programs, relayed to the next plane in line. It is claimed that 14 such airborne transmitters could cover approximately 78 per cent of the population of the U. S.

Color Tele Experiments

The year now ending saw also the unveiling of high-frequency, full color tele. At an FCC allocations hearing, Paul W. Kesten, CBS executive vice-president revealed that on Oct. 10, the web had transmitted color across, the New York skyline with "superb clarity." Kesten said the pictures were nominally 525-line, but each completed picture contained "1575 imperceptible lines of beautifully detailed

color." Press demonstrations were promised for early January.

Another revolutionary product of wartime research was RCA's super-sensitive pickup tube, the image orthicon. Called the "Aladdin's lamp of television," the new tube provides satisfactory reception under hitherto "impossible" lighting conditions, eliminating the need for hot kleig lights and extending the scope of tele coverage around the clock, indoors and out. Especially adaptable for remote pickups, the image orthicon is sensitive also to infra red, or "black" light.

Other improvements in equipment announced included: RCA's receiver, projecting an image of 16 x 21 1/3 inches, and containing FM and AM receiving facilities; DuMont's new 20-inch cathode ray tube, with flat surface and direct view image 18 x 13 1/2 inches; plastic lens and receiver, developed by RCA Victor from materials manufactured by DuPont, designed for larger and brighter image reception; and GE's receiver with 16 x 22 inch screen, which has also a radio-phonograph unit.

Intra-Store Tele Showing

Close relations between telecasters and department stores were established in 1945, with even more co-operation expected in future years. DuMont labs consummated a deal with John Wanamaker Co. for the installation of three complete tele studios in the latter's main New York store. Intra-store tele as a merchandising aid was demonstrated by RCA-Victor in Gimbel's Philadelphia store, and proved "highly successful." Plans were formulated to take the setup on a two-year tour of the nation's major department stores.

The FCC's allocations established seven channels each for New York, Chicago and Los Angeles, with six for San Francisco, five each for Cleveland and Denver, and four for Philadelphia. In an action which generally received industry approval, the commission also cut the minimum operating week to 28 hours, and established the 5,000 uv/m contour as official standard of protection.

The educational application of tele was the subject of a comprehensive experiment undertaken by the New York Board of Education and NBC. In Chicago a 13-week series of in-school telecasts were aired by WBKB and picked up on special receivers in two schools.

Tele in Britain, dormant since the start of the war, got under way on an experimental basis. Pye, Lt., radar pioneers, announced a new system of transmission which makes use of the principle of radar "puses" to eliminate the dual transmission required for sight and sound. In France, experiments were continued for definition of from 500 to 1,200 lines including color, which was achieved with the use of an apparatus for synchro propagation of decimetrical waves.

Quality In Television Sought By Retailers

(Continued from Page 5)

single phase of merchandising television," the retail executive declared, citing specific examples he encountered during a recent survey of employees and customers in the Brooklyn department store wherein a definite lack of interest was indicated because "the public is not yet aware of the need for television." He added that the public is of the opinion that television is still in the experimental stage, due largely to the disturbing information which has recently been widely circulated by manufacturers and "experts" alike, and as a result are not disposed to accept video as an important part of their daily living habits.

"Create Desire"

Moore advised manufacturers, producers and advertisers to "build a market for television now—create the 'cash-in-hand desire among potential buyers,' so that a 'ready and receptive' attitude would be displayed among the buying public.

As to the actual expense of merchandising and servicing television sets, Moore suggested that manufacturers "assume the cost of changing receivers from one band to another, and that cost of a video set should include installation—including antennas." Moreover, "the consumer must be made fully aware of the limits of his set."

Jack Winer, president of Dynamic Television, Inc., retailers, expressed need for "aiming high" in the production of sets and fine programming that will make them an established buying habit. "Retailers must tell the public what television is—and demonstrate its importance," he said, "thereby creating a demand for it."

Winer Likes Demonstrations

Winer illustrated his company's plan to promote tele, which involves the "showcase" idea, i.e., building attractive viewing rooms in which the prospective customer may see programs on several types of models. "You can't sell television in the same way you sell radios or records," he said, "and we feel that the contrast of an inexpensive set and a really good set is important." He added that solicitation of buyers would probably be handled via direct mail, newspapers and radio.

Arnold Constable & Co., Fifth Ave. specialty shop, will handle the merchandising of television sets "on the basis of 'pride of possession,'" James Dingaven, vice-president and general manager told the group, adding that the new medium would definitely "play a big part in the development of fashion in America, as have the movies."

As indicated in a question-and-answer session following the talks, the retailers were unanimous in their opinion that the merchandising of television will demand unusual display methods and illustration of sets, probably in specially constructed auditoriums or viewing rooms.

Tele Outlook for 1946

RCA Tele Appraised

By BRIG.-GEN. DAVID SARNOFF
(President of Radio Corporation Of America)

OUR research men and engineers have built a practical all-electronic television system for the transmission and reception of excellent pictures in black-and-white. "There is every reason why television should go ahead as a service to the public. Frequently allocations, rules and regulations for commercial television service have been approved by the Federal Communications Commission. Any further technical advances—and they will be continuous—will bring new benefits in television to the public. If we wait for all the new developments of the future, the American people will always be waiting for the enjoyment of television and will be denied its thrills in the present.

Television as an art and a new service naturally introduces new economic and artistic problems. While they are by no means easy to solve, many of them are similar to those which confronted the pioneer broadcasters. American ingenuity solved the problems of sound broadcasting and can solve the problems of television.

We are confident that the progress report we make today is the forerunner of further achievements. We shall continue pioneering in all phases of television. We shall move television forward from a local to a regional basis; thence to a national service and eventually, we hope to see it function on an international scale.

Discusses "Obsolescence"

In a science, art and industry so vast in scope and possessing possibilities for unlimited growth as television, obsolescence is a factor which the public and the broadcaster must always face as a guarantee of progress.

There will be obsolescence in television systems, transmitters and receivers. The purchaser of a receiving

"Town Meeting"

"America's Town Meeting" will be telecast from GE's station, WRGB, in Schenectady on Thursday, Dec. 27, from 8:30 to 9:30 p.m., EST. Topic "What Should Be Our Policy In China?" will be discussed by Vincent Sheean, Donald Nelson, Theodore White and Representative Walter H. Judd. Program will originate from the GE studios for this occasion.

set, or the license of a transmitter, buys his receiver or installs his transmitter with the knowledge that he is pioneering in the development of a new service. Obsolescence will and must take place. When and how soon obsolescence occurs will depend upon the ingenuity and creativeness of the scientists and engineers within and outside of the radio industry.

We do not fear obsolescence; we welcome it. That is why American industry continues to research and to make progress. Every new development in radio, whether it be a gadget or a system, involves some obsolescence of former methods. A television receiver or a transmitter is no exception. Every new art or business based upon the technical sciences must deal continuously with the factor of obsolescence.

Tele-Network Prospects

By NILES TRAMMELL
(President of National Broadcasting Company)

Eventually, coast-to-coast and network television will be made possible by automatic radio relay stations, coaxial cable and stratovision. Each may supplement the other in linking television stations into networks.

Coaxial cable provides the means to transmit black-and-white television pictures in much the same way that telephone lines now are used to transmit broadcast programs. The effectiveness of this cable was recently demonstrated in linking the NBC television cameras at the Army-Navy football game in Philadelphia with station WNBT, New York, so that the game was seen by a record-breaking audience along the eastern seaboard from Philadelphia to as far north as Schenectady.

Unattended radio relay stations, spaced from 20 to 50 miles apart, can transmit television programs from city to city.

Regional Networks

A regional New York-Washington television (coaxial cable) network is planned to link those two cities and intermediate points in 1946. Another link, New York-Boston, is planned for 1947. Gradually regional networks may be expected to develop around key cities, such as Chicago, Cleveland and Los Angeles. And the coaxial cable will be extended from Washington through the South and Southwest, toward Dallas. Ultimately, it will connect with regional networks in the Middle West and West to provide national coverage.

Already New York, Philadelphia, Schenectady-Albany, Chicago, Los Angeles and their immediate environs have television service. There are

nine commercial television stations on the air, and more than 140 applications for new stations are on file at the FCC.

Mobile Pickup Stressed

By WORTHINGTON MINER
(Manager of CBS Television)

"During the year 1946, Columbia Television plans to extend in many directions the scope of its program coverage.

"Early in 1946, it will augment its studio production with remote pickups from Madison Square Garden. Within a short time, the completion of a mobile transmitter should make it possible to increase the flexibility of mobile operation, so that many events in the metropolitan area can be brought to the television audience. An anticipated increase in equipment around June of the year should make it possible for us to pick up many events of outstanding interest, both in the world of sports and in special events; both indoors and out.

"In addition to this increase in our regular schedule, we plan to initiate experiments in color programming, both on film and with live pickup. These activities will point the way toward a fuller use of the medium in the most mature form available today. Equal emphasis will be placed upon the educational, the entertainment, and the commercial values of color.

"Meanwhile, plans are now being laid for broadening the scope of experiments within the studio, toward the goal of an improvement in standard for both the program itself, and the technical frame in which it is set.

"It is hoped that before the year is over, it will be possible to make free use of the three essentials in adult television operation, namely: live pickup, mobile pickup, and film. A fuller and a better schedule is the goal for 1946."

Television Forecast

By DR. ALLEN B. DUMONT
President, Allen B. DuMont Laboratories, Inc.

"During 1945 we talked much about television. During 1946 there will be less talk and more action.

"Our organization has a definite schedule of healthy production of receivers or telesets. We will be making receivers in early spring. In order

to meet a wide range of tastes and requirements, we will offer ten different models providing everything from a table model teleset to a Deluxe console with disappearing television screen, all-wave and F-M radio reception and a phonograph with record changer. As pioneers and exponents of large-screen television, we will feature the 15-inch and 20-inch sizes of receiver tubes. Also, we will continue to favor the direct-viewing method of television reception because it provides a more brilliant image with a minimum of distortion, diffusion and loss of gradation along with minimized maintenance and servicing.

"As a very necessary adjunct of our teleset activities, we are also ready to take television cameras and associated studio equipment soon after the first of the year. Our new super-orthicon camera greatly extends the choice of program material. Already our organization has contracts for quite a number of television transmitter installations throughout the country. Just as rapidly as the FCC issues construction permits, these installations can be made and many new areas will be opened for television entertainment.

"The DuMont-John Wanamaker studios in the New York main store are now reaching completion for use in February, so that our station, WABD, will soon be working with the largest television studios in the world, permitting still more ambitious television programs.

"DuMont's television facilities in Washington are now about ready. We expect to have programs from the nation's capital "piped" to New York and telecast by Station WABD by January, to be followed after April by "piping" our New York programs to our Washington transmitter, thereby establishing the first link in the DuMont television network."

TBA Objectives

By J. R. POPPEL
President, Television Broadcasters Association

"The television industry will embark upon a course of speedy construction and expansion during 1946. With rules, regulations and standards of operation set by the FCC, the industry now turns its attention to the quick establishment of new stations, inauguration of network service and the broadening of programming activities.

"Service to the present television broadcaster and the potential operator are primary considerations in the 1946 plans of TBA. With the groundwork for an industry finally having

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WBKB Signs Tele Pact With Chi. Coliseum

(Continued from Page 5)

ready to make on-the-spot pickups at the Coliseum shortly after the first of the year, according to William C. Eddy, director of television for Balaban and Katz. One of the first major events to be covered will be the "Products of Tomorrow Exposition," opening April 27, 1946. An American counterpart of the famous Leipzig fair, the Chicago exposition will feature both consumer and industrial products and act as a springboard for world industry in the introduction of new designs, new inventions and other developments to the general purchasing public.

B & K Plans Extensive

Balaban and Katz plan to set up television studio at the Coliseum during the exposition, and through it televise many of the exhibits daily. The Fair will be an annual Coliseum feature. Other Coliseum activities to be covered by WBKB television include sporting events, such as basketball tournaments, ice shows, prize fights, wrestling matches and roller rinks.

The impetus given Chicago television by a recent FCC ruling allocating seven tele channels to the Windy City spurred WBKB to take steps to provide the anticipated new television audience with the best the medium has to offer to programming, Eddy said. The Coliseum pact is the first step in that direction. Formal signing of the contract was televised over WBKB Friday night with John Balaban, station owner; Leo Seltzer, operator of the Coliseum, and Eddy participating.

Tele Transmitter Sites Discussed By Canadians

Montreal — A mountain top location for a television broadcasting station, while it might prove more satisfactory in some ways, is not vital to a successful operation, according to Leonard Spencer, chief engineer CKAC and the first radio technician in Canada to delve into the possibilities of visual broadcasting. Surrounded by all manner of radio equipment, Spencer announced that theory the higher the antenna, the more efficient the station. "A balloon would be the best," he chuckled. "But seriously, with today's tremendous strides in television, any tall building equipped with a modern antenna would be just as good or even better than the mountain site. "It's true that if the building wasn't high as the peak of Mount Royal here, residents in sections of Outremont and the Town of Mount Royal would have poor reception. On the other hand, the Sun Life Building, is about the same height as the mountain and would serve ideally if a tall antenna were constructed on the roof. "There are too many factors against the site on Mount Royal," Spencer explained.

Television Outlook For 1946 Draws Executive Optimism

(Continued from Page 8)

been laid by the FCC, we view the next steps as follows:

"(1) Granting of construction permits immediately after hearings by the Commission, (2) Erection of new stations as rapidly as materials become available, (3) Expansion of network facilities to ensure immediate commercial operation, which is the lifeblood of any business enterprise, (4) Establishment of sound operating practices, through cooperative effort and careful planning.

"The initial step is urgent. And the FCC has recognized this fact by setting a date during January for the first of a series of consolidated hearings on applications for stations in Washington, D. C. It is to be hoped that this policy will continue and will be facilitated during the year so that as many television operators as possible may enter the field.

"There is every reason to believe that a number of new stations will begin telecasting programs during 1946. However, since next year will be primarily a year of construction, both of television receivers and transmitters, we probably will not see any considerable number of new stations go on the air until the latter months of the year, and more probably during the winter and spring of 1947. While new stations are being built, network facilities will be developed so that when these stations reach the air, they can become, almost immediately, part of a national chain that will bring the finest in entertainment, information and education to viewers in virtually every major center in the nation.

"The Television Broadcasters Asso-

ciation's projects for the new year will keep the association rolling in high gear. Active planning for the second convention of the industry has begun, and the very latest in television equipment will be exhibited.

Among the major undertakings of the association for the year, will be the mapping of fundamental operating principles, for which no precedents exist, by several committees within the organization. The newly created commercial operations committee will consider such pertinent items as a division of the television hour into program segments, bases for establishing commercial rates, bases of charging for studio rehearsal periods, talent and talent procurement, scenery and art work, properties, costumes, transcriptions, etc.

"It is the frank hope of the association that sufficient standardization will be possible, based on the work of this committee, to anticipate and avoid any potential dangers that might very well develop without coordination.

"Of equal importance to the television broadcaster is uniformity of technical operations—a phase which is engaging the attention of the association's station operations committee. The activities of the engineering and program committees will continue to expand as new stations go on the air and problems arise.

"In all, 1946 looms as a year of considerable activity in construction and expansion and one that will provide the Television Broadcasters Association with ample opportunities to be of ever-increasing service to the industry."

"Products Of Tomorrow" New Chicago Exposition

Chicago — America's first annual "Products of Tomorrow Exposition," has been approved by Washington authorities for an opening early in 1946. The ODT has approved the date, and the exposition now is scheduled to open on April 27 of next year. Television is expected to play a prominent role in the exposition which will be international in scope.

Plans are being drawn for exhibition space at various auditoriums, armories and other places which will part of the group to be used. Products at the exposition will be in two main divisions, consumer and industrial products, with the addition of others as the demand requires. A possible million square feet will be available for the displays. It is estimated that 35,000 people daily can be handled with ease.

Other radio products apart from television will come in for prominent display at the exposition which is a private enterprise, which it is believed is a better setup and gets away from municipal government facilities and personnel.

Capital's Tele Station Making Preliminary Tests

Washington Bureau, RADIO DAILY

Washington — Experimental television is now under way in the Capital where the Allen B. DuMont Laboratories, operators of WABD, New York are carrying preliminary tests to learn field strength and propagation data for the surrounding territory. Transmitter is currently titled, W3XWT and is operating on a temporary basis on channel 1, 55-56 mc. with temporary structure atop the Harrington Hotel.

Dr. Thomas T. Goldsmith, Jr. DuMont director of research, is supervising the field tests.

Women Here Talk On Tele

Eleanor Balz, manager of the motion picture film department of WABD, Du Mont television station in New York, addressed the Business and Professional Women's Club of Bronxville, last week on "Opportunities for Women in Television." Miss Balz emphasized the importance of adequate training, and indicated that television would affect many of the fields in which members of her audience was employed.

Army Photographer On NBC Tele-Show

Lt. Col. Bertram Kalish, head of the motion picture photographers in southern Europe, headed a cast of television performers on NBC's "In Town Today," over station WNBT Sunday. Program, which was aired at 8:00 p.m., featured war veterans and USO performers who have entertained troops in all theaters of war. Highlighted on the presentation was Sgt. Harold Russell, who lost both hands in combat, and about whom the motion picture, "The Diary of a Sergeant" was made. Also on the program was Capt. Ray Forrest, who is returning shortly to NBC television as an announcer.

"In Town Today" was produced under direction of Warren Wade, NBC television executive producer.

Bendick Named Director Of CBS Mobile Operations

Bob Bendick, a former staff cameraman and director, recently relieved from military service, has been named director of mobile operations at CBS television station WCBW, it was announced this week by Lawrence Lowman, vice-president in charge of television.

Bendick was associated with WCBW for two and a half years before going into the Army in 1943. He saw service as a captain in the Air Forces Motion Pictures Unit in CBI theater.

General Mills Program On CBS Tele Station

General Mills, Inc., has signed with CBS television station WCBW for the presentation of a 22-minute film on the history of cake baking to appear today, December 18th, from 8:38 to 9:00 p.m. Program is titled "400 Years in 4 Minutes." Contract was signed by Lowry Crites for General Mills and George L. Moskovics, commercial manager of WCBW.

Anso Joins TBA

Announcement has been made that the Anso Division of the General Aniline & Film Corp. of New York City, has been admitted to affiliate membership in the Television Broadcasters Association, Inc.

Monroe H. Sweet and James Forrester were designated as representatives to TBA from Anso. Other film manufacturers affiliated with TBA are: Eastman Kodak Company of Rochester, N. Y., and E. I. duPont de Nemours, Inc., Wilmington, Del.

Zenith Promotes Wines

Harry J. Wines has been elected vice-president of Zenith Radionics Corp. of New York, it was announced by J. J. Nance, vice-president of Zenith Radio Corp., Chicago, of which the New York company is a wholly owned subsidiary.

Radio Actor In Television

Expert Analyzes Problems of Video Acting

By DR. JOHN REICH

(Director of Television, Studio Of Dramatic Arts, New York)

THERE are two principal groups of radio actors today: a larger and younger group which grew up in radio and has little stage experience or none at all; and a smaller and older group which received its training on the legitimate stage, but has grown rusty in many years of radio work. The number of radio actors who are also active on stage and in pictures is small, indeed.

Television today is like a theater an hour before the performance: Money in hand, the audience is waiting to obtain seats. The technicians are ready. The stage is set. As yet the curtain is down, but already the cashier is lighting the box office. Sooner than the public expects, the play will begin—only to reveal the inadequacy of the actors.

Situation Analyzed

The present situation of the radio actors is not as bad as was the plight of the silent picture actors when sound was introduced; for unlike the silent film, the old, blind, simple medium will continue alongside the new, visual complex one. Yet there are similarities between screen players then and radio players now. Just as some silent picture stars were not really actors but merely photographic models, so many radio performers today are not actors but merely "voices". Then as now, the advent of the new medium favored those who had learned their profession the hard way: on the legitimate stage. Television's coming of age will force radio "voices" to study acting, or else restrict them forever to the narrowing confines of sound broadcasting alone.

New Skills Needed

Whereas radio's dramatic performers can use in television little more than a certain intimacy of speech and a sense of timing, they have to acquire new skills which cannot be mastered overnight. The radio "voice" must develop into an actor who "acts all over," i.e. with his emotion, his intellect, his body, and his voice. The television actor's principal skills to be acquired through careful instruction and constant practice are: Memorization, physical behavior, concentration,

imagination, observation, co-ordination, and communion.

Scriptless Actor's Plight

The first time the radio player surrenders his script and starts acting, he feels like a student of swimming when the teacher slackens the rope: Reproducing every speech from memory seems as difficult as remaining afloat. Not only are there one's own lines to memorize, but also many of the partners as well as gestures, movements, the handling of props and costumes. Like every serious student of acting, the radio player soon finds out that it is not enough to memorize a part the way he learned a poem or a geography lesson at school. Those actors who claim they knew their lines at home but cannot remember them on the stage are not lying. The strain which results from being watched by colleagues and directors, together with the manifold distractions in the studio, account for a considerable loss in the memory's efficiency. Only with a 150 per cent, sure-fire memorization can proper performance of the memory be assured.

Physical Attitude Important

For his characterizations the radio player need not develop a physical attitude beyond watching his distance from the microphone. In television he is faced with the task of making his body both receptive and suggestive of thought and emotion. The sheer physical task is considerable. He must learn how to sit, to stand, to walk gracefully, to be well poised and balanced in every movement as seen from every angle. Unlike the human spectator, the television camera checks up on the placing of the feet, the gesture of the hand, the carriage of head and shoulders. The "voice" turned actor needs to acquire a sense of space, the ability of maneuvering between pieces of furniture and of expertly handling objects which seem like as many gremlins to the beginner. And all these requirements are only preliminary to the creation of behavior patterns not one's own, but suggestive of a character in a play. More specifically, television's standards of physical behavior are set not only by the actor's expressive body and by the requirements of his part, but also by certain studio conditions which vary not only with the studio but also with each program at the same studio. Thus, the actor's performance may be influenced by the number and position of cameras and floor lights, the nature of the preceding and following programs, the size and number of locations, and the size and number of studios available for the production.

Concentration Essential

Reading a well-typed script to a microphone in a comfortable sound studio is one thing; living a part before the cameras under the pressure of time and technical difficulties, is another. Only the exercise of full concentration can insure good video

acting. Any scattering of concentration may produce a derailment of the actor's train of memory which cannot be rightened because there is no prompter. The player in television has to maintain his concentration despite many distractions of both an acoustical and a visual nature. The sound and music on the floor, whispered conversation in the corner, and the signal language of the floor manager; the ever-shifting cameras and individual lights; the cramped space and the (now improving) heat from the lamps: all that makes it hard, especially for radio actors, to maintain the artistic discipline so necessary for the delivery of their parts. While following prearranged directions, signals on the floor and, to a certain extent, the movements of the cameras, the performer must at all times stay completely in character, either in his own or in the one suggested by the author.

Imagination, Observation Needed

In a blind medium which tends to characterize by voice and diction only, the radio actor's imagination is often content to suggest barely the speech habits of a dramatic character. In training for television, the broadcaster needs to develop his powers of imagination and observation in order to create all the physical aspects of a dramatic character: facial expression, posture, movement, gesture, attire, and the mode of handling properties. These physical aspects must be closely integrated with the character's speech and inner life. The radio actor has to learn how to create an image derived from the playwright's material and his own sum of instinctive and experienced emotions. Then he must transform himself into that image so that the character's situations, objectives, and adaptations become his own. Seasoned with selected bits of observed reality, the imaginative approach by which the actor puts himself into the character's place, will make for honest and natural television acting. Radio's speech cliches will not work in television because the new medium exposes any insincerity of emoting, any crude pretension to being somebody else. If the actor lives the part, he will forget his own stage fright and all the distractions around him. Only then will the camera be his friend.

"Motor Responses" a Factor

The radio actor is not obliged to heed certain laws of psychophysics to which we are subject in our daily lives and which must be recreated in truthful acting. Because of his nearness to the reality of the viewer's home, the video actor—more than the stage actor—must learn how certain motor responses precede speech and how a sudden shock may freeze it. He must be able to reproduce that perfect co-ordination of emotion, thought, speech, and physical reaction which we easily possess in our daily lives but which is so difficult to obtain in acting. Because of the

Explores Field Of Talent Needs For New Art

viewer's nearness to the set, and because of the frequent camera close-ups, every flaw in the actor's co-ordination is easily detected on the home screen.

Must Forget Mike

The average radio actor's real partner is the microphone. Most of the time he addresses that static little machine and gives but scant attention to the members of the cast. A radio performer of this type cannot become a good television actor unless he learns the art of communion; for he must have a constant stream of give and take with the video actor, even more than the stage performer, keeps in ever-changing rapport with an animate or inanimate partner. The statement that the theater calls for action, the screen for reaction applies also to the television screen. The better the video player's nervous system is attuned to that of his partner or else pitched against it, the more convincingly will his reaction register on the magnifying tube. To be most effective, this communion of actor and partners must be physical, mental, emotional.

Actors Must "Think"

Some radio actors will soon find out how dangerous television is to those who speak without thinking and think without feeling. The finest speech, the most graceful gesture, the keenest mind will fail to please unless the actor also exhibits an essential human quality of his own. Not only must he play the instrument of his personality with expert co-ordination; his personality must be a fine instrument. On the screen a face which fails to reflect an ever-changing kaleidoscope of thought and emotion like a still picture can hold attention only for three seconds. Radio actors can be made to act not from the depth of their voices but from the depth of their hearts, television may give us what the movie so rarely offer: a face mirroring great emotion, a body transparent with the soul shining through.

Scotch Prospects

Dundee, Scotland—It will be two years at the earliest, before the first tele outlet is established in Scotland, according to an expert connected with development of the new medium in Britain. "The first job will be to get Alexandra Palace (headquarters of British video) going again," he said, with the first program slated to be broadcast next spring or early summer. It will be a year from that date before any other station can be built, he added.

Twin City Tele

Minneapolis—KSTP, WTCN and WMIN have applied for three of the five television channels that were granted to the Twin Cities area by the Federal Communications Commission in Washington.

Educational Tele Developed By NBC

Launching by the New York City Board of Education and the television department of the National Broadcasting Company of the first comprehensive experiment in history in the adaptation of television to classroom education has been announced by John E. Wade, superintendent of schools, and John F. Royal, NBC vice-president in charge of television. Arrangements for the experiment have been made by Superintendent Wade and Mr. Royal.

Weekly Programs Set

During the experiment school officials and television experts will broadcast a weekly program over WNBC with a view to determining the type of television program most suitable for educational purposes. Pupils and teachers will evaluate these programs at the NBC studios. The first programs will be in the field of science and the initial broadcast will deal with the science of television itself. Students and their instructors will learn firsthand of the medium which in the future is expected to be a major teaching aid. Science has been selected as the field in which to begin experimentation because of the dominant part that scientific advances play in modern life.

Experimentation in the classroom use of these programs will begin in the junior high school level with pupils ranging from 13 to 15 years of age in the seventh, eighth and ninth years of school under the supervision of the associate superintendent of schools Elias Lieberman.

Add Two New Directors To CBS Television Staff

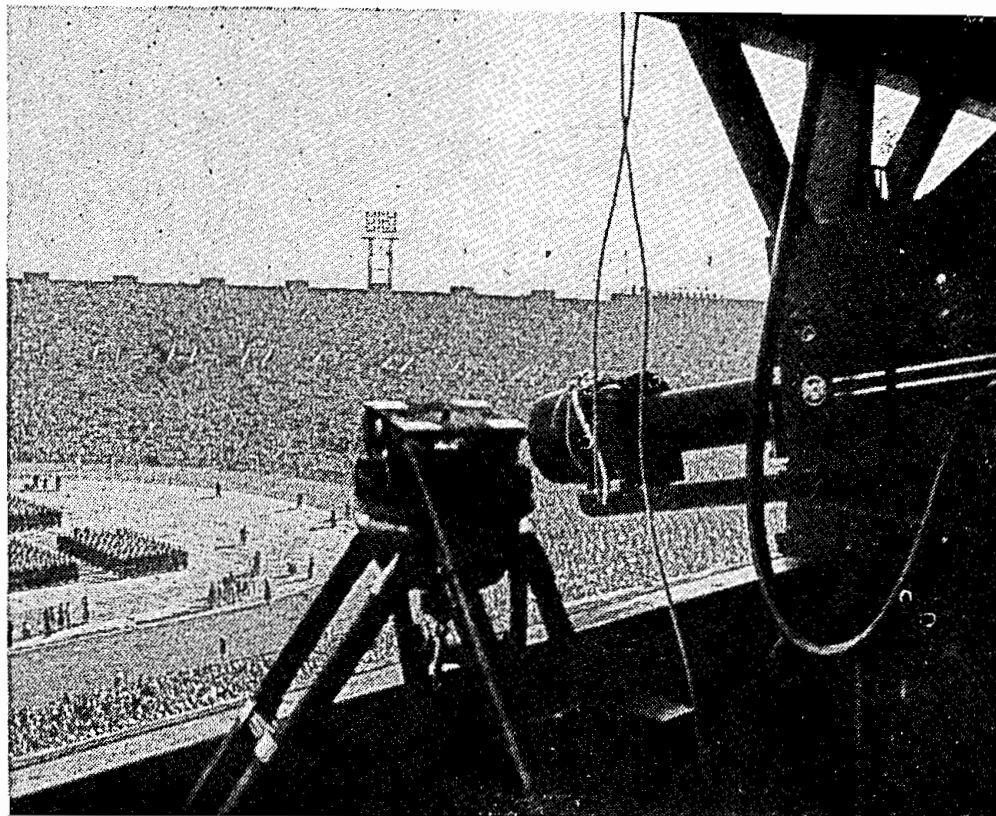
John Southwell and Jerry Faust have been signed by CBS television station WCBW as a director and assistant director respectively, it was announced over the week-end by Lawrence W. Lowman, vice-president in charge of CBS television. Both have a wide background in television, radio and theater work.

Southwell for the past two years has been a video director for Young and Rubicam, and previously he organized the television department of BD & O. His premier experience was with Metro-Goldwyn-Mayer where he wrote scripts and became an assistant director. He has written a book titled "So You Want a Job in Television," which will be published by McGraw-Hill Publishing Co. early 1946.

Course In Television Organized By Magazine

"Televiser" magazine announced last week the inauguration of five lecture series to start January 14, each with one evening a week for weeks.

Tele View of the Month



Reproduction of actual photograph taken off an NBC television receiver in Radio City during the televising of the Army-Navy game in Philadelphia indicates improvement in television since introduction of the image orthicon camera.

Consumers Marking Time On Subject of Television

Mr. and Mrs. Consumer, although very interested in television and eager to accept the new medium, will not buy a tele set until they can be assured of (1) good reception in their area, (2) good programming and (3) a set that will not be obsolete within a short while. These are the results of a TELEVISION DAILY poll of national and local department stores and radio shops.

The public's interest in tele is great, the retailers report. Every day, they said, their salesmen are beleaguered with questions on all phases of video. Every store that has had a demonstration set on display has been swamped with interested spectators, each one a prospective buyer.

The question foremost in the mind of the consumer is "Will I be able to receive good pictures in my home?" Although at the present time, an affirmative answer to this question is possible in only three or four cities, persons throughout the country are looking forward to "a quiet evening at home with the television set."

The quality of the program received is the second qualification of the consumer. One department store executive said too many people had seen tele demonstrations "where the program consisted of old, second-rate films." On this count and on the vital question of picture quality, he

said, the prevalent attitude is summed up in the words "Show me."

When the consumer finally does get around to buying a set, a spokesman for a large retail chain said, "he wants to be sure that next year's model will not make his set look like the old Model T." The average consumer is willing to sink good money into a set if and when, but he will expect that set to last a long time."

Mail-Order Viewpoint

A radio buyer for one of the country's largest mail order houses summed up the situation when he said, "Although the public today is 'strictly from Missouri,' a good compact set, properly advertised and promoted, will go like hotcakes as soon as it is put on the market."

Canadian Military Leader Urges Development Of Tele

Montreal—While it is unlikely that production of civilian television receiver sets will be permitted in the near future in Canada, Lieut. Col. K. R. Swinton told the Rotary Club of Montreal at the Mount Royal Hotel that Canada offered an exceptional opportunity for the development of television from the educational and information viewpoints.

Tele-Movie Make-Up Show Much Similarity

By RICHARD WILLIS

Television make-up and motion picture make-up are much the same, according to Richard Willis, former Warner Brothers make-up expert, who is now heard on the "Here's Looking At You" program over WNEW. The same principles hold true for both television and motion picture make-up, in the opinion of the WNEW beauty and make-up advisor. "The same colors are used in both mediums but there is a variance in application for highlighting and shading in television," declares Willis.

"In television, less shading is used," he states, "because of the overhead lighting which is more adjustable and therefore the face takes on more natural shadows than it does in motion picture lighting. You must always remember that in television or motion pictures, it is not a question of how much make-up you use. The question is where to put it. For instance, with overhead lighting in television, eye shadow is just a fraction of what we use in motion pictures. Red colors, of course, wash out in television, so therefore a little brown is used in lipstick to enhance the lip contour."

When Willis was called in to make up the performers as Chinese characters on the WNEW "Town Crier of Chungking" television production over WABD, Du Mont video outlet, he used no lipstick whatsoever, to create an illusion of mouth going up.

"I could not resort to any rubber latex for the effect of an almond shaped eye or high cheekbone so therefore had to create an illusion about the face with everything going upwards," Willis adds. "No pencil was used on the eyebrow. The only thing dominating about the eye was a black line applied as close to the lash as possible and just swung up at the outer corner."

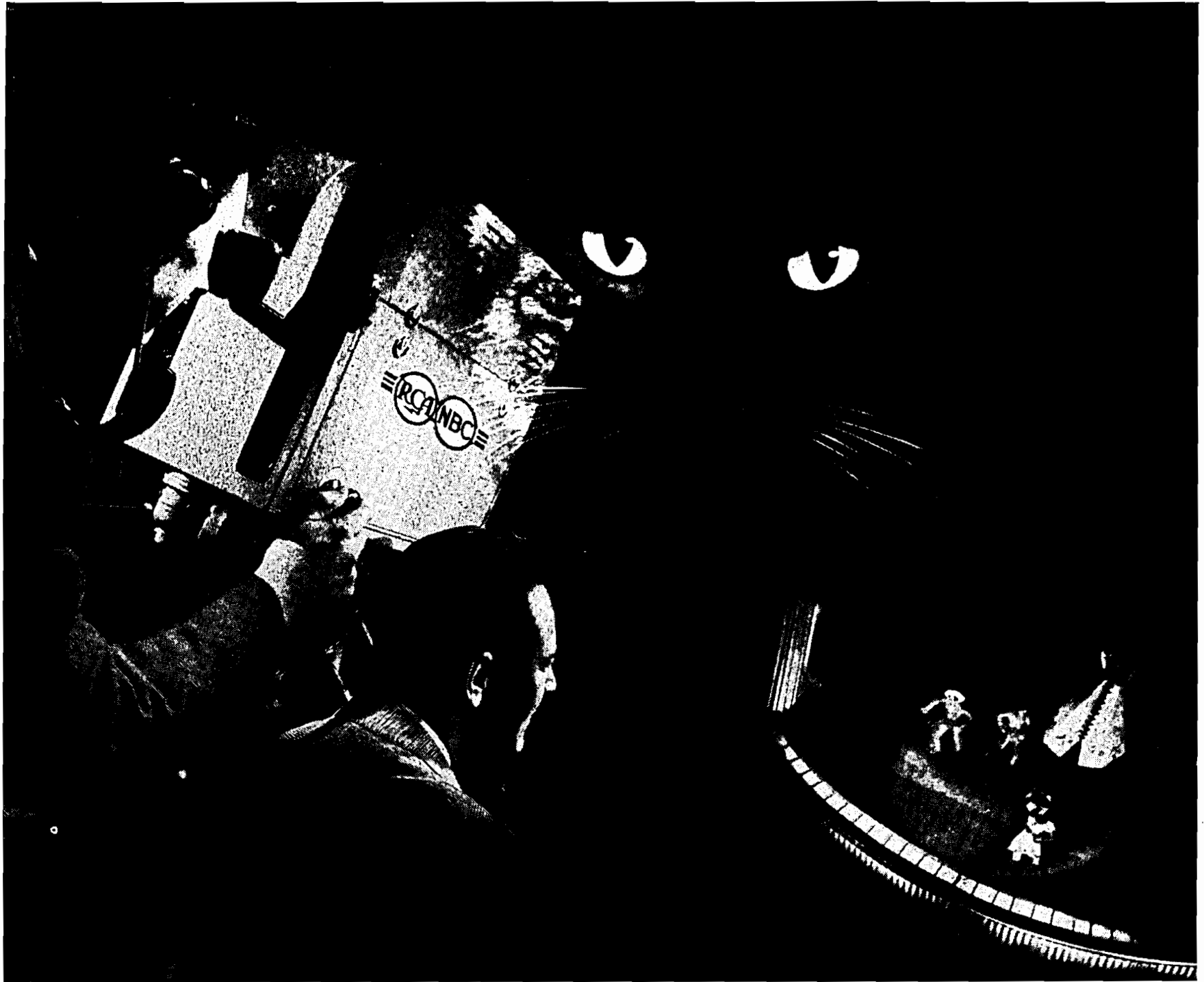
Willis said a highlight was used around the eye and cheekbone to accent the cheekbone and to make the eye appear less open.

He is of the opinion that eventually television will be so perfected as regards lighting and make-up, that just a minimum of make-up will have to be used on performers. Furthermore, Willis says, there is nothing more disconcerting to an audience than to have an artist playing a part with an obvious application of make-up.

Five Rules

Willis' five rules for television make-up are as follows:

1. Don't use a heavy application of make-up.
2. Don't use a heavy application of eye shadow.
3. Don't see how much mascara you can apply.
4. Don't use any wax beating on the lashes.
5. Don't go in for purple or green shades because these shades are very transparent and difficult to control under lighting.



RCA's new television camera has a super-sensitive "eye" that sees even in the dimmest light—indoors or outdoors.

A television camera "with the eyes of a cat"

As a result of RCA research, television broadcasts will no longer be confined to brilliantly illuminated special studios—nor will outdoor events fade as the afternoon sun goes down.

For RCA Laboratories has perfected a new television camera tube, known as Image Orthicon. This tube, a hundred times more sensitive than other electronic "eyes," can pick up scenes lit by candle-light, or by the light of a single match!

This super-sensitive camera opens new fields for television. Operas, plays, ballets will be televised from their original performances in the darkened theater. Out-

door events will remain sharp and clear on your television set—until the very end! Television now can go places it could never go before.

From such research come the latest advances in radio, television, recording—all branches of electronics. RCA Laboratories is your assurance that when you buy any RCA product you become the owner of one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to *The RCA Show*, Sundays, 4:30 P. M., Eastern Time, over NBC.



RCA Victor television receivers with clear, bright screens will reproduce every detail picked up by the RCA super-sensitive television camera. Lots of treats are in store for you. Even today, hundreds of people around New York enjoy regular weekly boxing bouts and other events over NBC's television station WNBT.



RADIO CORPORATION of AMERICA

EQUIPMENT

Scott Meeting Held

Chicago, Ill.—The first annual meeting of the Scott Radio Laboratories, to be held since the stock was red to the public took place on ntly, it was announced. H. S. r, chairman of the board, preed over the meeting and stockers and proxies totaled 282,000 the total authorized 400,000 comh shares of the corporation, t the meeting the name of the pany was changed from "E. H. tt Radio Laboratories, Inc." to ott Radio Laboratories, Inc." Diors elected were: H. S. Darr, F. Beizer, Walter Brailsford, W. M. ssland and E. J. Halter. It was voted to provide for an increase total authorized shares of the oration from 400,000 common res at the par value of a dollar 500,000 common shares at equal value.

Meck Designer Named

Chicago, Ill.—J. Gordon Lippin, industrial designer, has been apnted to complete the styling of y Meck radios, John Meck, presiit of the John Meck Industries, l., Plymouth, Indiana, announced ntly. Engineering, designing and model struction has been completed on first set to be manufactured and duction lines will be ready to rate at an early date depending permission from the War Producn Board, it was made known.

Waring On Special Show Over NBC Xmas Morning

red Waring and his "Pennsylvanians" will be sponsored by the utter Candy Division of the Unisal Match Corp, makers of "Old nk" and "Bit-O-Honey" candy bars Christmas morning for a half-hour adcast over the full NBC network n 11 to 11:30 a.m., EST.

1 keeping with the program and occasion, commercials on the adcast will be kept to a minimum l will be set to music in special angements. Program was handled Carl F. Kraatz, for Schwimmer & tt, Chicago.

NOW THERE ARE **2** REMARKABLE
MIRACOUSTIC RECORDING STUDIOS
 AT
CARL FISCHER, INC.
 119 W. 57th ST., N. Y. C.
 Circle 7-2965

Porter Will Sit In On Capital Tele Rush

(Continued from Page 1)

the supply of channels in the nations' major cities, FCC has anticipated that when the "chips are down" many of the applicants will back out, since television is an extensive investment and "upstairs television" is not far distant. A survey of the Washington applicants, however, indicates, that all nine are financially fat and apparently intend to go through with their plans, granted an OK by FCC.

The consolidated hearing will be the first all-out scramble for channels in a major city.

The nine applicants are Bamberger Broadcasting Services, Allen B. Du-Mont Lab. The Evening Star Broadcasting Co., Marcus Loew Booking Agency, NBC, The Times-Herald, Philco Radio and Television Corp. and Scripps Howard Radio, Inc.

Hearing will begin Jan. 21.

Four CBS Web Clients Sign 1-Year Renewals

(Continued from Page 1)

ern's "Maisie," heard on the full CBS network Wednesdays, 9:30-10 p.m. Commercials are for Eversharp Pens and Pencils.

Johns-Manville Corporation, for their insulating products, is renewing "Bill Henry and the News," effective Dec. 24, on 62 stations of the Columbia network. Program is heard Mondays through Fridays, 8:55-9:00 p.m. J. Walter Thompson Co., is the agency.

Sterling Drug, Inc. (Centaur Division), for Ironized Yeast, is renewing sponsorship of "Big Town" on the full CBS network, effective Jan. 1. Contract for program, which is heard Tuesdays, 8-8:30 p.m., was negotiated through Pedlar & Ryan, Inc.

The J. B. Williams Company, for Williams Shaving Cream, is renewing the Sunday, 5:45-6 p.m. program, "William L. Shirer and the News" on the full Columbia network, effective Jan. 6. Agency on the account is J. Walter Thompson Company.

1st CHOICE IN CHATTANOOGA IS

WDOD
 20th YEAR
CBS
 5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
 NATIONAL REPRESENTATIVES

Commission Sets Hearings For Central California

(Continued from Page 1)

one kilowatt to local sunset, unlimited; Broadcasters, Inc., San Jose, 1370 kilocycles, one kilowatt, unlimited; DeHaven, Hall and Oates, Salinas, 1380 kilocycles, one kilowatt, unlimited; Central California Broadcasters, Inc., Berkeley, (Station KRE), to change frequency from 1400 to 1380 kilocycles, and increase power from 250 watts to one kilowatt, unlimited time. The hearing will be presided over by FCC Commissioner Ray C. Wakefield.

Merry Christmas

A special program in the custom of the late President Roosevelt, during which President Truman will light the huge Christmas tree on the White House lawn, and will follow with a brief Christmas message to the nation, will be broadcast nation-wide over the four major networks on Christmas Eve from 5:15 to 5:30 p.m., EST.

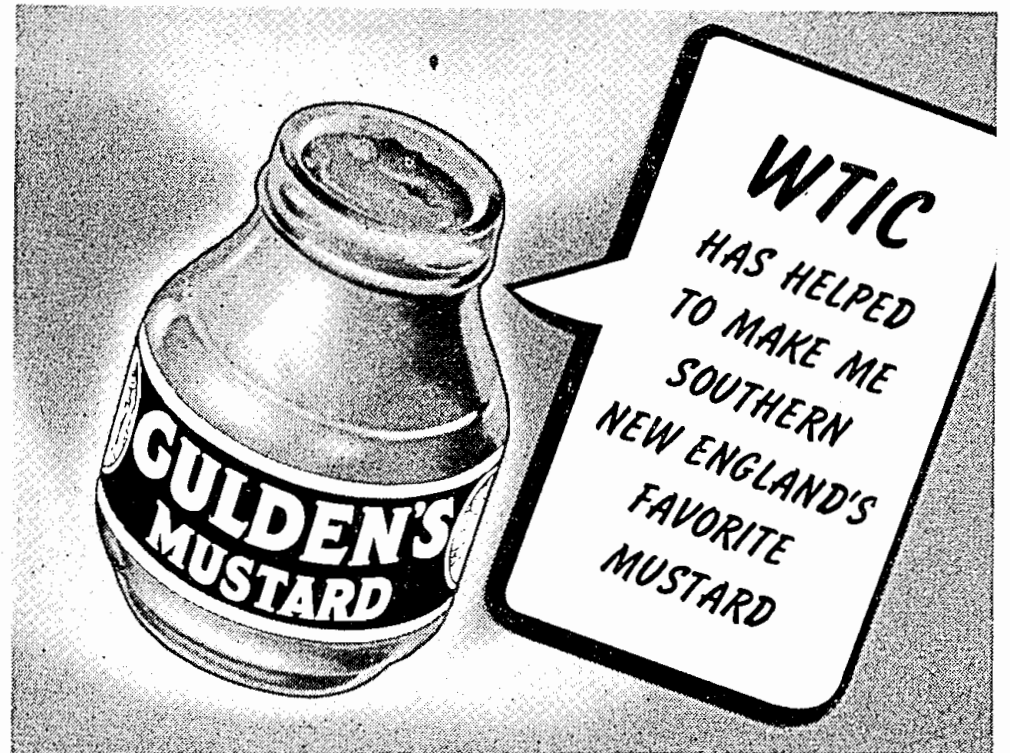
PROMOTION

Ford Symphony Promotion

Kenyon & Eckhardt, Inc., has issued a promotional 8" by 10" window card to be placed in local music stores, calling attention to the Ford Sunday Evening Hour. This promotional piece has been so successful that in return, 110 replies from individual stations have written in requesting 300 cards for direct placement in music stores in their cities.

Levin, Formerly of OWI, To Direct Clothing Drive

Appointment of Harry C. Levin to head the New York City radio department of the Victory Clothing Collection has been announced by Lawrence Beller, national publicity director. Mr. Levin was formerly regional stations relations chief for the OWI.



Back in 1938, the makers of Gulden's Mustard decided to test the effectiveness of radio for promoting the sale of their product. WTIC and the wealthy Southern New England market were selected for the experiment. That test has resulted in a mutually profitable association of seven years standing, for Gulden's is today the favorite mustard of Southern New England.

A quality product, a superior sales medium, and an above average market form a combination that is just about impossible to beat. Gulden's Mustard, WTIC, and Southern New England are a case in point.

WTIC
 50,000 WATTS

DIRECT ROUTE TO SALES IN Southern New England

The Travelers Broadcasting Service Corporation
 Affiliated with NBC and New England Regional Network
 Represented by WEED & COMPANY
 New York, Boston, Chicago, Detroit, San Francisco and Hollywood

U. S. Files Tele Suit Against 5 Companies

(Continued from Page 1)

ment Corp.; Television Productions Inc.; Scophony Corporation of America; and Scophony Ltd.; and Arthur Levey, president of SCA; Earle G. Hines, of GPE; and Paul Raibourn, president, Television Productions.

The complaint hinges on the super-sonic and skiatron systems for projecting television on movie theater screens, basic patents for which were taken out between 1937 and 1939 by Scophony Ltd. It alleges that in 1942 SCA was formed by the other corporations named to become holder of American rights under these patents. TPI is described as a wholly owned subsidiary of Paramount.

Complaint Outlined

According to the complaint, the defendants agreed that Scophony Ltd. should be given a free hand, without competition from the others in manufacturing and selling tele equipment in the Eastern hemisphere, with TPI and GPE given similar monopoly under the Scophony patents in the Western hemisphere.

It further charges that to date TPI and GPE have failed to develop and exploit the Scophony patents and inventions or to promote the use and sale of products thereunder. It also charges that they prevented SCA from granting any licenses under these patents to their competitors and to others.

The complaint asks for an injunction against continuation or renewal of the conspiracy charged; that TPI, GPE and Scophony Ltd. give up their interests in SCA; and that all of the defendants be enjoined from enforcing any alleged rights under present and future patents and inventions relating to the Scophony systems of television.

Berge Issues Statement

Wendell Berge, assistant attorney general in charge of the anti-trust division of the Department of Justice, stated, "In addition to the usual restraints on competition which flow from illegal cartel arrangements, as a result of this conspiracy, commercial development in this country of an important advance in the television art has been postponed and the opening of a new field of public entertainment and education has been unneces-

Benton Lauds U. S. Shortwave But Says Other Nations Lead

(Continued from Page 1)

them and new stations were built, until early this year we had 38 transmitters in operation sending out programs in 40 languages.

Fisher: But now that the war is over do we need such an ambitious schedule? I'm thinking of the taxpayer, you see.

Stone: No, of course not; we are cutting it way down. We will have fewer stations and we have already cut the number of languages to 18, but that's still too much for private radio to handle; that is, it would not be commercially feasible without government help.

Fisher: The networks are doing a good deal on their own initiative. NBC is transmitting this very program by shortwave to Latin-American, Spanish and Portuguese countries.

Stone: Yes, the private companies have done a lot but they don't get enough financial return to make it possible for them to give any kind of complete news coverage or well-balanced cultural entertainment programs without government help.

Fisher: What's the alternative then, Government operation?

Stone: We still are studying the question. It's possible that some sort of private or public corporation may take over the main job with Government assistance and control. But we haven't taken any definite position on this as yet, we only know the job must be done.

Benton: Remember that other countries are in this field to stay. Early this year Russia had 35 shortwave transmitters and Great Britain has 41. We ought to keep our shortwave broadcasts going on a comparable basis without neglecting standard-

sarily delayed." He added that the suit was filed as part of a program aimed at eliminating illegal restraints and practices in the field of communications.

The government's complaint was prepared by Joseph Borkin, Mervin C. Pollak and Joseph B. Marker, attorneys in the antitrust division. The case will be handled through the division's New York office under the direction of Lawrence S. Apsey.

Levey To Reply Today

Levey said he agrees "that the American people and the intelligent leaders of American business want to preserve in our country not only the principle but the fact of free enterprise." He continued, "For the present and until I have read the government charges in detail, I would say that this move of the Attorney General, Tom Clark, is a development of the greatest significance to the radio, television and motion picture industry, and to all stockholders of corporations in the entertainment world."

He promised a further statement at a press conference to be held at 3:00 this afternoon at SCA offices.

wave broadcasts where facilities are open to us. The "Voice of America" has been a great inspiration to people all over the world during the war and it should not be silenced.

Fisher: And now, Mr. Benton, what about the content of our broadcasts. Would it be like the press material you described?

Benton: It will be considerably broader. At present, our broadcasts do six things: first, they give the world news in brief; second, they give American editorial and radio comments on the news; third, they include statements on American official policy from the President, members of the Cabinet, Congressional leaders and prominent people in all walks of life; fourth, they present news of American internal affairs; fifth, they supply news from the Far East and from the American occupation zone in Germany, and, finally, they present radio features on the American way of life and American science, education, the arts and agriculture. I think we should continue to cover all of these fields.

Fisher: There will, of course, be some who will call this propaganda. How would you answer them, Mr. Benton?

Benton: The word "propaganda" has had connotations to many Americans. That's because they associate it with lies and half truths told with a hidden purpose, but our aim will be to present a well-rounded picture of America and American foreign policy. We'll present representative criticism as well as praise; we won't select or distort the facts in order to give a completely favorable picture. The best propaganda in the world is the truest. We found that out during the war.

"Symphonies for Youth" Starts Over NBC Jan. 12

A series of 13 "Symphonies for Youth" concerts by the Los Angeles Philharmonic Orchestra conducted by Alfred Wallenstein will be aired by American web Saturdays, 1:00-1:45 p.m., EST, beginning Jan. 12. Wallenstein will serve as commentator for series under auspices of Southern California Symphonic Assn.



FCC Grants 16 CPs For Standard Outlet

(Continued from Page 1)

watt, unlimited, Mrs. Lois M. Daniel Brawley, Cal., to operate on 1490 kilocycles, 250 watts, unlimited.

Also Broadcasting Corporation of America, also of Brawley, Cal., to operate on 1300 kilocycles, one kilowatt daytime and 500 watts nighttime, unlimited; Arkansas Airwave Company, North Little Rock, Ark., to operate on 1450 kilocycles, 250 watts, unlimited; Howard R. Imboden trading as Southwest Broadcasting Company, Pulaski, Va., to operate on 1230 kilocycles, 250 watts, unlimited, and Garyland Broadcasting Service, Marshfield, Wis., to operate on 1450 kilocycles, 250 watts, unlimited.

Additional Applicants

Also James Robert Meachem, Elmira, N. Y., to be operated on 1450 kilocycles, 250 watts, unlimited; Mansfield Journal Company, Mansfield, Ohio, to be operated on 1510 kilocycles, 250 watts, unlimited; The Lorain Journal Company, Lorain, Ohio, to be operated on 1140 kilocycles, 250 watts, unlimited; Boot Radio Stations, Inc., Kalamazoo, Mich., to be operated on 930 kilocycles, one kilowatt, unlimited; Leslie Henry Hacher, Paso Robles, Calif., to be operated on 1230 kilocycles, 250 watts, unlimited.

And Giddens and Rester, a partnership composed of Kenneth R. Giddens and T. J. Rester, Mobile, Ala., to be operated on 710 kilocycles, one kilowatt, daytime; Green Bay Broadcasting Company, Green Bay, Wis., to be operated on 1400 kilocycles, 250 watts, unlimited, and Lake Superior Broadcasting Company, Duluth, Minn., to be operated on 1080 kilocycles, 1 kilowatt, unlimited.

Dennis Day Promoted

Los Angeles—Promotion of Dennis Day from Ensign to Lieutenant (j.g.) in the U. S. Naval Reserve was announced by Major Martin E. Work, Commandant of the AFRS, combined operation of the War and Navy Departments. Returning recently from overseas duty in the Pacific, Lieutenant Day has been assigned to the Program Section of the AFRS, where 151 radio programs are being produced weekly for armed forces overseas.

Send Birthday Greetings To—

Dec. 18

Sam Berger	Lud Gluskin
Ernie Jacobson	Harry Kagen
Jocko Maxwell	Donald Stuart
Jerry Lawrence	Hal Kanter
	Jerry Krone

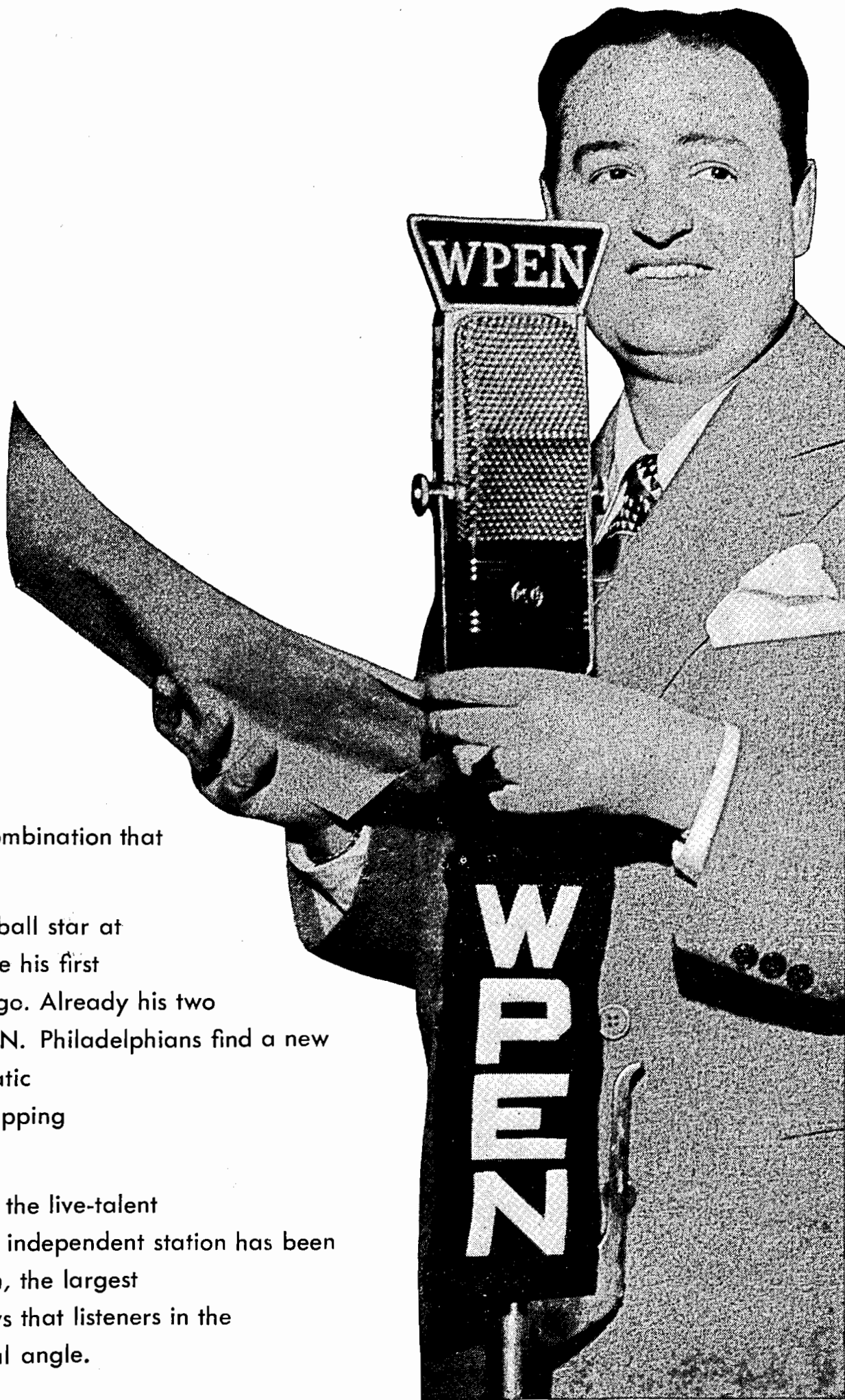


Pat and Mike

Van Patrick and a WPEN mike . . . that's a combination that has Philadelphia sports fans by the ears.

Patrick is a four-letter athlete, a former football star at Texas Christian, a network veteran. He made his first sportcast over WPEN less than two months ago. Already his two evening shows keep thousands tuned to WPEN. Philadelphians find a new entertainment high in his colorful and dramatic play-by-play . . . his keen analysis . . . his gripping and human inside stories of sports.

The sportcasts of Van Patrick are another of the live-talent programs put on the air by WPEN since this independent station has been owned and operated by *The Evening Bulletin*, the largest evening newspaper in America. WPEN knows that listeners in the Philadelphia area like programs with a local angle. That's why its new shows are *hit* shows.



950
WPEN...the Station
for Philadelphians
and WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

Making Steel Talk

the

CHRONOVOX

STEEL TAPE RECORDER-PLAYBACK

- INSTANTANEOUS ELECTRICAL TRANSCRIPTIONS
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- SURFACE NOISE ELIMINATED
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AFFILIATE: TRANSFORMER PRODUCTS, INC.

MIAMI: SALES—SERVICE

143 W. 51st Street, N. Y. C.

1415 N. E. 2nd Ave., Miami, Fla.



VOL. 33, NO. 55

NEW YORK, N. Y., WEDNESDAY, DECEMBER 19, 1945

TEN CENTS

Up-State Public Service

CBS Makes Awards In Affiliate Contest

Cash awards and special commendations in the CBS \$25,000 Affiliated Station Promotion Contest were announced yesterday by Thomas D. Connolly, Director of the CBS Program Promotion, on behalf of the board of impartial advertising judges which made the following awards:

Best all-around promotion, WKMO, Kokomo, Ind., \$10,000; J. C. Jeffrey, manager.
2nd best, KTSA, San Antonio,
(Continued on Page 8)

NBC Employee Party Set For Rainbow Room

NBC's annual employees Christmas party will be held Friday, from 5 to 7 p.m., in the Rainbow Room atop the RCA building, it was revealed yesterday by Niles Trammell, president.

Monday morning, the web will join with ABC in studio 8-H to host party for employees' children. Juvenile artists of the two networks will entertain.

Shift ABC Officials; Wamboldt To Hollywood

M. P. Wamboldt, eastern production director of the American Broadcasting Company, will transfer to Hollywood on Jan. 15, becoming ABC's West Coast production manager, it was announced by Adrian Amish, vice-president in charge of programs. Wamboldt has been associated with motion pictures for Warner Brothers and was at one time
(Continued on Page 2)

Lion-Lamb Stuff

It is said, "The lion shall lie down with the lamb." Especially true is this during the Christmas season, when many opponents bury the hatchet—temporarily, to wit: on RCA-NBC show Sunday, Deems Taylor, classicist, who opposes Leonard Feather, live biggie, will turn about and go completely live, while Feather, altruistically, will give out with the classics.

In Reverse

Every year since 1941, WMCA has aired a special Christmas broadcast of GI's greeting the folks at home, but this year's show has special significance. Plc. Joe O'Brien, WMCA's ex-chief announcer now stationed in Germany, emcees a one-hour transcribed Christmas Day program of interviews and good wishes from vets who hail from the New York metropolitan area.

Voluntary Transfers Up Before Commission

Washington Bureau, RADIO DAILY
Washington—In a surge of requests for voluntary transfer of stations, the FCC announced filings of four such applications. Application for voluntary assignment of WDAK, Columbus, Ga., to Radio Columbus, Inc., for \$164,000, representing 82 per cent of the stock was announced. Present owners were listed by the FCC as L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen
(Continued on Page 8)

Mutual Names Redmond To Advertising Post

Richard Redmond has been appointed advertising director in the sales promotion and research department of the Mutual Broadcasting System, it was announced this week by Robert A. Schmid, vice-president
(Continued on Page 3)

Defendant In U. S. Tele Suit Sees Art Freed For Theater

Arthur Levey, president of Scophony Corporation of America and one of the defendants in the anti-trust suit filed yesterday by the government to bring about full production of tele equipment under various Scophony patents, said yesterday that the "A" stockholders (Levey and Scophony Ltd.) welcome the suit and are in full agreement with the government requests to open the patents to competitive production, provided

Storm-Bound Buffalo Relies On Radio Which Goes All Out To Help City Hit By Its Worst Blizzard

Says Webs Impede FM By Bowing to Petrillo

The major networks yesterday were accused of impeding the progress of FM by allowing James C. Petrillo, AFM president, to demonstrate "his power to force them off the air." The charges were made by Ira A. Hirschmann, vice-president of Metropolitan Television Inc. and director of FM station WABF.

Charging that the webs "played into the hands of Petrillo," Hirschmann
(Continued on Page 3)

George Hicks Wins Run-Off In AFRA Board Election

George Hicks, ABC commentator and announcer, won the run-off election between him and Jack Costello for a place on the board of the New York Local of AFRA. In the recent
(Continued on Page 2)

Veterans' Radio Service To Be Under Col. Kerr

Washington Bureau, RADIO DAILY
Washington—Col. Francis R. Kerr, war-time chief of the Army Exchange Service, will head the Veterans Ad-
(Continued on Page 3)

Buffalo—The worst blizzard in the history of this city,—one which practically isolated Buffalo and virtually curtailed all business and travel activities over the weekend—presented local radio stations with another great opportunity for public service when they were called upon to keep snow-bound citi-
(Continued on Page 7)

Climactic 1945 Events In WOR-MBS Review

Climactic year in world history, 1945, which saw the end of World War II, the development of the atomic bomb and the death of one of the world's great leaders, Franklin D. Roosevelt, will be reviewed in dramatic form in a special broadcast "1945 In Review," over WOR-Mutual on Christmas Day, from 9:30 to 10:30 p.m. Special highlights of the broadcast will include recorded excerpts
(Continued on Page 3)

List More Equipment As Approved By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday listed additional equipment approved by the Commission since publication
(Continued on Page 2)

Traffic Note

The wreck of the Hudson & Manhattan train entering Newark Monday, on the bridge over the Passaic River, necessitated much re-routing yesterday morning of commuters and vehicles. WABC, in constant touch with railroad officials, broadcast intermittently during day, instructions to all trying to find their way through the road-maze of Hudson County.

the A stockholders receive "the usual proper royalties."
He said the government's complaint should bring about the same thing he had been seeking for the past two years, namely full production of large screen projection tele under patents developed originally by Scophony Ltd., and owned in the western hemisphere by SCA.
Such production was hamstrung, he
(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Tues. Dec. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	189 ³ / ₈	187 ³ / ₄	189 ¹ / ₄	+ ⁷ / ₈
CBS A	46 ¹ / ₂	46 ¹ / ₂	46 ¹ / ₂	— ³ / ₄
Farnsworth T. & R.	18 ¹ / ₂	18 ¹ / ₄	18 ¹ / ₄	+ ¹ / ₈
Gen. Electric	46 ⁷ / ₈	46 ¹ / ₄	46 ⁷ / ₈	+ ³ / ₄
Philco	41 ³ / ₈	40 ¹ / ₂	41 ³ / ₈	+ 1 ¹ / ₄
RCA Common	17 ¹ / ₂	16 ³ / ₄	17 ¹ / ₂	+ ¹ / ₂
RCA First Pfd.	89 ³ / ₄	89 ³ / ₄	89 ³ / ₄
Stewart-Warner	22 ⁷ / ₈	22 ⁷ / ₈	22 ⁷ / ₈	+ ³ / ₈
Westinghouse	36	35 ¹ / ₄	36	+ ³ / ₄
Zenith Radio	40 ¹ / ₄	39 ⁷ / ₈	40

NEW YORK CURB EXCHANGE

Hazeltine Corp.	23 ¹ / ₂	23 ¹ / ₂	23 ¹ / ₂	— 1 ¹ / ₂
Nat. Union Radio	7 ³ / ₄	7 ⁵ / ₈	7 ³ / ₄	— ¹ / ₈

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	9 ¹ / ₂	10 ¹ / ₂
Stromberg-Carlson	22 ¹ / ₄	24 ¹ / ₄
WCAO (Baltimore)	32	
WJR (Detroit)	31 ¹ / ₂	32 ¹ / ₂

George Hicks Wins Run-Off In AFRA Board Election

(Continued from Page 1)

AFRA election, Hicks and Costello were tied as to votes. Special run-off gave Hicks 425 votes and Costello 424. In all there were 961 ballots cast and 112 ballots were invalidated for one reason or another. Hicks will represent the announcers on the board.

20 YEARS AGO TODAY

(December 19, 1925)

Programs from KDKA, Pittsburgh, are being intercepted at Cape Town, Africa, in sufficient strength to rebroadcast.

Wanted

Advertising man for radio network. Space and direct mail experience. Idea man, do layouts, know typography, production. Send resume to Box 245, Radio Daily, 1501 Broadway, New York 18, N. Y. State salary, please.

List More Equipment As Approved By FCC

(Continued from Page 1)

of the current issue of Standards of Good Engineering Practice concerning standard broadcast stations. The approved equipment includes:

Standard Broadcast Transmitter: Collins, 300-G, 100/250 W; Federal, 165-A, 5 KW; Gates, 1-D, 1 KW; RCA, BTA, 250L, 250 KW; RCA, BTA-1L, KW; RCA, BTA-5F, 5 KW; RCA, BTA-10F, 10 KW; RCA, BTA-50F, 50 KW; GE, BT-20-A, 250 W; GE, BT-21-A, 1 KW; GE, BT-22-A, 5 KW; GE, BT-23-A, 10 KW, and GE, BT-25-A, 50 KW.

Frequency Monitors (Standard Broadcast): RCA, 311-AB, approval No. 1462.

Automatic Frequency Control Units: Westinghouse, Type LK-1; Westinghouse, Type LK-2, and RCA, UL-4392.

Automatic Temperature Control Unit: Valpey, Type CBC-O.

Manufacturers of Low Temperature Coefficient Crystals: Silver City Crystal Company, Meriden, Conn., and James Kniths Company, Sandwich, Ill.

Earl Thomas Resigns From Grey Advertising

Earl G. Thomas announced his resignation yesterday as radio director of the Grey Advertising Agency to devote full time to the promotion and merchandising of a new local sponsor participation program.

The new program, details of which will be announced at a later date, will be made available to one station in each market nationally, on an exclusive franchise basis.

7 More Take 'Sing, America'

Seven more stations have signed for "Sing, America, Sing," it has been announced by World Broadcasting System, producer of the feature. The new subscribers are: WSPB, Sarasota, Fla.; WGBI, Scranton, Pa.; WBRE, Wilkes-Barre; WAZL, Hazelton, Pa.; WNBF, Binghamton; WSAI, Cincinnati, and WDAF, Kansas City, Mo.

Parsons Show 15 Minutes

Louella Parsons, whose five-minute ABC show is heard Sunday evenings, will start on Sunday, Dec. 23, a new 15-minute program titled "The New Louella Parsons Show."

Shift ABC Officials; Wamboldt To Hollywood

(Continued from Page 1)

head of the Hollywood office of the Compton Advertising Agency. He has been in the New York headquarters of the network since 1943, except for some time spent with Philco Corporation producing and directing "The Radio Hall of Fame."

Wamboldt will be replaced in New York by Lt. Col. Howard L. Nussbaum, who left the job of assistant production manager of the then Blue Network in 1941 to join the Army. He will become Eastern production manager of production effective January 1, 1946. Nussbaum has been in radio both here and abroad since 1937, and completed four years' experience with major networks prior to his service. While in the Army he developed the use of the magnetic wire recorder, which eventually was used successfully on all fronts to gather spot word-picture coverage of events. In his capacity as chief of the Overseas Radio Branch, Nussbaum was responsible for network and home-town coverage by radio, most of which was done by recordings. Together with supervision of all radio activities on the American Western Front, he handled broadcasting facilities of the Potsdam Conference.

G. T. C. "Tom" Fry has returned to the business development department of the network's sales division, following three years with the U. S. Marines. Prior to his service Fry had spent one year with department. In July of this year he was promoted to Major in the USMC, stationed at the Marine Air-Infantry School at Quantico, Va.

E. R. Borroff, vice-president in charge of the Central Division of the American Broadcasting Company, Inc., also announced the appointment of First Lieutenant James L. Stirton, former program manager of the ABC Central Division, as his assistant.

Stirton this week was released to inactive duty in the United States Marine Corps., in which he had served since July 6, 1944.

Robert R. "Bob" Somerville has joined the American Broadcasting Company, Inc., as an account executive, it was announced by John Donohue, eastern sales manager.

Prior to joining ABC, Mr. Somerville was associated with the Columbia Broadcasting System, Inc., from late 1938 to 1944.



Fault finder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous call letters.

W-I-T-H, the successful independent in Baltimore, is one proof of that.

In this five-station town it's the little fellow . . . W-I-T-H . . . that delivers the greatest number of listeners for the lowest-cost-per-dollar-spent.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Within Your Reach



Philadelphia's

WDAS

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

Climactic 1945 Events In WOR-MBS Review

(Continued from Page 1)

From momentous speeches made during the year.

Included among these will be the voices of the late President Roosevelt; Gen. MacArthur's speech at Manila when he returned the Philippines to President Osmena; Mme. Chiang Kai-shek; Edward Stettinius' address as Secretary of State to the United Nations Conference in San Francisco; Winston Churchill's V-E speech; Gen. Eisenhower addressing a joint session of Congress; and President Truman's Central Park address on Navy Day on foreign policy.

Among the events to be dramatized and reviewed on the broadcast will be a description of President Roosevelt's death and funeral; President Truman's inaugural address; Adm. Doenitz' German surrender; development of the atomic bomb and an interview with Dr. Lise Meitner from Sweden; broadcasts carrying the news of V-J Day; and an eyewitness account of President Truman reviewing the U. S. Fleet from aboard the USS Missouri.

Plane-Crash ET Scheduled

One of the unusual features of the program will be the first exclusive broadcast of the transcription which recorded the sound of the Army plane crash into the Empire State Building last summer. James E. Jaegger, executive of the American Society of Civil Engineers, located nearby was dictating a letter on the morning of the incident and the approaching sound of the plane and its subsequent crash were clearly recorded on the dictaphone recording. WOR has obtained exclusive rights to the recording and the Christmas Day program will mark its first broadcast.

Another highlight of the "Review" will be Dave Driscoll's report following his return from a 22-day world tour made under ATC auspices on the "Globester." Driscoll, who is WOR's news and special features director, represented MBS on the trip.

William Lang, WOR-Mutual commentator, will act as narrator on the broadcast. Sylvan Levin will conduct the orchestra, and program is written by Howard Merrill and produced by Roger Bower. This year's broadcast will mark the ninth straight year WOR has presented the "Review."

Says Webs Impede FM By Bowing To Petrillo

(Continued from Page 1)

added: "I have no sympathy with Petrillo, but maybe he is not the sinister enemy that he has been pictured. The networks may have used him as a shield against the continuation of FM."

Although the webs attributed the cessation of FM operations to the shift to the higher frequencies, Hirschmann indicated that the action was taken because of the union demands for duplication of musicians on FM shows picking up live music from AM programs. He demanded to know the date the webs are to resume FM broadcasting.

"Sitting on the Lid"

"I questioned before the FCC," he said, "the sincerity of the networks on FM and I still do. If... they're going to hold FM back they are fighting the demand of the American public for something better in broadcasting. The networks don't want to give up something they've now got; they're sitting on the lid of broadcasting. But a better means of broadcasting can't be stopped and neither can new competition."

"Radio has been undersold stupidly and selfishly in not raising its standards, but I don't think they can squeeze much more out of it. It's time there was competition in excellence and not competition in mediocrity, and that is what FM will offer."

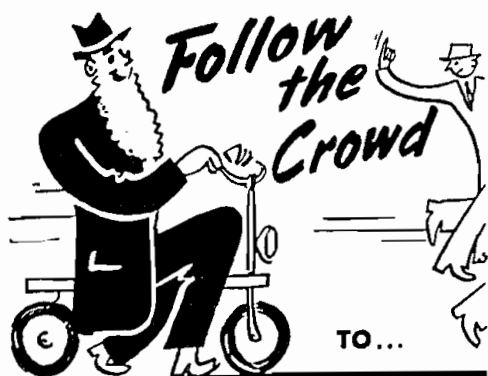
Veterans' Radio Service To Be Under Col. Kerr

(Continued from Page 1)

ministration's newly formed Special Services Division, including an expanded Veterans' Radio Service, it was announced yesterday. Colonel Kerr, who also served as deputy director of the Army Service Forces Special Services Division, will assume his new duties as soon as he is released from active Army service.

The VA's special services program was created as part of Gen. Omar Bradley's reorganization and expansion of the agency's functions.

For TAILOR-MADE SPOTS and PROGRAMS



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

Minnesota FM Requested By Elmer Benson, Of PAC

Washington Bureau, RADIO DAILY
Washington—Elmer A. Benson, Chairman of the National Citizens Political Action Committee Executive Council, has applied for a construction permit for new FM station in Rochester, Minn., FCC announced yesterday. The former Governor of Minnesota also has FM applications on file for stations in Duluth and Minneapolis and St. Paul.

Hit "Control" on Air

Benson, with FCC Commissioner Clifford Durr, recently debated Jess Willard, NAB executive vice-president, and Sydney Kaye, general counsel, on the American Forum of the Air. During the debate, Benson struck at "control" of the air by large advertisers and said labor organizations and similar groups should be given more opportunity to air their views.

MBS Names Redmond To Advertising Post

(Continued from Page 1)

in charge of advertising, promotion and research.

Redmond returns to the network after three years in the Army Air Forces, where he held the rank of major, seeing service in several theaters of warfare.

De La Ossa In Assn. Post

Ernest de la Ossa, personnel director of NBC has been elected to the office of Vice-Chairman of the New York Personnel Management Association, it was announced yesterday. Previously he was a member of the executive committee of the group as well as holding the post of program chairman. He will continue in the latter office.

* "With all convenient speed"...



*Madam, I go with all convenient speed.—Merchant of Venice, Act IV, Scene 3.

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.

THE BEELINE

OREHO-KOH
SACRAMENTO-KFBK
STOCKTON-KWG
FRESNO-KMJ
BAKERSFIELD-KERN

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO CALIFORNIA

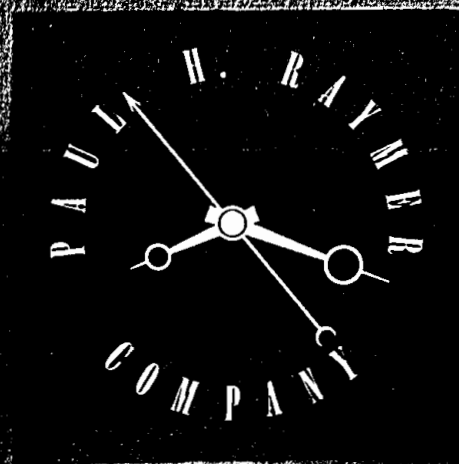
Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS





*Merry Christmas
and
Happy New Year*

PAUL H. RAYMER COMPANY



Tele Suit Defendant Sees Action Welcome

(Continued from Page 1)

said, by agreements made at the founding of SCA between Paramount Pictures, Inc.; Television Productions Inc., a wholly-owned subsidiary of Paramount; General Precision Equipment Corp., described as the largest single stockholder in 20th Century Fox; and Scopphony Ltd., all co-defendants.

These agreements gave TPI and GPE exclusive license for the manufacture of tele equipment under the SCA patents for the western hemisphere. Levey added that SCA had received offers from other organizations to enter into such production, but that the exclusive arrangements precluded it.

The effects of the suit, he said, would "free SCA from outside controls," presumably TPI and GPE, and bring about large-screen tele in this country.

Levey did not appear concerned over that portion of the complaint which would require Scopphony Ltd. to divest itself of SCA stock along with TPI and GPE. He said "there is no Sherman act in England," and that the British firm would probably enter a plea based on the amount of time and effort and money it put into the development of the new system.



Memos Of A Midnighner . . . !

● ● ● The news that Irving Mansfield had resigned as Fred Allen's producer to join CBS as producer of comedy shows came as a minor bombshell to this dep't, knowing as we do the great affection that exists between Allen and Mansfield. . . . Warner Bros.—the only major film company not actively in the radio scene—reported to be the highest bidder for WOV. . . . The Barry Wood show and "It Pays To Be Ignorant," both on four-week notice. . . . Add interesting rumors: That Chrysler is unhappy with the Kostelanetz ailer and will not renew after April. . . . Street Scene: Der Bingle passing the Music Hall unnoticed by the crowds stampeding to get in to see "Bells of St. Mary's". . . . Most generous guy in radio last week: Eddie Cantor with Eversharp's dough. . . . Hear that three gag-writers were canned last week for refusing to make up some T. Manville gags. . . . Milton Berle opens with "Spring in Brazil" in Chicago Christmas week. . . . Jack Wyatt, Buchanan radio exec, and singer Florence Gale merge on New Year's Day. . . . Eddie Condon's cure for a hangover: Take the juice of two quarts of whiskey. . . . Bess Meyerson, who claimed she wasn't interested in motion picture work when she won the Miss America title, is flirting with a Warner bid. . . . Bing Crosby trying to get the screen rights for "Nellie Bly" for himself and Bob Hope. . . . Sudden passing of trombonist and bandsman Jack Jenney on the Coast saddened us all.

★ ★ ★

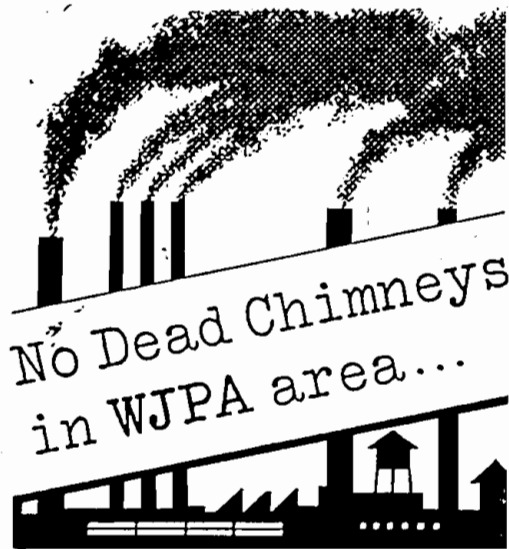
● ● ● There was a giant Ascap program on CBS last Sunday afternoon—a tribute to the late Jerome Kern, with practically every big-name star and Ascap member on hand. The only one who was missing, as a matter of fact, was the president of Ascap, Deems Taylor. He was giving the show some opposition on NBC, where he upholds the cause of classical music on the RCA Victor stanza.

★ ★ ★

● ● ● Joe Cotten is Frank Capra's choice to star in "State of the Union," when it's filmed. Asking price for the movies is half a million. Walter Wanger, we hear, could have bought it for \$10,000—but he was touted against it. . . . Recommended reading: Johannes Steel's article "Golden Age of Social Suicide," in Jan. issue of Reader's Scope. Also Ilona Kenney's piece, on Dick Gilbert, "Meet The Disc Jockeys," in the Jan. copy of This Month mag. . . . Maurice Rocco swears he saw a theater marquee without Crosby or Ingrid Bergman's name on it. . . . Dick Leibert and Jimmy Melton up to Weston, Conn., on the 29th for a concert date. . . . Eddy Duchin at Toots Shor's the other p.m. told this dep't that Harry Wismer's airing of the pro-football championship game between Cleveland and the Redskins was the first sports broadcast he'd ever heard. . . . Hal Block has temporarily shelved his radio and movie writings to ready "Madame Pompadour," with Grace Moore, for the musical comedy stage. Hal's not only doing the book, but will probably write the lyrics as well. . . . Elaine Rost landed new sequence lead on "Right to Happiness". . . . "The Second Mrs. Burton," which replaces "Two On A Clue" on Jan. 7th, will be directed by Stuart Buchanan and scripted by John M. Young. . . . Evelyn Knight guests on the Jack Smith stanzas tonite and Friday. . . . Bob Ferris, formerly with the Selznick office, and Cy Fisher, formerly with Gon'l Amusement, have joined the Frank Cooper office. . . . Betcha Tom Hudson winds up in pictures within six months.

★ ★ ★

● ● ● Irving Hoffman recalls the time W. C. Fields guested on a Lucky Strike show many moons ago. Fields started ad libbing about his son, Chester, until an enraged exec. 'phoned in. "Make that so-and-so quit boosting Chester Fields on Lucky Strike time," he shouted. Hoffman also says that Mike Todd surprised him no little with his first-rate production of "Hamlet." Said he figured the nearest Todd would ever come to Shakespeare would be to present the Avon Comedy Four!



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

MUTUAL NETWORK

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

JOHN LAUX
Managing Director

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



REACH THESE 2 PROFITABLE MARKETS..

WEST EASTON PENNSYLVANIA
Phillipsburg, New Jersey

WAZL HAZLETON PENNSYLVANIA

NBC MUTUAL

Represented by
RADIO ADVERTISING COMPANY

Co-Operation Of All Buffalo Stations Helps City Combat Worst Blizzard

(Continued from Page 1)

Listeners informed of developments and program announcements throughout the day.

Conditions were so bad Sunday night, the Buffalo Courier Express abandoned efforts to publish its early morning Monday edition, but local stations WBEN (NBC), WEBR (MBS), WGR (ABC), WKBW (CBS) and WBNY, immediately prepared special news broadcasts to keep citizens informed of announcements from city and government officials, and weather reports through the night and following day.

WEBR aired an early morning bulletin from the office of Mayor Joseph Kelly, declaring "a state of emergency," and announcements that all public and parochial schools were closed. The length of newscast periods were increased to cover every phase of the storm, with frequent reports from the local weather bureau broadcast throughout.

Pleas for snow fighters were broadcast over the area to relieve tie-ups in snow-blocked rail and transportation lines. Any and all announcements regarding cancellations of meetings of church and civic organizations were broadcast by all stations.

Engineer John Clark stayed over Saturday night to assist Sunday operations. Tony Fink, night news editor, worked steadily for more than 16 hours to handle thousands of calls and cut bulletins on the air. Production manager John Boothby kept the wheels moving and rewrote a program when musicians failed to appear for a two o'clock broadcast. Billy Keaton, comedian, arrived at the studios at 11:30 Sunday night, so he'd be sure of getting his show on the air at six a.m. Monday.

WBEN, the NBC outlet here, broadcast more than 2,000 individual news items and received more than 3,000 phone calls from schools, plant executives, officers of civic groups and anxious listeners. According to weather reports the snowfall blanketed the city and suburbs with 36-inch depth in some areas to more than 60 inches in others.

Several announcers, news writers

and engineers and phone operators stayed at their posts throughout Saturday and Sunday nights, at both WEBR and WBEN, the latter crew making temporary emergency quarters at the Hotel Statler in which the station's studios are located. The Buffalo Evening News, with which WBEN is affiliated, supplied extra reporters and rewrite men to write and broadcast the answers to questions puzzled Buffalo listeners were asking. Questions were chiefly concerned with travel conditions regarding bus lines and roadways. WBEN cancelled several local programs to handle the flood of information awaited by the public, and a full hour of announcements were aired from 4 to 5 p.m. Sunday; bulletins were given at chain breaks and the half-dozen news periods were exclusively devoted to storm news. Announcers Les Barry, Bud Tesch, Carl Stutz, Ken Bell, Fred Keller and Pat Hill put on more than 800 announcements on Sunday alone. Nearly all sponsors on the three-hour "Musical Clock Program" from 6 to 9 a.m., eliminated commercials so announcer Clint Buehlman could devote more time to news bulletins.

Up-State New York, outside Buffalo, was concerned about the storm heading in that direction, so WSYR contacted WBEN for storm-bulletin service. C. Robert Thompson, station director of WBEN, arranged for a special wire, and program director Woody Magnuson gave Syracuse a ten-minute summary of the Buffalo situation from the WBEN studios.

When the storm reached its zenith in Buffalo, Roland Foley, farm editor for the Buffalo Broadcasting Corporation, operator of stations WGR and WKBW, was on the air with his Sunday a.m. show. Foley suggested that any who wished, should call in cancellations. In a minute or two the station was deluged. Helen Kozlow, who is in BBC's traffic department, at the time, was taking a trick as Sunday switchboard operator. It was

supposed to last only an hour or two, but it was 8 o'clock at night when she finally got away. Calls piled in the passing minutes and programs were interrupted or cancelled to carry the announcements. For the first time in history, Western Union, unable to deliver urgent messages in certain sections of the city, used the BBC facilities to ask individuals to call their office for important messages. In all cases the messages reached the addressees.

Late Sunday night, Bob Sherry of BBC, went on ABC's Monday morning headlines program, with an eye witness story of the storm. The storm continued through Monday and Monday afternoon. Allen Lewis of BBC reported to the nation on Columbia, and John Herbert Lascelles, also of BBC, interviewed the Buffalo Weatherman, Bernard L. Wiggen, on a nation-wide ABC hook-up.

McMillin Returns To NBC As Broadcast Engineer

William R. McMillin has returned to the NBC Engineering Department, Radio Facilities Group, as a broadcast engineer after 3½ years service in the United States Navy. A reserve officer, McMillin was called up by the Navy to serve with the Atlantic Fleet as a technical observer as part of the Aeronautic Organization of the Navy. Later he worked in technical research and development and was a Lieutenant Commander at the time of his return to inactive duty.

AGENCIES

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt, has been elected a member of the board of directors of the agency. Formerly with CBS, he served during the war as chief of the Office of War Information's domestic radio division.

GEYER, CORNELL & NEWELL has extended its operations to include the handling of foreign advertising for its clients. The agency has made arrangements with Irwin Vladimir & Co., under which foreign advertising facilities will be made available.

CHARLES F. JUNOD, who has been released from duty as a Lieutenant in the Naval Reserve, has returned to William Esty and Company, Inc., as account executive. He saw service in the southwest Pacific area.

LT. (s.g.) G. J. FIEDLER has returned to McCann-Erickson, Inc., as assistant account executive after three and one half years in the U. S. Coast Guard.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT
REAL FRENCH CUISINE
LUNCHEON From \$1.50
DINNER From \$2.00
Famous French Candies
15 EAST 52d ST.



Helen Barr

WKY's Home Service Director is daily source of ideas and information for Oklahoma women on home-making, cooking and personal appearance.

WKY
OKLAHOMA CITY
The Katz Agency
Representatives



ART FORD

Star of WNEW
MILKMAN'S MATINEE

says:

HOWIE'S
HAS THE HIGHEST
CULINARY CROSSLEY
IN TOWN!

LUNCHEON • DINNER
AFTER - THEATRE

Your Host - SAMUEL A. HORWITZ

HOWIE'S

"The BUY Word for Good Food"
1307 6th Ave. - at 52nd St.

BALTIMORE'S
Listening Habit

W C B M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.

Exclusive National Representatives

CBS Makes Awards In Affiliate Contest

(Continued from Page 1)

Texas, \$5,000; G. W. Johnson, manager. 3rd best, WREC, Memphis, Tenn., \$2,000; Hoyt B. Wooten, manager.

Best use guest-critic recordings, WTAG, Worcester, Mass., \$1,000; E. E. Hill, manager.

Best use star recordings, WHUB, Cookeville, Tenn., \$1,000. M. L. Medley, manager.

Best use local announcements, KTUC, Tucson, Arizona, \$1,000; Lee Little, manager.

Best use newspaper advertising, WDNC, Durham, N. C., \$1,000; J. F. Jarman, Jr., manager.

Best use posters, WJR, Detroit, Mich., \$1,000; Leo J. Fitzpatrick, manager.

Best use car cards, WGAR, Cleveland, O., \$1,000; John F. Patt, manager.

Best use billboards, WWL, W. H. Summerville, manager, New Orleans, \$1,000.

Best use movie trailers, WREC, Memphis, \$1,000.

Special commendations, without cash awards, in the all-around classification were voted to station WGAR and station WWL, both of which received cash awards in the specific categories.

The contest, a CBS innovation in radio goodwill building, was the third element in Columbia's 1945-46 "Biggest Show In Town" program promotion campaign. The other two were the elaborate working kits of promotion ideas, and two hour-and-a-half preview broadcasts of the season's network shows.

The contest began September 16 and ended November 17. All CBS affiliated stations were eligible. The idea met with instant enthusiasm, and resulted in several new wrinkles in promotion. The first prize winner, WKMO, for example, sent its own interviewer, Mrs. Doris King Porter to Hollywood and New York for special promotional interviews with CBS stars. These recorded interviews were later used on the station.

The entries were to have been judged and awards announced last week, but the awards of material last week by the stations contained so many excellent ideas and so much evidence of surpassing promotional effort that the judges asked several days postponement to give them time for adequate review of the submissions.

Judges for the contest were Robert

Send Birthday
Greetings To—

Dec. 19

Clark Dennis David Niles
Charles Norwood Jack Rubin
Tom Shirley Bob Swan

COAST-TO-COAST

—NEW YORK—

NEW YORK—G.I. Joes stationed in many lands across the Atlantic and Pacific will receive Yuletide recordings of the voices of their loved ones, with the compliments of WNEW. The recordings, entitled, "Living Christmas Cards," will be sent to the soldiers immediately after being played on Christmas Day. Wives, sweethearts, mothers and fathers of servicemen now overseas, have been invited to appear at the WNEW studios during the next few days to record their holiday messages. . . . Cpl. Kerby Cushing, USMCR, recently discharged after 23 months of combat service with the Fleet Marine Force Infantry in the Pacific, has returned to his former duties on the production staff at WNEW.

—OHIO—

COLUMBUS—A new series entitled "Ohio's Postwar Planning," has been scheduled each Friday over WOSU, with A. W. Elliott, editor of the Ohio Magazine, as broadcaster. . . . AKRON—Maj. John L. Wildermuth, on terminal leave, after five years with the Signal Corps Engineering Laboratories at Fort Monmouth, N. J., and Detroit, has become chief engineer at WADC. . . . TOLEDO—Maj. Reginald S. Jackson, released from the Army, has joined the staff of Flournoy and Gibbs, public relations firm.

—INDIANA—

FORT WAYNE—Bob Sievers, staff announcer at WOW before entering the Navy in 1942, has received his discharge and has returned to the Fort Wayne station. . . . Northeastern Indiana Broadcasting Co., recently organized, has asked the FCC for authority to operate an FM station in Fort Wayne. Incorporators of the company are Frank E. McKinney, Samuel D. Jackson and Thomas Longfellow.

—TEXAS—

SAN ANTONIO—Roy Rogers has joined the announcing staff of KABC, replacing John Scott. We might mention he is not the Roy Rogers of the movies. The "KTSA Showcase," a new series of programs, will debut over KTSA to be written, produced and based on original scripts to be submitted by the staff employees of the station. All members of the staff, ranging from office boy to janitor, will be asked to submit their original ideas in script form for presentation on the program.

Collins of N. W. Ayer & Son, Inc., chairman; Linnea Nelson of J. Walter Thompson Company, Inc., vice-chairman, and Frank Silvernail of Batten, Barton, Durstine & Osborn, Inc., the third member of this supervising committee. Other judges were: Carlos A. Franco, Young & Rubicam, Inc.; C. T. Ayers, Ruthrauff & Ryan, Inc.; Robert Buckley, Dancer, Fitzgerald & Sample; William Dekker, McCann-Erickson, Inc.; John Hymes, The Biow Company, Inc.; Leonard T. Bush, Compton Advertising, Inc., and Francis Barton, Benton & Bowles, Inc.

Stations have been notified by the Judge's Committee of the awards and checks have been mailed to victors.

—PENNSYLVANIA—

PHILADELPHIA—Penny Reed and Phil Sheridan, regularly heard on KYW's Noontime variety show, "Lunch Time with a Punch Line," will continue vocal talents to star in a program of their own over the Philadelphia station. Titled "Saturday's Songshop," the new weekly feature will be heard at 6:30 p.m., with the two singers interpreting popular ballads of the day. . . . Roger W. Clipp, president of station WFIL, announced that Ted Gamble, national director of the War Finance Division, U. S. Treasury, has been awarded The Poor Richard Club's Gold Medal of Achievement for 1945. The medal will be presented to Gamble at the Club's 41st annual banquet, Jan. 7, in the Bellevue-Stratford.

—NEW YORK STATE—

WHITE PLAINS—A newcomer to WFAS announcing staff is Ralph Allinger, who began with the Westchester station one month to the day, after his discharge from the Navy. Prior to entering the service, he was associated with WABY, Albany. . . . A number of quarter-hour broadcasts have been scheduled by WFAS for Christmas Seals, in co-operation with the Yonkers Tuberculosis and Public Health Association.

—ARIZONA—

PHOENIX—William J. Reddick, Jr., has been recently appointed music director for KPHO. Bill, Jr., is the son of William J. Reddick, well-known producer of the Ford Sunday Evening Hour and other well-known eastern shows.

—VIRGINIA—

NORFOLK—Members of the Granby High School football team. State champions and winners of 21 consecutive games, were the guests of honor at a banquet given by WTAR, at the Norfolk Yacht and Country Club. A plaque was presented to the team by Campbell Arnoux, managing director of WTAR, who served as toastmaster.

—IOWA—

DES MOINES—Brig. Gen. L. L. Hill is expected back the first of the year to resume duties with the Cowles Broadcasting Company and the Register and Tribune. . . . Ralph Reynolds, Norman Duncan and Cliff Johnson are back from the Armed Forces Service and have resumed their old engineering jobs with KRNT.

—CONNECTICUT—

WATERBURY—WBRY has inaugurated an evening program of dance music titled "Dancing in the Dark," and is presented Monday through Saturday, from 11:30 to 12:00 p.m., answering the requests of late listeners. . . . HARTFORD—Ralph Ingraham, who has been in the Navy for 21 months, is back at his control room post at WDR.

—WASHINGTON—

YAKIMA—Newcomers at KIT, both ex-servicemen, are Don G. White and Malcolm Waltmon. White comes to KIT from KXRO and KGY. He was with the Army 41 months, serving overseas and in the Aleutians. Mal. Waltmon comes to KIT from KGW, Portland. Before that he served with the Marines overseas for 16 months.

Voluntary Transfers Up Before Commission

(Continued from Page 1)

M. Woodall and Margaret A. Pili doing business as Valley Broadcasting Co.

Approximately \$140,000 will be paid for voluntary assignment of license of WFEA, Manchester, N. H. to WFEA, Inc., under the application filed. Present owner was listed as H. M. Bitner.

Other such applications filed include:

Voluntary assignment of license of WRLD, West Point, Ga., to L. J. Duncan, Leila A. Duncan and Josephine Rawls, doing business as Valley Broadcasting Co. Three of the present partners are leaving, the application stated. The price listed was \$6,400 for 28 per cent of the stock.

Voluntary assignment of license of KTOK, Oklahoma City, Okla., to KTOK, Inc., by O. L. Taylor. Under the application, KTOK, Inc., would assume a loan of \$50,000 and will issue Taylor 1,000 shares of capital stock at \$100 per share.

No transfer of money is involved in requested voluntary transfer of control of licensee corporation for WSGN, Birmingham, Ala., from Ruth Lawson Hansom, executrix and C. B. Hansom, Jr., and Henry P. Johnston, executors, under the will of Victor H. Hansom, deceased to Ruth Lawson Hansom, Henry P. Johnston, Clarence B. Hansom, Jr., James E. Chappell and Harry B. Bradley.

The same request was made for WJOT, Birmingham, Ala. Both stations are operated by the Birmingham News Co.

Stork News

Nathaniel Marks, copy editor in the NBC Press department, and Mrs. Marks were the parents yesterday of a five pound, eight ounce boy, their second child. Named Kenneth Burton, the baby was born at the Greenwich Hospital in Greenwich, Conn.

KNOW YOUR ABC's about KOA

Because of KOA's balanced fan fare . . . Local AND Network . . . Listeners just NATURALLY dial to 850 for the best in MUSIC . . . COMEDY . . . DRAMA and NEWS. KOA leads the way . . . NIGHT and DAY.

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

INDIANA UNIVERSITY
LIBRARY
DEC 26 1945

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 56

NEW YORK, N. Y., THURSDAY, DECEMBER 20, 1945

TEN CENTS

Announce FM Allocations

Radio-Phone Network Set To Undergo Trials

Plans for exhaustive trials of mobile radio-telephone service along three great highway routes, two of them reaching out from New York, were announced by the Bell System yesterday.

The intercity routes total nearly 10,000 miles and include the run from New York to Albany and Buffalo, New York and Boston, and Chicago and St. Louis, via Ottawa, Peoria and

(Continued on Page 4)

Award Promotion Prizes To Three Midwest Outlets

Three midwestern stations were awarded plaques for skill and ingenuity in exploiting the daytime transcribed serial, "Linda's First Love," in a recent regional Kroger Grocery and Baking Company promotion.

Stations receiving top honors were WBNS, Columbus; WCHS, Charleston, W. Va.; WOOD, Grand Rapids, Mich. In addition to station plaques,

(Continued on Page 4)

Applicants In Jacksonville Listed For Joint Hearing

Washington Bureau, RADIO DAILY

Washington—FCC yesterday added the Florida Broadcasting Company, operators of WMBR, to the list of applicants for facilities in Jacksonville, Fla., for which a consolidated hearing is scheduled. WMBR had applied to change operation to 1460 kilocycles, five kilowatts, unlimited.

Also designated for a hearing in a

(Continued on Page 2)

Kiddie Party

Helen Post, regular women's commentator on WNYC, whose "Save, Salvage, Survive" was a boon to wartime stretching of clothing, will play host again this Christmas to hundreds of children of veterans still overseas. Miss Post's party Saturday morning will be aired from 10 to 10:30, with kiddies and their mothers joining in the pre-holiday broadcast.

Romantic

"Ladies Be Seated" will introduce a new wrinkle today on the regular broadcast when a contestant will be selected from the audience, blind-folded and requested to sing "Happy Birthday" to "pair of blondes." Contestant will be led out of the building, and to Hubert's Museum in Mid-town, where he will serenade "Peaches & Fifi," of the Flea Circus!

P. A. Plans Survey Of Program Needs

Press Association Inc., radio news subsidiary of the Associated Press, will soon begin a continuing cooperative analysis of both coverage and program needs among the more than 530 stations using the service. The plans were formulated at a three-day meeting in New York between PA's headquarters and field staffs.

Following the meeting, William J. McCambridge, vice-president and general manager, said, "Broadcasters are

(Continued on Page 2)

Wynn To Do 'Fire Chief' On 4 Texaco Programs

Ed Wynn's "Fire Chief" character, a feature which a decade or more ago earned national fame, will be revived when the comedian appears on four consecutive Sunday programs of the "Texaco Star Theater," starting Jan. 6, 9:30 p.m., over CBS. Otherwise,

(Continued on Page 5)

Information Value Of Radio Seen By London U. N. Meet

Washington Bureau, RADIO DAILY

Washington—Free flow of information and ideas through radio and other media has received general approval in preliminary discussions of the United Nations Educational and Cultural conference in London, one of the delegates reported yesterday. Terming the conference a "historic and successful event in man's march toward peace," Representative Chest-er Earl Merrow outlined a 12-point

All U. S. Included In 'Tentative' Pattern For Rural & Metropolitan Channels; Commission Calls Plan 'Guide'

Washington—Tentative allocation pattern for metropolitan and rural FM channels covering the entire country was announced yesterday by the FCC. The number of channels listed for each city or area normally exceeds the number of existing AM stations by from 50 to 100 per cent, a breakdown shows.

Pending applications for FM stations were also considered by the FCC, particularly for cities where no AM stations now exist.

The allocation plan uses as a basis an effective radiated power of 20 kilowatts and antenna height of 500 feet above average terrain, and the separation of co-channel stations varies from

that required by ground wave interference (principally in the Eastern United States) to the separation required for freedom from tropospheric interference one per cent of the time

(Continued on Page 6)

Gen. Parks To Head Public Relations Bur.

Washington—Assignment of Maj. Gen. Floyd L. Parks as director of the War Department's Bureau of Public Relations was announced yesterday by the War Department. As director of the bureau, General Parks is in charge of the dissemination of all Army news and pictures to newspapers, magazines and radio stations.

W. E. Executives Leave For Distant Branch Posts

D. D. Wight, resident manager of Western Electric Company of Asia, China Branch, left New York for the West Coast Monday, Dec. 17, enroute

(Continued on Page 5)

Radio Commended In Price Report

Washington Bureau, RADIO DAILY

Washington—In his final report to the President, the former Director of Censorship, Byron Price, hailed the voluntary censorship entered into by the American radio and press, as a

(Continued on Page 2)

New Station Granted In Marietta, Georgia

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday granted application of Chattahoochee Broadcasters for construction of a

(Continued on Page 2)

Service

As a service to homeward-bound workers and shoppers, particularly those living in outlying suburban areas in New Jersey and Long Island, WOR last night broadcast regularly up-to-the-minute weather reports on the heavy snows that blanketed the northeastern part of the U. S., as well as bus and train schedules and existing road conditions.



Vol. 33, No. 56 Thurs., Dec. 20, 1945 Price 10 Cts.

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

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

Press Association Plans Survey of News Needs

(Continued from Page 1) rightly assuming and demanding more responsibility; they are setting higher standards in the handling and treatment of news over the air. It is our purpose to cooperate with them in every way possible with their problems of coverage and service.

Two Sponsors Renew On WEAJ Daytime Shows

The Colgate-Palmolive-Peet Company, for Super Suds, has renewed participation in three WEAJ air shows: the Pat Barnes "Morning in Manhattan" program (Fridays 7:05 a.m., EST); the "Jack Arthur" program (Mon., Tues., Wed. and Thurs. 8:15 a.m.) and the "Maggi McNellis" show (Monday through Friday, 12:15 p.m.).

The 52-week contract, effective Jan. 1, was handled by William Esty and Company, Inc.

Participation in the Pat Barnes "Morning in Manhattan" program was renewed by the United Fruit Company. Contract is for 52-weeks, starting Dec. 24. Batten, Barton, Durstine and Osborn is the agency.

20 YEARS AGO TODAY

(December 20, 1925)

As part of a demonstration of the telephone art by an AT&T. Co. official, the first broadcast involving transcontinental circuits and including a Havana station is made.

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

Radio Commended In Report By Price

(Continued from Page 1)

vital contribution to the winning of the war. "It kept," he said, "an inestimable amount of information from the enemy and thereby saved the lives of countless American and Allied soldiers, sailors and marines."

Citing the invasion of France and the atomic bomb as the best kept military and scientific secrets respectively, Price continued, "The value of the self-censorship program, however, rested not alone on a few spectacular achievements . . . but on the continuous day by day restraint by editors and broadcasters."

Praising the press and radio throughout the 154-page report, Price said the voluntary system in this country was fully as successful as the compulsory system of Canada and Great Britain.

Smith Named Vice-Pres. Of Philco Corporation

David B. Smith, director of the Philco research division since 1941 and an expert on radio, radar and television, has been appointed vice-president in charge of engineering of the Philco Corporation, it was announced yesterday by John Ballantyne, president.

Smith joined Philco in 1934 after completing his engineering study at the Massachusetts Institute of Technology. Serving first as a patent engineer on radio television and other applications of electronics, he was later placed in charge of a special advanced studies group in the Philco research and engineering department. He was appointed technical consultant to the vice-president in charge of engineering in 1938, and was promoted to director of research in 1941. In this capacity, he directed the fundamental microwave and ultra-high frequency research that led to the production of many important types of airborne radar used by the Army and Navy.

The new Philco executive has also taken an active part in the development of television, having been an original member of the television committee of the Radio Manufacturers, and chairman of the panel 9 of the National Television Systems Committee in 1940. In November of this year Smith was named chairman of the new television systems committee of the RMA at the association's Fall meeting.

New Station Granted In Marietta, Georgia

(Continued from Page 1)

new standard station in Marietta, Ga., after denying application by Marietta Broadcasting Co. for the same facilities. The FCC, said Marietta, failed to make an appearance at the consolidated hearing and information was later received that the company's owner, Virgil V. Evans has died.

The Commission also noted that Dalton Broadcasting Co., Licensee of WBLJ, Dalton, Ga., did not appear before the hearing. It was pointed out that although simultaneous operation of WBLJ and the proposed new station would result in interference, it would be outweighed by the service gains.

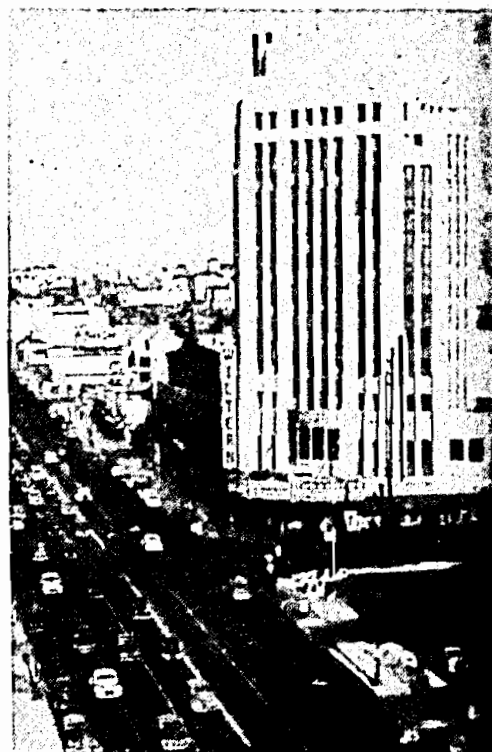
Owners of Chattahoochee license were listed as Fred B. Wilson and Channing Cope.

The new station will operate on 1230 kilocycles power of 250 watts. The FCC said the new station would offer a new daytime service to a population of 77,674 and a new nighttime service to a population of 16,732. The interference, FCC said, would affect a maximum of 826 of total of WBLJ listeners, all of whom receive service from WSB in Atlanta and 705 potential listeners within the contour of the proposed station.

Applicants In Jacksonville Listed For Joint Hearing

(Continued from Page 1)

consolidated proceeding are: Thomaston Broadcasting Co., Columbus Broadcasting Co., Muscogee Broadcasting Co., Chattahoochee Broadcasting Co., A. Frank Katzentine, Palm Beach Broadcasting Corp., and City of Sebring.



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 IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

WCOP

*to move to Boston's
newest and finest
broadcasting studios.*

WCOP, Boston's most progressive radio station will soon be moving into Boston's most modern building.

We need this new home. As a Cowles station, we are growing so rapidly that our old quarters are breaking out at the seams.

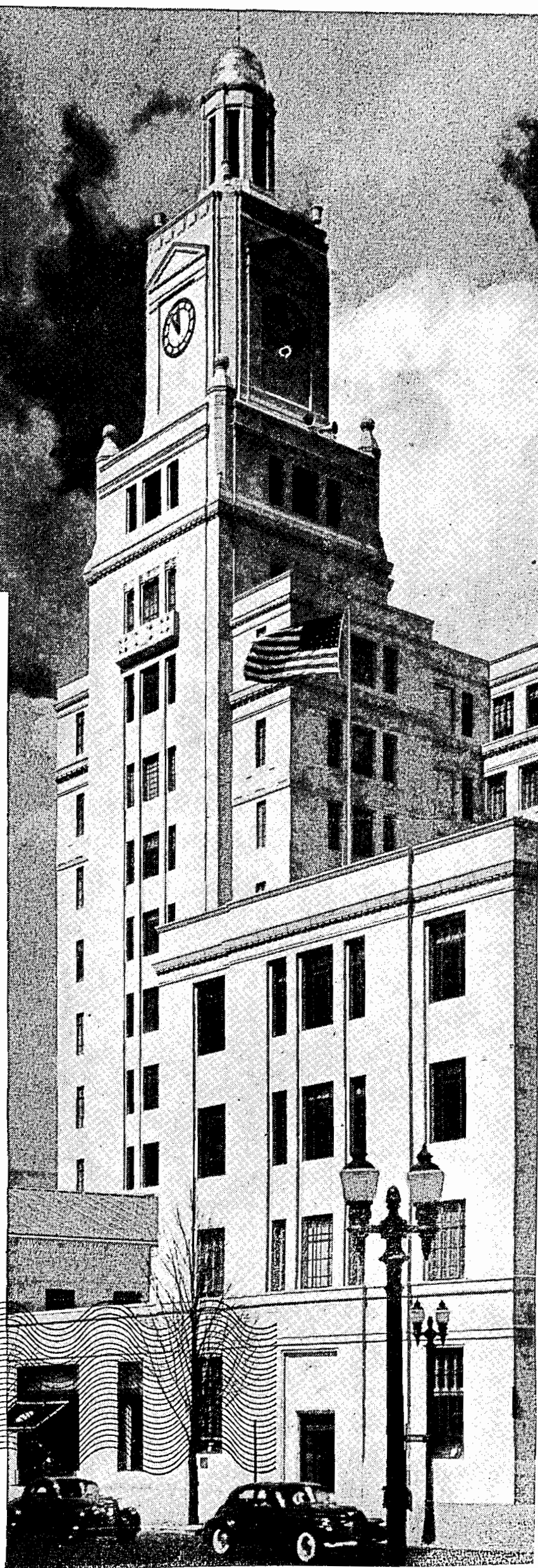
So we're getting ready to set up shop in the New England Mutual Life Insurance Building.

It's a brand-new, air-conditioned building. Newly designed ultra-modern studios now under construction will be a worthy home for the leading network and local programs which are zooming WCOP to leadership in New England radio.

If you're a Bostonian, you'll know this new location: it was Boston's famous Red Cross Blood Donor Center during the war. If you're not a Bostonian, you'll have no trouble finding us when we move. It's the most imposing building in town.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston





California Commentary

● ● ● Jerry Lawrence, who left New York to emcee the "Meet The Missus" show, has already joined the ranks of Hollywood home owners. By the way, the Stork is due to "Meet The Missus" (Mrs. Jerry Lawrence), in a few days. Leo Tyson, who is business manager for several radio

Los Angeles

personalities, has bought an acre of ground in Benedict Canyon and will build a home there. Wallace L. Kadderly, farm director of KGW, Portland, was a famous quarter-mile runner at Oregon State College and the quarter-mile record he established while in school still stands. He joined KGW after being radio director of the U. S. Department of Agriculture for several years. Betty Mears, staff writer at KOMO, Seattle, has been visiting NBC's Hollywood headquarters and attending rehearsals and broadcasts. Incidentally, W. W. Warren, who was a Naval lieutenant, has resumed his old duties as program director at KOMO. Ed Thompson, who was radio editor of the Milwaukee Journal for several years and who was a lieutenant commander in the Navy, has joined the Earle Ferris Associates. Jennings Pierce, NBC Western division station relations manager, is still enthused over the Army-Notre Dame football game he saw televised at NBC in New York and his pheasant hunting jaunt at Medford, Ore., with Art Adler, commercial manager of KMED, Medford.

★ ★ ★

● ● ● Hal Carlock, who publicizes radio personalities as a member of Bob Hall's ABC Western division press department, got a little publicity t'other night. He was in the studio listening to Lum 'n' Abner doing their show, when Lum looked at Dink Trout and said, "I've never seen a littler man than you—unless it was Hal Carlock." Arthur Bright, former part owner and manager of KFPY, Spokane, Wash., is set to be the new manager of KHQ, Spokane, when the FCC approves the deal the Cowles Publishing Company has made to purchase the outlet from Louis Wasmer. Hedda Hopper topped and stopped the Bill Tilden-Fred J. Perry match when she stepped into her box at the Los Angeles club. Tilden and Perry, along with 3,000 fans, looked at Hedda, who was wearing a pink pill-box hat, adorned by two 18-inch feathers.

★ ★ ★

● ● ● Bill Moyes, veteran radio editor of the Portland Oregonian, who has been touring Southern California in his trailer, sold the trailer at a neat profit and has returned to Portland. Dick Fehr, of Doherty, Clifford and Shenfield, New York, is due here Jan. 1 to sound the advance drums for the arrival of Alan Young, who will do several shows on the Coast, starting Jan. 8. Noel Corbett has also been engaged to aid in the local publicity work on the Young show. Bob Burns and Charles "Chuck" Collins, blind pianist and singer, heard over ABC, entertained Dec. 14 for the members of the McKinley Home for Boys. Don Stanley, who has been in the Navy, has rejoined NBC Western division as an announcer.

Award Promotion Prizes To Three Midwest Outlets

(Continued from Page 1)
individuals handling the promotion for their respective stations will receive Gruen watches. Recipients are Jerome Reeves, WBNS; John Sinclair, Jr., WCHS; and Miss Lenore Little, WOOD.

The following five stations received honorable mention: WIRE, Indianapolis; WLW, Cincinnati; WOWO, Ft. Wayne; KDKA, Pittsburgh, and WIBA, Madison, Wis.

Twenty of the 27 stations carrying the program submitted entries.

Radio-Phone Network Set To Undergo Trials

(Continued from Page 1)
Springfield, Ill. It is felt at this time that with establishment of the services it will be possible for any suitably equipped vehicle or boat on nearby waterways to make and receive any phone call connected with the lines of the Bell System.

Applications for authority to establish the first stations on the Chicago-St. Louis route have already been placed before the FCC and others are expected to be made soon.

AGENCIES

PHILOSOPHICAL LIBRARY, INC., New York, book publishers, has appointed Charles M. Storm Co., Inc., to direct its advertising, effective January 1. The publishing concern issues books on philosophy, science, the arts, religion, politics, education, sociology and similar subjects, as well as special encyclopedias and dictionaries.

WALTER WIDLAR has been appointed general manager of the Mec-Rad Division of Black Industries, Cleveland, Ohio, by F. G. Gepfert, Chairman of the Board. Widlar has been a project engineer for the Mec-Rad Division since Nov. 1944. For 10 years he was Relay Facilities Engineer for The WGAR Broadcasting Company of Cleveland, and achieved national recognition for the design and development of ultra high frequency mobile broadcasting equipment.

JAMES O. WELCH COMPANY, Cambridge, Mass., makers of Welch's Quality five-cent candies, has appointed Charles W. Hoyt Company, Inc., New York City, as their advertising agency, effective January 1, 1946. The Welch line includes Welch's Fudge Bar, Welch's Coconut Bar, Rum Frappe and Sugar Daddy Twins.

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th to 41st STREETS
WALTER JACOBS



Frankie Masters
records for
LANG-WORTH

NBC

Radio-Recording Division



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

SERVICE OF RADIO CORPORATION OF AMERICA

London Conference Studies Radio Media

(Continued from Page 1)

all mankind is not an enemy who can be overcome by such weapons. The enemy to whom I refer appears in many disguises and under a variety of names. He is often cloaked in prejudice and bigotry. Sometimes he assumes the shape of lying propaganda.

"Beneath these outward forms he remains forever the same. His name is ignorance. He can be conquered by only one weapon, the weapon of freedom and unfettered truth."

The London conference was called to write the constitution for the United Nations educational, scientific and cultural organization. Merrow's speech was aired over CBS.

Returning GI The Theme Of 'You Make The News'

The misadventures of a typical GI returning home from the war will set the theme for the sixth program of the "You Make the News" series, presented today over Mutual in cooperation with the editors of Newsweek Magazine. The broadcast will mark the third of this series to be used as an implement of study for undergraduates studying radio technique at NYU's Washington Square College.

KGCX Joins Mutual Web

KGCX, Sidney, Montana, joins the Mutual network as a full time affiliate, effective December 20, it was announced this week. Station, owned by E. E. Krebshech, is a 1000-watt outlet on 1480 kc.

Send Birthday Greetings To—

Dec. 20

- | | |
|-----------------|--------------|
| Harold Anderson | Carol Bowers |
| Fred Fiorito | Hal Gordon |
| Jeanne Harrison | Al Kanner |
| Joseph Littau | Bob Prescott |

W. E. Executives Leave For Distant Branch Posts

(Continued from Page 1)

to his post in Shanghai. Mr. Wight, who served during the war as commander in the Navy, was stationed in Chungking during most of his war service.

R. R. Abarbanell, resident manager of the Philippine branch of Western Electric Company of Asia, is enroute to Manila to resume charge of the Philippine Offices he relinquished when captured by the Japs at the fall of Manila in 1942. Mr. Abarbanell spent three and a half years internment in the famous Santo Tomas internment camp before his rescue last April.

Wynn To Do 'Fire Chief' On 4 Texaco Programs

(Continued from Page 1)

format of the program, featuring James Melton, Annamary Dickey and David Broekman's orchestra, will remain unchanged.

SEASON'S GREETINGS

From

LARRY MARKS

Co-Head Writer
"Duffy's Tavern"

WDOD

 SINCE 1925*

THE BEGINNING OF RADIO IN CHATTANOOGA

CBS

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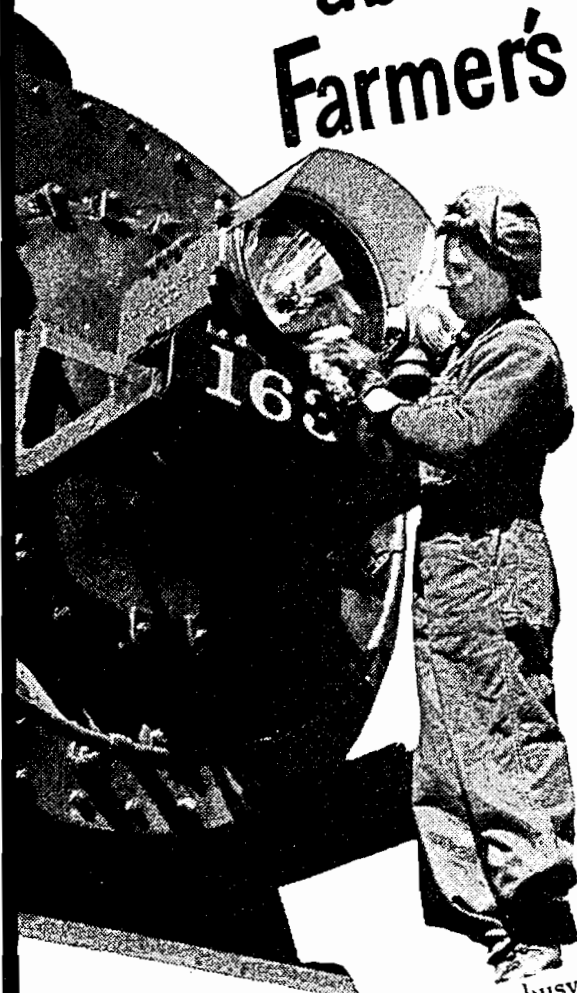
First in Chattanooga

Exclusive!

CHI' BEARS '45 FOOTBALL W-I-N-D CHICAGO

60 Kc. 5000 WATTS

D'ja hear the one about the Farmer's Daughter



...WORKING ON THE RAILROAD?

A lot of daughters have been busy working these past years in Iowa . . . and a lot of them will continue on . . . because there's no reconversion relapse here. Wheat to meat . . . pens to plows . . . Iowa continues to go its busy way . . . with a happy balance between agriculture and industry. This diversified, steady-working market is the audience you reach on WMT . . . as Eastern Iowa's most popular and only CBS station and with the distinction of having the largest daytime primary area of any station in the state.



Represented by KATZ AGENCY

Announce FM Allocations

New York Leader With Twenty Bands

(Continued from Page 1)

or less (principally in Western areas). In general, in the FCC's plan the separation of stations increases toward the Western part of the country where the expected demand for channels will be less, and where added protection for weak signals will be provided.

Since in many cases, it is likely that the service areas established will be smaller than that provided by 20 kilowatts effective radiated power and 500-foot antenna heights, the number of metropolitan channels available for assignment may be increased, the FCC said.

It is also probable, the Commission added, that many existing standard stations may be assigned community channels, increasing the number of unused metropolitan channels in the area. Ten community channels may provide as many as five such assignments in some cities, depending upon the demand for such facilities in the area.

Under the allocation plan only a few channels have been designated for a number of small cities, particularly in the West, since, the FCC pointed out, it appears that this would supply the probable demand. In such cases, the FCC added, more channels are available for assignment and will be provided where required.

In several instances, the FCC noted, there appears a lack of sufficient channels to meet the probable need for assignments. When the demand grows in these areas, it is usually possible to reallocate channels from adjacent areas where the demand is less and where service may already be sufficient.

As a result, the FCC said, a lack of channels listing for a particular locality does not necessarily mean that a channel cannot be made available there, should the need develop.

FCC declared the plan is a "Guide" for the manner in which the Commission expects to allocate FM channels throughout the country.

Terming the plan "tentative," the FCC said it will not be followed in a "hard and fast manner," and departures will be made from the plan, "wherever it is found desirable or necessary to do so."

Channel listing for the major cities show:

New York: Channels 221, 223, 225,

227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259.
San Francisco: 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255.

Los Angeles: Channels 223 to 261, inclusive.

Washington, D. C.: 229, 231, 233, 263, 265, 267, 269, 271.

Chicago: 221, 223, 225, 227, 229, 231, 233, 235, 241, 245, 247, 249, 253, 255, 257, 259, 261.

Boston: 221, 223, 225, 227, 229, 231, 233, 235, 264, 266.

Detroit: 14 channels, 242 to 266, inclusive, and 274 and 276.

Cleveland: Seven channels, 222 to 234, inclusive.

Philadelphia: 15 channels, 242 to 266, inclusive, and 274 and 276.

Number of channels for other cities follows:

Alabama—Anniston: (Includes Gadsden), one; Bessemer (see Birmingham) Birmingham (includes Bessemer), 5; Decatur, one; Dothan, 2; Gadsden, (see Anniston); Huntsville, one; Mobile, 4; Montgomery, 3; Muscle Shoals, 2; Opelika (see also Columbus, Ga.), one; Selma, 2; Sylacauga (see also Talladega), one; Talladega (see also Sylacauga), one; Tuscaloosa, 2.

Arizona: Globe, 2; Lowell, 2; Phoenix, 5; Prescott, 2; Safford, 2; Tucson, 4; Yuma, 2.

Arkansas: Blythesville (see also Jonesboro), 2; Eldorado, 2; Fort Smith, 2; Helena, 2; Hot Springs, 3; Jonesboro (see also Blythesville) 2; Little Rock, 5; Pine Bluff, one; Siloam Springs, 2.

California: Bakersfield, 3; Chico, 2; El Centro, 2; Eureka, 2; Fresno, 5; Marysville, 2; Merced, 2; Modesto, one; Monterey, one; Palm Springs, 2; Redding, 3; Riverside, 2; Sacramento, 5; Salinas, one; San Bernardino, 2; San Diego, 5; San Jose, 2; San Luis Obispo, 2; Santa Barbara, 3; Santa Maria, 2; Santa Rosa, 2; Stockton, 2; Visalia, 2; Tulare, 2; Watsonville, 2.

Colorado: Alamosa, 222, 224; Colorado Springs, 265, 267, 269, 271; Denver, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263; Durango, 226, 228; Grand Junction, 230, 232; Greeley, 276, 278; La Junta, 233, 235; Pueblo, 273, 275, 277, 279; Sterling, 272, 274.

Connecticut: Bridgeport (includes Danbury), 265, 267, 269; Danbury,

(see Bridgeport), Hartford (includes Meriden), 226, 228, 230, 232, 234, 236; Meriden, (See Hartford); New Haven, 5; New London, 2; Stamford, Blank; Waterbury, 4.

Delaware: Wilmington (includes Bridgeton, N. J.), 3.

District of Columbia: Washington, 221.

Florida: Daytona Beach, 2; Fort Myers, 2; Fort Lauderdale, 2; Gainesville, 2; Jacksonville, 5; Key West, 2; Lakeland, 2; Miami: Miami Beach, 6; Ocala, 2; Orlando, 3; Palm Beach, 2; Pensacola, 3; St. Augustine, 2; St. Petersburg, 3; Sarasota, 2; Tallahassee, 2; Tampa, 3; West Palm Beach, 2.

Georgia: Albany, 3; Athens, 2; Atlanta, 5; Augusta, 3; Brunswick, 2; Cedartown (includes Dalton), 2; Columbus (see also Opelika), 3; Cordele, 2; Dalton, (see Cedartown and Rome); Dublin, 2; Gainesville, one; Griffin, 2; La Grange, 2; Macon, 4; Moultrie, 2; Rome, 2; Savannah, 4; Thomasville, 2; Toccoa, one; Valdosta, 2; Waycross, 2; West Point, one.

Idaho: Boise, 3; Idaho Falls, 2; Lewiston, 2; Nampa, 2; Pocatello, 2; Twin Falls, 2; Wallace, 2.

Illinois: Aurora (includes Joliet), 2; Bloomington, 2; Cairo, one; Carbonale, one; Carthage, 2; Champaign, (see Urbana); Chicago, Blank; Decatur, 2; East St. Louis, (see St. Louis, Mo.); Elgin (see Chicago); Evanston (see Chicago); Freeport, one; Galesburg, 2; Harrisburg, 2; Herrin, 2; Jacksonville, 2; Joliet, (see Aurora); Kankakee, one; Mt. Vernon, one; Peoria, 4; Quincy, 2; Rockford, one; Rock Island (see also Davenport, Iowa), one; Springfield, 3; Tuscola, 2; Urbana (includes Champaign), 3; Waukegan, one.

Indiana: Anderson, (see Indianapolis); Columbus, one; Connersville, one; Elkhart, 2; Evansville (includes Henderson and Owensboro, Ky), 2; Fort Wayne, 3; Hammond, 2; Indianapolis (includes Anderson), 7; Kokomo, 2; Lafayette, 2; Marion, one; Muncie, 2; Richmond, one; South Bend, 2; Terre Haute, 2; Vincennes, 2; West Lafayette, one.

Iowa: Ames, one; Boone, 2; Burlington, one; Cedar Rapids, 2; Clinton, one; Davenport (see also Rock Island, Ill.), 2; Decorah, 2; Des Moines, 5; Dubuque, 3; Fort Dodge, 2; Iowa City, 2; Marshalltown, 2; Mason City, 2;

Smaller Localities Given Fewer Channels

Ottumwa, 2; Shenandoah, 3; Sioux City, 3; Spencer, 2; Waterloo, 2.

Kansas: Atchison, 2; Coffeyville, 2; Dodge City, 2; Emporia, 2; Gardner City, 2; Great Bend, 2; Hutchinson, 2; Kansas City, (see Kansas City, Mo.) Lawrence, 2; Manhattan, 2; Pittsburg, 2; Salina, 2; Topeka, 2; Wichita, 5.

Kentucky: Ashland, (see Huntington, W. Va.); Bowling Green, 2; Harlan, 2; Henderson, (see Evansville Ind.); Hopkinsville, 2; Lexington, 2; Louisville, 7; Owensboro, (see Evansville, Ind.); Paducah, 2; Winchester, 2.

Louisiana: Alexandria, 3; Baton Rouge, 3; Lafayette, 2; Lake Charles, 2; Monroe, 3; New Orleans, 7; Shreveport, 5.


Maine: Augusta, 3; Bangor, 4; Lewiston, 2; Portland, 3; Presque Isle, 2.

Maryland: Baltimore, 9; Cumberland, 2; Frederick, one.

Massachusetts: Fall River, (in

(Continued on Page 7)

More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England's Number One Station.



WTAG
WORCESTER

THERE'S ONLY
1
EMPIRE STATE
BUILDING
but
WHN REACHES **2** NEW YORKS!

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

WHN

Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—
Loew's Affiliate

J. GERSON SHAFF, C.P.A.

Specializing in Tax Matters for Radio, Theatre and Film Artists

Takes Pleasure in Announcing that

MARTIN COHEN, B.B.A.

recently returned from the Armed forces, has joined his staff.

565 Fifth Avenue PLaza 3-5916 New York 17, N. Y.

Wanted

Advertising man for radio network. Space and direct mail experience. Idea man, do layouts, know typography, production. Send resume to Box 245, Radio Daily, 1501 Broadway, New York 18, N. Y. State salary, please.

FM Channels Exceed AM Bands By 50 To 100%

Station-Separation Shows Increase In West U. S.

(Continued from Page 6)

ides New Bedford), 3; Haverhill, e; Holyoke (includes Springfield), Lawrence, one; Lowell, one; New Bedford, (see Fall River); North Adams, one; Pittsfield, one; Springfield, (see Holyoke); Worcester, 4; Boston, 221.

Michigan: Ann Arbor, 2; Battle Creek (includes Kalamazoo), 2; Bay City (includes Saginaw), 3; Benton Harbor, one; Cadillac, one; Calumet, Detroit, 221; East Lansing (includes Lansing), 3; Escanaba, 2; Flint (includes Lapeer), 4; Grand Rapids, 2; Kalamazoo (see Battle Creek); Lansing, (see East Lansing); Lapeer, (see Flint); Ludington, 2; Marquette, 2; Muskegon, 2; Pontiac, (see Detroit); Port Huron, 2; Royal Oak, (see Detroit); Saginaw, (see Bay City); Sault Ste. Marie, 2; Traverse City, 2; Wyandotte, (see Detroit).

Minnesota: Albert Lea, one; Duluth (includes Superior, Wis.), 3; Fergus Falls, 2; Hibbing, 2; Mankato, 2; Minneapolis (includes St. Paul), 12; Moorhead, see also Fargo, N. D. 2; Northfield, 2; Rochester, 2; St. Cloud, St. Paul (see Minneapolis); Virginia, 2; Willmar, 2; Winona, 2.

Mississippi: Clarksdale, 2; Columbus, 2; Corinth, 2; Greenville, 2; Greenwood, 2; Gulfport, 2; Hattiesburg, 2; Jackson, 5; Laurel, 2; Meridian, 2; Natchez, 2; Tupelo, 2; Vicksburg, 2.

Missouri: Cape Girardeau (see Cairo, Ill.), 3; Clayton, (see St. Louis); Columbia, 2; Hannibal, 2; Jefferson City, 2; Joplin, 2; Kansas City (includes Kansas City, Kansas), 8; Poplar Bluff, 2; St. Joseph, 2; St. Louis (includes Clayton), 9; Sedalia, 2; Springfield, 5.

Montana: Billings, 2; Bozeman, 2; Butte, 2; Great Falls, 2; Helena, 2; Miles City, 2; Missoula, 2; Sidney, 2.

Nebraska: Fremont (see also Omaha), one; Grand Island, 2; Hastings, 2; Kearney, 2; Lincoln, 4; Norfolk, 2; North Platte, 2; Omaha (see also Fremont), 7; Scotts Bluff, 2.

Nevada: Boulder City, 2; Las Vegas, 3; Reno, 3.

New Hampshire: Claremont, one; Concord, one; Manchester, 2; Mount Washington, 4; Portsmouth, one.

New Jersey: Alpine, (see Newark); Bridgeton, (see Wilmington, N.J.); Camden, (see Philadelphia); Irving Township (see Trenton); Jersey City, (see New York); Newark, (see New York); Paterson, (see Newark); Trenton (includes Ewing Township); 3.

New Mexico: Albuquerque, 4;

Carlsbad, 2; Clovis, 2; Gallup, 2; Hobbs, 2; Las Vegas, 2; Roswell, 2; Santa Fe, 2; Tucumcari, 2.

New York: Albany (includes Schenectady and Troy), 221, 12; Auburn, (see Syracuse); Batavia, 2; Binghamton, 2; Brooklyn, (see New York); Buffalo (includes Niagara Falls), 10; Coram, (see New York or possibly Connecticut channels); Corning (see also Elmira), one; Dunkirk, 2; Elmira, (see also Corning), one; Gloversville, one; Hornell, one; Ithaca, 2; Jamestown, 2; Massena, 2; Mt. Vernon, (see New York); Niagara Falls, (see Buffalo); Ogdensburg, one; Plattsburg, 2; Rochester, 6; Saranac Lake, 2; Schenectady, (see Albany); Syracuse (includes Auburn), 7; Troy, (see Albany); Utica, 3; Watertown, 2; West New Brighton, (see New York); White Plains, (see New York); Woodside, (see New York).

North Carolina: Asheville, 3; Burlington, one; Charlotte (see also Gastonia, 4; Concord, (see also Salisbury), one; Durham, one; Elizabeth City, 2; Fayetteville, one; Gastonia (see also Charlotte), one; Goldsboro, one; Greensboro (see also High Point and Winston-Salem), 3; Greenville, 2; Henderson, one; Hickory, one; High Point (see also New Bern), 2; New Bern (see also Kinston), one; Jacksonville, 2; Raleigh, 3; Roanoke Rapids, (see also Rocky Mount), 2; Rocky Mount (see also Roanoke Rapids), 2; Salisbury, one; Washington, one; Wilmington, 2; Wilson, one; Winston-Salem (see also Greensboro and High Point), 4.

North Dakota: Bismarck (includes Mandan), 4; Devil's Lake, 2; Fargo (see also Moorhead, Minn.), 2; Grand Forks, 4; Jamestown, 2; Mandan, (see Bismarck); Minot, 2; Valley City, 2.

Ohio: Akron (includes Tallmadge), 3; Alliance (includes Canton), 3; Ashland, 2; Ashtabula, (see Erie, Pa.); Athens, one; Canton, (see Alliance); Cincinnati (includes Hamilton), 9; Cleveland (includes Lorain), 7; Columbus, 8; Dayton (includes Springfield), 5; Findlay, one; Freemont, (see Toledo); Hamilton, (see Cincinnati); Lorain, (see Cleveland); Mansfield, 2; Marion, 2; Newark (includes Zanesville), 2; Portsmouth, (see Huntington, W. Va.); Springfield, (see Dayton); Steubenville (see Wheeling, W. Va.); Tallmadge, (see Akron); Toledo (includes Fremont), 4; Warren, 2; Wooster, 2; Youngstown, (see

Sharon, Pa.); Zanesville, (see Newark).

Oklahoma: Ada, 2; Ardmore, one; Bartlesville, one; Elk City, 2; Enid, 2; Lawton, 2; Muskegee, 2; Norman, (see Oklahoma City); Oklahoma City (includes Ponca City and Norman), 7; Okmulgee, 2; Ponca City (see Oklahoma City or Tulsa); Shawness, 2; Tulsa, 5.

Oregon: Albany, 2; Astoria, 2; Baker, 2; Bend, 2; Coos Bay, 2; Corvallis, (see also Albany), one; The Dalles, 2; Eugene, 2; Grants Pass, 2; Klamath Falls, 3; La Grande, 2; Medford, 2; Pendleton, 2; Portland (see also Vancouver, Wash.), 12; Roseburg, 2; Salem, 2.

Pennsylvania: Allentown (includes Bethlehem and Easton), 4; Altoona, 2; Beaver Falls, (see Pittsburgh), Bethlehem (see Allentown); Bradford, one; Butler, (see Pittsburgh); Cleveland, (see Dubois); Easton (see Allentown); Erie (includes Ashtabula, Ohio), 4; Glenside, (see Phila.); Greensburg, 2; Harrisburg, 6; Johnstown, 2; Lancaster, 2; Lewistown, 2; Meadville (see Sharon); Newcastle (see Sharon); New Kensington, (see Pittsburgh); Pittsburgh (includes New Kensington, Beaver Falls, and Butler, Pa.), 8; Reading, 4; Scranton (includes Wilkes-Barre), 9; Sharon (includes Warren and Youngstown, Ohio, Meadville and New Castle), 5; State College, 2; Sunbury, 2; Uniontown, 2; Washington, 2; Wilkes-Barre, (see Scranton); Williamsport, 2; York, 5.

Rhode Island: Pawtucket, (see Providence); Providence, 6.

South Carolina: Anderson, 2; Charleston, 3; Columbia (see also Sumter), 4; Conway, one; Florence, one; Greenville (see also Spartanburg), 3; Greenwood, 2; Rock Hill, one; Spartanburg, (see also Greenville), 2; Sumter, (see also Columbia), 2.

South Dakota: Aberdeen, 2; Pierre, 2; Rapid City, 4; Sioux Falls, 4; Vermillion, 2; Watertown, 2; Yankton, 2.

Tennessee: Bristol (includes Johnson City and Kingsport), 4; Chattanooga (includes Cleveland), 6; Clarksville, 2; Cleveland, (see Chattanooga); Cookeville, 1; Jackson, 2; Johnson City, (see Bristol); Kingsport, (see Bristol); Knoxville, 5; Memphis, 6; Nashville, 6.

Texas: Abilene, 2; Amarillo, 3; Austin, 3; Beaumont, 3; Big Spring, 2;

New Grouping Not 'Hard And Fast' Says FCC

Brady, 2; Brownsville (includes Harlingen and McCallen and Weslaco), 6; Brownwood, 2; College Station, 2; Corpus Christi, 5; Corsicana, 2; Dallas, 6; El Paso, 2; Forth Worth, 5; Galveston, 2; Harlingen (Brownsville), Houston, 6; Huntsville, 2; Kilgore (includes Longview and Tyler), 4; Largo, 2; Longview (see Kilgore); Lubbock, 2; Lufkin, 2; Midland, 2; McCallen, (see Brownsville); Palestine, 2; Pampa, 2; Paris, 2; Pecos, 2; Plainview, 2; Port Arthur, 2; San Angelo, 2; San Antonio, 8; Sherman, 2; Sweetwater, 2; Temple, 2; Texarkana, 3; Tyler (see also Kilgore), one; Vernon, 2; Victoria, 2; Waco, 2; Waxahachie (see Dallas and Ft. Worth); Weslaco (see Brownsville); Wichita Falls, 2.

Utah: Cedar City, 2; Logan, 2; Ogden, 2; Price, 2; Provo, 2; Salt Lake City, 10.

Vermont: Burlington, 2; Rutland, one; St. Albans, 2; Waterbury, 2.

Virginia: Alexandria (see Washington, D. C.); Charlottesville, (includes Staunton), 2; Covington, 2; Danville, 2; Fredericksburg (see Washington, D. C.); Harrisonburg, 2; Lynchburg, 2; Martinsville, 2; Newport News, (see also Norfolk, Suffolk, and Portsmouth), 2; Norfolk (see also Newport News, Portsmouth and Suffolk), 2; Richmond, 8; Roanoke, 3; Staunton (see Charlottesville); Suffolk (see Newport News, Norfolk and Portsmouth).

Washington: Aberdeen, 2; Belling-

(Continued on Page 8)

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WIBG

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EAGLE PRO GAMES

TEMPLE HOME GAMES

PHILADELPHIA

HIS 21ST YEAR..

AND MORE POWERFULLY PROGRAMMED THAN EVER

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

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

COAST-TO-COAST

— NEW YORK —

NEW YORK—After three years in Navy as Communications Officer with LCI Groups, Lt. Robert G. Patt, USNR, has rejoined the WHN promotion dept. as associate with Robert F. Anthony. Patt will supervise sales presentations and research, while Anthony will continue station promotion, audience promotion and advertising head. . . . Irene Daye, the blonde symphony and former chirper with the Charlie Spivak and Gene Krupa orchestras, has joined the WHN "Gloom Dodgers" variety review as a regular vocalist. . . . Sam Taub, sportscaster for WHN, has been recently elected recording secretary of the Boxing Writers' Association.

— WASHINGTON —

SEATTLE—Reg Miller, upon his release from the Navy, has returned to KJR, to take over duties as chief announcer. During his three and one-half years in the service, he was Communications Officer on the staff of a Task Group Commander in the Pacific and participated in the Marianas, Palau and Philippine campaigns. . . . Spencer Green, recently released from the Navy as Lieut., has taken over his former work on KJR as promotion and publicity manager and public relations. . . . Dick Crombie, newscaster, after serving as a Lieutenant in the Naval Air Corps, has returned to KJR along with Frank Sheehan in the sales Dept.

— NEBRASKA —

LINCOLN—Gordon Grey, general manager of KFOR, Lincoln and KOIL, Omaha, addressed the students of the University of Nebraska Radio School last week, on "Agency-Sponsor-Station Relationship in the Post-war Radio Field." In his speech he emphasized the great need for a more accurate and dependable system of measuring not only the radio audience but the responsiveness of the audience. He stated that if free America is to survive, not only radio stations but sponsors and agencies must take an ever-increasing role in public service and international co-operation.

— INDIANA —

INDIANAPOLIS—Robert C. Schalk recently released from the Army, has joined the WBIC news staff. . . . "FRD 1070," a new program for Hoosier farmers, has been announced by Ed Mason, WBIC program director. County agents, farmers and farm organization representatives will participate in the program, broadcast from 1:00 to 1:30 p.m. Saturdays. News reporter of the program is Herb Overton, Jr., farm editor of the Indianapolis News, with Arnold Johnson as announcer.

OFF THE AIR

**REFERENCE RECORDINGS
IN CHICAGO**

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

Allocations For FM Set By FCC For Entire Nation

(Continued from Page 7)

ham, 2; Centralia, 2; Everett, 2; Longview, 2; Olympia, 2; Port Angeles, 2; Pullman, 2; Pasco, 2; Seattle, 12; Spokane, 6; Tacoma, 5; Vancouver, one; Walla Walla, 2; Wenatchee, 2; Yakima, 3.

West Virginia: Beckley, 2; Bluefield (includes Welch), 3; Charleston, 5; Clarksburg (includes Fairmont and Morgantown), 5; Fairmont (see Clarksburg); Huntington (includes Ashland, Ky.), 3; Logan, 2; Morgantown (see Clarksburg); Parkersburg, one; Welch (see Bluefield); Wheeling (includes Steubenville, Ohio), 4; Williamson, 2.

Wisconsin: Appleton, 2; Ashland, 2; Eau Claire, 2; Fond Du Lac, 2; Green Bay, 2; Greenfield Township (see Madison); Janesville, one; La Crosse, 2; Madison (includes Greenfield Township), 3; Manitowoc, 2; Marinette, 2; Medford, 2; Milwaukee, 12; Oshkosh, 2; Ponette, one; Racine, 2; Rice Lake, 2; Sheboygan, 2; Stevens Point, 2; Superior (see Duluth, Minn.); Wausau, 2; Wisconsin Rapids, 2.

Wyoming: Casper, 2; Cheyenne, 3; Powell, 2; Rock Springs, 2; Sheridan, 2.

Emmert Dies In Texas; Directed Farm Shows

San Antonio, Texas—Merton V. Emmert, farm and ranch program director for WOAI here, died suddenly on Dec. 12. He was 29. Prior to coming here several weeks ago, he was with WLW and WEAJ in a similar capacity. He was in farm radio work for the past seven years. He is survived by his wife and three daughters.

King George's Xmas Talk Set For 10 P.M. In Canada

Montreal—On the stroke of 10 o'clock in Canada, as the "Empire Broadcast" is concluded in London, His Majesty, the King, will bring Christmas morning message to the people of the United Kingdom, the Dominions overseas, to India and the Empire. His Majesty's address will be heard over a special CBC network, Tuesday, Dec. 25, at 10 a.m., EST.

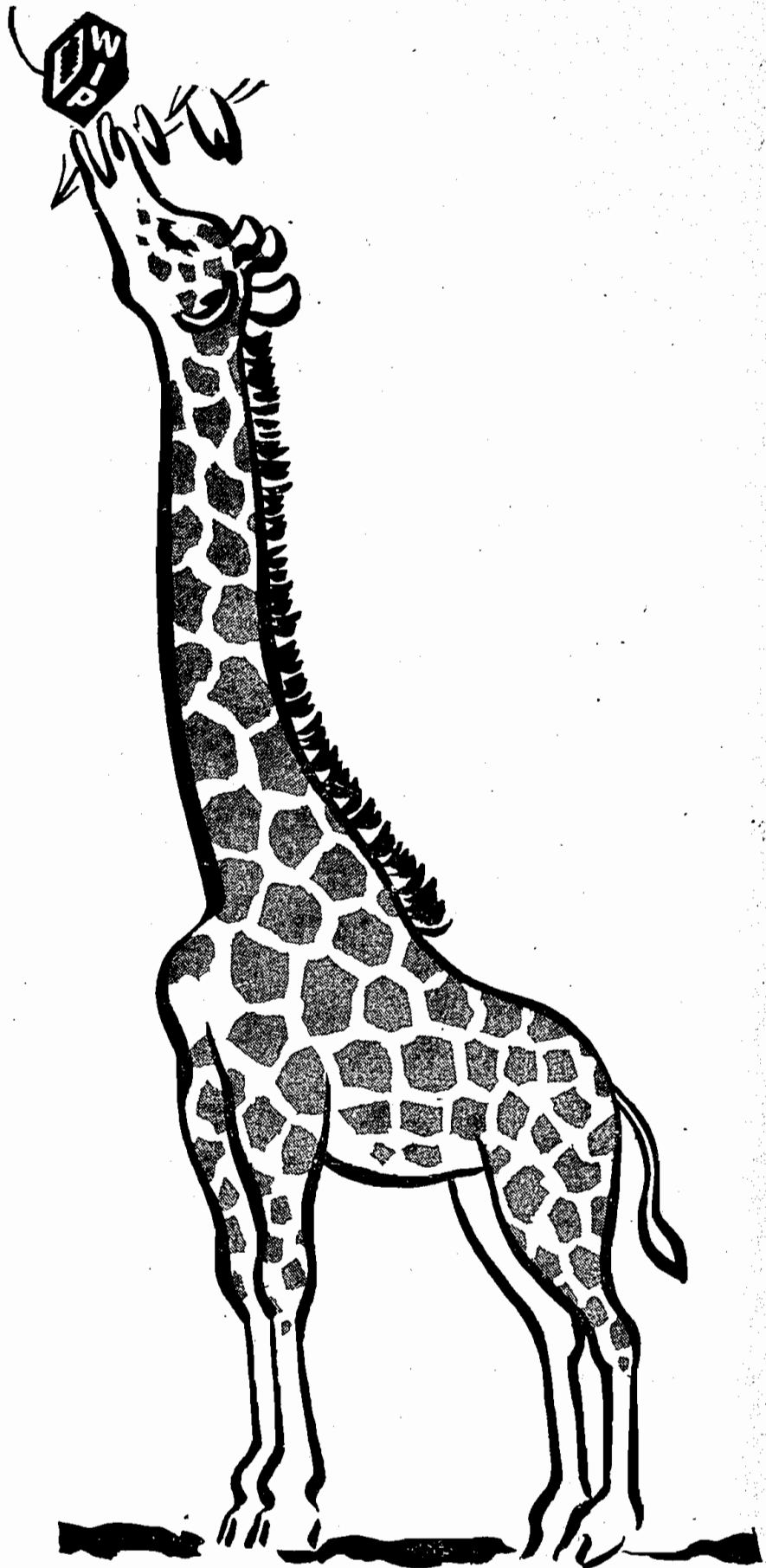
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when we say the best way to make your cash register ring is to tell 'em your story over WIP! There are 8,000,000 of 'em in the signal area of Philadelphia's Pioneer Voice. Our sponsors know it —ask any one of the 165!

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

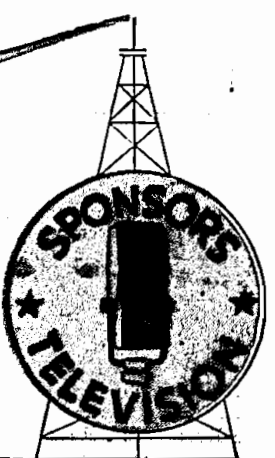


Represented Nationally by GEO. P. HOLLINGBERRY CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 57

CHRISTMAS ISSUE, DECEMBER 21, 1945

TEN CENTS



Peace
On Earth,
Good Will
Toward
Men



Vol. 33, No. 57 Fri., Dec. 21, 1945 Price 10 Cts.

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

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

*Hark! the herald angels sing,
 Glory to the new-born King!
 Peace on earth and mercy mild,
 God and sinners reconciled!
 Joyful, all ye nations rise
 Join the triumph of the skies;
 With th' angelic host proclaim,
 Christ is born in Bethlehem!*

*Hark! the herald angels sing
 Glory to the new-born King.*

**Barnes On Xmas Show
 Of Packaged Program**

Pat Barnes, NBC's dialectician, will make a guest appearance on the Christmas Day broadcast of "Linda's First Love," package program aired by approximately 20 stations throughout the United States.

During the broadcast, Barnes will highlight a reading of appropriate yuletide monologues.

Philco Omits Commercials

The Christmas broadcast of Philco's "Radio Hall of Fame," over the ABC network will follow the annual Yuletide custom of omitting commercials. The Sunday, Dec. 23rd, broadcast marks the third Christmas of the broadcast.

Special Holiday Show
 "Inner Sanctum" departs from its usual mystery format Christmas night to present Helen Hayes in Charles Tazewell's holiday drama, "The Littlest Angel," CBS, 9:00 p.m.

Coming and Going

KRIS KRINGLE, executive director of the Global Yuletide web, is expected in town within a few days for a brief business trip.

PERE NOEL, children's program specialist, has embarked from his celestial headquarters for a conference with earth-bound representatives on pleasure distribution plans.

SAN T. CLAUS, president of the Polar Cheer-casting System, will leave soon for his annual flying visit with all affiliated outlets.

Ole St. Nicholas paying his annual Yuletide visit to the nation's broadcasters.

**No Commercials Sked
 On CBC Christmas**

Montreal—Commercially sponsored programs will not be heard on Christmas Day this year, so far as CBC English language networks and stations are concerned.

This is in line with CBC practice for several years past, when such programs have been cancelled on Christmas Day in order that the corporation might present a full and special Christmas Day schedule.

This policy applies to all sponsored programs whether scheduled on the CBC Trans-Canda network, the Dominion network or on individual CBC English stations. It does not affect the CBC French network or individual CBC French stations in Quebec, where only those periods required for special broadcasts will be claimed for network time.

**Stars To Appear On NBC
 Christmas Show Saturday**

Bing Crosby, Cornelia Otis Skinner, Roland Young and Richard Green will appear on a special Christmas program this Saturday, (Dec. 22), on "Atlantic Spotlight," over NBC-BBC at 12:30 p.m. (EST).

Crosby will sing "White Christmas," Miss Skinner and Young will offer a "William and Mary" sketch, borrowed from their "Johnny Presents" program. The three stars will also join in a medley of Christmas carols.

From London, film stars Richard Green and Leni Lyn will enact scenes from the British motion picture version of "Richard III," and Arthur Askey, English comedian, will trade gags with Crosby across the Atlantic.

Ben Grauer will be master of ceremonies in New York and Leslie Mitchell in London.

*Christmas Greetings
 and a Happy New
 Year to the
 Radio Industry*



KASPER-GORDON, INCORPORATED

140 BOYLSTON STREET BOSTON 16, MASS.

May We
 At This
 Time Offer
 Our
**SEASON'S
 GREETINGS**
 To All
 Our Friends

and Let
 Us Be
 Thankful
 That

VICTORY
 and
PEACE
 is
 Now Here



**W-I-T-H
 IN BALTIMORE**

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Herald Peacetime Xmas

AFRS Programs Set For Army Overseas

American troops still overseas will receive a good part of their Christmas cheer via radio, specifically the wide-read facilities of AFRS, while Government and private short-wave systems will bring to the peoples of the world a striking picture of America's first peacetime Yuletide in four years. President Truman's message at the lighting of the White House tree also will receive world-wide coverage via the radio medium.

A two-hour recorded holiday version of "Command Performance" will be aired on Christmas Day by every station in the vast AFRS network, featuring a pre-recorded talk by the president. Bob Hope will emcee the show which includes Bing Crosby, Mahalia Jackson, Harry James, Herbert Marshall, Jimmy Durante, Ginny Simms, Jerry Colonna, Johnny Mercer, Ed Gardner, Judy Garland, Frances Langford, Frank Sinatra, Ray Kyser, Cass Daley and the Pied Pipers.

(Continued on Page 6)

Christmas On West Coast With Varied Programs

Los Angeles—Hollywood stations have made elaborate plans for Christmas programs. On Dec. 18 Bullock's increased its usual half-hour time to an hour for a Yuletide program on KFI that comprised two choruses of 40 voices each, a full orchestra and a sketch, "The Story of the Nativity." On Christmas Eve, KFI will present a special Christmas dramatic program, highlighted by a sketch, "The Magi."

Rose Bowl Game On NBC; Will Stern To Announce

The annual Rose Bowl football game at Pasadena, Calif., will be broadcast exclusively over NBC and all men in the armed forces overseas.

(Continued on Page 6)

G.I. Xmas Cheer

G.I. Christmas cheer will be flowing both east and west across the seas this year, for in addition to the numerous shows being beamed to troops in Japan and Germany by AFRS and others, programs designed to "keep up civilian morale" will be broadcast from the occupied countries. The 97th Division in Tokyo will be among the busiest of all soldier units, broadcasting for the folks "state-side" a complete holiday program including carols, hymns and a dramatization of the Nativity.

Holiday Program Highlights

Radio stations from coast to coast are featuring programs with a peacetime theme and in many instances have arranged special shows for G.I. Joe's, according to a nationwide survey made by RADIO DAILY. Stations reporting special Christmas shows follow:

The Christmas Cheer troupe of station KDYL, Salt Lake City, Utah, sponsored in co-operation with the Salt Lake Tribune-Telegram will visit the children's wards and entertain the veterans in Salt Lake City hospitals during the Yuletide season. Included in the entertainment troupe is the KDYL orchestra directed by Eugene Jelesnik. Santa will join the group, distributing candy and other treats to the children in the various hospitals.

Christmas programming of station WFIL, Philadelphia, Pa., will be geared to the special meaning that the holiday has for thousands this year, now that they can celebrate in peace.

Presented will be an original story, "It's Christmas Eve in Philadelphia," with original music and in a prose-poetic style, the traditional and modern meaning of Christmas. Also broadcast will be the choir of the Church of St. John the Evangelist singing music of religious solemnity.

A special full-hour broadcast of the Christmas morning services directed from Trinity Evangelical Lutheran Church will be presented over station WMAQ in Christmas observance from Chicago, Illinois. Also featured will be a radio adaptation of Charles Dickens' Yuletide masterpiece, "Cricket on the Hearth". Dickens' immortal Christmas story will be heard via NBC on Christmas Eve and rebroadcast for station WMAQ later the same evening. Also presented will be a 30-voice choir, directed by Dwight E. Cook, singing traditional Christmas hymns and carols.

The object of station WHIS, Bluefield, W. Va., Xmas planning is to remember some boy or girl among the under-privileged of the town. This tradition is taken care of by the Community Christmas Tree Association and raising funds for this charity is done exclusively by Station WHIS. Elaborate stage shows which were broadcast raised the money for this in the past, but due to so many local artists being in the armed forces, a series of 30-minute broadcasts will be put on each day until the funds are raised.

KPO will slant its Christmas schedule toward the theme of peace in the post-war world with emphasis on the debt owed to wounded servicemen in the San Francisco area. Throughout Christmas Eve and Christmas Day, studio audiences will be largely ambulatory patients and servicemen will be interviewed. Among the many shows dedicated to the wounded are "Vivian Lane's Party" presenting ex-servicemen returning to professional life via her program, W. & J. Sloane's "This is Your Home," Judy Wright's "Judy's the Name," "Light and Mellow," "Tony's House" and a visit with an ex-buddy, dedicating songs and stories to the hospital vets.

With more than 100 of the station's talent staff participating, the Christmas programming of station WLW, Cincinnati, Ohio, will be on a more elaborate scale than ever before. The station's schedule gets under way a few days before Xmas when the "Morning Matinee" program together with the regular staff entertainers stage a Christmas party for 260 children at the Riley Memorial Hospital, Indianapolis, Indiana. This same group will entertain children in hospitals at Louisville, Kentucky and Cincinnati.

Hospitalized servicemen will again be treated to special Christmas shows when the musical program "Tap Time," originates at Deshon Hospital in Butler, Pa., and the Veterans Hospital at Aspinwall, Pa. The veterans will be treated with Christmas carols and music which has become associated with the season down through the ages. The Deshon show will be presented with the theme "Santa Claus is coming to town," featuring a melody of 12 special numbers.

In order to take advantage of every opportunity to further the Christmas spirit of "peace on earth," station KSAL, Salina, Kansas, is scheduling any and all programs of a Christmas nature, regardless of the necessity of moving or cancelling any commercial programs.

(Continued on Page 4)

Broadcasters Plan Varied Shows For Xmas

Radio will link the four corners of the earth in its first peacetime celebration of Christmas since 1939 next week, as ceremonies, gay and sentimental, are beamed over the airwaves into homes throughout the length and breadth of the world.

Probably the most important single message offered by the webs in the United States will be President Truman's special holiday greeting from the White House (to be broadcast over NBC, CBS, ABC, MBS and ABS) scheduled at 5:00 p.m., EST., Christmas Day.

NBC will highlight its holiday programs with music and drama, together with world-wide pickups from points around the world. "Christmas Around the World" (12:30 p.m.) will provide servicemen overseas an opportunity to say "hello" to the folks

(Continued on Page 20)

BBC Skeds Programs For U. S. Stations

Two of the major networks and several local stations will carry many of BBC's Christmas programs during the holiday week. They include NBC, MBS, WNYC, WOL, Washington; WLW, Cincinnati; WHAM, Rochester, and WTTM, Trenton.

On Dec. 22, NBC will air a two-way conversation between English children who spent the war years in the U. S. and their foster American parents. The weekly "Atlantic Spotlight" will feature Bing Crosby, Cornelia Otis Skinner, and Roland Young from this country, and Richard Greene, Leni Lyn and Arthur Askey from Britain.

On Christmas Day, MBS will carry

(Continued on Page 6)

RCA Victor Announces General Wage Increase

RCA Victor announced yesterday a general increase in the rates of salaried employees which sets a new minimum and raises by 10 per cent the earnings of the majority of salaried workers, according to a state-

(Continued on Page 6)

Holidays

Because of the Christmas holidays RADIO DAILY will not be published on Monday, December 24th and Tuesday, December 25th—Christmas Day. Publication will be resumed with the edition of Wednesday, December 26th.



Holiday Program Highlights



(Continued from Page 3)

A major portion of the Christmas programs over KGW, Portland, Oregon, will be devoted to children.

KGW The Portland Breakfast Club will present a half-hour show at a party to be given for children in every orphanage in the locality of the station. The party consists of dinner, gifts from St. Nick, entertainment and everything that goes to make a real Xmas party. High spot of the Christmas week programming will be the presentation of Handel's "Messiah," sung by an eighty-voice choir under the direction of Robert Zimmerman, choral director of the station, who organized the group.

This North Carolina outlet is carrying a thirty-minute program of the Mt. Calvary Lutheran church choir, telling the story of Christmas in narration form and featuring Christmas music. Among the other scheduled programs to be presented during the holiday season are: "Camp Meetin'" choir, starring an all-Negro, forty-voiced acapella choir and a message by Dr. Charles F. Myers, distinguished minister. At the time of this writing, the station reports that other plans are pending but are not as yet complete.

This Omaha outlet regrets that they are unable to schedule any special Christmas shows for G.I. Joes. They are, however, continuing with their daily programs which will be in line with the Yuletide season.

On Christmas Day WBAA, Lafayette, Indiana, is presenting a series of programs aimed at observance of the day. Among the programs to undergo this holiday refurbishing are: WBAA Christmas Party, Christmas Carols, Santa Claus Rides Again, "A Christmas Carol," "The Messiah," and Christmas Day Religious Services.

In co-operation with the Delaware chapter of the Red Cross, WDEL plans again this year to go to all military hospitals in the Delaware area and have the patients record holiday greetings which in turn will be sent to their homes in time for Christmas.

Planning to run most of their Christmas and holiday programs on Christmas Day, WBBB, Burlington, N. C., will cancel commercials on that day, and all spot announcements will be eliminated, including spot "Christmas Greetings." With the exception of newscasts, all programs that run Christmas Day will be special programs with the accent on holiday music.

*God rest you merry, gentlemen,
Let nothing you dismay,
Remember Christ our Saviour
Was born on Christmas Day
To save us all from Satan's pow'r
When we were gone astray.*

WMT, Cedar Rapids-Waterloo, Iowa, in co-operation with the American Legion and the American Legion Auxiliary, is appealing for dollars via radio, so that every hospitalized veteran in Iowa can call home during the holiday season. Contributions are acknowledged each Sunday in a special Holiday Calls for Veterans program which goes on the air from 1:30 to 1:55 p.m. All WMT advertisers and talent are devoting time to the solicitation of funds so that war-scarred servicemen can get home by telephone.

Again this year, KOIN is planning a series of "Carol Time" broadcasts in co-operation with the Portland Public High Schools, featuring the chorus of six Portland high schools and the Vancourver, Washington high school. Also on the Christmas schedule are: "Story of the Nativity," "The Littlest Angel," "Mr. Pickwick's Christmas," and the "Child's Story of Christmas," to be broadcast from the Shriner's Hospital. A special program has been planned for the patients in the U. S. Veterans Hospital in Portland and for the Naval personnel who will be unable to leave the discharge center at Swan Island.

A veterans' Christmas party will be staged by this North Carolina outlet in the Veterans Hospital where hospitalized G.I.'s will witness a full hour broadcast after which gifts will be distributed among the audience of servicemen and taken to bed-ridden patients by Grey Ladies of the local Red Cross Chapter. The program will feature outstanding talent from Fayetteville and nearby Fort Bragg, with Bert Fleishman announcing the show.

Running through the month of December, the American Broadcasting Company has scheduled a number of interesting Christmas programs to be broadcast Coast to Coast. The highlight of the series will be on Christmas Day, when a special two-way hook-up will feature members of our armed forces overseas, conversing with their families here in the states. The special program will also include pickups from chapels and mess halls in Paris, Frankfurt, Munich, Bayreuth, and Switzerland from the St. Moritz Ski Club and Montreux Cathedral where G.I.'s will sing Christmas carols.

Beginning at 6:00 a.m. with three hours of carols, all programs will be devoted to holiday observances. Dr. Frederick A. Hodge will compare this year's celebration with the war-dampened Yuletide of 1944. "A Christmas Carol," by Dickens will be dramatized in the early afternoon followed by a four-hour informal house party with daytime drama characters.

Many musical groups in the New Haven area will be heard on this stations' many holidays programs. These include the State Teachers College Glee Club, the Yale Glee Club and the Whiffenpoofs, the Highland Heights Orphanage choir, the St. Stanislaus Church Choir, and a Girl Scouts ensemble. A dramatization of Dickens' "Christmas Carol" will be presented by the Elm City Footlighters.

Yuletide entertainment blending with the gay spirit that will prevail on this peacetime Christmas, is the basis of the program planning of station Greensboro, North Carolina. The week-end prior to Christmas, the "Littlest Angel," will be presented, starring Loretta Young. Excerpts from beloved and ever-popular carols will be heard on ensuing nights.

With the resumption of peacetime Christmas traditions, station KMOX, St. Louis, Mo., will present direct Christmas messages and greetings direct to men and women still in uniform. A Christmas novena which was written in 1721, and sung by 40 voices of Kenrick Seminary, will be broadcast for the ninth consecutive year. Also presented from Scott Field, Illinois, will be a remote broadcast of the Army Airmen in a dramatization of "Silent Night". This program will include Scott Field's 32-piece orchestra and feature all-soldier talent.

Forgetting the war, and all the troubles now confronting the world today, station WJPA, Washington, Pa., is planning Xmas day broadcasts with an eye to a real old-fashioned Holiday. From the station's first broadcast till the sign off, shows in keeping with the Yuletide spirit will be the order of the day. Immortal Xmas

stories as well as original stories will be among the participating programs scheduled by the station.

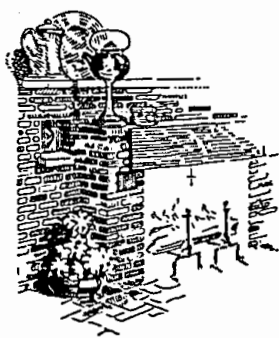
In Paterson, New Jersey, WPAT will feature two long established programs specially built to suit the holiday season. They are: Bob Bright's Bandstand which will be titled "Packages for G.I.'s and "Hunt for Happiness." "Packages for G.I." entails the co-operation of the students in sixteen of North Jersey's largest high schools. The goal is to have students in these schools, their teachers and parents, contribute a Christmas gift for a wounded soldier stationed at either the hospitals at Camp Shanks, Camp Kilmer, Camp Dix or Halloran. The other "Hunt for Happiness" which will assume the title of "Sharing the Christmas Spirit," will work in corporation with the New Jersey branch of the "Shut-in Society," "requesting listeners to send presents for those who are impoverished and Christmas cards for those who are simply lonely and friendless.

In Albuquerque, New Mexico, KOE will broadcast a 30-minute program entitled "The Evening Star," consisting of religious poetry with musical background. The program is to be followed by a broadcast of the Solemn High Mass from the Old Cathedral of St. Francis in Santa Fe, New Mexico. In addition to these features will be the broadcast on Christmas afternoon of Dicken's "Christmas Carol," followed by a program of Christmas carols and other appropriate selections.

With every program slanted for the holiday, observance will be highlighted by a special broadcast of Midnight Mass from St. Francis Xavier Church for shut-ins and members of the armed forces in camps and hospitals throughout the St. Louis area. On Christmas Day, a Solemn High Mass will be aired at 11:00 a.m. to be followed by transcribed versions of "Mr. Pickwick's Christmas," and "The Little Angel." A program embodying the spirit of the great Feast Day will be heard on the Sacred Heart Hour.

The emphasis will be on youth during the city station's holiday observance, which will begin with the ceremonies attending the lighting of the City Hall tree. The president of the City Council, the Sanitation Dept. band, and the St. Catherine of Sienna Boys Choir will be heard on this program. Following a Global Neighbors Christmas play on Dec. 22, special Yuletide plays for children will be broadcast nightly during Christmas week.

(Continued on Page 10)



To Those Brave American Fighting
Men Everywhere == Who Have Given
Us Our First Peace-Time Christmas
In Four Years, We Give Our Heart-
felt Thanks. To Them and to Our
Friends Everywhere We Wish A Very
Merry Christmas

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

AFRS Sets Shows For Overseas G.I.'s

(Continued from Page 3)

Pipers. White House tree lighting will go out, both live and recorded, and all AFRS shows for the holiday will feature festive and religious music. AFRS broadcasts from the east coast from midnight to 5:45 p.m., and from the west coast on a 24-hour schedule.

Both branches of the Interim International Information Service will short-wave a projection of American Christmas, the OWI to Europe and the Far East, and the OIAA to Latin America. The President's speech on Christmas Eve will be highlighted.

"Gift of the Magi"

Highlights of the OWI broadcasts include a dramatization of O. Henry's "Gift of the Magi" in English, French, German and Italian. Greetings from Washington, Mexico City, Lima, Rio and Montreal will be aired, as will descriptions of holiday celebrations in Boston, New Orleans, Milwaukee, Salt Lake City and San Francisco. Remotes from the servicemen's telephone exchange and Rockefeller Center will be heard on the Christmas Eve French broadcasts, while an interview with Archbishop Spellman will go out in Italian. German portions will be more austere, with religious music and services filling much of the time.

Featuring the OIAA programs to Latin America in Spanish and Portuguese will be dramatizations of Dickens' "Christmas Carol," and pickups from Canada and various Latin American countries. Domestic web music shows, with all commercials dubbed out, also will be aired, in addition to other features describing this country's observance of the Yuletide.

Similar treatment will feature the output of NBC's International Division, with broadcasts in English, French, German, Italian, Danish and Swedish beamed to Europe, and Spanish and Portuguese to Latin America.

RCA Victor Announces General Wage Increase

(Continued from Page 3)

ment by Frank M. Folsom, executive vice-president.

The increases, which were effective December 15, apply to all RCA Victor salaried employees to whom such increases could be granted without wage negotiations. For all such employees the new structure establishes a minimum semi-monthly rate of \$50 and grants a 10 per cent increase to those now earning up to and including \$378 per month.

In making the announcement Folsom said, "the new policy will benefit the great majority of salaried employees of RCA Victor." Designed specifically to raise the income of workers earning up to \$4,500 per annum, the new rates are being put into effect by RCA Victor in consideration of current economic conditions.



If I Were Santa Claus. . . .!

● ● ● With the strains of "Silent Night" winging over the airways and holly wreaths meeting the eye at every turn, this column dons a slightly moth-eaten Santa suit, fills out the stomach with a batch of press releases and does a little gift-distributing on its own. Is my beard on straight? Okay, then, let's go. I'd deposit the \$10,000 "I Can't Stand Jack Benny" prizes in Fred Allen's lap because he has consistently scored a bull's-eye with his reasons. I'd give every comic a writer like Goody Ace, who has changed the spelling of Danny Kaye to OKAY. Charlie McCarthy would get a new coat—of varnish—and Bilbo would get a hot-foot. I'd give all quiz contestants the right answers and every parent a Quiz Kid. Every male in the country would get a date with one of Phil Spitalny's gals, and Geo. Washington Hill would get an album of Strauss waltzes. I'd see to it that Toots Shor got an autographed copy of Emily Post, and I'd find a guy for John's Other Wife. I'd advise the New York ad execs to whip up some good program ideas to keep broadcasting in the East and not let Hollywood's BTO's steal their livelihood right from under their ever-lovin' noses.

★ ★ ★

● ● ● I'd give my whiskers to Bennett Cerf to put on the gags he uses in his joke books and I'd take my hat off to Pres. Truman—not because he's an ex-haberdasher, but because he's doing his best in the toughest job in the world. I'd send a Christmas card to Eleanor Roosevelt saying, "Thanks For The Memory," and I'd give a dead mike to those comics who think the atomic bomb is something to joke about. Kenny Delmar would get a million Dixie cups to keep Senator Claghorn, Claghorn's the name, son, happy, and Nellie Revell would get anything her great heart desires. Bing Crosby would record every day to make the disc jockeys happy, but only if they first promised to stop cutting in on hot rhythms with cold commercials. I'd release enuf building materials so that Lou Costello could get his Youth Foundation under way, and the Little Flower would get a private fire engine all his own. Norman Corwin would stop elevating us common folk with big nite time productions and start pitching at the housewives by elevating the daytime soaps.

★ ★ ★

● ● ● Yes, if I were the gent with the long white beard, Ralph Edwards would get a closet-full of new tuxedos for the ones he's always ruining during a watery "consequence"—the guy who fired Mark Warnow a dozen or so years ago out of the Paramount pit would be forced to fill out the maestro's income tax returns—I'd drop a Ginny Simms in every sponsor's stocking—Kate Smith would get an official citation from the government reading "God Bless Kate Smith"—sponsors of slushy, sentimental women's programs would be made to tune in on Mary Margaret McBride to learn that women are interested in everything—Ted Collins would get a breathing spell from all his activities—Milton Berle wouldn't get anything, because he's already got one of the prettiest wives in show biz—I'd censor (for a few weeks, anyhow) all digs about Sinatra's weight—Jerry Devine's rating would go sky-high with his very adult and very worthwhile "This Is Your FBI" series—Sherman Dryer's stocking would get another Peabody Award for his venturesome "Exploring the Unknown"—Irene Beasley would be back in the Big Time where she belongs—a sponsor would get a crack at heckling Henry Morgan—and to the many, many artists I didn't mention, but who are the nicest people any Santa Claus could hope to meet, I give 1946—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. The new year bringeth peace on earth.

SID WEISS.

BBC Skeds Programs For U. S. Stations

(Continued from Page 3)

the traditional BBC Yuletide program "Wherever You May Be," featuring pickups from Europe, the Near and Far East, and the British Isles.

WNYC will broadcast the greeting of King George VI, and the famous Christmas Bells, on Dec. 25. The municipal outlet will also air the Grenadier Guard Band, Bristol Cathedral Children's Choral, a special play by children of Kensington High School, England, and other shows.

A special program directed to the National Cathedral in Washington will be aired by WOL, and WHAM will carry a program for Hobart and Smith Colleges. Discussion program and a special show by Rose Buckner will highlight the BBC material carried by WLW. Christmas Eve, WTTT will air "New Jersey Meets her Neighbors," with pickups from Australia, Britain, Canada, China, and France.

From America to Britain, BBC will rebroadcast a 40-minute program for the Welsh region, featuring a contribution by the Children's Opera Co. of New York. A half-hour carol service from the National Cathedral is also scheduled for rebroadcast in the British Isles.

Rose Bowl Game On NBC Bill Stern To Announce

(Continued from Page 3)

seas via shortwave on Tuesday, Jan. 1, with Bill Stern doing the play-by-play for the ninth consecutive year.

Each year since 1902 the Rose Bowl game has brought together powerful teams from the East and West Coasts with this year's contest between the University of Alabama and the University of Southern California. Joe Storm will report the color and background to Stern's broadcast.

New Coast Ad Agency Adds Publicity Service

West Coast Bureau, RADIO DAILY

Los Angeles—The Frank Oxarar Company, newly organized advertising agency in Los Angeles, handling national food and drug accounts, announces that their clients are now offered a public relations service which will be closely integrated with all advertising and merchandising programs.

Heading the industrial and public relations department is Caroline Robbins, recently released from three years' active duty in the Navy. For the past year Miss Robbins has handled public relations for U. S. Naval Shipyards, Terminal Island, California, and for the Industrial Manager of the 11th Naval District. Prior to that she was administrative officer of network radio for Navy Public Relations in Washington, D. C. Miss Robbins was associated with Dwight Folsom, New York public relations counsel, before entering the service.

Music . . . Our Common Heritage carries a real meaning for Christmas . . . 1945

DECK the halls with boughs of holly, fill the air with joyous song — Christmas, 1945! And what a Christmas it will be — the first real Christmas in five long years.

A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance — commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago • Hollywood



THE OUTSIDE AUDIENCE* IS MIGHTY INTERESTED

on the Pacific Coast, too!

IN THE OUTSIDE MARKET live half the radio families on the Pacific Coast. These families are good customers—they account for approximately half of the more than Eight Billion Dollars spent in retail sales on the Pacific Coast each year.

You can't sell 'em if you don't tell 'em and they (the Outside Audience on the Pacific Coast) can't hear your sales message if you aren't on Don Lee. For *only* Don Lee completely covers both the inside and outside markets. A 276,019 C. E. Hooper coincidental telephone survey (the largest ever made on the Pacific Coast) proves *that* conclusively.

You see—only Don Lee has enough stations (39) to deliver both the "inside" and "outside" in this 1,352 mile long mountainous market (the other 3 networks *combined* have only 29 stations). In fact,

nine out of every ten radio families on the Pacific Coast live within 25 miles of a Don Lee Station.

So give *both* markets a break next year—place your radio show on the network that carries practically as much Pacific Coast regional business as the other 3 networks combined—DON LEE.

Example from Special C. E. Hooper Survey
ABERDEEN-HOQUIAM, WASHINGTON

STATION	SHARE OF AUDIENCE		
	Morning	Afternoon	Evening
Don Lee Station KXRO	56.2%	65.1%	47.3%
Most popular competing station	33.6%	20.8%	31.4%

Other examples to follow

The Nation's Greatest Regional Network



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

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

Mutual
DON LEE
 BROADCASTING SYSTEM



Xmas Program Highlights



(Continued from Page 4)

As a special public service feature, radio station WBAP, Fort Worth, Texas, has reserved each week for programs which will be of interest to the listening public. For the three Sundays prior to Christmas, WBAP presented a studio program entitled "Gifts for Yanks," presented in co-operation with the three American Legion Posts located in Fort Worth and the movement headed by Eddie Cantor to induce the public to buy an extra Christmas gift for some disabled soldier in a veteran's hospital. The program includes a transcribed message from Eddie Cantor, a talk by one of the prominent leaders of each of the three Fort Worth Legion Posts and appropriate Christmas music.

With the theme "From now on, let's keep every Christmas as Merry Christmas" WGH, Newport News, Va., presents its third annual Christmas Hour, which has become a community tradition. Ten one-hour broadcasts divided into sections including Christmas Music, Stories Behind Christmas Carols, Christmas Dramas and recorded and transcribed features of outstanding talent of radio, stage and screen will be presented stressing the station's theme. Special pick-ups of the nationally known Hampton Institute Negro Glee Club and Christmas Eve Masses from representative churches will be featured in addition to the Christmas Hour.

The first peace-time Christmas in five years will be celebrated by station WINS, New York, by specially planned Christmas programs of interest to the listening public. On Christmas Eve a remote broadcast from Grand Central Station will endeavor to bring to the microphone a typical cross section general feeling on this peace-time Xmas, with questions being asked concerning trips about to be made and where they were last year at this time. In addition the station has made arrangements for many of the United Nations to transcribe Christmas greetings to the American people, and in return, similar records will be sent those nations for use on their airways on Christmas Day.

During the holiday season station KRKD, Los Angeles, Calif. will feature public appeals for assistance from the various veteran organizations, one case being a fifteen-minute program for Christmas packages for veterans at Sawtelle Soldiers Home, largest government institution in the West. All commercial programs and advertising of any kind will be cancelled on Christmas Day in order to devote entire operation to the best of every type of recorded music from the Classics to Christmas Carols.

Silent night, Holy night!

All is calm, all is bright.

'Round yon Virgin Mother and Child,

Holy Infant so tender and mild,

Sleep in heavenly peace,

Sleep in heavenly peace!

In addition to their regular Christmas programming plans, KQV, Pittsburgh, Pa., will co-operate with many social agencies and community organizations in presenting special Christmas shows, one of which is scheduled for presentation several days before Christmas in a broadcast especially for disabled veterans at Deshon Hospital by the mixed chorus of the Western Pennsylvania Watchmaker's Institute. Also planned is a special half-hour broadcast in connection with the Eighth War Loan Drive featuring the Pittsburgh Civic Chorus of 100 voices with representatives of every class, race and religion participating.

Christmas Carols will be broadcast twice a day from Dec. 17-25, atop the 17-story Public Service building by giant loud speakers over station KEX, Portland, Oregon, to the throngs of Christmas shoppers. In addition, the "Letters to Santy" show sponsored by one of the prominent department stores over KEX, is again drawing thousands of letters. A bulging 15 minutes daily of kiddies letters, names and addresses will be presented by "Santy" and his helper "Tinker".

Several special broadcasts for Christmas Week, which will be programmed for a holiday "welcome home" to returning servicemen and women are among the Xmas plans of station WTOL, Toledo, Ohio. With the thought in mind of making this a Christmas of thankfulness and rejoicing in the victorious conclusion of the war, Toledo's Council of Churches will send representatives to the station's microphones from 7 to 7:15 a.m. daily during the holiday season with special Yuletide messages of good will.

The writers of the eight best letters addressed to Santa in care of station WAKR, Akron, Ohio, will be invited to come to the studio to talk to him at the North Pole by short wave. Two-way conversations and Christmas music provides the program which will also present suitable gifts to each child invited. In addition to this special feature the station has planned numerous other programs in keeping with the Christmas spirit.

Ten programs for Christmas Day have been scheduled by station WLIB, Brooklyn, New York, starting at 7:15 a.m. and lasting throughout the entire day. Charles Laughton will be featured on two of the programs at intervals during the day narrating "Mr. Pickwick's Christmas" and "The Oldest Christmas Story" which is gospel according to St. Luke. The majority of the other programs will be devoted to appropriate Xmas music ranging from the popular song hits to the classics.

The four-hour "Gloom Dodgers" variety review will start the parade of Christmas cheer over WHN, with a party for more than 500 orphans in the Metropolitan area, to be aired directly from the Sun Room of the Edison Hotel. Special shows for "G.I. Joes" and "for winning the Peace on Earth," are scheduled with a host of other special presentations that will breathe the spirit of the season.

This Massachusetts station regrets that inasmuch as there are no veterans' hospitals or camps around the area, they will be unable to furnish any direct entertainment to them this year. They will however, have a number of Christmas programs saluting their home-coming, but that will have to be the extent of this participation.

The Christmas Holiday season over WEAFF will consist of many specially prepared programs including holiday music, dramatizations of famous Christmas classics, talks by prominent political and religious leaders and messages from our men in service, both here and abroad, with particular emphasis on the fact that we are now celebrating this holiday in a world at peace.

A special program over this station will be broadcast Christmas night by the Rev. William C. Kernan, of St. James the Less Episcopal Church in Scarsdale, N. Y., and Director of the Institute for American Democracy. His topic will be "A

Christmas Message to the Daily News."

In co-operation with the Young People's Concert Committee of the New Orleans Symphony and the public, private and parochial high schools of the city, this station is once again carrying the "Music Appreciation" broadcasts designed to acquaint young listeners with music in general. The theme this year is "United Through Music," presented by students of the Ursuline School with a special Christmas music program. WDSU will present a special program of Christmas and legends, and variety including a dramatized excerpt from Lewis Carroll's "Alice in Wonderland." Highlight of the Midnight Mass from St. Louis Cathedral will be a message delivered by His Excellency Archbishop Francis Joseph Rummel.

As has been the custom for the past several years, this North Carolina station will again broadcast the Goodfellows Club Christmas meeting, which is held each year for the purpose of raising money from the club's members to bring Christmas cheer to needy families. Two of the programs in the series promoting the sale of Tuberculosis Christmas Seals are being presented in narrative form, as of Dec. 13. A series of Santa Claus programs, in which the children's letters to Santa are read over the air is being presented along with familiar Christmas carols, played on the First Methodist Church chimes.

Every local station on WEEI is plugging for gifts of gifts or money with which gifts will be bought for all veterans in the Boston area. A 15-foot Christmas stocking is put up outside the building calling attention of passersby to the need of remembering the boys. The singing of Christmas carols will be broadcast for fifteen minutes daily throughout Christmas week.

For the past several weeks WTRY has been inviting the listeners to participate in a special Christmas party broadcast from Vanderheyden Hall, by sending in a toy or the money for a gift for the parentless children. The first in a series of special programs to be featured over the network is the 223-voiced Nott Terrace High School choir under the direction of Anthony Pezzano, originating in Schenectady, N. Y.

(Continued on Page 16)

Season's
Greetings



THE HOUR OF CHARM

All Girl Orchestra

PHIL SPITALNY

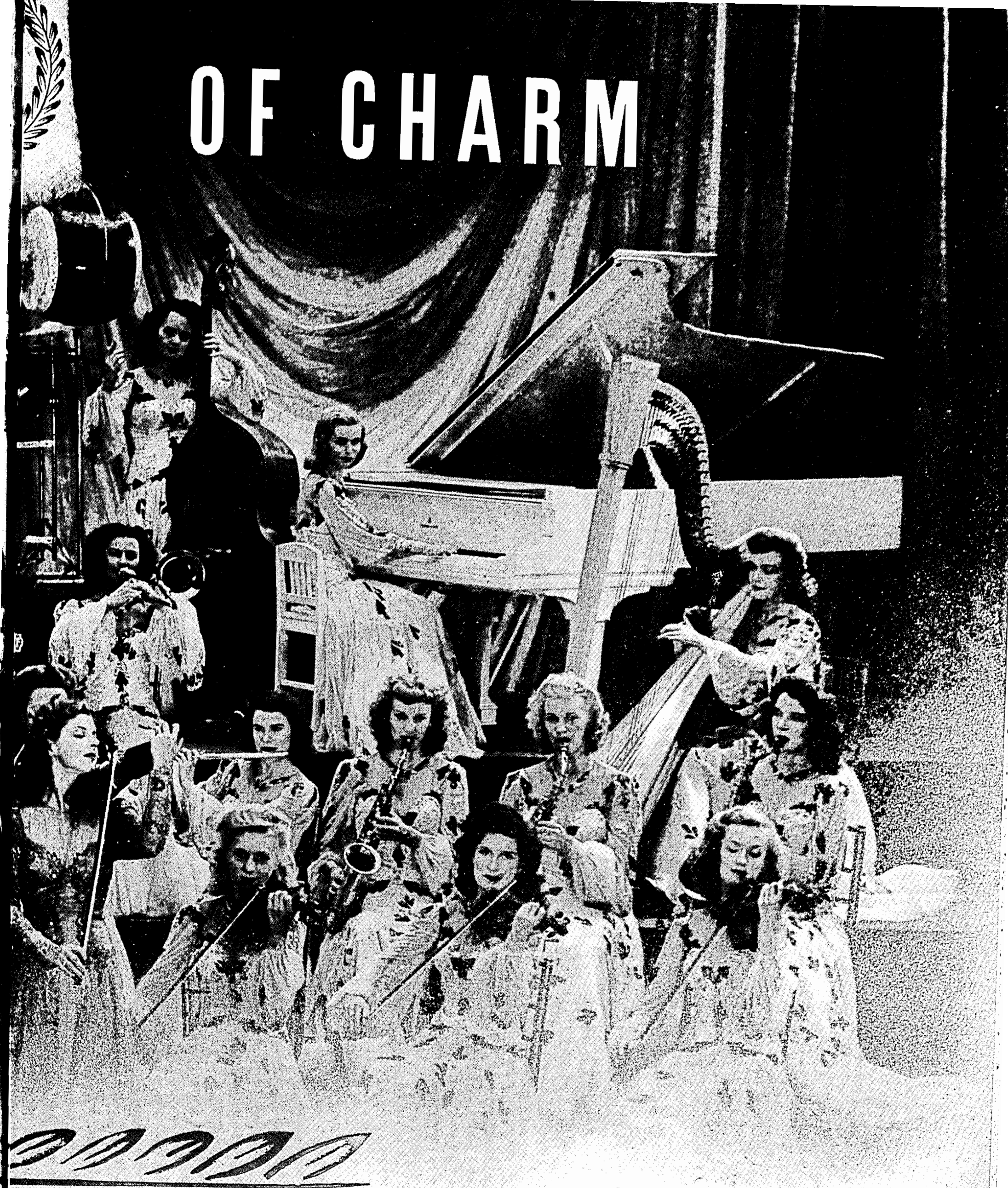


THE HOUR



ALL GIRL ORCHESTRA

OF CHARM



A and **PHIL SPITALNY**



Season's
Greetings

Evelyn

COAST-TO-COAST

—TEXAS—

SAN ANTONIO—Charles D. Lutz, promotion manager of KTSA, has been elected secretary-treasurer of the San Antonio Advertising Club. Tony Messen, program director of KMAC, has been elected a member of the board of directors. . . . W. T. Kemp, recently discharged from the Armed Forces, has been named assistant to W. J. Harpole, part owner and general manager of KVPO, Plainview.

—NEW YORK—

NEW YORK—Theodore G. Schneider, former night manager of WHN, has returned from three years in the Navy, to become chief announcer and daytime operations manager of the station. . . . Gene Gauvin has returned to WHN as staff announcer after serving nearly two years as a Sergeant in the Army. . . . Nathan Straus, president of WMCA, announced the formation of a committee of the three major faiths to act as a sponsoring body for the presentation of a religious education series of 13 dramatic programs. The series, entitled "Your Child in Religion," was inaugurated on Sunday, Dec. 16, under the co-operative auspices of the Protestant Council of New York, the Confraternity of the Christian Doctrine, Archdiocese of New York, and the Jewish Education Committee.

—OHIO—

CINCINNATI—Rex Davis, dean of Queen City newscasters, is leaving WCKY to accept a position in the news department of KMOX, St. Louis. Davis has been with the L. B. Wilson station since 1937. He had announced and broadcast news for WFBE (now WUCOP), for six years prior. . . . Recent arrivals to the WCKY staff are: H. H. Topmiller, chief engineer; William Heitzman and Roy Batteau, engineers; Tommy Mitchell, sales staff; Sid Ten Eyck, announcing staff, and John E. Murphy, editor of the news department and director of publicity.

—LOUISIANA—

NEW ORLEANS—A new 15-minute show "Ballads By Bradley," featuring the voice of Jimmy Bradley, is being presented over WWL Tuesdays and Thursdays at 1:00 p.m. The show is produced by Stanley Reyes with Margaret Ashley handling the script. . . . Following the dramatic portion of the new "Assignment Home" series, broadcast Saturdays, WWL will present a 5-minute round-table discussion of the day's subject in terms of local and specific conditions.

—MASSACHUSETTS—

WORCESTER—Robert W. Booth, former assistant manager of WTAG, returned to his post after five years service in the Army. . . . BOSTON—Jack Beauvais has returned to WEEI's continuity department after serving a stretch with the Navy. During his period of service with the Navy he was attached to the Public Information Division of the Navy and assisted in the production of fifty-one "Coast to Coast" broadcasts including the Navy Hour, President Roosevelt's Memorial Services, the V-E and V-J Day programs.

—NEBRASKA—

OMAHA—Harry Peck, director of special events at KOIL was presented with the Key-Man key at a meeting of the Omaha Junior Chamber of Commerce, Dec. 12. The much coveted award is given to Junior Jaycees for outstanding service to the community. Peck was cited in the presentation for the outstanding promotion job as general chairman and publicity chairman of the Wartime Salvage Drive, in which Omaha was first in the nation. In addition to his salvage activities, Peck took part in a great number of Omaha promotions of civic interest and is at present serving as a director of the Omaha Junior Chamber.

—NEW JERSEY—

NEWARK—Lloyd Gilman, president of the Newark Kiwanis Club, announced that Roland Trenchard, director of public relations at WAAT, has been named chairman of the public relations committee of the Newark Club. Trenchard has been a member of the organization for the past three years.

—OHIO—

CANTON—WHBC announces the appointment of W. Richard Neher, former member of the production staff of WHO, Des Moines, Iowa, as program director. Neher will begin his duties with WHBC Jan. 1, and will supervise all local and network programming for the station. . . .

CLEVELAND—Phillip R. Herbert recently discharged from the armed forces where he served as a Lieutenant and artillery observer, has been appointed sales manager of the Ohio Network. Herbert, who is a native Clevelander, is a former salesman of WHK, which is the originating station for the Ohio Network.

—WISCONSIN—

OSHKOSH—Al Curnutt has left the sales staff of WTMJ, Milwaukee, to accept the manager's post at WOSH. Before joining the sales staff of WTMJ, two years ago, Curnutt was general manager of WCLO, Jamesville; part owner and vice-president of WMWM, Marinette, and spent ten years in advertising with the Madison newspapers and radio station.

—PENNSYLVANIA—

PHILADELPHIA—WFIL has created a new post in its traffic dept. to relieve the sales and program depts. of much of their work. Veteran of Kwajelein and Saipan, T. Edwin Paisley, Jr., has accepted the position since returning to inactive status with the U. S. Naval Reserve. Paisley and Helen Flett who has had the full responsibility of the dept. in the past, will revise the department to take care of the new scheduled duties.

—CALIFORNIA—

SAN FRANCISCO—Frank La Tourette, KGO news chief, has recently been named editor of the 1946 edition of the San Francisco Press Club's famous annual, "Scoop." Announcement of the appointment came as a surprise to La Tourette who is the first radio newsman in history ever appointed to edit a press club magazine. . . . OAKLAND—Bert Winn, former program director of KROW, has returned to the San Francisco Bay area after a year in the Hawaiian Islands with OWI.

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They'd vote MARIE ROGNDAHL'S voice

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radio voices of all time!"*



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Vice-President

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PLaza 3-0820



Christmas Program Highlights





(Continued from Page 10)

WOR A series of holiday broadcasts which will emphasize through music and religious programs the universal thanksgiving that the war is over is station WOR, New York presentation for the Christmas season. Highlighted will be broadcasts of the Midnight Mass from St. Patrick's Cathedral; a choral exchange between Congress and Parliament and messages of confidence from Generals Eisenhower, MacArthur, McNarney and Admiral Nimitz. Also broadcast will be WOR's first Christmas party for children at Bellevue Hospital, which will become an annual holiday event.

WHIO Now that the war is ended, the Christmas spirit of "Peace on Earth" will be reflected in the Yuletide Carol programs over station WHIO, Dayton, Ohio. Special programs on Christmas Eve will feature an all children chorus. The National Cash Register Company, in co-operation with WHIO, will play host to over 2,500 Dayton children, with special prizes, candy, games and movies. Although the spotlight will be on the peace-time theme WHIO will not forget our Veterans by presenting a special Christmas program for them from Patterson Field Hospital.

WRVA The Richmond station has enlisted the cooperation of the Red Cross and special service in each of the military and Naval hospitals currently filled with sick and wounded, for their annual "Okay America" show, which on Christmas night will broadcast its Christmas party from the McGuire General Hospital in Richmond. Other hospitals will be having their own parties with entertainment and gifts sent in by WRVA listeners. During Christmas, all programs scheduled at times when the McGuire network is not operating will be recorded for playback on the McGuire network.

WMAL In Washington, D. C., WMAL plans a special Christmas show in which the G.I. Joe will be particularly interested. The Rotary Club-WMAL Entertainment Caravan will visit Walter Reed Hospital with talent recruited from the radio station, local theaters and night clubs. Particular appeal to the serviceman is the Midnight Mass, broadcast at twelve midnight from the Franciscan Monastery in Washington. Also slated for the broadcast will be special pick-ups from Union Station, the bus terminal and the air port on Christmas Eve featuring interviews with GI's who are on their way home for the holidays.

*I'm dreaming of a white Christmas
Just like the ones I used to know,
Where the tree tops glisten and children listen
To hear sleigh bells in the snow.
I'm dreaming of a white Christmas
With every Christmas card I write,
May your days be merry and bright
And may all your Christmases be white.*

WLBC A variety of Christmas programs have been planned, highlighted by the annual Muncie, Ind. Christmas Sing, featuring 5,000 voices combined with all the robed choirs of the city, and the three high school orchestras, and the community orchestra. All the well-known Christmas hymns will be sung. Other holiday music scheduled includes a performance of the complete "Messiah," and special programs by the Charol Ensemble and the Arion Quartette.

WGN This Chicago station regrets that they are not programming any special Christmas shows for G.I. Joes other than the Chicago Theater of the Air broadcasts which will feature two Christmas type programs—"Hansel and Gretel" and "Babes in Toyland."

KOVO While there are no military camps in the area served by KOVO, Provo, Utah, the station during the holiday season plays Christmas Carols over several loud speakers through the city. The Chamber of Commerce of Provo has lighted and decorated the business section welcoming home its returned servicemen.

WDBJ This Virginia station has adapted the over-all theme of "Peace on Earth, Good Will Towards Men," during the Christmas season programming, presenting a series of shows for the G.I. and home folk. A special program for G.I.'s in the nearby hospitals will be presented and in co-operation with the Local Ministers' Conference, this station will broadcast the story of Christmas as told in the most dramatic words of the Bible, with appropriate carols and hymns.

WNOE Dickens' immortal Yuletide Classic, "A Christmas Carol," is being presented by the New Orleans station, Playmakers Lab on Christmas evening under the direction of Beverly Brown, who will again assay the role of Scrooge. "The Origin of Silent Night," the third classic of this trilogy, which has had three presentations over the Mutual network, will again be presented along with Dickens' "Cricket on the Hearth" and "The Christmas Story."

WGY The General Electric Station, in Schenectady, is presenting a series of Christmas programs, with emphasis on the importance of the home to the returned veteran, children and the family, and basing them on the theme of the first peace time Christmas in four years. On Christmas Day the station plans to present three special programs. One will consist of music in accordance with the holiday season. At six-thirty Christmas night, two announcers with a wire recorder will visit private homes where returned veterans are enjoying their first Christmas at home and several institutions such as the Children's Home and the County Home. On the Saturday before Christmas WGY will have a party for the children attending the "Tell Me a Story" program on Saturday morning.

KXO In co-operation with the American Legion, KXO "The Voice of Imperial Valley" California, is conducting its Gifts for the Yanks campaign, inviting listeners to either send in a gift or send in a check for the Legion, who then secures a gift for each of the 1,000 men at Camp Mitchell Hospital. In addition, the El Centro station has scheduled five families with a bed-ridden child for a microphone visit the day before Christmas with gifts and a personal interview with Santa to be transcribed and later broadcast. The station also reports that it is conducting its Kiddies Christmas Party for all children in Imperial County, to be held in the principal theaters in four communities: El Centro, Brawley, Calexico and Holtville.

WWNC A special 55-minute program is being presented by WMNC, Asheville, N. C., featuring a choral group consisting of patients, doctors and nurses at the Army's Moore General Hospital, Swannanoa, N. C. A half-hour program has been presented every Thursday night featuring a 17-piece dance band and a 30-piece concert band composed of former name band musicians. The extra 30 minutes of the special program is being donated by the local power and light company in order to present the program in its entirety.

WSAP In keeping with its first peacetime Christmas in four years, station WSAP, Portsmouth, Va., has planned several special Christmas programs. Christmas Carols will be used as a background for station breaks during the holiday. The station will interview veterans from nearby service hospitals asking what they were doing Christmas Day, 1944. Also presented will be a program of short stories told by Santa and a series of half-hour remote programs featuring the choir of the Monumental Methodist Church, the oldest Methodist church in the south.

WINX Yuletide festivities of station WINX, Washington, D. C., will start off musically on Christmas Eve with the Victor Choral's rendition of famous Christmas Carols. The night before Xmas, Fred Waring's arrangements of "Oh, Little Town of Bethlehem," and "Silent Night" will be presented and Frank Luther, well-known narrator, will tell the story of "The Little Match Girl" and "The First Christmas". Also featured will be a broadcast on Christmas morning emanating from the wards of the Naval Base Hospital at Bethesda, Md.

KOVC This season station KOVC, in Valley City, North Dakota, is scheduling two programs of Christmas music designed for a world at peace. Although these programs are to be built around the carol type of music, popular numbers of a Christmas nature will also be added. A broadcast from the annual party given by the Chamber of Commerce of Valley City to the local children will consist of interviews with the kiddies and Santa Claus.

KRKO Three big Christmas shows are scheduled for this season over station KRKO, Everett, Washington. Designed for children, is the annual "Santa Claus" program sponsored by a local department store which consists of the station receiving and reading over 2,000 letters of twenty-six programs. Thanks to our servicemen is woven into the script of a morning show, "Good Will Towards Men," which relates true stories about Xmas. Also presented is "Joy to the World," an evening show of sacred music and carols, and a plea for the support of Christmas Seals.

KROC Christmastime programs of station KROC, Rochester, Minnesota, include a 30-minute broadcast from the annual Children's party at the Mayo Clinic Auditorium. Pick-up includes interviews with the children, Santa Claus' arrival, and a stage show. A half-hour program of Christmas music which is selected and dedicated to patients at Mineral Springs Sanitarium is also broadcast.

Greetings, Friends!*



Friends, here's to Yule — a happy one;
 The first in five not marked by gun-
 Fire or the rocket's swish,
 But cheer, and an old-fashioned wish:
 Happy Christmas Day to you
 And all our station staffers, too.
 First off, we think, a paean should sorta
 Be cast upon alert Paul Porter.
 Then, loose with holly, mistletoe
 For Mac and Avey's Bergie Boe,
 And a just-as-hearty Christmas wisher
 To R & R's astute Ted Fisher.
 Blessings on the snow-spun Mall
 And little dogs that aren't tall.
 Boy, fetch Vera Brennan!
 And, while you're at it, then in
 Lead Reggie Scheubel, Henry Sell
 To help us toll the old tower's bell.
 And, Bill Rogow, let us dash
 With cup a-brim for Richard Ash,
 Louis Paul, William Jones
 To greet our Yule shows' mellow tones.
 Greetings, too, to John, the porter,
 And Floyd, our demon letter-sorter,
 Linnea Nelson, Seymour Blum,
 And Mr. Stein who sells us rum;
 J. G. Proctor, Charlie King,
 Charles Dallas Reach and Hu Lee Sing.
 Joe, a glass, and make it tall,
 To cart a snort for Marvin Small,
 Dave Levine and Don Parker,
 Lew Kashuk and Dave Harker.
 And, with foot upon the rail,
 Let's toast that man Frank Silvernail.

Now, prince, of course, of time-buy Banko
 Is no less a man than Carlos Franco;
 Atherton and Tieman, too,
 Jim Moore, The Scanlans, as you knew.
 Castleman? You mean, George?
 A crown for him we'll have to forge;
 Not to mention hoarding cider
 For Johnny Hymes and Fritz Snyder.
 Bend the tree down, wipe that star,
 'Cause Eleanor Larson's been skipped this far!
 George Trimble, too, and George Hartman —
 But, listen, boys — have a heart, men:
 There are so many we could toast
 That when they see this, we'll sure roast.
 However, let the eyes that focus
 Scan the sky for sign of crocus!
 See the small boy playing ball . . .
 Forgive us, won't you, of this all?
 But then, of course, there's Porter Leach
 Roy Gordon and Durham to fill the breach;
 Ivey, too — Neal, we mean —
 And Beth Black, who's often seen.
 John McHugh, John McCormick,
 Miss E. Baumann and Bill Ormick.
 Names, oh, names! And none alike,
 Of all the people that we like.
 How simple would be Walker Gordon
 Set to rhyme with Lizzie Borden.
 The latter, as you've always known,
 Used an axe and not a hone.
 However, as Dick Eastland knows,
 There's such scant space to say "Hello's",
 That Ray Nelson's t-e-l-e-v-i-s-i-o-n
 May next year give us space plus v-i-s-i-o-n!

MUTUAL

* Any word may be reproduced in whole or part by Frank Sullivan, who does this sort of thing so much better for *The New Yorker* every Christmastide.

WOR — that power-full station
 at 1440 Broadway, New York

RADIO DAILY

In the interest and morale of our men and women in the Armed Forces, as well as their families at home, WMBS have set aside a program broadcast the year round, during which requests sent in by the boys at camp and home on furloughs, are played. During Christmas week the public schools of Uniontown, Pa., and surrounding districts, will each present a fifteen-minute holiday program of Christmas music, and seasonal playlets, with students participating.

Besides the many Christmas programs carried from the Mutual network, station WHBF, Rock Island, Illinois, will present their own specially arranged programs. These programs will include The Messiah, sung by the 300-voice Oratorio chorus and accompanied by the symphony orchestra from Augustand College; the East Moline Children's chorus in a special Christmas program; Dickens' immortal Christmas Carol and in

*O little town of Bethlehem,
How still we see thee lie;
Above thy deep and dreamless sleep
The silent stars go by;
Yet in thy dark streets shineth
The everlasting light;
The hopes and fears of all the years
Are met in thee tonight.*

keeping with the end of war and return of peace a program, "Santa Rides Again".

Again this year KFXJ in Colorado is presenting its special children's Yuletide program in which favorite Christmas stories are told with suitable musical background. A portion of this program will be devoted to the reading of children's letters to Santa Claus. Keen interest has been evidenced in this broadcast by service clubs and charitable organizations, and after investigation, they collaborated with the station in

sending gifts to the children whose letters indicate that they are members of needy families.

Prior to and during the Christmas holidays, station WKRC, Cincinnati, Ohio, will present choral music from local churches. Highlight of the station's Xmas programming will be the reading of the Christmas story from the King James Bible by Tom McCarthy, head of the WKRC news department. Also presented will be a direct broadcast from a farm house twenty-five miles outside Cincinnati depicting the actions of a typical midwestern farm home on Christmas morning.

Programs running the gamut from chorals to interviews and dramatization of the Nativity story, are being presented by this Philadelphia outlet in a month long Christmas festival. These will include a traditional WIP exclusive, "Eavesdropping with Santa Claus," in which Santa broadcasts through a microphone hidden in his magic wand, the requests of the kiddies. Among the many other programs scheduled will be Christmas greeting to the station's listeners from members of the staff who will join in music and song during the annual WIP Christmas party.

This California station regrets to inform us that due to the lack of production personnel it is difficult to produce any special Yuletide shows. They are, however, airing a transcribed presentation especially designed for children, entitled "The Cinnamon Bear."

**best wishes for a
merry christmas
and a happy new year**

J.J. Robbins

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Xmas On West Coast With Varied Programs

(Continued from Page 3)

and KMPS presented "Merry Christmas Music" Dec. 16, with "The Littlest Angel," a transcription starring Loretta Young, serving as the dramatic center-piece. On Dec. 23, the station will offer a Yuletide program, featuring "Mr. Pickwick's Christmas," a transcription starring Charles Laughton. KMPC is also planning a special two-hour show for Xmas eve, while on Christmas Day it will present a program of Christmas carols to be sung by Audubon school students.

KFWB will air a Christmas program 11 p.m. Dec. 24 to 12:30 a.m., Dec. 25 from St. Mary of the Angels Church, Hollywood. Corelli's "Christmas Concerto Grosso in G Minor," played by the London Symphony Orchestra, led by Bruno Walter, and Ernestine Schuman-Heink's solo, "Stille Nacht," will highlight KGFJ's two-hour Musical Digest Family Hour concert Dec. 24.

KHJ will broadcast Yuletide programs furnished by Mutual. KMTR will present several one-minute stories giving the background of various Christmas customs.

Mexican Dramatization

"Las Posada," a dramatization of the Mexican Christmas, written by Ray Wilson and produced by Tom Hargis, will feature the usual "Romance of the Ranchos" program over KNX Dec. 23. Columbia Pacific will broadcast a special Christmas program on the "Hollywood Preview" period Dec. 22, with Dick Foran as the guest star. Another Columbia Pacific airing Dec. 22 will be that of "The Cancellation of Christmas," by Betty Philips, on the "My Favorite Story" period. On Dec. 24 "Right From the Heart," by Bud Swanton, with George Allen as producer and Wilbur Hatch as musical director, will be heard on "The Whistler" time.

An ABC Christmas Party show will emanate from the Hollywood Bowl Dec. 22, with screen and radio personalities participating. ABC will also broadcast a Christmas Eve program from the Birmingham General Hospital, Van Nuys, while ABC's western division will carry a program of Christmas music from the Pasadena Civic Auditorium Dec. 24. On Christmas Eve, the full ABC net will air a Christmas Eve drama, written by Ben Hecht and featuring Hollywood names.

Seeks Information On CBC Building New Quarters

Montreal—Notice was given yesterday by Georges H. Heon (In. Prog. Cons.), Argenteuil, of his intention of seeking from the government information on what steps have been taken to erect a building to house the administrative and broadcasting studios of the Canadian Broadcasting Corp. in Montreal. Mr. Heon also wants to know where this building will be erected and whether any plans have been drawn up.

WORDS AND MUSIC

By HERMAN PINCUS

Christmas In Tin Pan Alley. . . .!

FOR the first time since the Yuletide of 1940, that portion of Broadway, Avenue of the Americas (formerly Sixth Avenue) and 7th Avenue, inhabited by music publishers and songwriters, resounds with Good Will, good cheer and forthright optimism . . . the writers and contact men (song-pluggers) who have returned from the wars, reflect the spirit of the times . . . we think this is as good a time as any to mention the names of as many as we can recall off-hand, who served in Armed Forces and who, once again are writing or "selling" musical wares . . . Vic Mizzy, Emery Deutsch, Harry S. Miller, Sam Taylor, Buddy Feyne, Al Gallico, Bennie Benjamin, Gerald Marks, Vernon Duke, John Redmond, Emil Velazco, Buddy Robbins, Sammy Mysels, Harry and Gene Goodman, Frank Loesser, Bob Briody and Michael H. Cleary. Many of the returnees seemed surprised to hear the same Christmas songs they heard before donning uniforms, namely, "I'm Dreaming Of A White Christmas," "Santa Claus Is Comin' To Town," "That's What I Want for Christmas," "Christmas Night In Harlem," and "I'll Be Home For Christmas," but there weren't any objections . . . not by a long shot . . . a tip-off to the way music publishers feel can be ascertained by the fact that music publishers offices will be closed or partially closed from tonight (Friday the 21st, until next Wednesday) . . . and Wall Streeters aren't the only ones whose Christmas gifts made the front pages . . . a grateful and prosperous music industry, too, was lavish in its annual gifts to Ork Pilots, singers, talent managers, recording execs, et al.

★ ★ ★

RADIOLOGY:—Back in 1925 a new comedy team, Pick & Pat, went on the air at WOR and their efforts brought in over 8,000 letters . . . WOR execs called the team and painted rosy pictures of their future in radio . . . after about two hours of back-slapping and crystal-gazing, Pat interrupted with, "Pardon us, please, but could you loan us a dollar . . . we haven't eaten since yesterday morning." . . . ● Did you know that Sgt. Hy Averbach, former announcer and assistant production manager at KMPC, Hollywood, is "Tokyo Moss," whose daily patter, chatter and songs is featured by the AFRS over an 18-station network, originating at WVTR, the Tokyo station which used to feature "Tokyo Rose." . . . ● Stace Pheasant of Sligh & Pheasant has set Eddie Wiggins and his Doctors of Downbeat on WCFL every Saturday for Jays' Potato Chips . . . program "Jays' Jiveree," is hot enough to heat your apartment these chilly days. . . ● Sgt. Fred Weihe, formerly with Richard Stark & Co., is managing an AFRStation in Naples. . . ● The clever quiz, "Try and Find Me," CBSponsored across the board by Wesson Oil and Snowdrift, is scripted by Walt Framer who also writes "Break The Bank," for Vicks MBSundays.

★ ★ ★

Marie Rogndahl, former "Hour of NBCharmer," will be featured, January 6 on the CBS show "New Voices in Radio." . . . ● Johnny Olsen's "Ladies Be Seated," ace ABC comedy series will originate in Chicago for a month starting in Mid-January. . . ● Jackie Kelk's clownings on "Continental Celebrity Club" heard CBSaturdays bear us out . . . we recently itemed that his "guest appearances prove him a comic of no mean ability." . . . ● Maury (WHN) Amsterdam, feuding with that WOR record-spinner, calls him "Razz" Barry Gray. . . ● Pvt. Paul Dubov's Christmas present will be an honorable discharge from the Army. . . ● Credit a smart bit of copy writing to the Seidel Advertising Co. . . . their caricatures on Benny Goodman are the talk of the town. . . ● Barry Wood's Cosmo recording of "Tomorrow Is Forever," title tune of the forthcoming Claudette Colbert-Orson Welles-George Brent flicker of the same name, is slated for a triple-medium tie-up with a national simultaneous plug by International Pictures Corp., Grosset & Dunlap, publishers of the book and Cosmo Records . . . ● Sam Kerner was the guiding light who raised David Street's income 800 per cent in little over a year. . . ● The January issue of American Mag profiles radio mimic Donald Bain.

Special Xmas Shows Planned in Texas

San Antonio, Texas—The Southwest will join in with the rest of the world this Christmas in proclaiming "joy to the world—peace on earth, good will towards men" in this, the first peacetime celebration since the beginning of World War II.

Local advertisers, fully aware of the power of radio, are spending heavily on special programs advertising products to regular scheduled spot announcements. All indications point to one of the busiest seasons for local stations.

Individual stations plan an eventful week of Christmas spirit in story and song. KTSA will devote its "Concert Hall of the Air," which is heard nightly from 11:05 to 12 midnight, starting on Dec. 17, to Christmas music, climaxing the series with the recorded version of Handel's "Messiah" on Christmas Eve. Dick Smith will play host to a group of youngsters Christmas Day during his program, "Spin and Chin." He will interview the youngsters and have them tell of the presents they have received and their general reactions to the day. The KTSA Singers, a newly organized vocal group, will present a special Christmas Eve program of carols. Group is composed of Virginia LaRea, Harold Brown, Robert Brink and Lorraine Dossett, with Joe Morin at the piano, plus a string quartet. A program which promises to be one of the highlights of Christmas Day is to be a wire recorded program to be made at Randolph Field by Bob Holleron, of the KTSA special events staff. Program will present interviews with G.I.'s who are going home to spend their first Christmas since the war. The soldiers will tell of their reactions to this, their first Christmas at home and their observances of other Christmas' overseas. Veterans to be interviewed will be selected from each theater of operation. Program will bear the title, "The G. I. Goes Home For Christmas." A special staff Christmas party is to be held in the north terrace of the Gunter Hotel at which time, George Johnston, genial manager of the station, played Santa Claus and gave a special bonus to all KTSA employees.

George Case, program director of KABC, has scheduled a number of special transcribed shows to be aired over KABC on Christmas Day as well as Christmas Eve. Throughout the week, special music and programs have been scheduled, among them being the recorded Ronald Coleman "Christmas Carol," Charles Laughton in "Mr. Pickwick's Xmas," and Loretta Young in "Little Angel." Mass will be broadcast on Christmas Eve from the St. Joseph's Church and a special carol program featuring the St. Mary's University mixed choir will be aired on Christmas eve. A bonus party will be held for all KABC employees on Dec. 30.

Tony Bessan, program director of

(Continued on Page 20)



Herald Peacetime Christmas



Varied Programming Prepared For Xmas

(Continued from Page 3)

back in the States; this will be followed from 2 to 2:45 p.m. EST., by "Christmas in America," and program with a two-way pickup between servicemen in Honolulu and his family in San Francisco.

Special NBC Features

Another NBC Xmas feature will be a full-hour program of holiday music from 4 to 5 p.m. EST, with such stars as Thomas L. Thomas, Jean Dickenson, Margaret Daum, Bob Hannon, Evelyn MacGregor, Remo Bolognini and Victor Varden's orchestra, under production of Frank Hummert. On Christmas Eve at 11:30 p.m. EST, NBC will offer Charles Dickens' Yuletide piece, "Cricket on the Hearth." Highlights of the webs' special programs include Christmas songs in narrative form, with quotations from the Bible, on the Fred Waring program Christmas Day at 11:00 a.m.; a pre-Christmas package of star enter-

tainment featuring Bing Crosby, Cornelia Otis Skinner and Roland Young on the NBC-BBC "Atlantic Spotlight" program Saturday, Dec. 22 (12:30 p.m. EST) and the presentation of Helen Traubel, operatic soprano, on the "Telephone Hour" Christmas Eve program at 9:00 p.m. EST. On Sunday, Dec. 2 at 2:30 p.m., "The Juggler of Notre Dame," a Christmas tradition on "The Westinghouse Program," will be broadcast by John Charles Thomas and the entire cast. NBC will broadcast pickups from foreign countries including Switzerland during Christmas week with entire production by the Army. Also on Christmas morning, NBC will carry the annual Yuletide message of King George VI to the British Empire.

World-Wide Pickup

ABC microphones will pick up broadcasts from New York, Washington, Hollywood, Paris, Munich and Basle, Switzerland, throughout next weekend and Christmas Day, with the voices of President Harry S. Truman and thousands of American servicemen, at home and abroad, participating in special programs. Today, Dec. 21, ABC will begin its heavy Xmas schedule with the "International Chil-

dren's Christmas Party," from Washington, with Joe Kelly as master of ceremonies. Program will be heard from 2:30 to 2:45 p.m. EST.

ABC will then go to the Hollywood Bowl Saturday night for a special program of stars including: Roy Rogers, Hal Peary, Jane Powell, Rochester, Lois Butler, Arthur Lake, Penny Singleton, the "Blondie & Dagwood" team. The Ford Sunday Evening Hour on Sunday from 8 to 9 p.m. will devote itself to Christmas music and drama. Paul Whiteman and his crew will be featured in a special Christmas Eve program from 11 to 11:45 p.m. with the assistance of Joan Edwards, Al Duffy, Buddy Weed, and Ken Darby. On Christmas Day, ABC will broadcast a half hour program from overseas, with servicemen sending greetings home from Paris, Berlin, Munich, St. Moritz and Basle.

Will Feature Carols

CBS's musical observance will feature a program of carols from foreign lands on December 20th, with Maria Kurenko singing Russian tunes; Elizabeth Schumann, Austrian; Martial Singher, French; Roland Hayes, American-Negro; and Eileen Farrell, English and American. Other musical features include broadcasts by the Philadelphia Orchestra on the 22nd, the New York Philharmonic and the Salt Lake City Tabernacle Choir on the 23rd.

Norman Corwin's celebrated "Plot to Overthrow Christmas" will be broadcast on the 24th; Charles Dickens' "Christmas Carol" will be heard on the Lionel Barrymore show December 22nd. On Christmas Eve CBS will air a roundup from Army and Navy bases scattered throughout the world. On Christmas Day, the special President Truman and King George VI broadcasts will be aired. "Christmas Musicade" a half-hour program from New York on Dec. 25th, will be heard from 3:30 to 4:00 p.m. EST, with Burgess Meredith, Annamary Dickey, Felix Knight and Raymond Paige's orchestra. Meredith will read a specially written fantasy on the "Atomic Era." One of the featured highlights of CBS's Christmas festival will be its "Two Hours of Stars," on Christmas Day from Hollywood from 4 to 6 p.m. EST. Performers include Allen Reed, Ginny Simms, the Charitoters, Don Ameche, Ken Carpenter, Jack Benny, Bob Hope, Vera Vague, Red Skelton, Allan Jones, Artur Rubinstein, and Bob Crosby and his Bobcats.

MBS Varied Coverage

Mutual will make extensive use of two-way radio and short-wave live hookups over a 70,000 mile area on Christmas Day in a special one hour broadcast sponsored by Standard Oil and its affiliates. Program will be aired from 10 to 11 a.m. and will consist of an exchange of greetings and messages between members of the armed forces in England, France, Germany, Japan, Hawaii, Guam and the Philippines, and their wives, mothers and children in various sections of the States. Bill Slater will

Capitol Yuletide

Washington — Capitol radio stations will lean heavily on net programs for their celebration of the first peacetime Christmas in five years. Yuletide programs begin this week and continue through to Christmas day, with a solid schedule on tap.

act as moderator of the special broadcast.

Midnight Mass in St. Patrick's Cathedral, one of the most stirring of Yuletide occasions in New York City, will be broadcast over WOR-Mutual at 12 o'clock. In addition to special musical programs, the network will air an exchange of holiday greetings between U. S. Congressmen and members of British Parliament. A Christmas Eve program will carry messages from Generals Eisenhower, MacArthur, McNarney and Admiral Nimitz. At 9:30 p.m. Christmas night, Frank Singiser will review the major events of 1945 in an hour-long dramatization. On December 24th, Frances Greer and James Pease will sing excerpts from Handel's "The Messiah," 10:30 to 11:00 p.m.; from 11:30 to midnight, "Christmas Music" featuring Jean Merrill and Hugh Thompson, with a message by the Rev. Wendell Phillips, conducted by Sylvan Levin. On Christmas Day, Mutual will present "Christmas in Toil-Land," man-in-the-street interviews; and the yearly roundup of news with Frank Singiser, with a background of drama and music.

Associated will pick up a WMCA feed of carols from St. Patrick's Cathedral on Christmas Eve; the Grace Episcopal Church Choir, and a choral program by employees of the Dime Savings Bank. On Christmas Day, the solemn-high mass from the Cathedral in Philadelphia will be aired; the "Whiffenpoof" Yale University Glee Club recital, and the special broadcast of ceremonies at the White House.

Special Christmas Shows Are Planned For Texas

(Continued from Page 19)

KMAC, will present a special Christmas Eve program featuring Bud Whaley, reading a series of Christmas poems. The 32-voice girl choir from St. Henry's Academy will be heard in Christmas Carols on Christmas Day.

At WOAI, the special traditional mass, carried for the past several years from St. Mary's Church will be aired from 11:45 p.m. to 1:30 a.m.

A series of special recorded programs of Christmas music, carols and stories, will be aired over KONO. Carols will be sung by several choirs and choral groups.

In addition to the local programs, each of the four network stations, KMAC, KTSA, KABC and WOAI, will air special network shows.

**KCMC
TEXARKANA
U.S.A.**

• AMERICAN
• MUTUAL

1230 Kc.

A Major Distributing Point for the States Market

A MARKET OF 239,330 PEOPLE lies within 0.5MV/M Contour of KCMC (Texarkana's only radio outlet). A ready market for your January schedule.

Diversified income is derived from oil and gas, agriculture, fruit growing, cattle (beef and dairying), manufacturing, distribution, railroads.

For additional information, write Frank O. Myers, Manager, KCMC, Texarkana, U. S. A.

WGPC After a check with the officials at Turner Field, Albany, Ga., to find out the boys' choice in radio programs, this outlet has set up a thirty-minute schedule Christmas Day, entitled "G.I. Joe Requests." This program will feature as many requests as possible for the boys at the field and for those who have returned home. Also scheduled will be Lt. Ray Erwin, a public Relations Officer at Turner Field, reading Dickens' "A Christmas Carol." As of Dec. 15, Christmas carols are being broadcast through a loud speaker set up on top of one of the downtown hotels. In addition to these, WGPC has set up a microphone in Sears-Roebuck Department Store, in which boys and girls of the community come each afternoon to send special messages to Santa Claus.

WAAB In observance of the Christmas season, the strains of traditional Carols as sung by Worcester school children, representing four high schools denominations, will be heard over this outlet in a different program each day during the week preceding Christmas.

WCKY Special Yuletide programs on WCKY will establish a new high in Christmas programming at the L. B. Wilson station this year. Highlighting the schedule will be three Christmas music-story programs tagged "The WCKY Christmas Party," which will run for five hours. Olive Kackley, women's commentator, will conduct a special Christmas show combining music and Christmas drama. Santa Claus, with "Tweedle Dee," and the "Dwarf Chorus," are being broadcast Monday through Friday, along with featured Christmas music on the station's Opera hour and Cathedral hour.

A special feature program by **WBBM**, Chicago, Ill., is the "Messiah," to be presented by the Schurz High School Choristers of 100 voices with professional singers handling the lead. Schurz high school has presented Handel's masterpiece each year since 1912, but this is the first year they have ever broadcast it. The Mendelssohn Choir, will be presented Dec. 29, in co-operation with the Chicago Park District, featuring traditional Christmas airs.

WISH During the week of Dec. 17th to the 23rd, the center downtown district of Indianapolis will mark the scene of this year's holiday festivities. Monument Circle will be decorated with 100 Christmas trees and holly, and a large setting of the Nativity scene. Several choral groups will be featured during the weekend, and on the 22nd, WISH will carry the remote broadcast from the Indiana State Capital building, where the 15th Annual Salvation Army Christmas party for under-privileged children will be held.

This Charlotte, North Carolina station is featuring Dr. Charles F. Myers, director of WBT's "Southern Hour," who will speak on the spiritual significance of Christmas and a choir under the direction of Dr. James Christian Phol, director of music at Davidson and Queens College, who will sing favorite Christmas carols.

CBC Canadian Broadcasting Company announces that commercially sponsored programs will not be heard on Christmas Day, so far as CBC English language networks and stations are concerned. This is in line with CBC practice for several years past, when such programs have been cancelled on Christmas Day in order that the corporation might present a full and special Christmas Day schedule to all listeners. This policy applies to all sponsored programs whether scheduled on the CBC Trans-Canada network, the Dominion network or on individual CBC English stations.

In Washington, D. C., WOL is presenting a show emanating from the Senate Radio Gallery in the U. S. Capitol and presenting six congressmen in an exchange program with London. Another special show will originate from Bethesda Naval Hospital, with some thirty voices of convalescents in a chorus of Christmas music.

*May we at this time
wish the trade a very
Merry Christmas and
the happiest New Year.*



Season's Greetings

AND

A

**Merry
Christmas**

TO

**All Our
Friends**

Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

CLEVELAND'S
WGAR
THE FRIENDLY STATION

FREE
SPEECH
"MIKE"



RADIO'S XXV
ANNIVERSARY

CBC's Christmas Programs To Include Overseas Pickups

Montreal—CBC will open its Christmas Day broadcasting with the playing of the carillon in the Peace Tower, at Ottawa. Greetings to Canadians on behalf of the corporation will be expressed by the chairman of the CBC board of governors, A. Davidson Dunton, who will speak from Montreal. The brief opening program will be broadcast over a special CBC network consisting of Trans-Canada and Dominion network stations, Tuesday, December 25, at 8:30 p.m., EST, followed immediately by the globe-encircling "Empire Broadcast."

For the first Christmas of peace after six years of war, a traditional theme will be restored to the "Empire Broadcast" in its annual radio reunion of British peoples. Christmas at home again throughout the Commonwealth will be sought out in the BBC round-up as the voice of "London Calling" is broadcast to the peoples of Europe and the Far East, to Africa, to the victorious Empire and into the homes of Canadians across the Dominion. The program will be heard over a special CBC Christmas Day network on the morning of Tuesday, December 25, at 9 a.m., EST, and will herald the annual Christmas greetings of His Majesty, the King, speaking to his people at 10 a.m., EST. "Wherever You May Be," is the

title of this year's "Empire Broadcast" and wherever home may be and wherever those still far from home may be, greetings will go out over the airwaves between friends and kinsmen.

Going first to Europe the program brings messages from Prague, celebrating Czechoslovakia's first Christmas of liberation, followed by relays describing the Yule-day scenes in Norway, Holland, Denmark and France.

Army broadcasting units will bring radio pictures of what the troops are doing at Christmas in the British Army of the Rhine, at the Crusader Club in Hamburg. Cairo will come in, and Singapore. From New Zealand will come a message from a Maori Battalion Officer who is home for the first time since 1939. Australia speaks through a farmer back from war helping his father produce food for Britain. A returned airman sends greetings from South Africa.

In Canada a former lieutenant of the British Columbia Dragoons will speak with his British bride spending her first Christmas in her Canadian home. And in the British Isles, scenes of the festival season will be taken at a party in a Royal Air Force hospital; at the traditional Rugby match in Wales; on a mine-sweeper at work off the Scottish coast and elsewhere.

Now that Peace and Victory is here, let us not forget the Boys that made this Christmas one of the Happiest in Four Years.

W B Y N
BROOKLYN

Holiday Greetings

from

The Staff

of

RADIO DAILY



PICTURE OF THE WEEK



Holiday spirit came to WCBW, the CBS television station in New York this week, when a special Christmas set was used in presentation of Yuletide programs.

Birthday Greetings to—

- | | |
|-------------------|--------------------|
| Dec. 21 | |
| Bea Churchill | Xavier Cugat |
| Andre Kostelanetz | Bob Strong |
| Dec. 22 | |
| Bob Guilbert | Eunice Howard |
| "Mystery Chef" | Deems Taylor |
| Dec. 23 | |
| Howard Breslin | Don McNeill |
| Herman Pincus | W. A. Stretch, Jr. |
| John Waters | John R. Charters |
| Norman V. Farrell | |
| Dec. 24 | |
| John W. Alicoate | Lucrezia Bori |
| Doris Sharp | W. O. Tilenius |
| Naylor Rogers | Dick Crans |
| Charles Wakefield | Cadman |
| Dec. 25 | |
| Matt Brooks | Peggy Stone |
| George Lasker | Betty Olson |
| Bob Ripley | Nathaniel Shilkret |
| Mosef Stopak | Gladys Swarthout |
| Marritt Wheeler | Arthur Perles |
| Harry Goddeau | Herman Katzman |
| Noel Rhys | |

Air Yale Glee Club Show On Special ABS Shot

The Yale Glee Club of 60 voices under the direction of Marshall Bartholomew, was heard on a special broadcast on Tuesday, 7:45 to 8:00 over the Associated Broadcasting System network. The broadcast was the first air presentation of their traditional Christmas program. Music consisted of a group of Yale songs and American folk melodies. Program originated from WNHC in New Haven, Conn., and heard locally over WMCA.

Colgate Renews WEA For Three Products

The Colgate-Palmolive-Peet Co., for Super Suds, has renewed participation in three WEA airshows. They are the Pat Barnes "Morning in Manhattan" program (Fridays, 7:05 a.m., EST); the "Jack Arthur" program (Mondays, Tuesdays, Wednesdays and Thursdays, 8:15 a.m., EST), and the "Maggi McNellis" show (Mondays through Fridays, 12:15 p.m., EST). The 52-week contract, effective Jan. 1 was handled by William Esty and Company, Inc. Participation in the Pat Barnes "Morning in Manhattan" program was renewed by the United Fruit Company. The contract is for 52 weeks.

*Season's Greetings
and
A Happy New Year*



ROSS FEDERAL RESEARCH CORP.
18 East 48th St. New York, N. Y.

A MERRY CHRISTMAS
You've made it a great one for us



IT'S MUTUAL . . . PITTSBURGH, PA.

FOR THE 23rd CONSECUTIVE
 YEAR IN AN INDUSTRY CELEBRATING
 ITS 25th ANNIVERSARY **WHN**
 EXTENDS TO ITS MANY FRIENDS

Season's Greetings

WHN
50,000 WATTS • NEW YORK
DIAL 1050

METRO-GOLDWYN-MAYER
 LOEW'S AFFILIATE



Vol. 33, No. 58 Wed., Dec. 26, 1945 Price 10 Cts.

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

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

20 YEARS AGO TODAY

(December 26, 1925)

The first radio broadcast debate, featuring the University of Oregon and the University of California, with listeners voting the Oregon team the winner, is presented over station KGW, Portland, Oregon.

E. F. Stevens, Jr.

Funeral services were held Saturday for E. F. Stevens, Jr., 44, executive vice-president and one of the founders of Decca Records, Inc., who died suddenly at his home in Scarsdale, N. Y., Dec. 20. He is survived by his widow, Mrs. Susan Fossun Stevens, and three children.

Renew News Program

Fawcett Publications, Inc., for Magazine Digest and True Magazine, has renewed sponsorship of the "World News Roundup" program over WEAJ on Mondays, Wednesdays and Fridays (8:00 a.m., EST). The contract runs from Dec. 17, 1945 to April 1, 1946. McCann Erickson, Inc., is the agency.

Jules Nassberg INSURANCE 80 JOHN STREET NEW YORK CITY

PHONES: BOWLING GREEN 9 0284 WHITEHALL 3-6767

Connect in Connecticut

WDRG

HARTFORD 4 CONNECTICUT WDRG - FM

Coming and Going

BARRY WOOD and MARY SMALL spent the weekend in Washington, D. C., where on Friday, they were guest entertainers at the dinner given for Ted Gamble by the War Finance Division.

ADE HULT, vice-president of the Mutual network in charge of Midwest sales, in New York last week visiting with network officials, has returned to Chicago.

BILL CUNNINGHAM, Mutual's co-op Sunday commentator, broadcast from New Orleans on Dec. 30.

MERLE JONES, general manager of WOL, Washington, D. C., at meeting of the NAB code committee in Chicago last week.

CHARLES GODWIN, assistant director of station relations at MBS, has returned from a business trip to Atlanta and Chattanooga.

QUINCY BRACKETT, president of WSPR, Springfield, Mass., in town late last week for conferences with officials of ABC, with which the station is affiliated.

ART DONEGAN, assistant publicity manager of the American Broadcasting Company, is back in New York following a brief tour of New England stations and newspapers.

BILL SPITZ, Syracuse advertising executive who has completed his service in the Armed Forces, has returned to the Salt City and has resumed his activities with Spitz & Webb, advertising agency.

DANNY O'NEIL, radio tenor, has returned from Erie, Pa., where he participated in a special Christmas show for under-privileged children.

FCC Okays Transfer Of Muzak Radio Station

(Continued from Page 1)

Corp., and Charles E. Merrill to Radio Sales Corp., Muzak Corp. and Charles E. Merrill.

The consideration to be paid by transfer for 333 1/3 shares is the par value thereof or approximately \$333, the book value of which shares as of December 31, 1944, is shown in deficit amount of approximately \$14,000.

In other actions, FCC granted a construction permit to A. V. Tidmore Trading as Pottsville Broadcasting Co., Pottsville, Pa., for new standard station to operate on 1120 kilocycles, 250 watts, limited.

NAB Code Committee Makes Recommendations

(Continued from Page 1)

spot announcements, were adopted by the NAB Code Committee at a two-day meeting at the Palmer House. The recommendations will be made to the NAB Board. The committee also will recommend that the quality of all commercial radio copy be improved and that a better job be done with less copy, mainly through better writing.



"Dis guy should use WFDL Flint during the rainy season."

5000 WATTS 1330 KC. WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 45th Street, New York, N. Y.

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

W-I-T-H, the independent, delivers more listeners - per - dollar - spent than any other station in this big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

2961 Cities and Towns in 33 States Sent 38,193 Requests in 10 Days

It all started innocently enough: "Uncle Tom," the drawing M.C. on Consolidated Royal Chemical Corporation's Western Jamboree—one of the many popular WCKY programs (8:45—9:55 P. M. nights), casually remarked on ONE program, just ONCE, that if anybody wanted to see what he looked like, to write for a picture. That's all:

And then it *did* start. The first day's mail flooded in by the sackful and we called out the reserves. We knew the program was a popular one—we knew we had a far-reaching signal—but even we were amazed and astounded by this rush of mail from practically every corner of the nation: this overwhelming evidence of *listeners*. When it was counted and sorted, there were 7,251 letters and cards from nearly 3,000 cities, towns and villages in 33 states—states containing 84% of the nation's entire population.

But that was only the beginning. Before the requests from that ONE announcement stopped—in three days—there were 13,388 tallied and checked. The announcement was repeated several times more in the next few programs and at the time this advertisement was prepared the count was well up towards 40,000—and still coming, although a deadline of December 1 had been established.

So what? Well—Western Jamboree is a WCKY planned and produced show. So—smart programming and smart shownmanship plus 50,000 watts of salespower provides a bonus, buying audience which has no relationship to rates and coverage maps.

If you'd like more detailed facts about coverage, rates, programs, audience, on a station capable of being heard by five out of every six people in the nation, write or wire us or

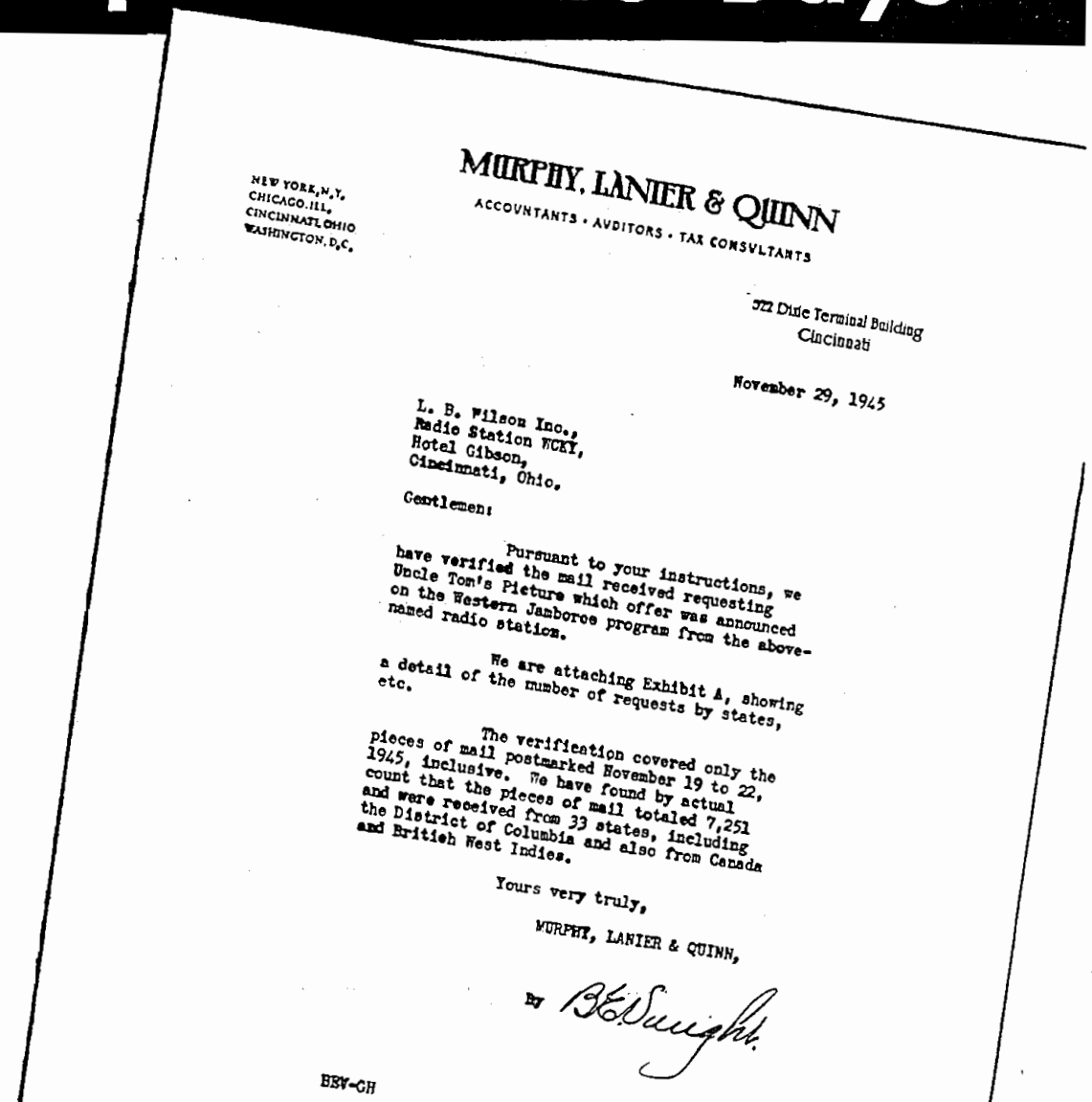
Ask a Free and Peters Man

WCKY

L. B. Wilson Cincinnati

50,000 WATTS OF SALES POWER

The Nation's Leading Independent Voice On The Air



One Day's Mail Count November 23, 1945

State	No. Towns	State	No. Towns
Alabama	327	New Hampshire	7
Arkansas	59	New Jersey	2
Connecticut	1	New York	33
Delaware	5	N. Carolina	408
Florida	114	Ohio	45*
Georgia	351	Oklahoma	4
Illinois	40	Pennsylvania	169
Iowa	2	South Carolina	178
Indiana	20*	Tennessee	313
Kentucky	91*	Texas	18
Louisiana	45	Vermont	2
Maryland	55	Virginia	214
Maine	4	Washington, D. C.	1
Massachusetts	4	West Virginia	180
Minnesota	4	Wisconsin	19
Missouri	46	Canada	10
Michigan	49	British West Indies	1
Mississippi	160		

*Counties

THE COUNT WAS OBSERVED DAILY BY ONE OR MORE OF THESE CINCINNATI AGENCY EXECUTIVES

Walter Haehnle, Haehnle Advertising Agency; Kathryn Hardig, Ralph H. Jones Co.; Sprague Mulligan, Perry-Brown, Inc.; Mae Rieser, Rieser-Ernest & Assoc.; Martha Reuwer, Mahlon B. Sheridan Co.; Leonard Sive, Leonard Sive & Assoc.; Chas. Butler, Stockton-West-Burkhardt; R. M. Fleming, S-P-D Advertising Agency; Patricia Murphy, Frederick W. Ziv Co.

Meet Mr. Reddy Cash!
FROM EAST TEXAS

"Hit Oil!" In the Heart of the World's Largest Oil Fields, KFRO influences buying habits of Half Million People. *Affiliated American and Mutual Networks.

KFRO
LONGVIEW, TEX.
Texas Richest Market




Week-End Odds And Ends. . . . !

• • • Plans are under way for the celebration of Pres. Truman's birthday in the same manner as the nation observed that of the late FDR, for the benefit of cancer victims. . . . Artie Shaw and his ork will be back in business in Feb. . . . Tip to Detroiters: Mutual's Bob Novak headed out there Jan. 7th and looking for a director to handle a new half-hour variety show stemming from there with Joe and Ralph, local favorites. Show will also introduce Bob's new "find"—Jane Palmer—whom he describes as a cross between Dinah Shore and Jo Stafford. . . . Mort Green (his scripting of "The Newspaper Game" won the Front Page award from the Guild) and Geo. Foster, producer, have left WNEW to form their own package producing firm. . . . True mag sponsoring an All-American Basketball Team selection and tossing a cocktail party for the hoop fraternity at Shor's Friday. . . . Good News-Notes Tonite: Ade Kahn, ex-GI publicist of "Winged Victory" and several of Gen. Hap Arnold's official radio shows, out of uniform feeling like a civiliannaire and happy that from now on the only Colonel he'll have to listen to is Stoopnagle.



• • • You think you had worries with your Christmas shopping? I just talked to Santa's No. 1 competitor the other noon-time at Lindy's. He's Phil Spitalny—and here's his problem, Mr. Anthony. Phil has 44 gals in his unit and he's been on the air for Gen'l Electric going on ten years now. It's not bad enuf that he gives each gal a gift—he also gives them one for each year the band has been together. Figure it out yourself, it gives me a headache. Ten gifts apiece for 44 gals! And that ain't all, by any means. Each of the gals hands out gifts for the 43 others. Lemme see, now, 44 x 44 equals 1,936 more presents. You can see for yourself now why Phil has to hire a suite at the Waldorf every year, just to store up and distribute the loot. So you wanna lead a band, hey?



• • • Talk about switches, the John David men's stores are going on WJZ with a show geared strictly for the femmes. They figure the gals control all the purse-strings anyway, so they might as well concentrate their appeal in that direction. . . . Sandra Nolan, a brand new idea in personal managers, has taken over the handling of Irene Manning, while wooing her own air-break. Sandra is a dusky-eyed looker from Ohio who can sing a High C six inches from the mike. . . . WOR becoming more youth conscious. Starting Jan. 5th, its Saturday "Youth Forum" will be followed by a full-hour "Alan Courtney Record Carnival" show aired from the Carnival Room with a studio audience made up only of high school and college students. Show will be Courtney's original creation of reviewing the platters with a Board of Experts and Listeners, and will also be Courtney's contribution toward combating the juvenile delinquency problem. . . . Marty (MCA) Goodman's air deal with ex-Sec'y of the Treas. Henry Morgenthau very close to the signature stage. . . . Look-Alikes: Hildegarde and Mrs. Phil Baker. . . . Bill Stern calls Toots Shor's—Toughy's Tavern. . . . Charles Rabiner, "Cavalcade" scripter, joining Dave Green's publicity emporium as special feature writer. . . . Nat Moss' 400 Club only N. Y. nitery carried on all four key webs. . . . It's a boy at the Michael Chimes. . . . Ditto at the Sylvan Taplingers. Pop is radio director of Weiss & Geller.



• • • Paul Gallico, who never could be accused of being one of radio's more enthusiastic fans, turns an affectionate cheek toward radio in the Dec. issue of Esquire. "For all my cantankerousness with regard to radio," he writes, "it must be acknowledged that the medium was a blessing during the war, and I hereby do so state and declare, and remove my skimmer to the squawk boxes and the gentlemen who operated them." Nice to have you with us, Paul.

QUOTES
ON
"BRIDE AND GROOM"

RADIO'S NEW SMASH HIT

The Hollywood Reporter:

"ABC's 'Bride and Groom' is still 'The Miracle of Masterson's Creek.' How many hits can one guy have at one time?"

"Adrian Samish, program director for ABC; producers John Nelson for John Masterson, who got the package idea together; Larry Robertson, for the network and writer John Reddy, together with John Nelson, the emcee, and Jack McElroy, the announcer, can take a bow for a great show."

Variety: "This is the latest of big daytime audience participations, and it's a honey."

Time: "ABC thought it had a sure-hit show. . . ."

The Portland Oregonian:

(Radio Editor William Moyes speaking) "John Masterson (of Breneman show fame) is giving birth to a new program on ABC called Bride and Groom. Just what gives Mr. M. the idea that the loudspeaker audience which can't see the goings on will go nuts with delight at hearing two people on the air (1) before they are married and (2) just after, isn't quite plain. However, John is a character noted for always knowing what he is doing.

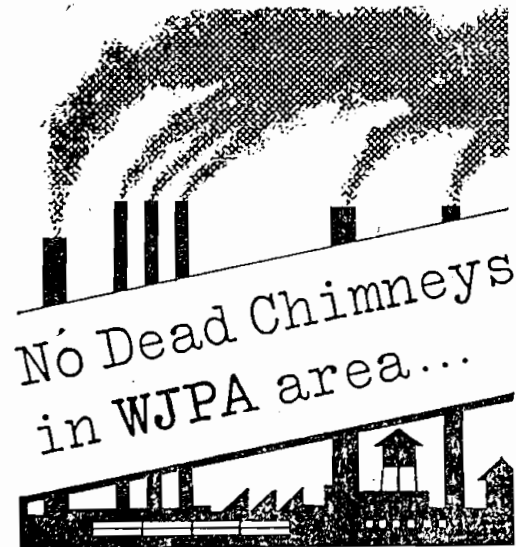
"John Nelson, who used to be on the Breneman show, is emcee. . . . He has no trouble going around the audience, asking women if they ever fight with their husbands, etc., etc.

".. Well, that's the great Masterson in action. First, the big idea, which John is never without. Then off with the rough spots and in with some new stuff. This time he's betting that people get goose pimples from the sheer ecstacy of hearing other people grab off something for nothing.

"None of the Masterson shows has ever laid eggs, so maybe he's right in his premise."

"A Bit of Paris in New York"

Henri
Est. 1906
FRENCH RESTAURANT
REAL FRENCH CUISINE
LUNCHEON From \$1.50
DINNER From \$2.00
Famous French Candies
15 EAST 52d ST.



No Dead Chimneys
in WJPA area...

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

MUTUAL NETWORK
For further details on Friendly Group Stations, write SPOT SALES, New York, Chicago, San Francisco, Los Angeles.

JOHN LAUX
Managing Director



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

AGENCIES

WALTER ADDISON WATSON, recently discharged from the Air Corps, has been appointed advertising manager of the Hoffman Radio Corp., Los Angeles. H. Leslie Hoffman, president, has announced. He will organize and direct a new department to handle all advertising, sales promotion, merchandising, publicity and house organ activities of the company. Watson was formerly advertising manager and director of public relations for Packard-Bell Radio, and has extensive experience in public relations, and in the trade paper field.

GEORGE SMITH has been appointed account executive with Foote, Cone & Belding. He was formerly with Standard Brands as assistant manager of the new products development department. Prior to that he was a brand manager with Procter & Gamble.

GORDON C. LUND has joined Views Associates, Chicago publicity and public relations firm, as assistant director, it has been announced by Paul O. Ridings, director. Lund, who was a staff sergeant in the Army Air Forces was previously assistant to Ridings when he was director of the Technology Center News Bureau, Illinois Institute of Technology, Chicago. In the army 36 months, Lund spent 18 months overseas. He served with the 20th Bomber Command in India.

CAPT. MARTIN MURPHY has joined the staff of Pedlar & Ryan. Captain Murphy served four and a half years in the Airborne Forces, in the Intelligence Section, 18th Airborne Corps. Before the war, he was associated with the Centaur Company.

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

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

New Television Series Set For DuMont's WABD

(Continued from Page 1)
 cooking, cosmetics, and art, with the Saturday program designed for children.

Program is to be sponsored by about thirty manufacturers on a participation basis. The project is under the general supervision of Karl Knipe, radio and television director for the agency.

Stirton Named Assistant To American Web Exec.

(Continued from Page 1)
 1937. In 1939 he rejoined the web as Chicago manager of the Artist's Service. He continued in this capacity until Jan. 1942, when the Blue and NBC separated, at which time he was appointed program manager for the Central Division.

Gets Westinghouse Post

Walter T. Baker, Jr., has been appointed eastern sales promotion manager of the Westinghouse electric appliance division. He returned to the firm after four years with Naval patrol squadrons in the Caribbean. A native of Buffalo, he is a graduate of Swarthmore College.



Proper timing of sales efforts, through good times on good stations, sends products pirouetting into consumer homes. Radio time buyers from coast-to-coast depend on full-time help from cooperative Weed & Company.

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO
 DETROIT • SAN FRANCISCO • HOLLYWOOD



Merry Christmas from WHB!



Our "present" to WHB advertisers is the stocking-full of fine Hooperatings shown in the table below...Advertiser or agency, you'll like doing business in 1946 with WHB—the station with "agency point-of-view"...where every advertiser is a client who must get his money's worth in results. Swing along with the happy medium in the Kansas City area!

For WHB Availabilities, 'phone **DON DAVIS** at any **ADAM YOUNG** office:

- NEW YORK CITY, 18 . . . Longacre 3-1926
11 West 42nd Street
- CHICAGO, 2 ANDover 5448
55 East Washington St.
- SAN FRANCISCO, 4 Sutter 1393
627 Mills Building
- LOS ANGELES, 13 Michigan 0921
448 South Hill Street
- KANSAS CITY, 6 HArrison 1161
Scarritt Building

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX SEPT.-OCT. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A. M. MON. THRU FRI. 3 A.M.—12 Noon	27.9	23.0	14.4	14.1	15.0	5.5
WEEKDAYS P. M. MON. THRU FRI. 12 Noon—6 P.M.	23.2	21.2	29.1	15.5	9.6	1.1
SUNDAY AFTERNOON 12 Noon—6 P.M.	15.5	33.9	25.4	12.6	9.9	2.2
SATURDAY DAYTIME 8 A.M.—6 P.M.	18.3	31.1	12.4	23.6	12.0	2.2

UNO Weighing Radio In Picking U. S. Site

(Continued from Page 1)

staffed entirely by UNO employees. It would provide to the world complete news of UNO sessions, unbiased by national or group interests.

Two Cities Mentioned

Boston and Cincinnati, the two cities thus far receiving the most mention in subcommittee session, each have five shortwave outlets. In the Boston area are WBOS, owned by Westinghouse, and World Wide's WRUL, WRUA, WRUS and WRUW. Near Cincinnati are the Crosley international outlets WLWO, WLWK, WLWL, WLWR and WLWS.

Although New York City has not received undue mention in the discussions to date, the metropolis is still in the running and is expected to put up a strong fight for the choice. Mayor LaGuardia and Mayor-Elect O'Dwyer are among the signees of a cablegram received here offering Flushing Meadows Park, site of the 1939-40 Worlds Fair, to UNO.

(In New York it was revealed that O'Dwyer has had prepared an illustrated brochure outlining in detail the advantages of New York. Prominently mentioned in the brochure is the fact that New York is headquarters for the four major networks, as well as headquarters for the major press services.)

New York Stations

Expected to strongly influence the final decision is the fact that eleven international stations are located in New York. These include the CBS outlets WCBN, WCBX, WCDA, WCRC, WOOC and WOOW, and NBC's WNBI, WNRA, WNRI, WNRX and WRCA. In nearby Schenectady are the GE stations WGEO, WGEA and WGEX.

Frisco Favored

The other major city receiving favorable mention, San Francisco, has ten shortwave stations, two of which operate on 200 kw., KCBR, owned by CBS, and KNBX, owned by NBC. Other outlets in the Golden Gate city are KCBA and KCBS, CBS; KNBA and KNBI, NBC; KGEI and KGEX, GE; and KWID and KWIX, which are owned by Associated Broadcasters.

Another subcommittee has urged the establishment within UNO of a Department of Public Information, under an assistant secretary general, to assure a free radio and press at UNO sessions. Other divisions of the proposed department would include publications, film, picture exhibition, public liaison and reference.

FCC Releases Allocations On 10 Television Stations

(Continued from Page 1)

tady, channel 4 (66-72 mc.); Philco's WPTZ Philadelphia, channel 3 (60-66 mc.) and WBKB, Balaban and Katz, Chicago, channel 4 (66-72 mc.).

Ten experimental tele stations received new channel assignments including the Allen B. DuMont Laboratories, channel 5, and RCA, Camden, N. J., 82-88 mc. The FCC said these changes were made to prevent interference with commercial stations, to afford uniformity to a licensee using the same equipment commercially and experimentally, and to prevent conflict with other services, notably amateur radio which, until March 1, will be using the 56-60 mc. channel.

Amateur Band to Tele

In regard to date of the frequency change, FCC said the amateur service is using the 56 to 60 mc. until March 1, 1946. Since this band will be assigned to tele and part of the 50 to 56 mc. band now assigned to tele will be assigned to amateur service, the frequency change may best be made on March 1.

Because of this switch, FCC announced the following procedure:

1. Existing stations that must change frequency will go off the air on or before March 1, and return to the air with regular programs on or before July 1 on their new assignments.
2. The amateur service will change

from the frequency space between 56 and 60 mc. to the space between 50 and 54 mc. on March 1.

3. Stations assigned channel No. 2 (54-60) may not begin operation before the 56 to 60 mc. frequency space is vacated by the amateur service on March 1.

4. The same procedure outlines in 1, 2, and 3 will be applied to experimental stations except that there will be no date set for return to new assignments.

Frequencies Listed

Complete assignment of frequencies announced by FCC follows: (location, licensee and new channel listed in order):

Commercial Tele: Chicago, Balaban and Katz, channel No. 4; New York, CBS, channel No. 2; New York, DuMont Lab., channel No. 5; New York, NBC, channel No. 4; Philadelphia, Philco Radio and Tele Corp., channel No. 3; Schenectady, General Electric Co., channel No. 4.

Experimental Tele:

Chicago, Balaban and Katz, channel No. 4; Cincinnati, Crosley Corp., No. 4; New York, DuMont Lab., No. 4; Los Angeles, Don Lee Broadcasting System, No. 2; Springfield, Pa., Philco, No. 3; Los Angeles, Television Productions, No. 5; Chicago, Zenith Radio Corp., No. 2; Camden, N. J., Radio Corp. of America, No. 6; Iowa City, Ia., State U. of Iowa, 1 and 13.

Two New Commercials Set For Mutual Web

The Williamson Candy Company has bought time for a half-hour program over the full Mutual network beginning January 13, it was announced over the week-end. Format of the new show has not yet been decided, but it will replace "The Nebbs" heard Sunday from 4:30 to 5 p.m., EST. Agency is Aubrey, Moore and Wallace, Inc., Chicago.

Beginning January 19, "Break the Bank," sponsored by Vick Chemicals goes full network. Program is now heard on WOR and WGN.

Sonia Bigman

Sonia Bigman, widely known radio editor of Time, died last Thursday night following an accidental fall in her New York apartment.

The Denver region has begun its greatest expansion period in history.

KLLZ

DENVER

CBS 560 KC.

winged words

The further they fly, the feebler they become . . . fifty miles may make them strangers . . . close to home they're robust and welcome. Radio has its local loyalties, too. People in Canton Ohio listen more to WHBC . . . this area's clearest signal . . . a strong, friendly voice for your sales story. WHBC can help you tap this 286 million dollar market . . . 59th in U. S. metropolitan tabulations. Come in . . . WHBC, Canton, calling . . . come in AND SELL! Represented nationally by BURN-SMITH CO., Inc.

CANTON · OHIO

whbc

1000 WATTS FULL TIME

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIS STATION MUTUAL NETWORK

ABC Web Affiliates End District Meetings

(Continued from Page 1)

in charge of stations for the network. Meetings will be held as frequently as possible to provide closer liaison between the network and its affiliates.

Meetings recently concluded were at Charlotte, N. C., affiliates were called together by the chairman of district 8, W. C. Bochman, manager of WCOS, Columbia, S. C. Norton and Archie Grinalds of ABC's station relations, represented the network. On November 8, at Fort Worth, Texas the district 5 meeting was called to order by chairman Harold Hough of KGKO. E. R. Borroff, vice-president in charge of ABC's central division Norton and James Connolly of the network were on hand.

District 4 gathered at Birmingham, Alabama, on November 15, under direction of Henry P. Johnston, managing director of WSGN. Pete Schloss and Grinalds represented ABC. On December 5, at Minneapolis, ABC outlets in district 3 gathered under C. T. Hagman, vice-president of WTCN. Norton, Borroff, Connolly and Lee Jahncke of ABC were present.

In Central New England WTAG is first in creative ability, first in listener interest and first in big time programming—therefore first in sales influence.

WTAG

WORCESTER

FOR AIR CHECK SERVICE "AS OTHERS HEAR IT"

Follow the Crowd

TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE—WIRE OR CALL FOR DETAILS

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1. CENTRAL 5775

Eighteen Sponsors Renew NBC Shows

(Continued from Page 1)

House Program," Sundays, 2:30 p.m., by Westinghouse Electric Corp., through McCann-Erickson, Inc.; "Hour of Charm," Sundays, 10:00 p.m., by General Electric Co., through BBD&O. "Cavalcade of America," Mondays, 10:00 p.m., by E. I. duPont de Nemours Co., through BBD&O; "Amos 'n' Andy," Tuesdays, 9:00 p.m., by Lever Bros., through Ruthrauff & Ryan; "Bob Burns," Thursday, 7:30 p.m., by Lever Bros., through Ruthrauff & Ryan; "Sealtest Village Store," Thursdays, 9:30 p.m., by National Dairy Products Corp., through McKee & Alright, Inc.; "One Man's Family," Sundays, 3:30 p.m., by Standard Brands, Inc., through J. Walter Thompson.

Allen Included

"Chase & Sanborn Coffee Program," Sundays, 8:00 p.m., by Standard Brands, Inc., through J. Walter Thompson; "The Fred Allen Show," Sundays, 8:30 p.m., by Standard Brands, Inc., through J. Walter Thompson; "Mr. District Attorney," Wednesdays, 9:30 p.m., by Bristol-Myers, through Doherty, Clifford & Henfield, Inc.; "The Eddie Cantor Show," Wednesdays, 9:00 p.m., Bristol-Myers, through Young & Rubicam; "Lora Lawton," Monday-Friday, 10:00 p.m., by B. T. Babbitt, through Duane Jones Co.

Honor Como, Stafford At Lake Placid Carnival

Perry Como and Jo Stafford, stars of NBC's Chesterfield "Supper Club" have been chosen King and Queen of the 20th Annual Lake Placid Winter Carnival, in the first such event to be held here since the end of the war. The entire cast of the "Supper Club" including Martin Block, the satisfiers and Lloyd Shaffer and his orchestra, will be on hand for the coronation next Saturday, December 9. Lowell Thomas will officiate.

Send Birthday Greetings To -

Dec. 26

Charles Alicoate Hibbard Ayer
Bernard Dudley

Paramount Aided Tele Paul Raibourn Asserts

(Continued from Page 1)

of television as charged in a civil anti-trust suit filed by the Government in Federal Court. Raibourn asserted that Paramount in the last seven years had done "more for the promotion and development of television in the homes and theaters than any other organization, with the possible exception of RCA, NBC and CBS."

Declaring that millions of dollars had been spent in its tele efforts, Raibourn pointed to the growth of DuMont Laboratories, in which Paramount has a 37 per cent interest, to the operating subsidiaries in Chicago and Hollywood, and the use of the Chicago station as a gift to the Government for the training of 70,000 men in radar and electronics.

Raibourn revealed that Paramount expected to demonstrate brilliant television pictures on the screen of the Broadway Paramount Theater in August, 1946, and to make this available to other theaters throughout the country. Because Paramount's contributions to television has been so generally acknowledged, Raibourn said, "we are amazed to learn from the press that we are charged with hindering the development of television because of a small interest in the Scophony situation."

Raibourn said that interest was taken by Television Productions upon solicitation from Scophony, Ltd., and that Scophony was willing to sell a 16 per cent interest in the American rights for \$8,500, which Paramount purchased in the hope of furthering television. Small additional advances were made to allow Scophony to pay its patent expenses and its staff of four persons. He added that so much had happened in radar, electronics and television during the war that the original supersonic ideas which Scophony held were probably obsolete.

Money spent on the Scophony skiatron principle has, so far, failed to produce a successful method of applying it to television, Raibourn contended. He declared that he personally had sought for Scophony substantial contributions of knowledge, effort and finances from interests not even connected with Paramount. He said his desire to promote and develop television was well known and that it was "amazing

AFM Launches Action To Expel Jos. Maddy

(Continued from Page 1)

all instructors belonging to the union were later forced to resign from the camp.

When informed of the impending action, Maddy said, "All charges made in the unfair ruling were false. This action proves that a member of Petrillo's union has no protection against his absolute power to take away a member's right to earn."

"The American Federation of Musicians was formed to regulate performance by instrumental musicians. It has never attempted to control teaching until now. I have not decided whether to appear for trial as ordered."

Should the impending exclusion occur, it would prohibit Maddy from accepting any commercial musical work in the country, although it probably would not interfere with his operation of the camp at Interlochen on a non-union basis.

Modern Electronic Lab Planned For McGill U

Montreal—One of the most modern electronics laboratories in the world is to be constructed at McGill University out of an endowment of \$128,755, provided by the Eaton family, to be known as the Eaton Electronics Research Laboratory Fund. The laboratory will be a division of the department of physics, under the direction of Prof. D. A. Keys, who during the war, directed courses to provide the RCAF personnel to service the radar protective system.

The electronics laboratory will be equipped with the finest research apparatus, and will be of particular value to post-graduate students conducting research in radio, radar, atomic energy and other fields vital to scientific progress.

"That at no time any representative of the Department of Justice saw fit to discuss with me the question of Scophony's possibilities or our activities in connection therewith."



KOA gives time buyers in Denver a winning combination!
POWER
COVERAGE
PROGRAMS
LISTENER-LOYALTY
DEALER PREFERENCE
PROMOTION AIDS
SALES RESULTS



Bell Highway Tests Get Underway Soon

(Continued from Page 1)

and Buffalo, and between New York and Boston. When these services are established it will be possible along these routes for any boat on adjacent waterways to make and receive calls to or from any telephone connected to lines of the Bell system. Transmitting and receiving stations required to provide the two-way voice communication service will be located along the routes. Applications for authorization to establish the first station to serve the Chicago-St. Louis route already have been filed with the Federal Communications Commission by the Illinois Bell Telephone Company.

Wisner "One Of 10 Best Under 35 Years of Age"

Harry Wisner, ABC sportscaster, has been nominated by Future Magazine, the journal of the United States Junior Chamber of Commerce, as one of the ten outstanding young men under 35 years of age in the United States at the present time.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROEDER
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Chicago's

**ONLY
24 HOUR
STATION**

W-I-N-D

560 Kc. 5000 WATTS

OFF - THE - AIR RECORDINGS

CARL FISCHER
Miracoustic
STUDIO

119 W. 57th St., New York 19, N. Y.
DAY AND NIGHT SERVICE Circle 7-2965

LOS ANGELES

By RALPH WILK

BEGINNING January fifth, "Skippy Hollywood Theater" enters its fifth consecutive year on the air, having presented over two hundred top Hollywood personalities. Program is produced by C. P. MacGregor.

George Fisher, genial movie gossip commentator heard Monday through Friday over KECA, will participate in the Victory show at the Shrine Auditorium, Sunday, December 22nd.

Walt Disney in person will take part in the "Christmas Fantasy" that will feature the Electric Hour, starring Nelson Eddy, December 23, over CBS. Donald Duck, played by Clarence Nash, also will be heard in the fantasy. Frank Graham is the announcer on the show.

Darryl Zanuck of 20th Century-Fox has announced that among one of the four players chosen for a stellar build-up by his company during 1946, will be Glenn Langan, star of Mutual's "Murder Is My Hobby." Langan has been the star of this popular radio Sunday program, heard over Mutual stations, since Oct. 14.

Guesting on the Rudy Vallee Dance show December 20th will be Ken Murray and Marie Wilson, of the "Blackouts," and Harry "The Hipster's" Gibson. Miss Billie Burke has asked for her release from the program because the pressure of performing two shows weekly is too much for her and she feels that her first duty is to her long-time sponsor, Listerine.

Bill Hawes has been added to the staff of NBC's "Truth or Consequences" as an idea man. Hawes, who was with Ralph Edwards during 1940 and 1941, left to join the Navy. He has just been discharged.

C. P. MacGregor will present a special Christmas program starring Audrey Long on the "Skippy Hollywood Theater" in "The Day Before Christmas," an original by Stanley Rubin and Joel Malone.

Mansfield Joining CBS As Comedy Specialist

First major appointment to a new production unit now being formed by CBS to give special attention to its comedy shows was announced recently by Davidson Taylor, director of programs. Irving Mansfield, he said, will join the network's program staff Jan. 1 as a producer concentrating solely on comedy. Meanwhile Mansfield will conclude his activities as producer of the Fred Allen program with which he has been associated for the past four years.

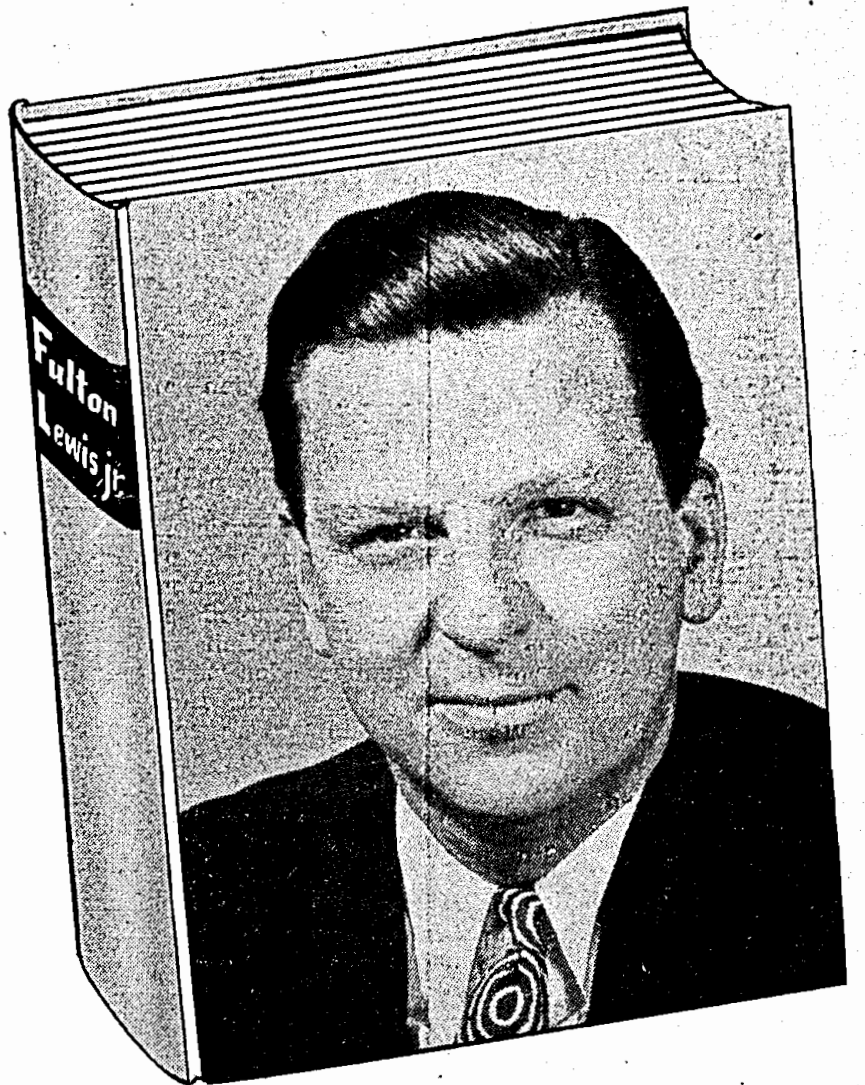
Mansfield has been closely identified with the field of radio entertainment for ten years, during which he has represented many of its personalities and programs, including Alexander Woolcott, Rudy Vallee, Will Rogers, "Information Please," Noel Coward, Gertrude Lawrence and Milton Berle.

When Fred Allen retired for a year from the airwaves, Mansfield signed to produce the Milton Berle program on the Columbia network. With Allen's subsequent return to broadcasting, Mansfield again joined forces with him.

Columnist Returns to Air

West Coast Bureau, RADIO DAILY

San Francisco—Herb Caen, radio and newspaper columnist, who left his air and newspaper columns simultaneously in August, 1942, to join the Army Air Force, returns to the air Jan. 6, at 10:15 p.m. (PST), with a Sunday night series on KPO, under the sponsorship of Grace Bros. Brewing Co.



Results tell the story..

The results enjoyed by the scores of local sponsors of **FULTON LEWIS, jr.**, are a success story that would fill a book. . . . On 184 stations from Atlanta to Yakima **FULTON LEWIS, jr.**, is doing an outstanding job for America's greatest variety of advertisers . . . a job that has gained for him the title of "America's No. 1 Cooperative Program." For immediate availabilities in a few choice spots—wire, phone or write . . .

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

to

sell

Durham ★

you

need

station

WDNC



*NORTH CAROLINA'S
THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

WDOD
20th YEAR
CBS
for
CHATTANOOGA
6,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 59

NEW YORK, N. Y., THURSDAY, DECEMBER 27, 1945

TEN CENTS

Leaders Study AFM Edict

CBS Reviews Activity Of '45 In Radio-Tele

CBS issued its review of 1945 this week, hailing the year as properly eventful for the 25th anniversary of the industry, for in no other year in history have the millions of the nation been so dependent upon a single information medium.

Outstanding among events of the year aired over the network were the broadcasts of the sudden death of President Roosevelt, the surrender of Germany and Japan, and the announcement of the atomic bomb raid on Hiroshima in August.

Significant of radio's coverage of daily events from Pearl Harbor to V-J Day is the tabulation of time

(Continued on Page 5)

Jackie Coogan Show To Replace 'Vox Pop'

West Coast Bureau, RADIO DAILY

Hollywood—John Guendel Radio Productions has sold the "Jackie Coogan Show," starring Coogan, with Lurene Tuttle and Arthur Q. Bryan in supporting roles, to McCann-Erickson. It will be sponsored by Emerson Drug Company for Bromo Seltzer. The program will replace "Vox Pop" over CBS, starting April 29. Billy Mays will be musical director.

Newspaper Withdraws Television Application

The nine-applicant field for Washington's four tele channels was narrowed last week with the withdrawal on the eve of consolidated hearing of Eleanor M. Patterson, owner and pub-

(Continued on Page 6)

Northern Messenger

Montreal—CBC's "Northern Messenger" has finished sending its bumper crop of Christmas greetings this year—an estimated 200 or more went to those Canadians whose duties keep them isolated in the Arctic archipelago and the Far North mainland. The friendly greetings broadcast Dec. 21, in the regular weekly Friday night program from Winnipeg on CBK-CKY.

Patton Tribute

Washington—A speech General Patton made to patients at Walter Reed General Hospital, Washington, D. C., never before heard by the public, was broadcast by WWDC from a recording made at the time (June, 1945), when Mark Austad, Ace WWDC news commentator, went on the air over ABS network with his regular program last Friday.

Thirty-three FM Grants Announced By FCC

Washington Bureau, RADIO DAILY

Washington—The FCC announced 33 additional FM grants and designated three applications for hearing, making a total of 230 conditional grants made since October.

Designated for consolidated hearing were Midwest FM Network, Inc.; Farnsworth Television and Radio Corp., and Northeastern Indiana

(Continued on Page 5)

Name Murrow and Taylor CBS Vice Presidents

Edward R. Murrow and Davidson Taylor have been appointed vice presidents of the Columbia Broadcasting System, it was announced this week by William S. Paley, president.

Murrow, who recently returned from eight years abroad as the chief CBS foreign correspondent and chief

(Continued on Page 6)

Wide Usage Of Television Forecast By RCA President

Predicting wide use of television throughout commerce and industry, Brig. Gen. David Sarnoff, president of RCA, in a year-end statement issued yesterday, declared that 1946 holds much promise for "the miracle of radar and the advent of postwar television."

Disclosing that RCA has developed more than 150 new types of electron tubes, Gen. Sarnoff said that five years of intensive research and de-

NAB Officials And Networks Will Fight Latest Action By Petrillo Banning Foreign Musical Programs

20th-Fox Is Reported Planning Theater Tele

Washington Bureau, RADIO DAILY

Washington—Twentieth Century-Fox, according to reports current in the Nation's Capital, had taken steps to install Scophony television equipment in the houses of its National Theaters circuit prior to the filing of the Department of Justice's anti-trust suit. Confirmation of the report was not available.

Government sources expressed in-

(Continued on Page 6)

Agency Announces Plan To Issue Personnel Stock

A new company structure which enables key employees to become stockholders, was announced yesterday by Philip W. Lennen, president of Lennen & Mitchell, Inc. The plan is to

(Continued on Page 2)

Lt. Col. Hayes Named Station Mgr. Of WQXR

Lt. Col. John S. Hayes, who headed the American Forces Network, has been named station manager of WQXR and its FM affiliate, WQXQ,

(Continued on Page 7)

Industry leaders girded for battle yesterday following the latest edict of James C. Petrillo, president of AFM, which places a ban on musical broadcasts originating in foreign countries with the exception of Canada. They also studied the Petrillo directive that all web-affiliated stations engage regular quotas

(Continued on Page 6)

State Dept. Concerned By Petrillo's Order

Washington Bureau, RADIO DAILY

Washington—The U. S. State Department, it was learned here yesterday, is taking an active, though unpublicized, interest in the latest action of James C. Petrillo, president of the AFM, in placing a ban on musical broadcasts originating in foreign countries.

Petrillo's statement that the broadcasting of foreign musical programs

(Continued on Page 6)

Set Labor Program On ABC During 1946

The American network again in 1946 will donate the listening period from 6:45 to 7:15 p.m. (EST), on Saturdays, to discussion of current

(Continued on Page 6)

Public Opinion

Public sentiment is strongly opposed to military training. It was indicated by the response of 2828 letters received by ABC following its recent discussion of the subject on "America's Town Meeting." George V. Denny, moderator and president of Town Hall, reports that 89 per cent voiced definite opposition while only 11 per cent were in favor of the proposal.

(Continued on Page 2)



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FINANCIAL

(Wed., Dec. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	189 3/4	187 7/8	189 3/4	+ 2 3/8
BS A	47 1/2	47 1/4	47 1/4	+ 1/4
BS B	47 1/4	47	47 1/4	+ 1/2
Carnsworth T. & R. . .	20	19 3/8	19 1/2	+ 1/2
Gen. Electric	47 7/8	47 1/4	47 3/8	- 1/4
Philco	44	43	44	+ 2 1/2
CA Common	18 3/8	18	18	+ 5/8
CA First Pfd.	89 1/2	89	89 1/2	+ 1/2
Stewart-Warner	24 1/4	23 1/2	24 1/4	+ 7/8
Westinghouse	36 7/8	36 1/4	36 1/4	+ 1/4
Zenith Radio	42	40 1/2	41 3/4	+ 1 1/2

NEW YORK CURB EXCHANGE

Aczeline Corp.	23 1/2	23 1/2	23 1/2
at. Union Radio ...	8 1/4	7 3/4	8 1/4	+ 1/2

Herbert Spencer

Montreal—Herbert Spencer, former orchestra director of the Lyceum at Montreal and later musical director of His Majesty's and at the Chateau Frontenac, Quebec, died suddenly at his home here Christmas Eve. Recently he had been chief orchestra arranger for CBC, his military marches being frequently played over Canadian networks.

20 YEARS AGO TODAY

(December 27, 1925)

A rebroadcast of the first international program relayed on a 1,600 meter wave from Coventry, England to Houlton, Maine, from where it was fed by wire lines to the New York transmitter is made by station WJZ, New York.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

S. TOOGOOD RECORDING CO.

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

La Roche Joins Agency In Partnership Deal

Chester La Roche, formerly vice-chairman of the American Broadcasting Company, yesterday confirmed his return to the advertising field with the announcement that he has become chairman of the board of Sherman K. Ellis & Co., Inc., on January 1. The name of the agency will be changed to La Roche & Ellis, Inc.



CHESTER LA ROCHE

La Roche was associated with Young & Rubicam for 19 years, the last six of which he was president and chairman of the board. He was one of the founders of the War Advertising Council and served as its first chairman for two years. When ABC was organized La Roche became one of its principal stockholders as well as vice-chairman of the web.

Ellis founded the agency of Fletcher & Ellis in 1932, which subsequently became Sherman K. Ellis & Co.

Agency Announces Plan To Issue Personnel Stock

(Continued from Page 1)

be carried out by the issuance of two groups of stock, "A" common stock and "B" voting stock.

"A" and "B" Distinction

The "A" stock is profit-participating and is being sold on a pro-rata basis to officers and key employees, who are to receive benefits on their holdings after payment of dividends on the capital stock. Shares of this common stock held by employees who later leave the firm must be sold back at the then current value, and may be purchased again by the remaining stockholders.

The voting stock will be held by the four major stockholders, Lennen, Robert W. Orr, Ray Vir Den, and Mann Holiner, all of whom have been principals in the agency for many years.

Sarnoff Sees Tele Vital To Industry And Public

(Continued from Page 1)

throughout commerce and industry, according to General Sarnoff. Department stores will use it so that the public may shop by television; through intra-store television, merchandise will be displayed throughout the stores at "telesite" salons. Gimbel Brothers in Philadelphia, in cooperation with RCA Victor, have demonstrated this idea with great success and have received public acclaim for a new service and convenience.

Industry will find considerable use of radio sight as "eyes" in factories—the means of coordinating and controlling complicated manufacturing processes, observing and directing vital operations from start to finish. Industrial television will furnish the means for looking into chemical reaction chambers and other areas of production, dangerous or inaccessible to the human eye.

In conclusion, General Sarnoff declared:

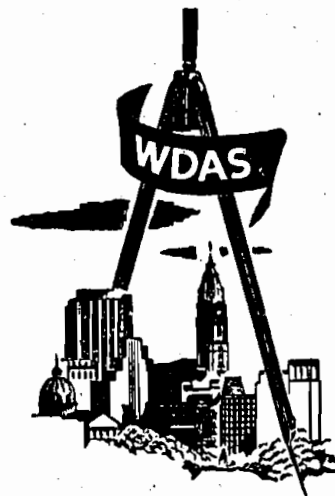
"Today, American ingenuity is at the forefront. Here is the great opportunity for youth. Encouraged to pioneer in research and to follow science as a career, it will furnish the leadership to make this country unsurpassed in every realm of science—electricity or electronics, chemistry or physics, radio or atomic energy. America accepted the challenge of war. It now accepts the challenge of peace."

Wedding Bells

Lucille Summer, director of Radio publicity for Bert Nevins Associates will marry Arthur Kurzweil, fuel oil executive next Saturday, Dec. 29, in Brooklyn.

Coverage

... in Philadelphia



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



Hard head

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

See that bump on his head? That's a two-inch thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of time buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

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

That's a fact and tough time buyers like it.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

Another Yankee Partnership

"SIX BELLS"

with EDWARD ROWE SNOW
SPONSORED BY

H. P. HOOD & SONS
DAIRY PRODUCTS SINCE 1846

SUNDAYS
3:00 to 3:30
P. M.

Edward Rowe Snow, "The Hood Story Teller", is supported by a large dramatic cast in this series of dramatizations, mystery yarns, adventure thrillers, stories of the sea and traditions of New England. In each presentation, Edward Rowe Snow broadcasts from the scene of the story.



SUNDAYS
3:00 to 3:30 P. M.

WNAC Boston
WICC Bridgeport
WEIM (Fitchburg / Leominster)
WHYN Holyoke
WLNH Laconia
WCOU (Lewiston / Auburn)
WLLH (Lowell / Lawrence)
WHEB Portsmouth
WEAN Providence
WAAB Worcester
WHTD Hartford
WSPR Springfield

Sundays 6:00 to 6:30 P. M.
WSAR Fall River

Tuesdays 10:30 to 11:00 P. M.
WGAN Portland

Thursdays 7:30 to 8:00 P. M.
WFEA Manchester

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.



LOS ANGELES

By RALPH WILK

JACK BECK takes over the post of Director of News Broadcasts for KNX and the Columbia Pacific Network, succeeding Clint Jones who left to become general manager of Palm Spring's new radio station KCMJ.

Eve Myler, with ABC's Music Rights in Hollywood, left the network December 15 to marry Lt. (j.g.) Robert Craig.

Bruce Buell, announcer on KHJ-Mutual Don Lee's family-comedy show, "The Nebbs," has been asked to teach radio, as seen by an insider, to evening orientation classes for veterans at Herbert Wall school.

Wes Mears, KFI announcer, returned to the staff of KFI, after spending 32 months with the United States Navy. Mears served aboard a carrier in the Pacific Theater.

Jack Carson, star of his own CBS comedy show, was one of a group of motion picture actors to be honored by the Canadian Government Monday (17) for work done through bond trips and government films to help the Canadian war effort.

FCC Decision In Buffalo Divorces WKBW and WGR

In a decision involving multiple ownership, FCC on Friday ordered the Buffalo Broadcasting Co., to divest itself of either WKBW or WGR, Buffalo, N. Y.

In its decision, FCC criticized the "failure" of the Buffalo Broadcasting Corp., to make full disclosure of its agreements with the Churchill Tabernacle, saying it indicated a "lack of candor and care."

However, the Commission will permit the filing by Buffalo of a new application, provided it has exclusive use and control of one of the stations, with any agreements with the Churchill Tabernacle.



Michigan Avenue Memorandum

● ● ● One explanation going the rounds for the change in plans for the elaborate 20-story WGN-Mutual studio-office building slated for Michigan Avenue just south of Tribune Tower, adjacent to the Chicago river, which was to have housed "the world's largest radio-television theater," is that Col. R. R. McCormick, WGN-Tribune boss, was quietly taken aside by a Chi radio manufacturer and definitely "unsold" on television. At any rate, instead of the proposed 20-story edifice on Boul Mich, the Colonel is putting up a six-story addition to Tribune Tower on Ontario Street which, temporarily, will house some radio activities but eventually will be taken over entirely by newspaper departments. Bill Thompson, the Wallace Wimple, Horatio Boomer and Old-Timer of Fibber McGee fame, has traded in his Navy blues for civvies and will probably be back on the air shortly after the first of the year. His future radio plans hinge on the outcome of huddles with agency officials in New York and Chi. Dale Harrison, Chicago Sun columnist, picked up this column's gripe about the nonsensical uprooting of Chicago-originated programs and moving them to New York or Hollywood, and added an "Amen, brother" Walter Preston, WBBM program manager, has signed Marion Morgan, Detroit red-head, to a singing contract. Johnnie (So the Story Goes) Neblett and Angeline Orr, former Chicago radiactress now under contract to Columbia Pictures, became Mr. and Mrs. on Dec. 26.

Chicago

● ● ● Speaking of Mr. and Mrs., this happened on WGN's "Mr. and Mrs." program last Sunday afternoon. A goat was presented to a member of the studio audience as a surprise gift for his participation in the program's dramatized feature, based on domestic complaints between husbands and wives. The goat calmly proceeded to munch on the studio props, including a bass drum, drapes and Announcer Lee Bennett's coat tails, to the merriment of the audience. Ralph Howard Peterson, WMAQ commentator, came up the other day with what he decided was the topper in apartment offers in an apartment-less city like Chicago. Peterson, who has been doing a series of commentaries on the Chi housing shortage, mentioned in one of his broadcasts that as soon as he got off the air he was going home and help his wife pack again—they were being forced to give up their hotel accommodations for the second time. Shortly after the broadcast he received a telephone call from a prospective landlord who offered to rent Peterson a seven-room apartment—IF he would purchase \$5,000 worth of furniture Meanwhile, Announcer Dave Garroway, recently discharged from the Navy, was having about the same kind of luck. He even made personal pleas for an apartment on Norman Ross' 400 Hour and Elizabeth Hart Presents, which netted him only two inquiries from practical jokers. His latest effort is a personal card announcing himself as "David Garroway—Home Seeker." He is distributing them among his colleagues.

● ● ● Bandleader Russ Morgan, who recently closed an Oriental theater engagement, nixed offers from the Edgewater Beach Hotel here and the Latin Quarter in Detroit in order to spend the Christmas holidays with his wife and four youngsters in Beverly Hills, California. Radio commentator Hal Tate, in civvies again after a couple of years service with the Seabees in the Pacific, has been vacationing with his wife, Nikki, at Turkey Run, Indiana. Howard Leviton has waxed a 15-minute show called "Listen, Men!" featuring Bob Elson in a commentary on men's clothes, sports, personalities and vet activities.

The interim between Christmas and New Year's is a busy season of planning for NBC-RRD. With a three-phase business to watch over, there are lots of loose ends to tuck in and plans to be made to improve the over-all recording service to *The-saurus*, *Syndicated Program* and *Custom-Built Program* clients. For one thing our many traveling sales representatives are either making their exodus or returning to the fold to catch up on correspondence.

NBC-RRD emissary Wade Barnes is about to brush off the trivialities of eastern civilization and take a look at life across the Texas horizon. As Radio-Recording's representative in the southwest, Wade will set up his tent (and we might be right) in Dallas. All Texas stations, agencies and advertisers please note . . . this guy will sell you your own sagebrush, so watch out!

Bob Hoffman also expects to make his headquarters in the deep sunny south almost any day. Atlanta will be his home for the next few months and, if he lives up to his previous record, we'll have to buy some new pins for our *Thesaurus* and *Syndicated Program* maps.

Back for the holidays is "Happy Addy" Amor, another star salesman who has just returned from an extensive tour about the midwest and turned in excellent reports on the enthusiasm of stations in that area for NBC-RRD programs. Ad (who incidentally is composer of *Sky Without the Stars* and other hit tunes) will soon be off on the trail again—this time to New England.

Dan Denny, favorite son of Tennessee, also popped in yesterday after visiting stations and agencies in Tennessee, Kentucky, Mississippi and Alabama. Traveling by car on his recent trip, Denny took a solemn oath never to use any other form of transportation.

Dan Schmidt, our ebullient new sales recruit, is practicing his soft southern drawl preliminary to his trip below the Mason-Dixon. Dan's jet-propelled approach will be a refreshing experience for many stationmen down yonder.

Keep an eye open for these NBC Radio-Recording representatives at your regional NAB meetings, due to open soon.

NBC Radio-Recording Division



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

Thirty-three FM Grants Announced By FCC

Columbia Reviews '45 Activity In Radio, Television Fields

(Continued from Page 1)

(Continued from Page 1)

roadcasting Co., all for Fort Wayne, following is a list of the grants:

CALIFORNIA — Sacramento, McTehy Broadcasting Co. and Lincoln Day, both Metropolitan; San Bernardino, The Sun Co. of San Bernardino, and Lee Brothers Broadcasting Co., both metropolitan; River-The Broadcasting Corporation America, metropolitan, possibly

ILLINOIS—Brookfield, George M. s, community; Carbondale: South-III. Broadcasting Corp., communi-Evanston: North Shore Broadcast-Corp., metro; Kankakee: Kanka-Daily Journal, metro; Mt. Ver-Midwest Broadcast Co., metro; kegan: Keystone Printing Ser-e, Inc., metro.

INDIANA — Shelbyville: Shelby-e Radio, Inc., metro.

MASSACHUSETTS — Fitchburg: chell G. Meyers, Reuben E. Aron-n and Milton H. Meyers, metro; yoke: The Hampden-Hampshire p., metro; Springfield: WMAS, metro.

MICHIGAN — Wyandotte: Wyant-e News Co., community.

NEW HAMPSHIRE — Manchester: ry M. Bitner, metro.

NEW YORK—Corning: W. A. Un-hill and E. S. Underhill, Jr., doing-ness as The Evening Leader, ro; Dunkirk: Dunkirk Printing community; Ithaca: Cornell Uni-sity, rural; Hornell: The W. H. enhow Co., rural; Ogdensburg: Lawrence Broadcasting Corp., al; Oswego: Palladium Times Inc., ro; Syracuse: Onondaga Radio adcasting Corp., metro; Water-n: The Brock Co., metro.

OHIO — Cincinnati: Cincinnati-ies Star Co., metro, possibly rural; Crosley Corp., metro; L. B. Wil-nc., metro; Buckeye Broadcast-Co., metro, and Scripps Howard io, metro.

PENNSYLVANIA—Allentown: Len Valley Broadcasting Co., metro; k: White Rose Broadcasting Co., ro.

KY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
WALTER JACOBS

totalled by CBS on both commercial and sustaining programs, and in the special campaigns devoted to the war effort. From December 7, 1941 until September 2, 1945, CBS devoted an average of 8 hours daily, or one-half its regular 16-hour broadcast day to information, mobilization and morale programs. This accumulation of over 10,586 hours of air time accommodated a total of 58,603 broadcasts, of which 26,163 were sustaining programs and 32,440 were commercial programs. In the course of these, some 73,066 mentions, messages, dramatizations and announcements were made of the day-to-day urgencies of the war.

Programs were related to American Red Cross Drives, the anti-inflation program, blood donations conservations and the related manpower problems, the National War Fund, post-war planning, recruiting, War Bonds, United Nations relations, victory gardens, and others.

As the war drew to a close CBS newsmen were spread all over the world, bringing daily reports of happenings on all battlefronts. Overseas correspondents included Edward R. Murrow, Charles Collingwood, Charles Shaw, Howard K. Smith, Larry Lesueur, Bill Slocum, Jr., and Bill Downs. On the Pacific front were Bill Dunn, Webley Edwards, Gene Rider, John Adams, George Moorad, Don Pryor and Tim Leimert.

Probably the most impressive event of the CBS network presentations during the year was the three-day observance of the passing of Franklin D. Roosevelt, with all programing geared to the solemnity of the occasion and the grief of the nation.

Among the more important messages broadcast to the nation were those from the White House or the halls of Congress. CBS carried a total of 17 Presidential talks during the year; four by the late President

Franklin D. Roosevelt, and 13 by President Harry S. Truman.

Since a few weeks before the war in Europe began in 1939, the CBS listening station maintained a staff of eight linguist-monitors, translating foreign broadcasts, and compiling in total a 96,000-page record of the war. In August of this year, the entire record was turned over to the Library of Congress, CBS International short-wave operations provided news in ten languages for Europe, the Mediterranean and the Middle East, news and entertainment for overseas forces, and complete daily program schedule in Spanish and Portuguese for Latin American listeners throughout Mexico, Central and South America.

Linked to South America

CBS' Network of the Americas, linking the U. S. with the Latin American Republics, numbered 109 affiliated stations as the year drew to a close.

Important and significant strides in the development of television were realized by the network, with full color broadcasts presented approximately two months after the surrender of Japan. Shortly afterward CBS announced that it had entered into manufacturing agreements with Westinghouse Electric and General Electric.

In October, the CBS plan for allocation of FM stations in the northeastern states was considered and approved by FCC, providing increased coverage and a greater degree of equality among the affected stations. Other networks also endorsed the revision.

this is

WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

Over 400,000 Copies Next Issue
Radio's Leading Fan Mag
Free Publicity for Artists and Network Shows

RADIO ROW

Featuring: Broadway Club, Life Can Be Beautiful, Dr. Christian, 12 Ways To Be Successful, Radio Mail Of Stars, The Jack Benny Show, The Phil Whiting Show, Saturday Night Serenade, How All Shows, Working In The Air, Program, Personalities and Columnists

25c

Bob Hope The Peptodent Show

Published Quarterly by HARCO PUBLISHERS

Yearly Subscription, \$1.00
Radio Row 595 Fifth Ave., N. Y.



Gen. Jonathan Wainwright
George Montgomery
Dr. J. I. Z.
Jack Dempsey

THOMAS MITCHELL, Hollywood Academy Award winner, discusses his script with Homer Welch (right), KGW program director, and Jack Matlock (left), payroll savings division chairman, Oregon War Finance committee, and manager of J. J. Parker's Broadway Theatre.

Station KGW had as its radio guests during 1945 some of the most prominent leaders in the fields of sports, stage, radio and theatre entertainment and of the armed forces. These names constitute only a partial list of those who appeared before the KGW microphone. This public service is emphatic proof of KGW's recognition of the importance of listener interest in contemporary occurrences, a policy that continually shapes the programs of this progressive choice of Pacific N.W. radio audiences.

Admiral William Halsey
Eugene Pallette - Edgar Kaiser
Henry Wallace - Victor Mature
Pappy Boyington
Tyrone Power
Annabelle
Ray Bauduc
Sam Hayes

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Murrow and Taylor CBS Vice Presidents

(Continued from Page 1)

of the CBS European office, becomes vice president and director of public affairs. Taylor's title will be vice president and director of programs. Responsibility for network broadcasts will be divided between the two.

Murrow, who will be in charge of news, education and discussion for the network, came to CBS in 1935 from the Institute of International Education. In 1937, he became European director of CBS and formed its staff of foreign correspondents. Twice he has been voted awards of the National Headliners Club; in 1938 with CBS correspondent William L. Shirer, for their reporting of the Austrian Anschluss; and in 1944 for his broadcast describing his flight as an observer on a bombing raid over Berlin. Subsequent awards were presented him by the Overseas Press Club, Ohio State University, Charles Scribner's Sons, the George Foster Peabody Award, the Writer's War Board, and the Association of American Correspondents in London. Murrow will continue his Sunday afternoon broadcasts for the American Oil Company until his present contract expires.

Taylor rejoined CBS last month as director of programs after two years abroad as a civilian assigned to General Eisenhower's headquarters. He came to CBS in 1933 and served successively as announcer, director, producer, director of music, and assistant director of programs until 1943. Thereafter, he served as chief of the Radio Section of the Psychological Warfare Division, SHAEF, succeeding William S. Paley in that capacity, and later became chief of Film, Theater and Musical Control Section, Information Control Division, United States Forces, ETO.

Special New Year's Show

"New Year's: 1955," an analysis of the events of 1945 as though seen from the vantage point of a decade later, will be broadcast as one of the special New Year's Eve shows over WHN, Monday (Dec. 31), 8:30 to 8:55 p.m. The special New Year show was written by WHN News Director Sidney Walton, and will feature Walton, WHN news analyst George Hamilton Combs, Commentator William Lang, and night editor Don Lyon.

Send Birthday Greetings To—

(Dec. 27)

- | | |
|-----------------|--------------------|
| Mark Woods | Charlotte Chain |
| Sam Coslow | Joseph E. Cronshaw |
| Charles Holland | Oscar Levant |
| Abner Silver | Ralph Smith |
| Roy Amos Thomas | Jack Latham |
| | Mary Hutter |

NAB Officials And Networks To Fight Latest AFM Edict

(Continued from Page 1)

of musicians. According to network spokesmen, Petrillo "has gone too far this time," and will face a unified bloc of the webs and indies acting in coordination with the NAB. Should a move of this sort occur, it was stated, it will mark the first time that radio has acted as an entity against a common opponent.

Although they would not offer any official comment, it was understood that the top executives of the major webs were discussing the problem at unofficial inter-network meetings. Sharing the broadcasters' interest at the meetings, it was reported, was Petrillo's move to force 411 web-affiliated outlets to retain regular quotas of musicians.

In an organizational report, the NAB said the directive presumably would affect religious broadcasts from foreign countries as well as programs by armed forces personnel still overseas. Petrillo denied that this was so, and then swung into an attack on the NAB which he termed "just a propaganda outfit."

Another ramification of the directive, one which seems likely to stir up great public interest, is the fact that many of the United Nations have been planning exchange series of broadcasts as an aid in fostering international understanding. Because of its universal nature, music is expected to occupy much of the time in these broadcasts. Similar programs, begun by the OIAA and the OWI during the war, are to be continued under the State Department's plans for cultural exchange through shortwave radio

and other media.

The text of Petrillo's letter informing the networks of the order follows:

"You will possibly recall that during the war, the Federation waived its objections to network broadcasts of programs emanating from foreign countries, even though music for

Showdown

The NAB president, Justin Miller, will meet soon with James C. Petrillo, AFM prexy, in an effort to find a "common ground" in the union-broadcasters squabble, it was learned yesterday. Brought to a head by Petrillo's ban on foreign musical programs, the first over-the-table meeting between the two will take place shortly after Jan. 1, informed circles said.

these programs was furnished by musicians who are not members of the AFM.

"We considered this a necessary wartime measure to promote goodwill and good relationship with other countries, and were very happy to cooperate.

"However, now that the war is over, we believe that we should get back to normal as rapidly as possible. Therefore, will you kindly discontinue the broadcasting of any musical programs emanating from foreign countries effective December 31, 1945.

"This, of course, does not apply to the Dominion of Canada where the musicians are members of the American Federation of Musicians."

Set Labor Program On ABC During 1946

(Continued from Page 1)

labor and management problems. In announcing the continuation of the series, Charles C. Barry, national program manager of the network said, "We feel that by extending these public service features, we can help to keep Americans fully informed on one of the most crucial issues of our time."

"Labor, USO," will continue to present labor news, dramatizations and interpretations at its regular time from 6:45 to 7 p.m. on Saturdays. During the first 26 weeks of the series the CIO will present its views, while the second half of the 52-week series will be taken over by the American Federation of Labor.

Immediately following the "Labor, USA" broadcasts, a new management program, "It's Your Business," will make its debut over ABC on January 5, from 7 to 7:15 p.m. (EST). This program will present news reviews of business headlines by well-known authorities in the business field. The series will be opened with a brief address by the new president of the NAM.

Newspaper Withdraws Television Application

(Continued from Page 1)

lisher of the Washington Times-Herald.

Official reason given for the withdrawal of the application was the weight of Mrs. Patterson's other interests.

However, it was learned that Mrs. Patterson did not want to enter the hot scramble over the Capital's tele channels next month, particularly with "upstairs" tele on the way.

Mrs. Patterson's withdrawal leaves eight applicants still in the field, including two Washington newspapers.

Another applicant, Allen B. DuMont Lab. Inc., may run into difficulty in the light of the Department of Justice's anti-trust suit against Paramount and other corporations and individuals.

The Department of Justice noted that DuMont is 50 per cent owned by Paramount.

Stork News

Pittsburgh—Bill Thomas of the WWSW engineering department, became the father of a baby boy Dec. 15.

State Dept. Concern By Petrillo's Ord

(Continued from Page 1)

in America was permitted only "wartime measure" in in opposition to the State Department's plans for the future. Department source termed Petrillo's action a "return to isolationism" and said "every effort to clarify the situation will be made."

In his letter to the networks, AFM prexy had stated that wartime permission was granted to "promote good will and good relationships with other countries"—inferring that for such good will no longer exists. The State Department's stand is that this need was never greater than now and that the AFM ban is a blow to effective international understanding.

Actually, the latest AFM ban will have little immediate effect on American broadcasters, since there are few foreign programs that are picked here, but it is the opinion of industry and Government representatives that the entire post-war plan of free change of ideas and culture via radio would be threatened.

20th-Fox Is Reported Planning Theater Te

(Continued from Page 1)

terest in a statement made by H. Raibourn, head of Paramount's visual activities, that brilliant television would be demonstrated next August on the screen of the Paramount Theater in New York's Times Square.

Representatives of 20th Century Fox in Washington yesterday declined to comment on the report concerning the use of television in their theaters.

Florsheim Ill

Stanley Florsheim, director of American Broadcasting Company's co-operative program department, confined to his home with an attack of influenza. He is expected to return to his office Wednesday, Jan. 2.

EDD LEMONS
WKY's Farm Reporter talks with, and to, Oklahoma farm folk every day; has received citations both from Variety and The Billboard.

WKY
OKLAHOMA CITY
The Katz Agency
Representative

COAST-TO-COAST

DISTRICT OF COLUMBIA — WASHINGTON—Bonnie Ward, formerly production secretary at WOP, is the new traffic manager at WDC, replacing Marlene Barker who is in New York. . . . Phil Roll has been transferred from the announcing staff to chief continuity. . . . Michael Wayne, WOL announcer who left Washington to join WKRC, Cincinnati, has rejoined the Washington outlet.

— UTAH — SALT LAKE CITY—Lyle Wahlquist, formerly chief engineer of KUTA who recently joined McNary and Wrathall, Washington, has returned to KUTA as general director. . . . Wendell Bell, with KUTA's engineering staff since the station's inception, has been appointed chief engineer. . . . Earl Stevens, formerly field radio man, is new transmitter operator while Lynn Johnson heads the recording dept. . . . Wally Williams, formerly associated with KSL and several years director of the orchestra at the Hotel Utah, has been discharged from the Army and is now musical director at KUTA.

— KENTUCKY — CINCINNATI—Walter Murphy, who has been a member of the WINN announcing staff, has recently been appointed production manager. . . . Booth and Edwin Kallay, both of whom have recently been discharged from the Army as officers, are now on the WINN announcing staff. . . . Paul Alexander, who comes to WINN from Wisconsin, is a new member of the engineering staff along with Louise Hoddap who joined the station as traffic manager.

— OHIO — CINCINNATI—Will H. Oldman, Jr., after three years service as a Naval aviator, has resumed his former position as director of grocery trade relations for the Kroger Co. . . . James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting, has been elected a member of the board of Trustees of the Cincinnati College of Music, replacing the late Carl R. Hiller.

PICTURE OF THE WEEK



Girl employees of WPAT, Paterson, N. J. aided by high school volunteers on Christmas Day, completed the distribution of 10,000 presents to disabled veterans hospitalized in the metropolitan New York area. Campaign to collect presents was conducted last week by Bob Bright, WPAT disc jockey.

Lt. Col. Hayes Named Station Mgr. Of WQXR

(Continued from Page 1) It was announced this week by Elliott M. Sanger, executive vice-president of the Interstate Broadcasting Company. The post is a newly-created one in which Hayes will act as assistant to the executive vice-president. He is expected to take over Feb. 1. In making the announcement, Sanger stated that the growth of the New York Times-owned WQXR and the future development of its FM station made it advisable to increase the top executive personnel of the station. Hayes began his radio career at WIP, Philadelphia. In 1936 he became assistant program director of WOR, which post he held until 1941 when he entered the U. S. Army. He served

David Leaves N. Y. Agency For Post With WJR, Detroit

Toby David, former ABC producer associated with the "Finders Keepers" show and more recently production manager of James G. Bennett Radio Productions, leaves the Bennett agency on Dec. 31 to join WJR, Detroit. In his new WJR post David will be emcee of a new variety show which will be heard nightly five times a week from 11:30 to midnight and will also do a new series of Sunday shows, "Parade of the Comics." David worked with the Intelligence section in England until July, 1943, when he joined the newly-formed American Forces Network, and early in 1944 he was given complete command of the operation of the network.

AGENCIES

WALTER ADDISON WATSON has been named advertising manager of the Hoffman Radio Corporation, Los Angeles. H. Leslie Hoffman, president, has announced. Watson will organize and direct a new department to handle all advertising, sales promotion, merchandising, publicity, public relations, and house organ activities of the company. He joins the Hoffman organization immediately following separation from the service. He served for three and one-half years as a public relations officer with the Army Air Corps.

TENNESSEE EASTMAN CORPORATION announces the appointment of Kenyon & Eckhardt, Inc., as its advertising agency, effective January 1, 1946. The agency will handle consumer and trade advertising of Kodak and Teca acetate rayons, Tenite plastic, Eastman Acetate Dyestuffs, Tecmangam and industrial chemicals.

BELTONE HEARING AID CO. of Chicago, has retained Goldman & Gross, Chicago, to handle its sales promotion and advertising. Henry Florsheim is account executive.

DAY FOSTER, northwest radio writer and producer, has been appointed radio director of the Gerber Advertising Agency, according to Joseph R. Gerber, president of the company. Foster, a free-lance radio producer, was war program director of stations KGW and KEX, both in Portland, joining those stations in 1942 and later becoming their public relations and special events director.

THERE'S ONLY 1 TIMES SQUARE but WHN REACHES 2 NEW YORKS! The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper. WHN Dial 1050 50,000 watts Metro-Goldwyn-Mayer—Loew's Affiliate

EXCLUSIVE! WIBC 990 ON YOUR DIAL PHILADELPHIA EAGLE PRO GAMES TEMPLE HOME GAMES

HIS 21ST YEAR.. AND MORE POWERFULLY PROGRAMMED THAN EVER 50,000 Watts • NBC Network Edward Petry & Co., National Representative

another **NEWS** year

... with **Don Goddard**

7:30—7:45 a.m.

12:00 noon—12:15 p.m.

Monday through Saturday, *WEAF*



1946 is certain to be another year of history-making events . . . War Criminal Trials . . . United Nations Meetings . . . Atomic Power . . . and the many unsolved problems, domestic and foreign, left by the war. But, good or bad—national, international or local—Don Goddard will continue to bring

to his loyal WEA F audiences complete and unbiased news reports.

**Don Goddard's popularity
no news to sponsors**

Since 1939, Don Goddard has been presenting his friendly, sincere and always authoritative newscasts to an ever-increasing and ever-loyal audience. This intense listener loyalty has translated itself into sales for satisfied sponsors.

**"WEAF Market" and "New York"
synonymous**

There's little need to tell you about the world's richest market. All the adjectives and all the market data we could dig up would hardly do justice to the

vastness, the richness and the potentiality of the New York Market. And from the first day, WEA F (the oldest commercial station in America) has been so closely identified with the area it serves that listeners have long recognized it as the "Voice of New York."

Is he available?

As we go to press, Don Goddard, WEA F's senior newscaster, is scheduled to become available for sponsorship at 12 noon, Mon.-Wed.-Fri., effective December 31. However, by the time you read this, some alert advertiser may have snapped him up.

* * *

Why not call us and find out?

NBC's Key Station • New York
WEAF
 50,000 watts • 660 kc.
 Represented by NBC SPOT SALES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 60

NEW YORK, N. Y., FRIDAY, DECEMBER 28, 1945

TEN CENTS

Strike May Hit Industry

ABC '45 Gross Sales Around \$40,000,000

Indicating approximately \$40,000,000 in gross sales during 1945 by the American Broadcasting Company network, Mark Woods, president of ABC, and Edward J. Noble, chairman of the board, in year-end statements yesterday announced plans to expand operations in television, research, programs and sales.

"The deepest gratification which the American Broadcasting Company can feel for the year 1945 is our part in helping to bring the country through to the end of a great conflict," Woods declared. "Directly, by

(Continued on Page 5)

Favorable Tele Outlook Forecast By Farnsworth

Fort Wayne—Favorable sales outlook for dealers of electronic equipment was predicted during 1946 by Ernest H. Vogel, vice-president in charge of sales of Farnsworth Television & Radio Corp., Fort Wayne, Ind. He declared:

"Television will come into its own as a practically new market in 1946;

(Continued on Page 2)

AFRS Will Continue Operations During 1946

Los Angeles—The work of the Armed Forces Radio Service in bringing information and entertainment to troops still overseas, particularly those in occupied countries, will be continued into 1946, Maj. Martin H. Work, commandant of AFRS, announced yesterday on his

(Continued on Page 7)

BBC Costs

It costs \$31,598,644 a year, or almost \$4,000 an hour, to run the British Broadcasting Corporation. That is the figure given as net expenditure for the year ended March 31, 1945, the London Daily Mail reports. Programs accounted for \$17,075,252 (\$5,898,448 for the artists and speakers), while engineering expenses, including salaries, were \$10,471,152.

No Papers

In keeping with the spirit of the New Year's holidays, Radio Daily will not be published on Monday, December 31 or Tuesday, January 1. Publication will be resumed on Wednesday, January 2.

Ted Gamble Replaced In War Finance Post

Washington Bureau, RADIO DAILY
Washington — Secretary of the Treasury Fred M. Vinson announced yesterday the resignation of Ted R. Gamble as director of the War Finance Division. At the same time, Vinson announced the appointment of Vernon L. Clark of Des Moines, Iowa, as national director of the newly-created United States Savings Bond Division.

In announcing Gamble's long-expected resignation, Vinson lauded the

(Continued on Page 8)

Seven CBS Programs Renewed For Year

Seven advertisers have renewed sponsorship of programs on CBS for 52-week periods it was announced over the weekend.

Anchor-Hocking Glass Corporation, for Anchorglass and FireKing Oven-glass products, is renewing "Hobby Lobby," effective January 3. Program is heard Thursdays, 9:30-10:00 p.m. EST. William H. Weintraub & Com-

(Continued on Page 7)

Care-Free New Year Salute To Get Full Radio Coverage

The keynote of radio's celebration of New Year's 1946 will be gaiety and music, undimmed by the specter of war that hung over the world during the last four holiday seasons. Monday night the webs will air the music of the nation's top bands playing from hotels and clubs around the country. The trek will be westward, following the midnight hour from New York to Chicago to Salt Lake City to Denver and finally to Los

G. E. And Westinghouse Are Threatened By Walkout Which Would Affect Companies' Production

Radio's Role In War Praised By La Guardia

Mayor La Guardia paid enthusiastic tribute to radio yesterday for its contribution to the war effort at a luncheon at the Lotos Club, honoring 15 New York stations and 10 individuals for outstanding efforts in co-operation with the Office of Civilian Defense.

Lauding the industry for its quick

(Continued on Page 6)

Truman Talk To Congress To Be Televised By Three

Washington Bureau, RADIO DAILY
Washington—The White House confirmed yesterday that President Truman's appearance before Congress next month to deliver his annual message will be televised for the first

(Continued on Page 2)

Cramer Gets New Post With DuMont Tele Co.

Leonard F. Cramer, since 1942 vice-president and a director of the Allen B. DuMont Laboratories, has been named director of the newly estab-

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington — Further production tie-ups in receivers, transmitter equipment, and other electrical appliances were seen yesterday as a result of an unsatisfactory meeting between Edgar L. Warren, director of the U. S. Conciliation Service and leaders of the United Electrical, Radio and Machine Workers Union.

Members of the union, on Dec. 13, voted to strike against Westinghouse, GE, and the electrical division of General Motors, and on Jan. 5, the general executive board is to meet

(Continued on Page 6)

Communication Co-Op Called Vital To Peace

San Francisco—Reviewing the great technical advances of radio in recent years, FCC Commissioner Ray C. Wakefield declared that permanent peace depends largely on a more perfect understanding among the peoples and governments of the world obtained through a world-wide communication system. Speaking before

(Continued on Page 7)

Philip Morris, On WEA F, Takes Heavy 15-Min. Sked

Eleven quarter-hours weekly, divided among three programs, have been purchased for 52 weeks over WEA F by Philip Morris & Co., Ltd.,

(Continued on Page 7)

"Time For Women"

Shelley Mydans, author and correspondent, whose book "The Open City" revealed experiences of prisoners of the Japs, starts a new program over ABC on Jan. 2, titled "Time For Women." Program will be produced by Time Magazine, of which both Mrs. Mydans and her husband, Carl, are staff members. She will be heard daily, Monday-Friday.



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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.

Murdock Sales Manager Of WOL In Washington

Washington Bureau, RADIO DAILY
Washington—WOL, of the Cowles Broadcasting Company, announces the appointment of William D. Murdock as program sales manager of WOL. Murdock, who resigns from WTOP (CBS) on Jan. 1, will assume his duties with WOL on Feb. 4. Murdock has been associated with WTOP for the past 13 years.

New Swing Book

"In the Name of Sanity," a book of radio scripts and speeches by Raymond Swing on the subject of atomic energy, will be published in the Spring of 1946, by Harper & Bros., it was announced yesterday. Since August of '45 Swing has devoted his Friday night broadcasts to the social and political implications of the release of atomic energy.

CKLW BEST RADIO BUY in the DETROIT AREA. 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Coming and Going

D. W. THORNBURGH, vice-president of CBS in charge of the Pacific Coast division, has returned to Hollywood following a short business trip to New York and Washington, D. C.
WALTER GOAN, manager of WAYS, Charlotte, N. C., arrived in New York last week for conference at the headquarters of ABC.
ADA SIEGEL, editor-in-chief of "This Month," is back from a four-day trip to Atlantic City, where she addressed the Community Center on the subject "Newspaper, Magazine and Radio Trends."
MARGARET JOHNSON and "The Song Spinners" have returned from Camp Kilmer, N. J., where they entertained the servicemen.
RICHARD JAMES, who before entering the Armed Forces was a radio actor under the name Richard Janaver, has returned from the wars to join WQXR as an announcer.
BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, was in town late last week for the Mutual executive dinner.
MILT MARSHALL, of the NBC press department, leaves today for Lake Placid to handle special publicity for the web's "Supper Club" show. He will return on Wednesday.
JOHN MAYO, one of the better known of the Roving Boys in Radio, has returned from his latest assignment, a quick trip to New England in the interest of the Lang-Worth Library.
PHIL FARRELL, manager, and the Singing Mack Triplets, have returned from a special appearance in Philadelphia on behalf of their De Luxe Records.



Even start

Those ponies usually get out of the stall . . . even up.

It's the challenge . . . and the stretch run that pay off at the windows.

Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., and where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

We hope you read the brackets, because we only started five years ago. Not quite even with the rest.

We did pretty well when challenged . . . and in the stretch.

Facts prove that W-I-T-H is your big buy in this continued prosperity town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Truman Talk To Congress To Be Televised By Three

(Continued from Page 1)
time in the nation's history. NBC's offices in Washington said the event will inaugurate the coaxial link between the Capital and New York which is scheduled for next month. Not only NBC, but also CBS and DuMont will telecast the event.

While no date for the address has been set as yet, Congress will reconvene on Jan. 14 and Charles G. Ross, White House press secretary, confirmed reports that history's first television broadcast of a presidential address at the Capitol would be held. Webs are busy laying the groundwork for the broadcast, taking particular pains that the history-making event will be technically correct.

Favorable Tele Outlook Forecast By Farnsworth

(Continued from Page 1)
the way is fast being cleared for more extensive transmission, programming and reception of commercial television broadcasts. Although these may be limited to certain metropolitan areas during 1946, it is interesting to note that the Federal Communications Commission in releasing its frequency allocations, has opened the road for television broadcasting in practically every population center in the country.
"According to latest figures, stations in operation or applications pending exceed 170, and it might well be anticipated, that with removal of production restrictions, many additional points of service will actually be in operation before the end of the coming year."

Pointing out that the current transition to peacetime production is bringing to sales organizations challenges and opportunities unequalled in the history of merchandising, Mr. Vogel said that the heavy consumer demand for durable goods in 1946 will absorb every quality unit the firm can produce next year, since the company has orders sufficient to utilize the company's production facilities at capacity the entire year. He said the radio industry faces the problem of meeting the demands of the consumer public with goods of sound quality and at the same time must avoid serious over-production and unfair competitive practices.

FINANCIAL (Thurs. Dec. 27)
NEW YORK STOCK EXCHANGE
Am. Tel. & Tel. High 190 1/4 Low 188 1/2 Close 189 Net Chg. 3/4
CBS A 46 1/2 CBS B 46 1/4
Crosley Corp. 38 1/2
Farnsworth T. & R. 19 1/2
Gen. Electric 47 5/8
Philco 44 7/8
RCA Common 18 1/8
RCA First Pfd. 90
Stewart-Warner 23 5/8
Westinghouse 36 3/8
Zenith Radio 41 3/4
NEW YORK CURB EXCHANGE
Nat. Union Radio 8 3/8

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

Read these memos
on a radio man's
calendar...



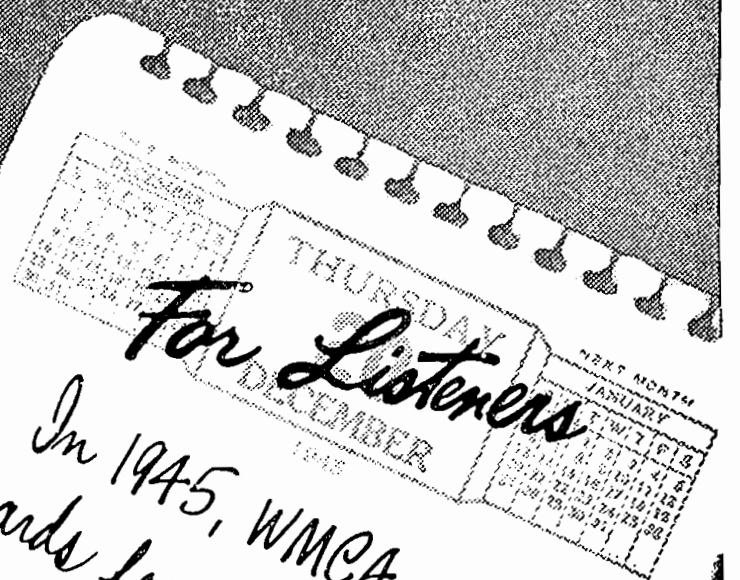
For Everyone

Look forward to even better programs and greater public service from WMCA in 1946 — as an affiliate of the Associated Broadcasting System!



For Advertisers

In 1945, WMCA had the greatest revenue from sale of time of any year in its history. (Public service also spells service to American business enterprise.)



For Listeners

In 1945, WMCA won more awards for public service than any other radio station in the U.S.A.

wmca

FIRST ON NEW YORK'S DIAL... 570

LOS ANGELES

By RALPH WILK

A SURPRISE party was held for David Street and Robert L. Redd directly after Dec. 13th broadcast of Jack Haley's Sealtest Village Store. Word was passed around NBC that both their birthdays fell on same day as the show, and as result Bob Burns, Shirley Ross, Rudy Vallee, Xavier Cugat, George Burns and Gracie Allen dropped in at the studio to wish the pair "Many Happy Returns."

Jimmy Higson's "Teen-Agers" band, featured on Hoagy Carmichael's NBC show, "Something New," has been signed for featured spot in Republic's "One Exciting Week" and Paramount's "Double Rhythm."

Parkyakarkus probably the happiest man on Radio Row—and for good reasons. His NBC how, "Meet Me At Parky's" jumped 3.3 on the Hooper to a new high of 10.1.

Stars and Stripes, U. S. Armed Forces daily in the middle Pacific, has opened its columns to Hawaii radio audiences on station KGMB and the Hawaiian Broadcasting system (KTOH, Lihue-Kauai) (KHBC, Hilo). Show is "Stars and Stripes News," aired daily, Monday thru Friday.

Cpl. Edward Truman, on military leave from Cowles Broadcasting, has been assigned the writer-producer job from Armed Forces Radio Service. Marine Sgt. Bill Baldwin, also a Cowles broadcaster (KRNT, Des Moines), voices the newscast.

Cramer Gets New Post With DuMont Tele Co.

(Continued from Page 1)

lished television broadcasting division of the organization it was announced by Dr. DuMont who added that the telecasting activities of the firm soon will assume major proportions.

Besides its stations now operating, WABD in New York and W3XWT in Washington, DuMont has license applications pending for outlets in Pittsburgh, Cleveland and Cincinnati, with plans to link the five cities in an independent tele web.

Beginning Jan. 2, WABD and its experimental station W2XWV will air daily schedules of test patterns to facilitate conversion from channel 4 to the newly-assigned channel 5 (76-82 mc.). The test patterns will be broadcast from 10:00 a.m. to noon and from 2:30 to 5:00 p.m. Monday through Friday for an indefinite period.

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



Memos Of A Midnighner . . . !

● ● ● Watch for Churchill to accept an NBC bid for a short commentary series when he comes to N. Y. next month. . . . American Tel. & Tel. will shortly announce the linking of N. Y. and Washington by television. NBC, CBS and DuMont will mark the start of the first video network simultaneously. . . . Coasters insist that Johnny Mercer has already been signed as Jack Benny's summer replacement. . . . Insiders claiming that the fadeout of "The Nebbs" can be traced to behind-the-scenes feuding. . . . Alice Faye is the dark horse in the race for the femme spot on the Bob Crosby-Ford ailer. . . . Don't be surprised to see Gaxton & Moore as the air's next big comedy duo. . . . Alan (Falstaff Openshaw) Reed rejoining the Fred Allen stanzas. . . . Jackie Coogan replacing "Vox Pop" in April. . . . Kate Smith show goes back to its full-hour format early next year. . . . Phil Spitalny has nibbles from two would-be television sponsors who want him for a 1947 commercial series. . . . MCA's Bobby Sanford received that firm's most impressive Christmas gift—a Cadillac by Paulette and Burgess Meredith. . . . Jack Rubin's Christmas gift was a 2.7 jump in rating for his "Junior Miss" show in its new time slot of 4:30 p.m. Sundays. Incidentally, the Christmas show was a honey. . . . Maurice Evans' bit on "Hall of Fame" Sunday was an audition for things to come.



● ● ● Stever Ellis set for another year as disc jockey on WMCA. . . . Sheila Bond doubling between dancing chores at the Latin Quarter and dramatics on the afternoon soaps. . . . Louie Prima's Majestic disc of "As Mr. Mason Said To Dixon" shapes up as one of the best things he's done in months. . . . Geo. Hogan, WOR announcer, back after a hitch in the Navy. . . . Hildegard will become "hostess" of an afternoon tea-time program in which she'll interview celebs. . . . Sammy Kaye, floored by the flu, will take his band to Miami for a week's vacash. . . . Add coming niteclubs: Topsy's Chicken Roost becomes a nitery with entertainment, music, bores, etc., Jan. 5th. . . . American Schools and Colleges Ass'n will give annual awards to nat'l commercial shows in three categories for best contributions to Education and Public Interest "to enhance and encourage a social consciousness in commercial radio". . . . Aside to Earl Wilson: Loved that col'm on the visit to Hyde Park. . . . "Evening in Paris" eliminating dramatic portion of show.



● ● ● Arthur Godfrey and Hank Sylvern auditioned a half-hour show for Mildred Fenton which may wind up as a replacement for "Blind Date". Meanwhile, what lucky sponsor is gonna grab Arlene Francis? . . . Coasters insist those Rita Hayworth-Victor Mature rumors are very silly. . . . Ed Wynn will look at scripts for a Spring musical when he comes here to guest on Texaco's Star Theater. . . . WHN angling to do a New Year's broadcast of New Year's Eve revelry in Manhattown direct from the 400 Club and Jimmy Dorsey's bandstand. . . . James Melton will sing "Madame Butterfly" at the Met this season for the first time since Pearl Harbor. . . . Joan Edwards' contracts call for some two million bucks of work during the next few years. . . . One of burlesque's most famous comedy teams—Rags Ragland and Phil Silvers, will do an Abbott & Costello on their own air show. . . . Milton Berle rates a big hand for keeping "Spring In Brazil" going out in Chi, giving the backers a chance to recoup some of their losses as well as keeping the cast working. Meanwhile, he's sacrificing a young fortune he could be earning in nite club dates. . . . After Ralph Slater's appearance at the Radio Exec's luncheon last week, the guy was flooded with offers from both radio and films, and may go west shortly with a Republic deal. At any rate, he's one of the most talked-of acts to ever appear before the gang. The Capitol and the State have both offered him a booking at a reported four thousand per.

SOUTHWEST

STATION KABC, San Antonio, is offering a full hour and fifteen minutes of programs each Saturday to the juvenile audience. Programs run from 9:15 a.m. to 10:30 a.m. Starting off with a quarter hour program by the local Girl Scouts, this is followed by 15 minutes with the Trinity University offering drama and music. This is followed by a high school band in 15 minutes of music and the series of airings is concluded with a half hour spelling bee. The winner of the spelling bee is to receive a plaque and \$100 from the station. Individuals on the winning team will receive wrist watches and all will receive an embossed plastic pencil and identification bracelet.

Norton McGiffin has returned after a brief vacation to his Monday through Friday quarter hour news commentary over WBAP, Fort Worth, and the Texas Quality Network. McGiffin has had 12 years of newspaper experience and is professor of history and government at NTAC, and a member of the Texas Bar Association. Programs are sponsored by the Burrus Mill & Elevator Co.

Rush Hughes, of KWK, St. Louis, is expected to visit stations in the Southwest shortly after the first of the year in behalf of stations airing his recorded programs. He is scheduled to visit KTSA on Jan. 8 and will speak before several civic groups.

This week is "Benny Goodman Week" at KTSA, San Antonio. All programs of the "Dick Smith Spin and Chin" program will be dedicated to Goodman. A special wire recorded interview with Goodman will be aired as will a special half hour program featuring Goodman and members of his band next Saturday. Goodman is playing several dances in the state.

Folklore On "Harvest"

The "Harvest of Stars" program Sunday, December 30, over NBC, at 2 p.m. (EST), will feature folk music and American folklore, with Raymond Massey, actor and narrator of the program, portraying the role of Paul Bunyan.

Jan Peerce, Met star, will be guest vocalist with the chorus and 70-piece orchestra under direction of Howard Barlow.

You are in GOOD COMPANY when you advertise on . .

KMPG
 LOS ANGELES
 710 Kc. - 10,000 WATTS
 THE WEST'S GREATEST INDEPENDENT
 NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

AGENCIES

GEORGE H. ALLEN, manager and secretary of the Co-operative Analysis of Broadcasting, has been elected president of the New York Chapter of the American Marketing Association, Arthur Hurd, of the J. Walter Thompson Company, retiring president, announced at the Chapter's annual Christmas meeting, held last week at the Hotel Sheraton. Allen served as vice-president in 1945, directed in 1944, and was the first chairman of the Radio-in-Wartime Discussion Group.

Other officers chosen by the vote of the membership are: Donald E. West, director of Market Research for the McCall Corporation and former general chairman of the chapter's discussion groups, as vice-president; Marjorie E. Aber, also of the McCall Corporation and former general secretary for the discussion groups, succeeds Margaret Booss of the Federal Advertising Agency as chapter secretary; and Douglas Taylor of McKinsey Company, re-elected as treasurer.

PHILIP MORRIS & CO. has appointed Cecil & Presbrey, Inc., to handle advertising for Fleetwood cigarettes. An intensive campaign in the New York metropolitan area begins Jan. 1. Initial effort will be concentrated in radio and car cards.

IRE Symposium

A symposium on radio proximity issues will be held by the Institute of Radio Engineers at the Engineering Society Building in New York on next Wednesday, at 7 p.m. Those participating include B. S. Ellefson,ylvania Electrical Products, Inc.; R. Wood, Raytheon Manufacturing Company; P. A. Marshall, National Carbon Company; G. V. Morris, Zenith Radio Corporation; L. M. Clement, Crosley Corporation; D. D. Israel, Emerson Radio and Phonograph Corporation, and E. J. Fister, Signal Corps.

Wisner to New Orleans

Harry Wisner, ABC sports commentator will originate his weekly sportscast Dec. 29, from the studios of WDSU in New Orleans where he will give the play-by-play description of the annual Sugar Bowl football classic on New Year's Day.

WANTED

Television Receiver in good condition. Write RADIO DAILY, Box 244, 1501 Broadway, New York 18, N. Y.

American Web's Gross Sales Around \$40,000,000 For '45

(Continued from Page 1)

utilizing our facilities and talents to spread messages that helped curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America."

Continuing, the Woods statement declared:

"It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

"ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

"Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Tribute To Advertisers

"Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately \$40,000,000 of gross sales that they placed with the ABC network during 1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

"Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

Expansion Forecast

"For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

"Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

"Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New Programs Listed

"New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett's 'The Fat Man' and William Gargan's 'Ideal in Crime'; the program, 'Forever Tops!', starring Paul Whiteman and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled 'Jimmy Gleason's Diner'; and 'The

American Farmer,' a new series of service to the agricultural regions.

"In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

"It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year."

Noble Sees Responsibility

Declaring that broadcasters have a special mandate to clarify the issues still standing in the way of real peace, Chairman Noble outlined the web's policies for the coming year.

"The era of world wars ended, it is to be wished, in the year 1945," Noble stated. "In this same year an age of world peace we pray was born. But like victory, a lasting peace must be earned not by wishing but through clear thinking and hard work."

The Noble statement continues:

"To the broadcaster comes a special mandate to clarify the issues still standing in the way of real peace on earth. We shall produce during 1946 programs of entertainment, general information, culture and education. We shall improve our skills in Television, Frequency Modulation and Standard Broadcasting. But the underlying responsibility has to do with presenting leaders of thought and action whose ideas will most effectively show our citizens how to live tranquilly in the community of nations.

"This means that the brains of the radio industry must meet the challenge. American inventiveness must extend beyond the field of matter, into the field of millions of minds at work.

Cites Three Objectives

"Our job can be started in three ways:

"First, we must tell stories which will fire the imaginations of 135-million Americans. How can they be told? By drama? By the testimony of expert witnesses? By simple parables understandable to our countrymen of every degree of education? By the guidance and inspiration of religious men? These are the questions which working broadcasters must face in 1946 as they come to grips with the future.

"Second, we must—through well-grounded commentary and careful analysis—keep a watchful eye on those elements, both official and private, which seek to serve personal rather than national interest. Radio can contribute by practicing the vigilance which American freedom to criticize implies.

"Third, in the doing, radio will have to keep its common touch with the people. The temptation to treat lofty ideas loftily is always with us; but the inherent nature of speaking to a vastly heterogeneous nation is warning enough to any broadcaster that



LIEUTENANT ORIN TOVROV, USNR, script writer for the Procter and Gamble serial "Ma Perkins" before his entry into the Navy as an intelligence officer, has recently received his release from the Navy and is expected to resume work with the networks soon.

A graduate of the University of Chicago in 1932, where he served as editor of the Phoenix University magazine, Tovrov is a national council member of the Authors' League of America, and the Radio Writers' Guild.

LIEUT. COMDR. RALPH A. RHODES, recently discharged from the U. S. Naval Air Corps, has joined the Dudley Rollinson Company, New York, as account executive. Mr. Rhodes served in the South Pacific, on Guadalcanal in 1942, and later as Commanding Officer of the Carrier Base Dive Bomber Squadron aboard the U. S. S. Hancock during 1943, 1944 and 1945, with 136 combat missions to his credit. He earned the Navy Cross, Distinguished Flying Cross and five air medals.

LT. CMDR. JACK LAEMAR has returned to Foote, Cone & Belding as assistant manager of the Chicago radio office. He has been on active Navy duty for three-and-a-half years.

Indiana News Clinic

Indiana stations have been invited to attend the first 1946 NAB radio news clinic in Indianapolis on January 3. The clinic will be the second day feature of a two-day meeting of Indiana Local Broadcasters Assn.

words are only useful when they are understood.

"If we, as broadcasters, cannot someday look back with satisfaction on our work of these immediate post-war years when America had a chance to lead the world toward peace, then indeed may we feel shame. But if we try to blend the joyous celebration of the end of the war, with devotion to the ideas of peace and its propagation throughout the land, we may someday review this era with pride in the fact that radio helped give understanding when the nation needed enlightenment."

Exclusive!

**CHI' BEARS
'45 FOOTBALL**

**W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

G. E., Westinghouse Threatened By Strike

(Continued from Page 1)

in New York to consider demands for the walkout which was termed "inevitable on the basis of conditions existing at present."

James J. Matles, organization director of the UEW, said the strike would be called in all three firms simultaneously, at a date to be set by a coordinating committee from the locals of the three companies after the executive board meeting next week.

See "No Stalemate"

At the meeting it was revealed that the manufacturers have consistently denied the union's contention that negotiations have reached a stalemate. In a wire to Warren, E. D. Spicer, GE vice-president, said, "We do not consider collective bargaining has broken down . . ." A similar statement was made by Westinghouse, but both were refuted by Matles who said that "negotiations did break down," and that the strike action was instituted because "we are getting nowhere."

W. G. Marshall, Westinghouse vice-president in charge of industrial relations, is expected to confer with conciliators on Jan. 2, but hopes that the strike might be averted were continually dimming. Warren admitted that the situation was "serious," and said that full production of scarce appliances was threatened.

RMA Watches Developments

Today, the RMA is watching with "great interest" the threatened strike of members of CIO United Electrical, Radio and Machine Workers Union, which may spread to the radio industry.

If the strike threat in the radio industry materializes, it is expected to affect only the Eastern and Middle Atlantic manufacturers, since plants in the Chicago and Middle Western area have contracts with AFL unions.

Although negotiations between the union and radio manufacturers are still going on, the union has indicated that unless its demands are met, it may call strike votes in all plants where it has members.

RMA Plans No Action

A RMA spokesman said radio manufacturers plan no overt action unless the strike spreads to the radio industry prior to RMA's board meeting the last week in January.

A strike in the radio plants would stop production in its tracks just when it is beginning to hit full stride, the RMA spokesman said. OPA has stepped up its pricing schedules and production was expected to move rapidly after the first of the year.

The United Electrical Workers previously had flayed the radio manufacturers for delay in production, accusing them of waiting until after the first of the year to reap tax benefits.

RMA countered with a statement blaming OPA and difficulty in obtaining parts.

WORDS AND MUSIC

By HERMAN PINCUS

What's In A Name?

THE Character, "Mrs. Nussbaum," created by Minerva Pious on the "Fred Allen Show," is very funny to millions (including us) but it's a pain in the neck to a certain public relations man in town . . . seems that whenever agency people fail to contact one another via phone, they leave messages—quote—Mr. Nussbaum called—unquote . . . and that's why Mort Nussbaum, who had been trying to reach Jack Burnett of Foote, Cone & Belding for several weeks, hasn't received a return phone call.

★ ★ ★

RADIOLOGY:—Charlie Spivak heard a quartette on a Louisville station recently and promptly hired the gals, the Star Dreamers, who will join the Spivak band in Providence, Jan. 4. . . ● Kerby Cushing, after 23 months with the Army in the South Pacific, has returned to his production chores at WNEW. . . ● Carlton Fredericks, WHNutrition expert, is profiled in the January issue of PIC Magazine, as "Young Man of the Month." . . . ● Newscaster Frank MBSingiser had circumnavigated the globe before he was ten years of age. . . his father, a Baptist Minister, preached in parishes in England, France, Egypt, India and the Malay States. . . ● Years ago, when he was a band leader, W. G. Henderson and Art Mooney were friendly rivals for local bookings . . . last week, Henderson, now veepee of the Associated Broadcasting System, signed Art Mooney's Band to be heard twice weekly from the Hotel Lincoln in New York.

★ ★ ★

● ● ● Radiolite Daniel Ocko has been signed by Dave Wolper to clown in his forthcoming Broadway production, "By Appointment Only," which will also feature Guy Kibbee, Benny Baker and Patricia Clarke. . . ● Buddy Brees, formerly heard on WHN and Mutual, again in civvies after two years in the CBI theater of operations where he won the Presidential Citation. . . ● At the newsreel theater last night the voices of these radiolites were featured . . . Vicki Vola, Ben Grauer, Ed Herlihy, Jackson Beck, Bob Harris, Bill Stern, Harry Wismer, Dwight Weist and Mel Allen. . . ● Eddy Duchin, out of the Navy, joins the "Kraft Music Hall," as a regular, NBCcommencing Jan. 3. . . ● Honorably discharged after three years with the Army, Buddy Basch, formerly on the staff of Donahue & Coe, has joined the Banner-Grief public relations staff. . . ● Mitchell Grayson, whose production job on WMCA's "New World A-comin'" won him the \$1,000 Edward L. Bernays award, is now directing the ABC co-op strip "Dick Tracy." . . ● Art Linkletter's CBS show "House Party," has been renewed by General Electric for an additional 13 weeks with the Jan. 14th stanza. . . ● NCAC will bring the singing star of the Canadian Network, Jacques La Brecque to New York . . . the tenor of the "Serenade For Strings" series is big-time. . . ● Hammond Organist Ethel Smith has guested 8 times in less than four months on the Texaco CBS Star Theater . . . she rates it, so why don't they sign her as a regular?

★ ★ ★

TIN PAN ALLEY-OPS:—One of the season's quickest hits seems to be Robbins' "Seems Like Old Times," written by Carmen Lombardo and John Jacob Loeb . . . a precedent was set in the recording field when Decca released the Guy Lombardo recording of this tune 2 weeks after the Royal Canadians cut it. . . ● Frances Tarbox, composer and distinguished musical authority, who is preparing a new variety program, "Birth of a Melody Hour," has just had her latest ballad, "You Are The One," published by Mills. . . ● Clarence Gaskill already has written a ditty "inspired by your encouraging outlook for television in your TELEVISION DAILY" . . . the tune is titled, "What A Beautiful Vision For Television." . . . ● Dewey Bergman, Lombardo's chief arranger, became a gran-pappy last week when his daughter Gloria became a mother. . . ● An atom song just had to be written sooner or later . . . Bob Bright, Bob Anthony and jive pianist Bob Howard have 'bob'ed up with "Whose Afraid of the Atom Bomb?" . . . ● Duke Ellington's annual concert at Carnegie Hall, January 4, is close to the SRO mark.

Radio's Role In War Praised By La Guardia

(Continued from Page 1)

and effective response to local and national appeals for the dissemination of vital educational information to the public during the "dark days" of 1941-42, the Mayor said, "The City of New York and the nation owes a great deal to radio. History will show how close we actually were to attack on both the East Coast and the West Coast during the early days of the war. The situation proved the educational value of radio," he said, adding, "whenever I asked for a national hook-up on any subject, whether it was civilian defense, food, employment, education, I always got it."

Criticizes Press

On the other hand the Mayor excoriated the press for its "lack of co-operation" in this regard, sparking his comments with reports of futile attempts on his part, as director of civilian defense, to secure assistance from newspapers, pointing out that this was one of the reasons he became a radio "commentator."

Strong indication of what his radio campaign, which begins January 6 over WJZ-ABC, will be devoted to in at least one phase, was also offered by the Mayor when he said, "I want to see the integrity of radio protected and I'm going to try to tear down some of the smug sanctity of the press." He took particular issue of what he termed "willful distortion of news dissemination by means of misleading headlines on the part of certain publishers." He added that he did not believe newspapers should own radio stations, particularly because of the danger therein to the "influence of public opinion."

Whalen and Novik Heard

Grover Whalen and Morris Novik, director of WNYC, also spoke, citing instances wherein radio proved of importance during the war period.

"Nothing was so impressive as radio to us at the time we called for help," Whalen said, adding, that "the assistance of stations in New York helped to accomplish what the CDVO could not have without it."

Novik, impressing the belief that "the job of radio is a community project," cited instances wherein New York stations co-operated fully "under a purely voluntary setup" to keep the public informed of vital knowledge whenever called upon to do.

Station Awards Given

A Certificate of Merit from the Office of Civilian Defense was made to the following stations: WEA, WABC, WJZ, WOR, WMCA, WNEW, WQXR, WHN, WINS, WHOM, WOV, WBNX, WBYN, WLIB and WNYC.

Individual awards were made to Arthur H. Hayes, WABC; Thomas Velotta, American Broadcasting Co.; Dave Driscoll, WOR; Leon Goldstein, WMCA; Jo Ransom, WNEW; Arthur Sinsheimer, Peck Advertising; Eugene Thomas, WOR; Sylvia Davis, WNYC; Morris Novik, WNYC, and DeLancey Provost, WEA.

Seven CBS Programs Renewed For Year

(Continued from Page 1)

ny, Inc. is the agency. Continental n Company, for its packaging and stic products, is continuing spon- ship of "Continental Celebrity ub," heard Saturdays, 10:15-10:45 a. EST. Renewal, effective Jan. 5, s handled by B. B. D. & O. Manhattan Soap Company, through ane Jones Company, is renewing he Strange Romance of Evelyn nter," effective Dec. 31. The serial broadcast Monday through Friday, 30-10:45 a.m. EST. Commercials the show are for Sweetheart Soap. lanese has renewed sponsorship of eat Moments in Music" on the l net for 52 weeks, effective Jan. Program is heard Wednesdays, to 10:30 p.m. Young & Rubicam is e agency. Procter & Gamble, ough Benton & Bowles, Inc. is re- wing "Rosemary," daytime serial, ard Monday through Friday from 0 to 2:45 p.m. on 55 stations of e network. Commercials are for ry Snow. Curtiss Candy Company, effective c. 29, renews sponsorship of "War- n Sweeney and the News" on the l CBS net for 52 weeks. The five- minute newscast, on behalf of Curtiss adies, is heard Saturdays and Sun- ys, 11:00 to 11:05 a.m. EST. C. L. ller Company is the agency. lever Brothers Company, for Swan ap, is continuing sponsorship of he Joan Davis Show" on full net another 52 weeks, on Mondays m 8:30 to 8:55 p.m. EST. Effective cember 31, contract was handled Young & Rubicam.

Crime Program On WCBW

The fourth program in the "Casey, ess Photographer" mystery series ill be telecast over WCBW tonight m 8:30 to 9:00 p.m. EST. Program stars Don Kohler, Shirley Hara and Harold Waldridge, with l Coleman, Charles Flynn and Ker- t Murdock assisting.

WARNING

Throughout the South and Southwest a Mr. Bill Curtis has been posing as a representative of the National Radio Features. This man is in no way connected with this company and is being sought by the Postal authorities and the F.B.I.

Allen Stock, Gen. Mgr.
National Radio Features

Int'l Communications Co-Op Vital To Peace—Wakefield

(Continued from Page 1)

the American Institute of Electrical Engineers in this city, Wakefield said radio can contribute "mightily" to this world-wide understanding.

"At the technological level," said Wakefield, "we have no cause for concern. Our scientists and engineers during the war have out-distanced even our own marvelous pre-war achievements. I am confident that this type of progress will continue unabated.

"More difficult is the problem of organizing these media of communications upon sound, economic and social foundations, so that they will be freely available for the use of the people of the world. And more difficult still will be the ultimate task of assuring that the organized communication facilities of the world will be used in the interests of peace and world unity."

The FCC Commissioner laid great stress on the rapid technological advances during the war. "As a result of wartime research," he said, "the upper limit of the usable radio spectrum has been raised from 300,000 kilocycles to 30 million kilocycles, or from 300 megacycles to 30,000 megacycles. This expansion of available radio channels, in turn, makes possible a tremendous expansion of radio services generally.

"The so-called 'beamed radio relay' is an example of the new services which can be established through the use of these ultra-high frequency 'microwaves.' Five companies have already received experimental authorization from the Federal Communications Commission to construct experimental radio relay beams.

"Technicalities aside, what will these developments mean in terms of ordinary human life? The answer to that question cannot be stated as yet, but I think it is safe to predict that the tremendous improvements in communication techniques which lie

Philip Morris, On WEA, Takes Heavy 15-Min. Sked

(Continued from Page 1)

for Fleetwood Cigarettes, it was announced yesterday.

The first of the programs purchased for Fleetwood is the "World News Roundup" (WEAF, 8 p.m., EST), which the cigarette company will sponsor Tuesdays, Thursdays and Saturdays, beginning Tuesday, January 1. "Sing, America Sing," the new Charles F. McCarthy program (WEAF, 8:30 a.m., EST), was purchased in its Monday through Friday entirety, beginning Monday, Dec. 31.

Don Goddard's noon news program accounts for the final three quarter-hour periods taken for Fleetwood, the company being represented on the Monday, Wednesday and Friday broadcasts beginning Monday, Dec. 31.

Cecil and Presbrey, Inc., is the agency handling the account.

immediately ahead will have at least as great an effect as previous communication developments. Just as the Pony Express brought California into our commonwealth of states and the transcontinental railroad mail service linked us still more firmly as a nation, and just as the coming of the telegraph and the long distance telephone profoundly altered our national patterns of thought and action, so it may well be that better communications between this and other countries will strengthen and stimulate our understanding of other nations and make of us one people of one world. Just as our postal system serves any part of the world, it is necessary that the United States have available to it direct, rapid and efficient world-wide communication facilities."

Stressing the need for surplus property policy, Wakefield said:

"We need immediate policies with respect to the disposal of surplus military communications equipment which will insure that that equipment remains continuously useful. Certainly the disposition of the Army relay stations should await immediate diplomatic exploration. There are also other types of communication equipment. At present, such equipment is scattered all over the face of the earth. Under the policy effected in the administration of the Surplus Property Act, such surplus military communications property cannot be imported into the United States for commercial purposes. Accordingly, it must either be junked or used abroad. It is of the utmost importance to post-war world-wide communications that this equipment not be junked, but rather be kept in working order as part of the kind of communications system which we want and need.

"Finally, and of the utmost importance, it is my opinion that the kind of international communications system we want cannot be achieved without a merger into one company of all of our privately-owned international telegraph and cable carriers, except press wireless."

Will Discuss Agreement

FCC Commissioner E. K. Jett, the chief engineer and the general counsel of the commission will meet representatives of industry on January 4 to discuss matters to be considered at the forthcoming engineering conference relating to the North American Regional Broadcasting Agreement. The only proposals which so far have been submitted are those of Cuba and the proposal of the Canadian Government for an extension of the period of the agreement for two years.

Thompson On "Hall Of Fame"

Johnny Thompson will guest on Philco's Hall of Fame program, over WJZ and the ABC network, Sunday, 6-6:30 p.m.

AFRS Will Continue Operations During '46

(Continued from Page 1)

return from conferences with top Army and Navy officials in Washington.

In addition, AFRS will institute a "bedside network" to bring programs to war casualties hospitalized in the U. S. Recordings of AFRS programs are now being sent to 111 hospitals at a rate equal to 17 hours weekly. Broadcast installations designed by the network in coordination with the Army Surgeon General will enable shut-ins to select four separate types of programs continuously from special listening devices, ranging from "hushatone" receivers that lie flat against pillows to dial tone apparatus. These installations are now under-way.

AFRS headquarters here will continue as a military operation, as will shortwave offices in New York and San Francisco. The web broadcasts nearly 1500 hours of news, special events and sportscasts weekly via 20 shortwave transmitters. Headquarters supplies 151 separate shows weekly to more than 200 stations serving armed forces personnel throughout the world. In addition, 130,000 plastic pressings of AFRS programs go overseas each month.

Doe Heads Sperry

Capt. Thomas B. Doe, vice-president of the Sperry Corp. and its subsidiaries, has been elected president of the corporation, succeeding Thomas A. Morgan, who becomes chairman of the board and remains chief executive officer.

Doe was president of Eastern Air Lines from 1929 to 1934, when he joined Sperry. During World War I he was vice-president and general manager of the United States Cart-ridge Co.

Send Birthday Greetings To—

- | | |
|----------------|----------------------|
| | Dec. 28 |
| Cliff Arquette | Noel McMahon Burr |
| Dick Joy | Blanchard McKee |
| | Dec. 29 |
| George Field | Clyde McCoy |
| Wendell Niles | Pat Padgett |
| | Larry Stevens |
| | Dec. 30 |
| Bob Hanson | Stanley High |
| Arthur Kass | Lucille Linwood |
| | Vincent Lopez |
| | Dec. 31 |
| Bradford Brown | Lester Gottlieb |
| Zeke Canova | John Kirby |
| | Ted Myers |
| | Jan. 1 |
| Ted Cott | Edwin Franko Goldman |
| Rae Elbroch | Frank Kettering |
| A. E. Mickel | Boris Morros |
| | Jean Nilsson |

Full Radio Coverage For New Year Salute

(Continued from Page 1)

with the broadcast at midnight of New York's famous Trinity Church chimes. The web will then resume its dance music until 3:00 a.m. On New Year's Day, Harry Wismer will do the play-by-play of the Sugar Bowl game from New Orleans between Oklahoma A & M and St. Mary's. At 10:00 p.m., the web will broadcast an hour-long combination dramatic and variety show titled "Forecast '46," which will feature leading authorities in varied fields of American life.

Sixteen bands will be heard on CBS' four-and-a-half hour program of dance music, with breaks for on-the-street pickups at midnight, 1:00 and 3:00 a.m. (EST). Ted Husing and Jimmy Dolan will be behind the mike in Miami for the Orange Bowl game between the University of Miami and Holy Cross, 1:45 p.m. Tie-in musical shows, special programs by Arthur Godfrey, Jimmy Carroll and Jack Smith are included in the web's line-up.

Mutual's musical broadcast will extend as far west as Hawaii, with many stops skedded in-between. On Tuesday, the web will air two football classics, the Cotton Bowl game at 2:00 p.m. between the University of Texas and the University of Missouri, from Dallas; and the East-West Shriner's game at San Francisco which will follow. That evening, the "American Forum of the Air" will air talks on leading national and world problems with pickups from Boston, Washington, London and Nuremburg.

NBC's dance tour of the country will run from 12:30 to 4:00 a.m., with a description of the crowds at Times Square slated for midnight. In addition to Bill Stern's play-by-play of the Rose Bowl game between the University of Alabama and the University of Southern California, the web will air a description of the first "Tournament of Roses Parade" since 1941. Celebrities to be interviewed during the celebration include Adm. William F. Halsey and actress Margaret O'Brien.

The Sun Bowl game from El Paso will be broadcast by ABC with Larry Munson doing the description of the Denver University-University of New Mexico contest.

Hildegard Host To Jostyn

Jay Jostyn—"Mr. District Attorney"—will guest next Wednesday on Hildegard's "Raleigh Room" program which is broadcast at 8:30 p.m. over NBC.

"HOT FROM HOLLYWOOD" is returning to the air!

5-minute weekly transcribed program of film chatter, interviews, previews. Write now for exclusive franchise.

T. J. VALENTINO
1600 Bway. New York

COAST-TO-COAST

— MASSACHUSETTS —

WORCESTER—Bulkley S. Griffin, Washington correspondent for WTAG, has been awarded a ribbon as a civilian war correspondent for outstanding and conspicuous service with the Armed Forces. Griffin is heard in an analysis of Washington news aired exclusively over WTAG, Sundays. WAAB, in co-operation with the Worcester Veterans Service department, has inaugurated a new weekly series of public service programs entitled "A Place to Live". The purpose of the series is to make the people of Worcester more aware of the dire housing shortage and the urgent problem that faces them in trying to alleviate it. . . . Mitzi Kornetz, publicity director of WTAG, has resigned to accept the post of radio director of the Greater Boston Community Fund. She has been replaced by Philips R. Jason, promotion head of the station.

— CONNECTICUT —

HARTFORD—Jack Lacy, chief announcer at WHTD prior to his entry into the Army three years ago, returns to the station Jan. 2, to assume the position of program director. . . . Sereno Gammell, WHTD's news editor, is beginning a new series of sponsored newscasts which will be heard each weekday at 8:00 a.m. . . . Harold Ogden, sportswriter for the Hartford Times, has recently begun a Monday through Friday sport stint of five minutes duration for WHTD.

— OKLAHOMA —

OKLAHOMA CITY—Governor Robert S. Kerr of Oklahoma, announced recently that Kenyon Brown, general manager of KOMA, has been appointed radio chairman in charge of the Mile-O-Dimes for the forthcoming drive in behalf of the National Foundation for Infantile Paralysis.

— NORTH CAROLINA —

GREENSBORO—James M. Stewart, recently discharged from the Navy after serving nearly forty months as Chief Petty Officer, has returned to WGBG as chief engineer. . . . **ASHEVILLE**—Lee Chadwick, WWNC program director, has resigned from the Asheville station to take up new duties as assistant to publisher George W. Linn of the Weekly Stamp News, at the paper's headquarters in Sidney, Ohio. . . . **KINGSTON**—New members on the staff of WFTC include: Barbara Mahoney, in the continuity dept; Clark W. Thornton recently released from the Army, as announcer; H. Ben Taylor, announcer, who has assumed the job of local news reporter, and Sara Cooke, continuity writer and traffic manager, now secretary to Jonas Weiland.

— OHIO —

CINCINNATI—Jack Zinselmeier, for the past year director of drug merchandising for WLW, has been promoted to manager of Specialty Sales, a WLW subsidiary, specializing in distribution for manufacturers. He replaces Lou Sargent, resigned. . . . **CLEVELAND**—Jacob Hines, well known in Cleveland musical circles, has been put in charge of the WHK continuity dept.

— KANSAS —

TOPEKA—Hilton Hodges, who had been with WIBW seven years as an announcer and continuity editor before his entry into the armed services where he served for three years as a flight instructor in the Navy, has returned to WIBW to do some announcing and promotion work.

— NEW YORK —

BROOKLYN—As a special feature of the New Year's Day schedule on WBYN, the Brooklyn station will present the recorded drama "This We Have Done," starring Burgess Meredith. . . . The New York University Radio Playhouse inaugurates a weekly series of half-hour programs Dec. 29, over WL1B, covering various phases of American history from the point of view of those who made it possible. Saturday's drama will tell the story of Virginia Dare, the first white girl born in America.

— UTAH —

SALT LAKE CITY—To publicize an open house at Hill Field, Utah, in the interest of Army recruiting, KSL wire recorders were used to tour the entire installation, taking down interviews and descriptions at principal points of interest. . . . Iris Parker, formerly a secretary in the FBI office at Salt Lake City, has joined the continuity dept. of KSL. . . . Lynn A. McKinlay, has been named program manager at KSL. . . . Maj. Wayne Richards has returned to KSL as program supervisor along with Lt. Ted Kimball of the Navy as supervisor of public service broadcasts.

— CALIFORNIA —

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SIDNEY PAUL

BACK FROM 4 YEARS' SERVICE

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LExington 2-1100

Full Radio Coverage For New Year Salute

(Continued from Page 1)

with the broadcast at midnight of New York's famous Trinity Church chimes. The web will then resume its dance music until 3:00 a.m. On New Year's Day, Harry Wismer will do the play-by-play of the Sugar Bowl game from New Orleans between Oklahoma A & M and St. Mary's. At 10:00 p.m., the web will broadcast an hour-long combination dramatic and variety show titled "Forecast '46," which will feature leading authorities in varied fields of American life.

Sixteen bands will be heard on CBS' four-and-a-half hour program of dance music, with breaks for on-the-street pickups at midnight, 1:00 and 3:00 a.m. (EST). Ted Husing and Jimmy Dolan will be behind the mike in Miami for the Orange Bowl game between the University of Miami and Holy Cross, 1:45 p.m. Tie-in musical shows, special programs by Arthur Godfrey, Jimmy Carroll and Jack Smith are included in the web's line-up.

Mutual's musical broadcast will extend as far west as Hawaii, with many stops skedded in-between. On Tuesday, the web will air two football classics, the Cotton Bowl game at 2:00 p.m. between the University of Texas and the University of Missouri, from Dallas; and the East-West Shriner's game at San Francisco which will follow. That evening, the "American Forum of the Air" will air talks on leading national and world problems with pickups from Boston, Washington, London and Nuremberg.

NBC's dance tour of the country will run from 12:30 to 4:00 a.m., with a description of the crowds at Times Square slated for midnight. In addition to Bill Stern's play-by-play of the Rose Bowl game between the University of Alabama and the University of Southern California, the web will air a description of the first "Tournament of Roses Parade" since 1941. Celebrities to be interviewed during the celebration include Adm. William F. Halsey and actress Margaret O'Brien.

The Sun Bowl game from El Paso will be broadcast by ABC with Larry Munson doing the description of the Denver University-University of New Mexico contest.

Hildegarde Host To Jostyn

Jay Jostyn—"Mr. District Attorney"—will guest next Wednesday on Hildegarde's "Raleigh Room" program which is broadcast at 8:30 p.m. over NBC.

"HOT FROM HOLLYWOOD" is returning to the air!

5-minute weekly transcribed program of film chatter, interviews, previews. Write now for exclusive franchise.

T. J. VALENTINO
1600 Bway. New York

COAST-TO-COAST

— MASSACHUSETTS —

WORCESTER—Bulkley S. Griffin, Washington correspondent for WTAG, has been awarded a ribbon as a civilian war correspondent for outstanding and conspicuous service with the Armed Forces. Griffin is heard in an analysis of Washington news aired exclusively over WTAG, Sundays. WAAB, in co-operation with the Worcester Veterans Service department, has inaugurated a new weekly series of public service programs entitled "A Place to Live". The purpose of the series is to make the people of Worcester more aware of the dire housing shortage and the urgent problem that faces them in trying to alleviate it. . . . Mitzi Kornetz, publicity director of WTAG, has resigned to accept the post of radio director of the Greater Boston Community Fund. She has been replaced by Philips R. Jason, promotion head of the station.

— CONNECTICUT —

HARTFORD—Jack Lacy, chief announcer at WHTD prior to his entry into the Army three years ago, returns to the station Jan. 2, to assume the position of program director. . . . Sereno Gammell, WHTD's news editor, is beginning a new series of sponsored newscasts which will be heard each weekday at 8:00 a.m. . . . Harold Ogden, sportswriter for the Hartford Times, has recently begun a Monday through Friday sport stint of five minutes duration for WHTD.

— OKLAHOMA —

OKLAHOMA CITY—Governor Robert S. Kerr of Oklahoma, announced recently that Kenyon Brown, general manager of KOMA, has been appointed radio chairman in charge of the Mile-O-Dimes for the forthcoming drive in behalf of the National Foundation for Infantile Paralysis.

— NORTH CAROLINA —

GREENSBORO—James M. Stewart, recently discharged from the Navy, after serving nearly forty months as Chief Petty Officer, has returned to WGBG as chief engineer. . . . **ASHEVILLE**—Lee Chadwick, WWNC program director, has resigned from the Asheville station to take up new duties as assistant to publisher George W. Linn of Linn's Weekly Stamp News, at the paper's headquarters in Sidney, Ohio. . . . **KINGSTON**—New members on the staff of WFTC include: Barbara Mahoney, in the continuity dept; Clark W. Thornton recently released from the Army, as announcer; H. Ben Taylor, announcer, who has assumed the job of local news reporter, and Sara Cooke, continuity writer and traffic manager, now secretary to Jonas Weiland.

— OHIO —

CINCINNATI—Jack Zinselmeier, for the past year director of drug merchandising for WLW, has been promoted to manager of Specialty Sales, a WLW subsidiary, specializing in distribution for manufacturers. He replaces Lou Sargent, resigned. . . . **CLEVELAND**—Jacob Hines, well known in Cleveland musical circles, has been put in charge of the WHK continuity dept.

— KANSAS —

TOPEKA—Hilton Hodges, who had been with WIBW seven years as an announcer and continuity editor before his entry into the armed services where he served for three years as a flight instructor in the Navy, has returned to WIBW to do some announcing and promotion work.

— NEW YORK —

BROOKLYN—As a special feature of the New Year's Day schedule on WBYN, the Brooklyn station will present the recorded drama "This We Have Done," starring Burgess Meredith. . . . The New York University Radio Playhouse inaugurates a weekly series of half-hour programs Dec. 29, over WLIB, covering various phases of American history from the point of view of those who made it possible. Saturday's drama will tell the story of Virginia Dare, the first white girl born in America.

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