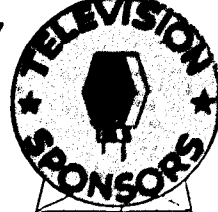


RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 43

NEW YORK, MONDAY, DECEMBER 2, 1946

TEN CENTS

Record Radio Time Sales

Miller Urges Stations Aid Schools In Strike

In a letter sent over the week-end to station managers throughout the country, Justin Miller, president of NAB, urged outlets in areas where schools are closed as a result of the coal strike to co-operate with educational authorities in presenting instructional instruction by radio. He suggested that "each station could contribute enough quarter or half-hour periods daily during the emergency to permit the continuation of general instruction."

"The crisis occasioned by the current

(Continued on Page 6)

FCC Renews Licenses For 25 AM Applicants

Washington Bureau, RADIO DAILY
Washington—Action on 25 license renewal applications was announced on Friday by the FCC. They include: WPRP, Voice of Porto Rico, Inc., Ponce, P. R., for the period ending Nov. 1, 1947; WFTC, Jonas Weiland, Winston, N. C., for the period ending Feb. 1, 1949; KGFJ, Ben S. McClashan, Los Angeles, Calif., for the period ending Feb. 1, 1949; WBLJ, Dalton B'esti'g Co., Dalton, Ga., for the period ending Feb. 1, 1949;

(Continued on Page 8)

Web Reporters Depart With Adm. Byrd Expedition

Admiral Richard Byrd's expedition to the Antarctic gets under way today from Norfolk, Va., and included among the group will be several radio correspondents.

Lee Van Atta, INS reporter who also is an ABC correspondent, will

(Continued on Page 6)

Porter Resigns

Washington—President Truman late Friday accepted the resignation of Paul Porter as Price Administrator, praised his record and declared the country owes him "a debt of gratitude." Porter failed to comment on what job he now will take, but made it plain that he is leaving Government service. He has been offered the presidency of BML.

Human Interest

Fitchburg, Mass.—W. Robert Wonkka, 17, Leominster, had a happy Thanksgiving, thanks to Manager Earl Clement of WEIM, Yankee Mutual outlet in Fitchburg. Wonkka, an honor student, was the star halfback of the Leominster High School eleven until three weeks ago when he was stricken with infantile paralysis. Clement arranged for WEIM's sportscaster, Jim Chalmers, to broadcast a play-by-play description of the Leominster-Fitchburg High game starting at 10 a. m. on Thanksgiving Day and provided a wire directly to the stricken boy's bed at the Children's Hospital in Boston.

AFRA-Web Statement Says 'Solutions Found'

The possibility of a strike by AFRA against the four major networks during the current contract negotiations came to an end officially late Friday when a joint statement from both sides stated that "workable solutions have been found." The typewritten statement added that no details of the

(Continued on Page 8)

Faye-Harris Get Renewal For 52 Weeks On NBC

The F. W. Fitch Company, through the L. W. Ramsey agency, Friday renewed the Alice Faye-Phil Harris Fitch Bandwagon program on the full

(Continued on Page 6)

NAB Appoints 7 Committees, Five Sub-Committees For '47

Appointment of seven new committees and five sub-committees was announced by NAB in Washington the past week-end. Committees named include FM Executive, International Broadcasting Advisory, Legislative, Public Relations Executive, Sales Managers Executive, Small Market Stations Executive and the Standards of Practice Committee of the Program Executive Committee.

Five sub-committees named will

Total '45 Revenues Reached New High Says FCC; Net Income, However, Showed Decrease From '44

Paley Launches Series On 'Time For Reason'

William S. Paley, chairman of the board of CBS, launched a series of programs yesterday titled "Time For Reason" dealing with "Radio and the Public," which will develop many of the opinions he outlined at the NAB convention in Chicago recently.

Introduced on the program (1:30-1:45 p.m.) by Lyman Bryson, Paley told listeners that the series will attempt "to get the facts before the

(Continued on Page 7)

Baird to Demonstrate New Color Television

London (By Cable) — The J. L. Baird Co. will demonstrate not only color television, but three-dimensional color television, in January, it was confirmed over the week-end.

The Baird Company is installing

(Continued on Page 2)

Radio Sports Announcers Given Awards For 1946

The Nov. 27th issue of "The Sporting News" carries a full page story and runover, with photographs, of radio's five baseball announcers and

(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington—Total revenues from time sales on networks and radio stations in 1945 reached an all-time high of \$310,484,046, figures released by the FCC on Friday indicated.

Total broadcast income last year, however, dropped to \$83,584,288 from 1944's peak of \$90,272,851 because 1945 ex-

(Continued on Page 6)

Denny Affirms Stand On Coming FM Service

Washington Bureau, RADIO DAILY

Washington — In a letter to the newly-formed frequency modulation association, Acting FCC Chairman Charles R. Denny reaffirmed his faith in FM as "The finest aural broadcast system attainable in the present state of the radio art."

"An organization such as yours," Denny wrote, "can perform one of the

(Continued on Page 7)

BMB Issues Reprints Of Sta.-Audience Reports

BMB announced Friday the issuance of station audience reprints, containing the same information as the original BMB reports but lacking day and night audience area maps. Reprints list all counties and meas-

(Continued on Page 6)

Co-operation

Chicago—Television station WBKB is helping RCA dealers sell television sets by putting on a three-hour show each day from noon on, using films, live talent, Tommy Bartlett and his mobile video studio. These shows, shown on the dealers sample sets throughout the city have now resulted in many sales being made, according to the retailer reports.

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Nov. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/4	9 1/4	9 3/4	+
Am. Tel. & Tel.	167	164 1/8	167	+ 2 3/8
CBS A	29	28 1/2	28 7/8	+ 1/8
CBS B	28 1/2	28 1/2	28 1/2
Farnsworth T. & R.	8 1/4	8	8 1/4	+ 1/4
Gen. Electric	35	34 1/2	35	+ 3/8
Philco	21	20 5/8	20 7/8	+ 3/8
RCA Common	9 3/4	9 3/8	9 3/4	+ 1/4
RCA First Pfd.	81 3/4	81 1/4	81 3/4	+ 1/4
Stewart-Warner	15 7/8	15	15 7/8	+ 7/8
Westinghouse	23 1/2	22 5/8	23 1/8	+ 5/8
Zenith Radio	20 3/4	20 1/2	20 3/4	+ 1/4

NEW YORK CURB EXCHANGE OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6	6 3/4
Finch Telecomm.	8	9
Stromberg-Carlson	14	15 1/2
U. S. Television	1 1/2	2
WCAO (Baltimore)	38
WJR (Detroit)	19	20

Authors To Broadcast

Jo Ranson and Richard Pack, co-authors of the just published "Quiz Book of the Seven Lively Arts," will be heard tonight, Dec. 2, over WNYC from 8:30-8:55 p.m. in an interview with Professor Warren Boyer of N.Y.U. Program is part of the city station's regular Monday night series, "Readers' Almanac." Ranson is publicity director for WHN and Pack holds the same job at WOR.

To Air From Pittsburgh

The Boston Symphony orchestra, under Serge Koussevitzky, will broadcast from Syria Mosque in Pittsburgh over ABC on Tuesday, Dec. 3, from 9:30 to 10:30 p.m., EST.

WM AMERICAN BROADCASTING CO
Plattsburg, N. Y.

F F

CONSISTENTLY SELLING THE NORTH-COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Coming and Going

EDWARD R. MURROW, vice-president and director of public affairs for the Columbia network, spent Saturday in Atlantic City, where he addressed the convention of the National Council of Teachers of English on the subject, "The Pursuit of Peace."

FRANK E. MULLEN, executive vice-president of NBC, is in Chicago attending the International Livestock Show. He spoke last night at a dinner of radio farm editors at the Stevens Hotel.

CHARLES GODWIN, manager of the Mutual network's station relations department, leaves today on a quick trip to Oklahoma and Texas.

TED COTT, program director in charge of operations at WNEW, is back at the station following a vacation of two weeks in Florida.

WILLIAM B. ZIFF, chairman of the board of Ziff-Davis Publishing Co., is in Ireland on the first leg of one-month air tour which will include Holland, France and Switzerland. He aired his CBS program of last Thursday from Erin.

JINX FALKENBURG and TEX McCRARY, of the WNBC program, "Hi, Jinx," are in Mexico City at the invitation of President-Elect Miguel Aleman, to attend his inauguration as Chief Executive of the republic. They'll return tomorrow.

CHARLES BLONDEL, manager of McCann-Erickson's Paris office, arrived in the States last week aboard the Holland-American liner Westerdam. It is his first post-war visit to the New York headquarters of the agency.

ED HERLIHY, for the past 11 years an announcer for NBC, will return today from Boston, where he and MRS. HERLIHY spent the week-end. They watched Ed's old Alma Mater, Boston College, play Holy Cross and attended a B. C. alumni dinner.

HOWARD CHAMBERLAIN, director of news at WLW, Cincinnati, spent the week-end in Washington, D. C., where yesterday he broadcast the fifth anniversary program of the "World Front," having as guest the Assistant Secretary of War for Air, W. Stuart Symington.

Friends Get Laudatory At Party For Ted Husing

Ted Husing carried home an old cylinder Columbia phonograph, made friends with Sherman Billingsley, and heard himself praised by radio, music and sports luminaries, at a dinner party thrown for him at the Stork Club last Tuesday night by Benny Goodman. The occasion was in celebration of Ted's being converted to the ranks of disc jockeys by Bert Lebar, the astute vice-president of WHN.

Harry Hershfield in rare form with reminiscent Gene Buck as a running mate led off the Husing laudation. Other wordy contributions were made by Clem McCarthy, Quentin Reynolds, Guy Lombardo, Louis Sobol, Benny Goodman, Bert Lebar and Jo Stafford. Music was furnished by the Goodman quintet with WHN airing the entire proceedings.

Manny Sachs of Columbia Records was credited with digging up the old cylinder phonograph.

Pro. Grid Championship Set For ABC Web In Dec.

Chicago—For the fourth consecutive year, General Mills, Inc., and Wilson Sporting Goods Company, will sponsor a broadcast over ABC of the National Professional Football League championship game Sunday, Dec. 15 or 22, it was announced over the week-end. Actual date and city depends on the results of the Eastern championship contest which will be played by the New York Giants and the Washington Redskins on December 7.

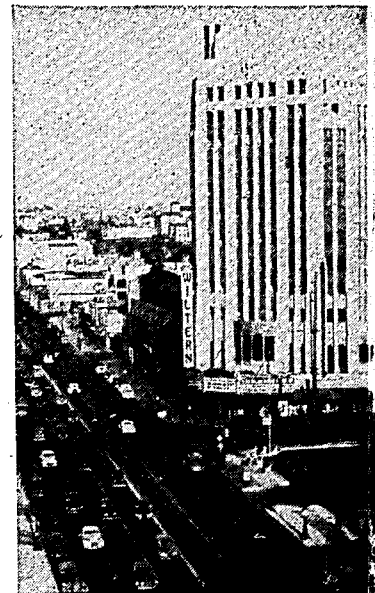
Broadcast will be announced by Harry Wismer and an assistant, as yet unselected, who will handle color. Game will be carried via the full ABC network under General Mills through Knox Reeves and Wilson Sporting Goods through Ewell and Thurber Associates, Chicago advertising agency.

FCC Ruling On P. W.

Washington—FCC on Friday announced its proposed report looking toward the denial of the applications of Press Wireless, Inc., for modification of licenses to delete the special provisions limiting communication between applicant's stations at Hicksville, N. Y., and Los Angeles, Calif., to service messages and traffic originating in or destined to points outside the 48 states, and the District of Columbia.

Baird to Demonstrate New Color Television

(Continued from Page 1)
large-screen television in houses of the Capitol and Provincial New Theaters, Ltd., next year. Circuit comprises 14 theaters, six of which are newsreel houses.



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 about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections of 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 listener-per-dollar-spent than any other station in this big five-station town.


Facts are available.



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

TOM TINSLEY, President

Represented Nationally By Headley-R...



MUSIC has power

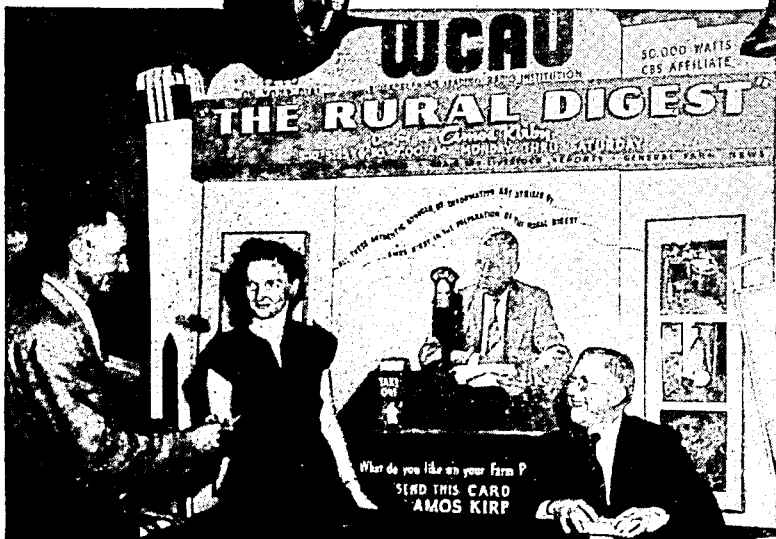
WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

Our Amos Kirby Gets Around



WCAU goes direct to the farmer, by helicopter! At the Reading Fair at Reading, Pennsylvania, and the New Jersey State Fair at Trenton, Amos Kirby met and talked to thousands of the farmers who follow his word on the WCAU "Rural Digest" 6:30-7 A. M. Monday through Saturday. This is another example of the lengths to which WCAU goes to build audience through helpful service . . .



KIRBY'S BROADCASTS direct from the Fair Grounds included a special program aired coast-to-coast on the CBS network "Country Journal".



30,000 QUESTIONNAIRES distributed by WCAU at the Fairs told Amos Kirby what farmers want on a farm program.

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

AGENCIES

WLIB, NEW YORK, has engaged the Adam J. Young, Jr., Inc., organization as its national advertising representatives in New York City, as well as throughout the country. Young maintains sales offices in New York, Chicago, Los Angeles and San Francisco.

EDGAR KOBAK, president, Mutual Broadcasting System, today will speak before the Advertising and Selling Course of the Advertising Club of New York on "Qualifications for Salesmen." This meeting will be held at the Engineering Societies Building, at 6:15 p. m.

LAWRENCE FERTIG, president of Lawrence Fertig & Company, Inc., New York advertising agency, and writer on economic affairs for the New York World-Telegram and other Scripps-Howard newspapers, will be one of the speakers on the American Forum of the Air program over the Mutual network Tuesday, December 3rd. He will be teamed with Dr. Jules Bachman, New York University professor of economics, in a round-table discussion of the subject, "Should Labor Get a Raise?" Fertig and Dr. Bachman will support the negative side of the question.

HELEN WILLIAMS, formerly of the Chicago office of The Jacobs Company, Inc., advertising and public relations firm, has accepted a position as publicity director of Veterans Hospital Programs of New York City.

CIO Drops Detroit Station

Washington—Grosse Point Broadcasting Corp., last week filed with the FCC a motion to dismiss the application of United Auto Workers (CIO) for a radio station in Detroit. The corporation told the Commission that the union's constitution did not permit entrance into radio broadcasting. Grosse Point's position was expressed previously during hearings for the Detroit area. In addition to Grosse Point and the union, Herman Rodner and Wolverine State Broadcasting Co., also have applied for a station in Detroit.



Broadway Bulletin Board. . . !

● ● ● **Rumor of the Week:** That the Old Gold-Sinatra show will fold in the spring, with the swoon king returning to his old bankroller, the Hill parade. . . Philip Morris auditioning a sensational new Milton Berle package tonight, idea being as a replacement for "It Pays To Be Ignorant." . . Jack Benny, who must thrive on work, reportedly trying to get an okay from his picture and radio bosses to do a B'way show. . . Der Bingle, who demanded that his shows be recorded because it would mean less work for him, is laboring more than ever making new discs in order to hypo his rating. . . Luggage firm interested in backing Ted Williams and his wife in a Mr. and Mrs. session with a sports slant. . . A television deal involving the Metropolitan Opera may happen this week. . . A couple of more radio shows now in the east will move west shortly, but "Duffy's Tavern" is almost a cinch to be here next year. . . That was Ingrid Bergman at the Bagatelle the other nite catching the eyes and ah's. . . Plenty of agency interest in new audience participation show waxed with Lew Parker, Ray Bloch's ork and Geo. Jessel as guestar. . . Peter Donald's words of wisdom: Always remember you can't shoot off your mouth without losing some of your face.



● ● ● **Phil Spitalny** and his magic 'Hour of Charm' copped first place in the semi-classical division of the radio poll just announced by the Cleveland Plain Dealer. Poll represented the "people's choice" rather than professional critics and covered 95 other cities and towns in Ohio, Oklahoma, Missouri and Pennsylvania. The top seven in this division, according to the poll, are Hour of Charm, Telephone Hour, Firestone Hour, Family Hour, Fred Waring, American Album of Familiar Music and Harvest of Stars. Latest Hooper also shows a sizable jump for Spitalny in his new 4:30 Sunday afternoon slot on CBS.



● ● ● **SMALL TALK:** Lionel Hampton's big Decca disc figures to be 'Robbins In Your Hair,' dedicated to WOV'S ace platter boy, Fred Robbins, who was just profiled by Geo. Frazier in True mag. Hamp has a jive piece coming up called "Shake Well Before Husing." . . Zac Freedman, the Jim Farley of the radio tub thumpers, due in town next week after a cross-country jaunt meeting up with all the leading radio eds around the country. . . Jimmy Atkins, who resigned from the Fred Waring organization to go out on his own, winds up with a new transcribed Flit series. The lad can do anything from a folk song a la Burl Ives, to a pop tune like Como. . . Lew Laurie, who wrote "Let The Chips Fall" in less than ten days, may find a click on his hands. The entire 1st edition's been sold out already. . . Recommended: Eleanor Steber's soprano notes on "Voice of Firestone." . . Irving Kaulman rehearsing with Dwight Wiman's musical production of "Street Scene," due to open around the first of the year. . . "Gangbusters" trying to get LaGuardia as a replacement for Lewis J. Valentine, who collapsed the other nite and is at L. I. City Hospital. . . Tele crowd talking about Eddie Mayhoff's great performance on "Hour Glass" over WNBT.



● ● ● The Alumni Ass'n of the Professional Children's School (which reads like the Who's Who of Radio, B'way & H'wood) planning a gala ball and entertainment Dec. 6th as a final effort for the development fund drive to provide pensions for their teachers, additional working facilities and eventually a new building to house "tomorrow's stars." They also plan an athletic dep't for the students. Tickets are five dollars and can be obtained through Albert Aley, 155 E. 49th Street. In addition to alumni members Milton Berle, Pete Donald and Kenny Delmar, the star-studded show will include personalities like Cornelia Otis Skinner, Lew Parker, Lew Lehr, Patricia Bright, Dan Healy and many others.

CHICAGO

By NAT GREEN

RADIO WRITERS' GUILD will hold a fund raising party December 12 at the home of Orrin Tovrov, vice-president of the guild? Mid-west region. Tovrov recently succeeded Herb Futran as head of the guild here when Futran left for Hollywood.

Frann Weigle, announcer on WAIT, was married Friday (Nov. 29) to Gloria LaBadie and they are spending a short honeymoon in Michigan.

Mercury Records is holding a cocktail party Monday night at the Shangri La Restaurant for Tony Martin, who opens here shortly at the Chicago Theater.

WGN's "Charm School of the Air" is now giving away a wrist watch and a cigarette lighter each week to the two women writing the best letters on "charm."

Roy McLaughlin, manager of WENR and central division manager of ABC spot sales, is rapidly recovering from an operation he underwent on November 9 at Mercy Hospital and is expected back at his desk in a few days.

Frank P. Schreiber, manager of WGN, and Spencer Allen and William C. Needham, newscasters on the station, have been made honorary members of the Northwestern University chapter of Sigma Delta Chi, journalism fraternity.

Betty Braley of the WGN continuity department has been promoted to secretary to Ed Kahn, WGN producer.

Nikki Kaye wrote the script for "The Words," special program broadcast Saturday over WMAQ for the Jewish Welfare Fund. Alan Fishburn was the producer.

Establishing News Bureau

Washington—Radio Station WPIA Alexandria, Va., has established Washington News Bureau in the National Press Building, according to an announcement by Howard J. Hayes, general manager of the station.

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

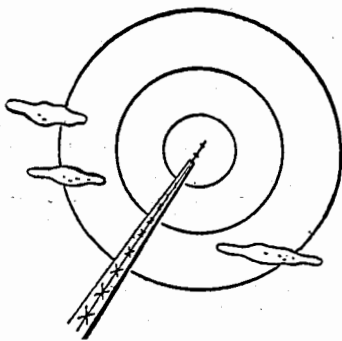
John Elmer President George H. Roeder General Manager



"WFDF Flint sure mows 'em down"

JACKSON LEIGHTER

*Announces the
appointment of*



Adam J. Young Jr.
INCORPORATED

AS SALES REPRESENTATIVES OF

WLIB*

**IN NEW YORK CITY
AND NATIONALLY**

Effective Dec. 1, 1946

**New York City's fastest growing independent station*

• NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO •

Time Sales For 1945 Set Record, Says FCC

(Continued from Page 1) penses reached the record high of \$215,753,845. Broadcast income figures are before Federal income taxes.

Last year's record breaking return from the time sales compares with the 1944 figure of \$287,642,747—a jump of \$22,841,299. Total broadcast expenses of networks and stations in 1944 were \$185,025,760.

Net revenue from time sales in 1945 was \$268,560,580. This figure includes a total of \$43,923,466 paid by networks and stations in the form of commissions. In addition to revenue from time sales, revenue from incidental broadcast activities, such as sale of talent, last year stood at \$32,777,553.

Total broadcast revenue for last year was broken down as follows: all networks, including 10 key stations of major networks: \$86,994,253; 18 other managed and operated stations: \$14,004,266; 873 other stations: \$198,339,614.

Breakdown of total broadcast income (before Federal taxes) is as follows: networks, including 10 key stations of nation-wide nets: \$18,046,722; 18 other managed and operated stations: \$5,031,893; 873 other stations: \$60,505,673.

Other breakdowns show: network time sales by nation-wide networks: \$130,117,248; net time sales by regional nets: \$6,414,526; network time sales by miscellaneous networks and stations: \$1,887,176; non-network time sales to national and regional advertisers and sponsors: \$76,696,468; non-network time sales to local advertisers and sponsors: \$99,814,042.

Radio Sports Announcers Given Awards For 1946

(Continued from Page 1)

sports commentators who are awarded top honors for 1946 in their particular fields by the national baseball weekly publication. For outstanding play-by-play broadcasting, awards go to Mel Allen, who called the New York Yankee games over WINS, New York, and Harry Caray of KXOK, St. Louis affiliate of the ABC network, who described the Cardinal games. This is the first year that separate awards have been made for baseball announcers in the American and National leagues.

The three sports commentators who were honored this year, instead of a single selection as in the past, are Harry Wismer, ABC sports director, for the East; Sam Molen, sports director for KMBC, the Columbia affiliate in Kansas City, for the Middle West; and Sam Balter, sports director for KLAC, Los Angeles, for the Coast.

TRANSCRIPTION COMPANY
Wants Sales and Promotional Man also Secretary - Stenographer; thoroughly experienced in the business end of producing and merchandising syndicated programs. Excellent opportunity. Write Box No. 264—RADIO DAILY 1501 B'way New York 18, N. Y.

NAB Appoints 7 Committees, Five Sub-Committees For '47

(Continued from Page 1)

L. Hogan, FM Station WQXQ, New York, N. Y.; Leonard Asch, FM station WBCA, Schenectady, N. Y.; Lester Nafziger, WCOP-FM, Columbus, O.; Everett Dillard, FM Station KOZY, Kansas City, Mo.; Clarence Leich, FM Station WMLL, Evansville, Ind.; Cecil Masten, WNBK-FM, Binghamton, N. Y.; Matthew Bonebrake, KOCY-FM, Oklahoma City, Okla.

Board Liaison Committee—Wayne Coy, Chairman, WINX-FM, Washington, D. C.; Martin Campbell, KERA-FM, Dallas, Texas.

International Broadcasting Advisory Committee—John S. Hayes, Chairman, WQXR, New York, N. Y.; Walter S. Brown, WSPA, Spartanburg, S. C.; Edward Murrow, CBS, New York, N. Y.; William Brooks, NBC, New York, N. Y.; A. A. Schechter, MBS, New York, N. Y.

Legislative Committee

Legislative Committee—J. Harold Ryan, Chairman, WSPD, Toledo, Ohio; Wayne Coy, WINX, Washington, D. C.; Don S. Elias, WUNC, Asheville, N. C.; Herbert Hollister, KMMJ, Grand Island, Neb.; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph Ream, CBS, New York, N. Y.; Frank M. Russell, NBC, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.; Robert D. Swezey, MBS, New York, N. Y.; O. L. Taylor, KGNC, Amarillo, Texas; Louis Wasmer, KGA, Spokane, Wash.; Joe B. Carrigan, KWFT, Wichita Falls, Texas.

Public Relations Executive Committee—Gilmore Nunn, Chairman, WLAP, Lexington, Ky.; Craig Lawrence, WCOP, Boston, Mass.; Harold Wheelahan, WSMB, New Orleans, La.; James Le Gate, WIOD, Miami, Fla.; Richard H. Mason, WPTF, Raleigh, N. C.; Merrill Lindsay, WSOY, Decatur, Ill.; Lewis Allen Weiss, KHL, Los Angeles, Cal.; George Crandall, CBS, New York, N. Y.; Carl Haverlin, MBS, New York, N. Y.; William S. Hedges, NBC, New York, N. Y.

Board Liaison Committee of the Public Relations Executive Committee—F. M. Russell, Chairman, NBC, New York, N. Y.; William B. Way, KVOO, Tulsa, Okla.

Sales Managers Group

Sales Managers Executive Committee—Odin S. Ramsland, KDAL, Duluth, Minn.; James V. McConnell, NBC, New York, N. Y.; John W. Kennedy, WHAM, Rochester, N. Y.; Robert Gulick, WGAL, Lancaster, Pa.; Bill Bennett, KXYZ, Houston, Texas; Louis Reed, WWL, New Orleans, La.; Ray Baker, KOMO, Seattle, Wash.; William Murdock, WOL, Washington, D. C.; Arthur Hull Hayes, CBS, New York, N. Y.; Gene Thomas, WOR, (MBS), New York, N. Y. Non-Voting Associate Members: Preston Peters, Free & Peters, New York, N. Y.; Lewis Avery, Avery-Knodel, New York, N. Y.; Joseph Weed, Weed

BMB Issues Reprints Of Sta.-Audience Reports

(Continued from Page 1)

ured cities in which 10 per cent or more of the radio families listen to the station at least once a week day or night, together with the total number of radio families and the station's day and night audiences in each place, expressed numerically and as a per cent of total radio families.

The reprints are the first BMB data to be made available directly to advertisers and agencies and are expected to stimulate the study and use of BMB data. Stations may be purchase reprints of other subscribers thus getting additional information in the light of which to examine their own BMB reports.

WEEK Construction Delayed

The affiliation of Station WEEK, Peoria, Ill., with NBC, has been delayed by construction difficulties, and the station will join NBC about Feb. 15, 1947. WEEK had originally been scheduled to join NBC on Dec. 25, 1946.

& Company, station reps, New York, N. Y. Board Liaison Committee of the Sales Managers Executive Committee—Paul W. Morency, Chairman, WTIC, Hartford, Conn.; Harry R. Spence, KXRO, Aberdeen, Wash.; Edgar Kobak, MBS, New York, N. Y.

Small Market Stations Executive Committee—Wayne W. Cribb, Chairman, KEMO, Hannibal, Mo.; Marshall Pengra, KRNK, Roseburg, Ore.; Robert T. Mason, WMRN, Marion, Ohio; R. Sanford Guyer, WBTM, Danville, Va.; A. E. Spokes, WJOY, Burlington, Vt.; John F. Meagher, KYSM, Mankato, Minn.; Simon Goldman, WJTN, Jamestown, N. Y.; Frank Mills, WDWS, Champaign, Ill.; L. L. Hendricks, KRRV, Sherman, Tex.

Board Liaison Committee of the Small Market Stations Executive Committee—William B. Smullin, KIEM, Eureka, Cal.; Michael Hanna, WHCU, Ithaca, N. Y.

Standards of Practice Committee of the Program Executive Committee—Edgar Bill, Chairman, WMBD, Peoria, Ill.; Gayle Grubb, KGO, San Francisco, Cal.; Walter Damm, WTMJ, Milwaukee, Wis.; Ken Dyke, NBC, New York, N. Y.; Harold Fellows, WEEL, Boston, Mass.; John M. Outler, Jr., WSB, Atlanta, Ga.; C. T. Lucy, WRVA, Richmond, Va.; Eugene Carr, WPAV, Portsmouth, Ohio; Roger Clipp, WFTL, Philadelphia, Pa.

Sub Committees Listed

Subcommittee members include:
Sales Practices, Subcommittee—John M. Outler, Jr., WSB, Atlanta, Ga.; John W. Kennedy, Chairman, WHAM, Rochester, N. Y.; Craig Lawrence, WCOP, Boston, Mass.; John Toothill, Burn-Smith Company, New York, N. Y.; J. Robert Gulick, WGAL, Lancaster, Pa.

Audience Measurement Subcommittee—William B. Murdock, Chairman, WOL, Washington, D. C.; Henry I. Christal, Edward Petry & Co., Inc., New York, N. Y.; Howard S. Meighan, CBS, New York, N. Y.; Ted Jones, WKIP, Poughkeepsie, N. Y.

Joske Advisory Subcommittee—James Brown, KONO, San Antonio, Texas, Chairman; Walter Johnson, WTIC, Hartford, Conn.; Lewis H. Avery, Avery-Knodel, Inc., New York, N. Y.; Lee Hart, NAB.

Spot Sales Subcommittee—H. Preston Peters, Chairman, Free & Peters, Inc., New York, N. Y.; Beverly Middletown, WSYR, Syracuse, N. Y.; John Blair, John Blair & Company, Chicago, Ill.

Sales Promotion Subcommittee—John M. Outler, Jr., Chairman, WSB, Atlanta, Ga.; Edward P. J. Shurick, KMBC, Kansas City, Mo.; John Carl Jeffrey, WKMO, Kokomo, Ind.; Joseph Creamer, WOR, New York, N. Y.; Louis Hausman, CBS, New York, N. Y.; Eugene Katz, The Katz Agency, Inc., New York, N. Y.; Hugh M. P. Higgins, NAB.

Faye-Harris Get Renewal For 52 Weeks On NBC

(Continued from Page 1)

NBC network for 52 weeks effective, Dec. 29. Program is heard Sundays from 7:30-8 p.m., EST.

Kraft Music Hall Renewed

It was also announced at NBC headquarters in Chicago that the Kraft Music Hall program had been renewed over a 26 station Trans-Canadian network for 52 weeks effective Jan. 2. This is in addition to the full NBC network which carries the show on Thursdays from 9-9:30 p.m., EST.

Will Offer Listeners Choice

The Metropolitan Opera will receive six operas this season chosen by radio listeners of ABC as the best radio entertainment of the past season. The first of the six will be Moussorgky's "Boris Godounoff" which will be heard on Saturday, December 7, Edward Johnson, general manager of the Metropolitan Opera has announced.

Miller Urges Stations Aid Schools In Strike

(Continued from Page 1)

rent strike in the soft coal industry has already forced schools in some parts of the country to close the doors," the NAB prexy said. "Should the strike continue, we may find this to be a nearly general condition throughout the country.

"At NAB we have noted with interest that broadcasters in at least one community are considering broadcasting special class instructions help off-set this loss of valuable time in school for the youth of their area.

"This situation," continued Miller "presents a valuable opportunity for the individual broadcasters of the United States to demonstrate again their desire and ability to operate in the public interest."

Miller added that Dr. John V. Studebaker, U. S. Commissioner of Education, endorses the NAB recommendation that stations contact their superintendent of schools in affected areas, and offer the services of broadcasting in meeting the emergency. The NAB president pointed out that although it wouldn't be possible to transmit the full curriculum required in normal operation of a grades of school, he felt that each station could contribute enough quarter or half-hour periods daily to permit the continuation of general instruction.

"You may decide that these suggestions are of no practical value to your community," Miller added. "Others they may prove to be invaluable to the public welfare." He said that if the suggestions proved helpful and worked well, "we would like to compile the results and evaluate their contribution of the radio industry to the alleviation of this national problem."

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Web Reporters Depart With Adm. Byrd Expedition

(Continued from Page 1)

be heard tonight on the network news program "Headline Edition" 7 p. m. Report will be made from the USS Mt. Olympus, en route from Norfolk. Also among the group making the trip is Arthur Hannay, KMOX-CBS St. Louis correspondent, and Max Hill, representing the NFL network.

One of the really big, recognized transcription companies, with a sales organization from coast to coast, is looking for open-end, 15 or 30 minute programs that have been transcribed and ready for sale.
Royalty or outright purchase. Also interested in custom built transcribed programs that may have been used regionally, but could be used for local sponsorship. Write BOX 263, RADIO DAILY 1501 Broadway, New York 18, N. Y.

Paley Launches Series in 'Time For Reason'

(Continued from Page 1)
"public," and to provide early illustrations, referred to a survey made by the National Opinion Research Center of Denver Univ. Survey indicated that 82 per cent of the American people believe radio is doing a good job; an excellent job, the CBS prexy pointed out.

As he did at the Chicago confab, Paley remarked at the outset of his talk yesterday that broadcasting is an industry that suffers from a good deal of public criticism, but that "much of this criticism is marked by the superficial generality, the endlessly repeated cliché, the snap judgment."

First and primarily, radio is a mass medium which must serve the masses," Paley said. "Next and secondarily, it is a medium which must be able to serve the specialized needs of minority groups. I said 'secondarily,' and I mean exactly that. Yet we must recognize that the needs and claims of smaller groups upon our time has grown steadily with the growth and development of radio.

As to our primary job, I think we broadcasters can be militant, not defensive about it. Here I want to lead up to candid inspection one of the fundamental premises which many of our detractors stand on. I don't think they've reasoned it out. From it springs a whole battery of charges against radio. This premise is usually expressed in some such terms as these: 'Radio is supported by advertising—advertisers want only mass circulation — that's the reason why the radio programs ignore the interests of smaller groups and are aimed only at reaching audiences measured in the millions.'

Among other things, the CBS executive has given intelligent consideration of the problems of the industry.

I want to emphasize as strongly as I can the importance of intelligent discrimination. I should like to see people angry, when they are angry, particular stations, particular programs, particular offenders, and not at radio. When a citizen cancels his subscription to a yellow journal he is not condemning all journalism. Instead, he switches to a more responsible sheet. That is intelligent discrimination and that is what is often missing in radio criticism."

Gets Nat'l Silver Sales Post

Walter Jacobs, general sales manager of the National Silver Co. has announced the appointment of Jimmy Reynolds as assistant sales manager at Company. Reynolds previously associated with National Silver in the capacity of Chain Store Representative.

Connect in Connecticut

WDRG

WDRG - W.A.K.

PICTURE OF THE WEEK



William S. Paley (center) chairman of the board of Columbia Broadcasting System, accepts a leather-bound copy of "The First Quarter-Century of American Broadcasting," from E. P. J. Shurick of KMBC, Kansas City, while Arthur B. Church, president of the station, looks on. Shurick authored the history of American broadcasting.

Gets WTOP Post

Richard Linkroum, who enrolled in CBS's apprentice-training program after graduating from Yale in 1937, has been named Program Manager of WTOP, Columbia-owned station in Washington, D. C. He served as Night Operations Supervisor at CBS New York headquarters and worked on the Major Bowes Amateur Hour before the war. Three years of active duty with the Navy followed, after which he reported to WTOP.

Renew News Program

Wischer Baking Co., sponsor of the 8 a.m. news over WOR, continues sponsorship of the program on into the 12th consecutive year Nov. 26, when the new 52-week contract becomes effective. Prescott Robinson handles this news period Monday through Saturday. Fischer Baking Co. account, which first became a sponsor on the key station of the Mutual network in 1929, is placed by the Sheck agency in Newark.

Denny Affirms Stand On Coming FM Service

(Continued from Page 1)

most valuable services in the history of broadcasting."

Text of Denny's letter follows:

"Believing as we do that the American people will be quick to avail themselves of the advantages of FM as soon as stations and receivers come into their community, provided they are properly informed, the Federal Communications Commission extends its best wishes to the Frequency Modulation Association for success in its plans to enlighten the public concerning this new and improved system of broadcasting.

Predicts Wide Service

"As I stated in my address at the recent convention of the National Association of Broadcasters, the Commission considers FM the finest aural broadcast system attainable in the present state of the radio art and expects that eventually the entire nation, except the most sparsely settled western areas, will be served by FM stations.

"An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting. Those of us close to radio are excited over this revolutionary improvement but to the vast majority of listeners FM is still just another alphabetical combination. It is highly gratifying to know that your group has embarked on a crusade to carry the story of FM to every radio listener in the land."

WTMJ Denies CIO Charge

Washington—Denying the CIO's charges, WISN (Hearst radio), on Friday told the FCC that "ample opportunity has been afforded for placing the union's case before the people of Milwaukee" during the Allis-Chalmers strike.

The CIO had accused both WISN and WTMJ of refusing to sell or give time to the union for presentation of its side during the strike. WTMJ already has answered a Commission request for the station's side of the question.

WTAG Leads 52 To 2

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

WTAG

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

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AFRA-Web Statement Says 'Solutions Found'

(Continued from Page 1)
proposed two-year contract will be announced until all points have been settled.

Just what are the most important issues to be ironed out in detail is not yet clear. However, it is known that the so-called "unfair stations clause" was hurdled last week-end and is of no further consequence in regard to holding up negotiations.

Another demand which AFRA regards as highly important, that a single contract be drawn rather than three separate ones for New York, Los Angeles and Chicago, is still in the works and will be up for discussion in the continuing sessions.

In Session For Week

The session between AFRA and the networks, with the regular negotiators representing the latter and not web presidents, which ended Friday night, brought to a close a week of anxiety for the radio industry. One week previous, a joint statement had said that AFRA had received a proposal from the networks and that on Monday, Nov. 25, the union hoped to have an answer. However, no public statement was forthcoming on Monday and none during the entire week until last Friday, when it was indicated that a strike possibility had passed. The possibility of a breakdown in negotiations loomed several times during the sessions and a finding of "workable solutions" suggests that the negotiators were determined to come to an agreement fair to both sides.

Possibly no labor-management negotiations ever involved such serious issues and legal complications as were presented when AFRA and the networks began their sessions early last October.

Joint Statement Issued

The following is the statement issued by the negotiators on Friday: "Spokesmen for the American Federation of Radio Artists and the four major networks today (Friday), expressed confidence that the principal issues between the negotiators for AFRA and the networks and advertising agencies relating to national network commercial programs have been resolved to the satisfaction of all parties. They said workable solutions have been found, but added that no details will be divulged until all points of the proposed new two-year contracts, including sustaining and various staff agreements, have been settled between AFRA and the networks. Negotiations concerning the matters still in issue are now in progress."

★ THE WEEK IN RADIO ★

Industry Eyes AFRA-Web Confabs

By JIM OWENS

ALL industry eyes were on the AFRA-Network conferences, many of which went into late evening hours. Indications Friday were that both sides were "cooperative" and had made general oral agreements and were attempting to get them on paper. . . . Coal crisis hit the nation, with many cities forced to curtail transportation, etc. Webs and stations covered the strike from all angles, kept the public informed of last-minute developments.

Discussion of the ET rule between NAB-FCC opened, with the former making a five-point suggestion for new identification. Three newly-granted Arizona stations will form a state-wide network. WIND promotion director, John D. Morgan resigned to join the new station group. . . . Highlights of NBC's Thanksgiving holiday weekend were tele coverage of the Penn-Cornell, Army-Navy grid games in Philadelphia. . . . New York Yankee Baseball Club was reported asking \$80,000 for video rights to next season's games.

All webs offered a heavy schedule of Thanksgiving fare. NBC and CBS aired hour-long programs. . . . Industry celebrated its 26th anniversary with National Radio Week. Observance was held in several cities, and Government officials paid high tribute to industry's progress. . . . College radio made plans for celebration of its 10th anniversary. Programs planned and produced by Intercol-

legiate Broadcasting System, will be aired over full Yankee Network.

Manufacturers hit an all-time high in set production for October—1,800,000—according to a CPA report. Pre-war monthly average was 1,100,000. . . . Thirty-one consumer products, including radios, were freed from price controls. . . . Bob Donahue, manager of WMAS, Springfield, Mass., charged that a NY newspaper had "misrepresented" radio's role during the paper strike. He said "most citizens find that radio can supply essential information," etc. . . . UN asked networks, stations and advertising agencies to aid in plans for Christmas-New Year's programs. . . . Dan. D. Halpin was named manager of television receiver sales for RCA-Victor.

Du Mont Laboratories introduced a new system of transmitting television sight-and-sound via a light beam. Development may usher in video networks quickly, replace the coaxial cable and its high cost, etc. . . . Facsimile broadcasts will be made in 12 cities early next year, according to Capt. W. G. H. Finch, fax pioneer. Television in England will get under way on a "large scale" next year, said Isidor Ostrer, British film exec. He also predicted video programs would replace the second feature in English theaters.

FCC Renews Permits For 25 Applicants

(Continued from Page 1)

WHDH Matheson Radio Co., Inc., Boston, Mass., for the period ending Nov. 1, 1949.

Licenses for the following stations were further extended upon a temporary basis only, for the period ending Feb. 1, 1947:

- KABC, Alamo B'cst'g Co., Inc., San Antonio, Tex.; KVNU, Cache Valley B'cst'g Co., Logan, Utah; WACB, Frontier B'cst'g Co., Inc., Waco, Texas; KODY, Radio Station WO, Inc., North Platte, Neb.; KSA, Huntsville, Texas; KIXOX, Sweetwater, Radio, Inc., Sweetwater, Texas; WABY, the Adirondack B'cst'g Co., Inc., Albany, N. Y.; WAGM, Aroostook B'cst'g Co., Presque Isle, Maine; WBAX, John Stenger, Jr., Wilkes-Barre, Pa.; WBLK, Charleston B'cst'g Co., Claraburg, W. Va.; WCOU, Twin City B'cst'g Co., Inc., Lewiston, Maine; WEDC, Emil Denmark, Inc., Chicago, Ill.; WEOA, Evansville On The Air, Inc., Evansville, Ind.; WDFW, Great Trails B'cst'g Corp., Dayton, Ohio; WJXN, Ewing B'cst'g Co., Jackson, Miss.; WNOE, James A. New Orleans, La.; WOV, Woda Corp., New York City; WPAR, O. Valley B'cst'g Corp., Parkersburg, W. Va.; KELO, Midcontinent B'cst'g Co., Sioux Falls, So. Dak.; KSO, Sioux Falls Broadcast Ass'n, Inc., Sioux Falls, So. Dak.

Send Birthday Greetings To—

December 2

- Dorothy Andrews Homer Smith
- Earl Glade Peter C. Goldmark
- Bernice Judis Henry McLemore
- Bill Perry Ed Burns
- Bill Kelso

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 37, NO. 44

NEW YORK, TUESDAY, DECEMBER 3, 1946

TEN CENTS

Lea Act Held Unlawful

State Dept. Planning Revised Radio Setup

Faced with growing Republican opposition to "propaganda" broadcasts beamed abroad, the State Department plans to turn over control of its "Voice of America's" broadcasts to a special foundation made up, for the most part, of non-government members, it was learned yesterday.

Although the plan still must be okayed by President Truman and Secretary of State Byrnes before submission to Congress, State Department officials hope formation of the government-financed commission will

(Continued on Page 5)

FCC Renders Decisions on 3 Consolidated Hearings

Washington Bureau, RADIO DAILY
Washington—Final decisions in three consolidated hearings were announced yesterday by the FCC. Decisions include:

Grant of the application of Mary J. Petru, et al., D/B as Port Arthur Broadcasting Company, for a new station at Port Arthur, Texas, to operate on 1340 kc., 250 watts, unlimited and denial of the application

(Continued on Page 5)

Pemberton To Address REC At Roosevelt Thurs.

Brock Pemberton, producer of some of the outstanding contributions to the American theater, will be the third speaker in the series "If I Were Running Radio" at the regular luncheon meeting of the Radio Executive Club Thursday at the Hotel Roosevelt

(Continued on Page 2)

Public Service

Du Mont combined advertising-promotion with public service yesterday in a three-quarter page ad in New York dailies. Titled "Get the Most Out of Television," advertisement displays types of programs available to viewers, and in addition, provides entire program schedule complete with time this week on WABD and other New York television stations.

Airlines Buying N. Y. Radio Time

The third airline company to begin radio advertising within the last six months is Colonial Air Lines, which will sponsor a five-minute "Ski-Casts" program over WHN every Thursday night, during the winter season, starting Dec. 12. This is Colonial's first entry into radio and the agency, Platt-Forbes, Inc., states the account is being placed as an "experiment."

"Ski-Casts" has had other sponsors
(Continued on Page 5)

KCOR Airs Special Show On Mexican Inaugural

San Antonio, Texas—In an exclusive broadcast done entirely in Spanish for benefit of the Latin-Americans in this section of the United States, KCOR aired a special three-hour program from Mexico City on Sunday, Dec. 1. Inaugural ceremonies and

(Continued on Page 2)

Chicago Federal Jurist Dismisses Action Against Petrillo And Calls Act 'Unconstitutional'; Appeal Set

By NAT GREEN

Staff Correspondent, RADIO DAILY

Chicago—Government attorneys yesterday took steps to prepare a United States Supreme Court appeal when Judge Walter S. Labuy in U. S. District Court here dismissed a criminal charge filed against James C. Petrillo, president of the AFM, and ruled that portion of the Lea Act is unconstitutional.

(Continued on Page 3)

St. Paul Outlets Drop School-On-Air Plan

St. Paul, Minn.—No Twin Cities station other than KUOM, operated by University of Minnesota, is scheduling educational programs designed to substitute for what children are missing because of the St. Paul teachers strike.

Stanley E. Hubbard, president and
(Continued on Page 5)

Good Shortwave Results For UN Radio Service

Reports on acceptance of the United Nations Radio Service in foreign countries throughout the world, based on the 12 hours of international shortwave broadcasting conducted daily, were released at U.N. headquarters yesterday.

Carrying on with a staff of only 55,
(Continued on Page 5)

Webs-AFRA Resuming In Drafting New Pacts

Representatives of AFRA and the networks resume their sessions this morning at NBC at 10:30 a.m., to work out the fine points of the pro-

(Continued on Page 2)

Webs, Indies To Cover 51st Congress Of NAM

The importance of the national economic situation, particularly as it will affect production and consumption of necessary products in the next 12 months, will be widely covered by the major networks and New York independent stations starting tomorrow when the 51st Congress of Amer-

(Continued on Page 3)

"Juvenile Jury" Debuts For Gen. Foods Sunday

"Juvenile Jury" makes its sponsored air debut next Sunday, (1:30-2 p.m.) over a Mutual network of 91 stations with General Foods promoting its product, Gaines Dog Food.

(Continued on Page 2)

FCC Acts On Twenty FM's; Lists 7 New AM Applicants

Washington Bureau, RADIO DAILY
Washington—FCC yesterday announced favorable action taken on 20 FM applications and seven applications for new standard stations. Granted CP's for new AM stations were the following: G. Stanley Brewer, trading as Southern Wyoming Broadcasting Co., Rawlins, Wyo., to be operated on 1340 kc., 250 watts, unlimited; Rawlins Broadcasting Co., Rawlins, Wyo., to operate on 1240

kc., 250 watts, unlimited; News Publishing Co., Rome, Ga., to operate on 670 kc., 1 kw., daytime; Pittsburgh Broadcasting Co., Pittsburgh, Pa., to operate on 1080 kc., 1 kw., daytime; James Robert Meachem, Elmira, N. Y., to operate on 1400 kc., 250 watts, unlimited; Empire Newspapers-Radio, Inc., Endicott, N. Y., to operate on 1450 kc., 250 watts, unlimited; West Virginia Radio Corp., Elkins, W. Va.,
(Continued on Page 3)

Home Sweet Home

A trip to the Big Town, usually highly attractive prize to radio contestants, was politely ignored in favor of cold cash last week by James J. Cusick of Dunmore, Pa. Winner of a nation-wide contest to supply verse for a new recording of "Cindy" by Jo Stafford, Chesterfield "Supper Club" songstress, Cusick decided he'd stick to the home fires—with the \$500.

AVCO Elects Shouse

James D. Shouse, president of Crosley Broadcasting Corp., operators of WLW, Cincinnati, WINS and other radio properties, has been elected vice-president of Aviation Corporation, it was announced yesterday by Irving Babcock, president of AVCO, purchasers of Crosley Corp., of which Crosley Broadcasting is a wholly-owned subsidiary.



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

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FINANCIAL

(Mon., Dec. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Cng.
Admiral Corp.	9 1/4	9 1/4	9 1/4	— 1/2
Am. Tel. & Tel.	166 3/8	165	165 3/4	— 1 1/4
CBS A	28 3/4	28 1/2	28 1/2	— 1/2
CBS B	28 1/2	28	28
Farnsworth T. & R.	8 1/4	7 7/8	7 7/8	— 3/8
Gen. Electric	34 7/8	34 1/8	34 1/8	— 7/8
Philco	21 1/8	20 5/8	20 5/8	— 5/8
RCA Common	9 1/2	9 3/8	9 3/8	— 1/4
RCA First Pfd.	81 1/2	81 1/2	81 1/2	— 1
Stewart-Warner	15 3/4	15 1/8	15 1/8
Westinghouse	23 3/8	22 3/8	22 1/2	— 7/8
Zenith Radio	20 1/4	19 3/4	20	— 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio.	3 1/2	3 1/2
OVER THE COUNTER		
Du Mont Lab.	7	8
Finch Telecomm.	7 1/2	8 1/2
Stromberg-Carlson	15 1/4	16 3/4
U. S. Television	1 1/4	1 5/8
WCAO (Baltimore)	38
WJR (Detroit)	19 1/2	20 1/2

Pemberton To Address REC At Roosevelt Thurs.

(Continued from Page 1)
velt. Pemberton's talk will be recorded by WNYC for broadcast later. REC officials also announced yesterday that the Club's annual Christmas party will be held in the Roosevelt on December 19.

Stork News

Mr. and Mrs. Joseph F. Mansfield of Greenwich, Conn., became the parents last Wednesday of an eight pound, 12 ounce boy at the Stamford, Conn., Hospital. Mansfield is a NBC producer.

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Coming and Going

WALLACE A. WALKER, general manager of WrcL, Pawtucket, R. I., is in New York on business. Paid a call yesterday at the offices of his national representatives and also sat in for a while at A&C, with which the station is affiliated.

ROBERT C. "JAKE" EMBRY, commercial manager of WtH, Baltimore, is in Gotham. Chatted for a while yesterday with the station's national reps.

DONALD BUKA, of the CBS program "Let's Pretend," has cancelled all East Coast commitments this week to fly to Hollywood for a screen test.

WINSTON BURDETT, correspondent for CBS, is in Jackson, Miss., to report the bilbo hearings.

HOLLIS R. WOOTEN, commercial manager of WxtC, Memphis, has arrived from Tennessee on a short business trip. Paid a call yesterday at the offices of the station's national reps.

LEO DUROCHER is back on the West Coast. His ABC broadcast of Sunday emanated from Hollywood.

RAY THOMPSON in conference yesterday with his New York station reps. He's the managing director of WFBG, Altoona, Pa.

HUNT STROMBERG, JR., off to Minnesota on a business trip. He'll be back in time for his "Stars About Town" broadcast on Mutual this Thursday.

JACK VAN VOLKENBURG, general sales manager of the Columbia network, leaves today on a short business trip to Chicago.

FRANCIS H. BRINKLEY, vice-president and general manager of W.L.M., Wilmington, Del., is in town for conferences with officials of the Mutual network.

J. C. TULLY has arrived in New York from Johnstown, Pa. The president of WJAC conferred yesterday at the headquarters of his national representatives.

FRED CUSACK and SIDNEY JONES, Columbia network engineers, off to Cincinnati to set the stage for the Vaughn Monroe program, which will originate at the Ohio metropolis next Friday.

DWIGHT COOKE and ROBERT ALLISON, of "People's Platform" heard on CBS, have returned from Washington, D. C., where they originated the most recent stanza of the program, which featured a coal-strike theme.

RED BARBER, director of sports at CBS, and JIMMY DOLAN, his assistant, have returned from South Bend, Ind., where they reported last Saturday's victory of Notre Dame over Southern California.

FRANK A. GUNTHER, vice-president in charge of engineering for the Radio Engineering Laboratories, has just returned from San Francisco and Hollywood, where he demonstrated and lectured on FM equipment at the San Francisco meeting of the IRE.

"Juvenile Jury" Debuts For Gen. Foods Sunday

(Continued from Page 1)
program moves to Sunday from the Saturday (8:30-9 p.m.) slot it has occupied since its inception last May. The juvenile show, topped only by the Bing Crosby program in a poll of station managers for the "outstanding program innovation of 1946," according to Mutual, features a discussion panel of five youngsters who delve into the day-to-day problems of childhood. Show opened on WOR last May and after four broadcasts, went on the Mutual web.

"Juvenile Jury" has already been filmed by Universal Pictures, who will soon release the first of short subjects on the program. Radio show has already been tentatively booked for a week's personal appearance at the Winter Garden Theater in New York.

KCOR Airs Special Show On Mexican Inaugural

(Continued from Page 1)
parade and other festivities honoring President Miguel Aleman of Mexico were included on the program.

Approval of the airing was obtained from the State Departments of both Mexico and the United States.

Airing originated through XEW, Mexico City, key station of the Radio Programas de Mexico, headed by Emilio Azcarraga. Program was carried by special line from XEFE, Nuevo Laredo.

Raoul A. Cortez, owner and operator of KCOR, was a special guest of the Mexican Government at the inaugural.

Webs-AFRA Resuming In Drafting New Pacts

(Continued from Page 1)
posed new two year contract. The meeting scheduled for yesterday was postponed when additional AFRA representatives, coming in from the west coast, were unable to arrive in time.

Optimism has been expressed that negotiations between the networks and the union may be concluded in New York by the latter part of the week. Following the sessions here, regional contracts are expected to be worked out in Chicago and Los Angeles. It was not clear when the negotiators recessed for the weekend whether or not they had agreed on one contract or three separate ones, but now it is believed they will be drawn up on a regional basis.

Wedding Bells

John Babb, Jr., and Mary Joan Taylor were married Thanksgiving day at Tarrytown, N. Y.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

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



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it.

Adopted soon after he was born, now even Puddles' real mother cannot approach him.

Pee Wee's got the right idea. Search . . . search . . . search and you'll find.

Research is an important factor in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget this is a five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore.



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

TOM TINSLEY, President
Represented Nationally By Hadley-Road

Webbs, Indies To Cover 1st Congress Of NAM

(Continued from Page 1)

Industry of NAM opens at the Waldorf-Astoria.

Officials To Be Interviewed

NBC will feature a special interview of NAM officials tomorrow with commentator W. W. Chaplin on the topic "The Outlook on Production of Short Items," from 12:15-1:30 p.m. From 3:30-4 p.m., CBS will feature a symposium on "Production Outlook For Key Industries," featuring E. Hutchinson, chairman of the finance committee of Chrysler Corp.; Albert M. Gaylord, president Ingersoll Milling Machine Co.; Eugene Holman, president Standard Oil Co., of Ind.; and Charles R. Hook, president, The American Rolling Mill Co. From 3:45-3:59 p.m., ABC will present an interview with Walter B. Reuther, president of UAW. From 4:15-4:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 4:30-4:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 4:45-5:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 5:00-5:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 5:15-5:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 5:30-5:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 5:45-6:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 6:00-6:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 6:15-6:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 6:30-6:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 6:45-7:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 7:00-7:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 7:15-7:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 7:30-7:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 7:45-8:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 8:00-8:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 8:15-8:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 8:30-8:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 8:45-9:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 9:00-9:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 9:15-9:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 9:30-9:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 9:45-10:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 10:00-10:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 10:15-10:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 10:30-10:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 10:45-11:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 11:00-11:15 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 11:15-11:30 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 11:30-11:45 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW. From 11:45-12:00 p.m., Mutual will feature an interview with Walter B. Reuther, president of UAW.

New President To Be Queried

On Thursday, ABC and NBC will again devote time to the NAM congress with a report by Richard Harkness.

ABC will air an interview with new president of NAM on Friday from 3:45-3:59 p.m., and Harkness will be heard on NBC from 11:15-11:30 p.m.

The NAM Congress will also be covered by local New York stations. NBC will make six special five-minute broadcasts from 3:30-3:45 and 11:15-11:40 p.m., on Wednesday, Thursday and Friday. Broadcasts will be recorded at the Waldorf, in addition to the station's studios.

Senator Bill On WQXR

Delegates to the National Association of Manufacturers 51st annual congress and WQXR listeners will hear a speech by Senator Joseph H. Ball (R., Minn.) on Dec. 5 from 2:05-2:20 p.m. Ball will speak on "A National Labor Relations Policy" at a luncheon session in the Waldorf-Astoria Hotel. Topic of this year's NAM convention, to be held from Dec. 3-5, will be "Now—Let's Build America."

Lea Act Held Unconstitutional; Appeal To Highest Court Seen

(Continued from Page 1)

stitutional. Plans to appeal Judge Labuy's decision were announced by United States Attorney J. Albert Woll. He said that matter would be taken direct to the U. S. Supreme Court just as soon as the government attorneys had an opportunity to study the court's decision.

In his ruling Judge Labuy said the law and its application violates the fifth Amendment to the Constitution "because of the indefiniteness and uncertainty in the definition of a criminal offense."

The court also found that the Lea Act also violates the fifth Amendment by its restriction upon freedom of speech, as shown, by peaceful picketing; violates both the fifth and 13th Amendments by its restriction on the employment of labor, and violates the fifth Amendment by an arbitrary distinction between employers, and between broadcasting and other communications industries.

Judge Labuy's Findings

In his findings, Judge Labuy stated: "The court finds it necessary to hold that the statute here involved in the application here sought to be made violates the fifth Amendment because of indefiniteness and uncertainty in the definition of a criminal offense; violates the first Amendment by its restriction upon freedom of speech by peaceful picketing; violates the fifth and 13th Amendments by its restriction upon employment of labor; and violates the fifth Amendment by an arbitrary classification as between employers and employees and as to other communication industries."

Judge Labuy continued: "Whether or not the objectives sought to be at-

tained by this statute are or are not economic evils which should be restrained or suppressed are questions not within the province of this court. The only question before the court is the constitutional aspect of this statute as it was written by Congress. On this question the court is of the opinion that this statute is unconstitutional for the reasons above stated. An order may be entered dismissing the information and discharging the defendant."

Station WAAF Involved

The information filed charged that the licensee of radio station WAAF, Chicago, for several years to or about May 28, 1946, employed an adequate number of persons to perform all the actual services needed by the station in connection with the operation of its broadcasting facilities; that notwithstanding the premises, the defendant, Petrillo, president of the Chicago Federation of Musicians, on or about May 28, 1946, "wilfully, by the use of force, intimidation, duress and by the use of other means," attempted to coerce and compel the station to employ and agree to employ three additional persons "by directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by said licensee in connection with the conduct of their broadcasting business, to discontinue their employment with said licensee"; by directing the three musicians and other persons employed by the station not to accept employment by the station, and by placing a picket in front of the station. The alleged violations referred to subsection (A) (1) of section 506, of the Lea Act, making it unlawful to coerce, compel or constrain a licensee by the use of force, violence, intimidation or duress to employ persons in excess of the number needed for actual services, and providing a penalty of imprisonment for one year, or a fine of not more than \$1,000, or both, for violation.

Petrillo moved for dismissal of the action on the ground that section 506 of title V of the Communications Act, added thereto by an act of 1946, contravenes the first, fifth, 10th and 13th Amendments to the Constitution of the United States.

McCann-Erickson Named By Enterprise Prod.

McCann-Erickson, Inc., has been appointed the exclusive advertising agency for Enterprise Productions, Inc., in a contract considered to be a departure with an estimated billing of \$2,000,000 for the next eight to 12 months, it was announced yesterday. Contract is considered to be a departure from usual motion picture advertising in that Enterprise made the appointment on the basis that the agency would handle no other movie client.

Enterprise, which will spend some \$30 million during this period, is headed by David Loew, chairman of the board, and Charles Einfeld, president. Loew is a former vice-president Loew's, Inc., parent company of Metro-Goldwyn-Mayer, while Einfeld was for many years vice-president of Warner Bros.

Enterprise reports that the selection of McCann-Erickson follows what has been one of the most extensive searches for an agency in motion picture history, and marked the first time a picture company openly invited the services of national agencies.

FCC Okays 20 FM; Lists New AM Pleas

(Continued from Page 1)

to operate on 1240 kc., 250 watts, unlimited.

Conditional FM grants were awarded the following:

Dixie Broadcasting Co., Montgomery, Ala.; Monterey Peninsula Broadcasting Co., Monterey, Calif.; Harmco, Inc., Sacramento, Calif.; Siskiyou Broadcasting Co., Ureka, Calif.

The following were authorized FM CP's:

Suffolk Broadcasting Corp., Suffolk, Va.; Harris County Broadcasting Co., Houston, Tex.; Greater Muskegon Broadcasters, Inc., Muskegon, Mich.; KRIC, Inc., Beaumont, Tex.; Oshkosh Broadcasting Co., Oshkosh, Wis.; the Birmingham News Co., Birmingham, Ala.; WFAM, Inc., Lafayette, Ind.; West Virginia Radio Corp., Morgantown, W. Va.

The following were given modified construction permits:

Sunbury Broadcasting Corp., Sunbury, Pa.; WINX Broadcasting Co., Washington, D. C.; Bell Broadcasting Co., Inc., Temple, Tex.; Westchester Broadcasting Corp., White Plains, N. Y.; WIBM, Inc., Jackson, Mich.; WIBX, Inc., Utica, N. Y.; Twin City Broadcasting Corp., Longview, Wash.; Tribune Building Co., Oakland, Calif.

Stretch Is ANAN Prexy; 3 New Directors Named

Harold A. Stretch was elected president and chairman of the board of the American Newspaper Advertising Network at a regular meeting of stockholders at A.N.A.N. headquarters in New York. He succeeds the late Harold B. Sherwood. Stretch is advertising director of the Philadelphia Inquirer.

Three new A.N.A.N. directors were elected at the same session of the stockholders. F. M. Flynn, recently appointed general manager of the New York News, replaces Sherwood. The other two new directors are Emil A. Hartford, Los Angeles Times, and Edward D. Madden, executive vice-president and general manager of A.N.A.N.

HOOPER STATION LISTENING INDEX
FALL 1945 Calls — \$400 (SHARE OF AUDIENCE)

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

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

Dominant
VOICE OF SOUTHEASTERN CALIFORNIA
100 MILLION DOLLAR YEARLY MARKET
KXO EL CENTRO CALIFORNIA
SEE RAYMER

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

AGENCIES

FOOTE, CONE & BELDING has expanded its management with the election of six new directors to its board. They are: William E. Berchtold, vice-president and chairman of the plan board, New York; Col. Harry A. Berk, vice-president in charge of the international division; J. Hugh E. Davis, vice-president and manager of the Chicago office; William J. Pringle, vice-president and manager of the Los Angeles office; H. K. Reynolds, vice-president and manager of the San Francisco office, and William R. Sachse, secretary-treasurer.

GEORGE W. BOLLING has named Kenneth Carpenter manager of the Chicago office of The Bolling Co., Inc., effective immediately, with offices located at 360 North Michigan Avenue. Carpenter was in charge of new business for the central division of NBC and resigned as sales manager after 10 years of association with that network to join the Treasury Department at the outbreak of the war. He was the director of public information, radio press and outdoor advertising for the sale of War Bonds in Chicago. Genevieve Dunne, who assisted Carpenter in his work for the Treasury Department will be associated with him in the Chicago office of The Bolling Co.

MCCANN-ERICKSON'S Buenos Aires office has been appointed by Refinerias de Maiz (Corn Products Refining Co.) to handle the advertising of Mazola cooking and salad oils, Linit starch and Maidex prepared desserts, effective Jan. 1, 1947.

CELEBRATING a half-century of service with Batten, Barton, Durstine & Osborn, Inc., Frank M. Lawrence, secretary of the agency and "dean of space buyers," on Nov. 27 was guest of honor of BBDO executives at a luncheon at the Roosevelt Hotel. Between 1896, when he joined George Batten Co., and today, Lawrence has purchased more than \$200,000,000 worth of advertising space in newspapers and other publications.

COPELAND DISPLAYS, INC. producers of permanent display units, has named The Arnold Cohan Corp. as its advertising agency. Gilbert R. Lesser is account executive.

WGNI, Wilmington, N. C., has engaged Joseph Hershey McGillvra, Inc., as exclusive national representatives for WGNI. WGNI will be the Mutual outlet for the market.

Congress 'Baby' On ABC

Capt. George W. Sarbacher, 27-year-old Congressman-elect from Pennsylvania, will make his first speech since his election tonight on ABC's "Headline Edition" at 7 p.m. Captain Sarbacher, who is obtaining a leave from the Marine Corps to serve in the House of Representatives, will be the youngest member of the forthcoming 80th Congress.

NETWORK SONG FAVORITES

Top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

Survey Week of November 22-29, 1946

TITLE	PUBLISHER
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
The Best Man.....	Vanguard
Blue Skies.....	Berlin
Either It's Love Or It Isn't.....	Mood Music
Five Minutes More.....	Melrose
For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
The Girl That I Marry.....	Berlin
I Guess I'll Get The Papers And Go Home.....	Campbell-Porgie
If You Were The Only Girl.....	Mutual
It's A Pity To Say Goodnight.....	Leeds
Oh, But I Do.....	Witmark
The Old Lamp-Lighter.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke and Van Heusen
Passe.....	Feist
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Somewhere In The Night.....	Triangle
Sooner Or Later.....	Santly-Joy
South America Take It Away.....	Witmark
That Little Dream Got Nowhere.....	Famous
The Things We Did Last Summer.....	E. H. Morris
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Uncle Remus Said.....	Santly-Joy
What More Can I Ask For?.....	London
The Whole World Is Singing My Song.....	Robbins
You Keep Coming Back Like A Song.....	Berlin
Zip-A-Dee Doe Dah.....	Santly-Joy

WQXR Will Observe 10th Anniversary Today

In observance of the 10th anniversary of the station's call letters, WQXR announce today will change their station break announcements to read: "This is the 10th anniversary of our call letters, WQXR, New York." It was Dec. 3, 1936, that the experimental call letters, W2XR, were changed to WQXR, thus putting the station into commercial operation. As W2XR the experimental station, owned by John V. L. Hogan, now president of WQXR, operated only two or three hours a day to carry sound accompaniment to television pictures with which Hogan was experimenting.

Durante, Crosby's Guest

"Philco Radio Time" on Dec. 4 over WJZ-ABC at 10 p.m., EST, will pair Bing Crosby with Jimmy Durante with the latter singing Crosby's theme song, "Blue of the Night." Following the groaner's comeback with a special version of "I'm Crosby, the Well Dressed Man," the pair will team up for a rendition of "Blue Skies."

Sobol And Wade To Speak At ATS Meeting Tomorrow

Technique of producing a television show will be discussed by Edward Sobol and Robert Wade, both of WNBT, NBC tele station, at the American Television Society meeting tomorrow night at the Barbizon Plaza.

Problems of casting, lighting and stage business on the television stage will be discussed under the topic of "Building a Show."

Meeting is open to members and their guests.

Wedding Bells

Arturo Despouey, Spanish editor of the United Nations Editorial Department, was married yesterday to Mrs. Luz Castro Papworth in Great Neck, L. I. Despouey broadcasts three times weekly to Latin America over the National Broadcasting Company's shortwave International Department.

Mrs. Papworth, formerly with the NBC London office, arrived in the U. S. from England last week. She met Despouey when he was a war correspondent for NBC with the American Armies in Europe.

EQUIPMENT

Hoffman Elects New Directors

The Hoffman Radio Corporation of Los Angeles announced the election to its Board of Directors of La Motte T. Cohu and R. J. McNeely. Cohu is chairman of the board and general manager of Northrop Aircraft, Inc., and a member of the board of directors of Trans-World Airlines. McNeely, who is director of sales for Hoffman Radio Corporation, has been active in the radio production and distribution field for many years. Other members of the board are: H. Leslie Hoffman, corporation president, chairman; W. D. Douglas, vice-president; R. A. Yarcho, secretary-treasurer; Clare Torrey, of the firm of Cohu & Torrey of New York; and Nelson Douglass, Jr., of Nelson Douglass Co., Los Angeles.

New Business Reported By WMCA For November

Block-time sales at WMCA total approximately 45 hours weekly for the first two weeks in November, according to the station's semi-monthly report on new business. Time sales were concentrated on recorded music, sports features and commentaries.

Sales report is topped by Strauss Stores Corporation which has taken complete sponsorship of WMCA's all night show from 1:05-7 a.m., Monday through Saturday, for 52 weeks. Contract was placed through Strauss, Davies and DeWindt. William Warren agency also placed a Strauss contract for five home football games of the Brooklyn Dodgers.

A 52 week contract placed for Robert Hall Clothes for 12 quarter-hour periods of recorded music per week for the first 13 weeks and 24 periods weekly for the remaining 39 weeks. Account was handled by Sawdon Advertising agency. J. Laskin & Sons Corporation has signed for 12 programs weekly consisting of 10-minute musical segments. Sterling Advertising placed the 11-week contract.

A 52-week contract was placed direct by The Society for Ethical Culture of New York calling for a weekly quarter-hour commentary by Algonon D. Black. Franklin Simon Co., has bought participation in "The Music Box" and Isabella Beach's woman's program, plus one-minute announcements. The 4-week contract was handled by Hirshon-Garfield.

AIEE Sets Lectures; Includes Du Mont Tour

New York section of the American Institute of Electrical Engineers will hold a series of lectures beginning next Wednesday, December 4 and extending through the 18th, it has been announced.

In addition to the lectures, which will be delivered by experts in all phases of electronics and communications, two inspection tours of the Du Mont Television Studios have been arranged for Dec. 11 and 18.

COAST-TO-COAST

— NORTH CAROLINA —

CHARLOTTE—WBT is receiving much praise from the police department for their Traffic Safety educational broadcasts . . . Grandy Cole, farm editor of BT, is hitting a new high as a super-salesman, what with netting the Dixie Bug Company \$1,000 per minute on a 15-minute commercial 5:45 a.m. spot. . . "Butch" Webster, young son of BT's disc jockey, Kurt Webster, walked away with a \$200 first prize in the Safety Poster contest sponsored by Charlotte public schools. . . Peter Donald and Ajax Cassidy of the "Fred Allen Show" were recently interviewed by Clyde Clem on the "Eldred's Front Page News" show over WSOC. . . JACKSONVILLE—WJNC celebrated its first anniversary November 26th with a special broadcast titled, "What Is American Radio?"

— NEW YORK STATE —

SYRACUSE—WFBL has inaugurated a new series "Syracuse—A Great City," to better acquaint residents of Central New York with the advantages of Syracuse and vicinity as a place in which to live, work, and play. . . "The Choir Loft," new series over WFBL, brings a choir from various churches to the air every Sunday a.m. . . UTICA—WBX recently broadcast a Salute to a new neighbor, WKAL, Rome, N.Y., which took the air November 28th. . . WHITE PLAINS—The W. T. Grant Department Store has contracted with WFAS for spot announcements to promote Christmas shopping. . . The Liberty Music Shops have signed for the 7:00-7:30 spot of the Red and Gold Dinner Concerts on WFAS.

— CANADA —

VANCOUVER—"The Wayne King Show," transcribed half-hour series, will be heard over CKWX as of December 1 under the sponsorship of British American Oil Co., Ltd. . . Senator G. G. Geer, who has been featured on CKWX as a commentator on national affairs, has been nominated by the Non-Profit Association as a candidate for mayor in the December 11th election. . . EDMONTON—Hal Yerxa, news editor and "Uncle Hal" of the Kiddies Program is back after six weeks' combined holiday and news-mongering around Vancouver. . . Fred Gowin and Dalton, members of the production department, are proud papas. . . HAMILTON—Winner of the sportsmanship award given by CKOC was presented to Bob Marshall by Ron Cook, station's sports-caster.

Send Birthday Greetings To—

December 3

Connie Boswell Luceil Engel
Rosaline Greene Charlie Pittman
Kathleen Stewart C. F. McCarthy

— INDIANA —

INDIANAPOLIS—New WIBC series is titled, "The Human Side of UN," reports from the UN conferences being done by Herbert C. Hill, nightly, throughout Mr. Hill's stay in New York. . . Jane O. Flaherty has been named assistant promotion director. . . FORT WAYNE—WGL will this season enlarge their regular basketball coverage, using delayed transcription. . . WGL is plugging the station by placing signs on taxicabs that read "Farnsworth WGL Your NBC Station." . . Station is changing from a 1450 frequency to 1250. . . Captain Pierre Boucheron, manager of WGL, was main speaker at the monthly meeting of the Association of Metal Engineers.

— CONNECTICUT —

HARTFORD—Albert E. Hollar, assistant to the Trinity College president, told of his experiences in a Jap prison camp on the Trinity weekly program over WDRG. . . Walter Haase, station manager of WDRG, has been appointed to the Music Advisory Committee of the NAB by Justin Miller. The appointment is effective until the 1947 NAB convention. . . BRIDGEPORT—The latest experiments in connection with "Psychosomatic Medicine," a form of therapy used in the care and treatment of individuals suffering from physical disorders produced by the mind, was dramatized on WICC's "Exploring the Unknown." . . Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, and author of the book, "On Being Fit to Live With," took part in a discussion under the same title, heard over WICC.

— TEXAS —

AUSTIN—Mrs. James R. McRill is the grand prize winner in the KTBC "Who Am I Contest." . . SAN ANTONIO—Monte Kleban, program director of WOAI, believes in being prepared. Planned eight hours of locally produced programs in case of an AFRA strike. . . A five per cent general salary increase for all KABC employees goes into effect December 1st. . . CORPUS CHRISTI—Application has been filed with the FCC for approval of concentration of negative control of KRIS, to T. Frank Smith, president of the Gulf Coast Broadcasting Co. . . FORT WORTH—New disc jockey at KGKO is Jimmie Jefferies who weighs 250 pounds and is 5½ feet tall. . . New television station, KCPN, will be large enough to drive a herd of cattle through.

Two More Stations Join IBS' College Network

University of Illinois and Baylor University have joined the Inter-collegiate Broadcasting System, it was announced over the week-end. Illinois station, WRFR, is at Urbana and the Baylor campus outlet is in Waco, Texas.

John W. Bachman will head broadcasting activities at WRFR and Milton Norman will supervise the Baylor outlet.

BMI Pick Up SHEET

Hit Tunes for December (On Transcriptions)

BEST MAN, THE

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

COFFEE SONG, THE

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

EV'RYBODY LOVES MY BABY,

MY BABY (Goode)
MACGREGOR—Music A La Carter
CAPITOL—King Sisters
LANG-WORTH—Frankie Carle
" Blue Barron

(I LOVE YOU)

FOR SENTIMENTAL REASONS

(Duchess)
CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights

HOLD ME, HOLD ME, HOLD ME

(Stevens)
LANG-WORTH—Chuck Foster
WORLD—Russ Morgan

I GUESS I'LL GET THE PAPERS

AND GO HOME (Campbell-Pargle)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
MACGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
ASSOCIATED—George Towne

I'LL NEVER LOVE AGAIN

(La Barrachita) (Peer)
WORLD—Desi Arnaz
THESAURUS—Vincent Lopez
CAPITOL—Jan Garber
ASSOCIATED—George Towne

IT'S ALL OVER NOW

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

MANAGUA, NICARAGUA

(Encore)
WORLD* LANG-WORTH* ASSOCIATED* CAPITOL*

RICKETY RICKSHAW MAN, THE

(Peer)
LANG-WORTH—Les Elgart
MACGREGOR—Jimmie Grier
WORLD—Russ Morgan
THESAURUS—George Wright
CAPITOL—Jan Garber

TOO MANY IRONS IN THE FIRE

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

VEM VEM

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

ISN'T THIS BETTER THAN

WALKIN' IN THE RAIN

(Republic)
THESAURUS—Sammy Kaye
" George Wright
LANG-WORTH—Four Knights

WHAT MORE CAN I ASK FOR?

(London)
LANG-WORTH—Four Knights
CAPITOL* WORLD*

WHICH WAY DID MY HEART GO?

(Chelsea)
ASSOCIATED—Richard Himber
MACGREGOR—Music A La Carter
LANG-WORTH—Four Knights
THESAURUS—George Wright
WORLD—Nat Brandwynne

*Soon to be released



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



"If we ever hope to allay the fears which lead to wars, we must have a free flow both of ideas and information throughout the world."

Kent Cooper, A.P.

AS TRUE OF RADIO AS IT IS OF THE PRESS



WJR

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT
MICHIGAN'S GREATEST ADVERTISING MEDIUM
CBS BASIC AFFILIATE

REPRESENTED BY PETRY

G. A. RICHARDS, PRESIDENT . . . OWEN F. URIDGE, VICE-PRESIDENT AND GENERAL MANAGER

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 37, NO. 45

NEW YORK, WEDNESDAY, DECEMBER 4, 1946

TEN CENTS

Gen. "Ike" Praises Radio

The Gov't Campaigns Set By Advt. Council

Five major peacetime campaigns, sponsored by government agencies and administered by The Advertising Council, will be among radio's public service programming between now and January 1, George P. Ludlam, the Council's radio director, revealed yesterday.

Announcements and dramatizations pertaining to Atomic Energy, Nursing, Student Nurse recruitment, prevention of traffic accidents, the sale of Savings Bonds, Army Preparedness, salvage of waste fats and the

(Continued on Page 3)

WVO Gives Studio Aid To March Of Dimes Drive

The National Foundation for Infantile Paralysis, beginning preparation of the radio phase for the 1947 March of Dimes campaign, was supplied studio facilities free of charge by WVO to transcribe the first of five foreign language programs to be distributed to 149 stations in the U. S. and others in Puerto Rico and Panama. Foreign language recordings will be transcribed in Italian, Yiddish, Polish, and German.

The recording made at WVO was

(Continued on Page 3)

Red Allen Leads First 15 November Web Ratings

Red Allen moved into first place for the second time this fall among the "First Fifteen" in the Hooperatings for November. Jack Benny is second and Bob Hope is third. Fibber McGee and Molly are in fourth place and the Charlie McCarthy show in fifth.

Anniversary

KXYZ of Houston, Texas, will carry a "Hands Across the Seas" program on December 7th, the fifth anniversary of Pearl Harbor. This program will be carried to listeners in Australia and New Zealand and will feature the latest American tunes, happenings in our world of sports and the latest developments in news of interest to citizens "down under."

Sponsor Objects

Hollywood—Due to objections of American Tobacco Company, Bing Crosby found himself without a guest star when he cut his Philco record Monday night. Jack Benny was to have been his guest and Crosby was to have appeared on a later Benny show, but American, which also sponsors Frank Morgan's "Dr. Twædy," which plays opposite Crosby in East, refused to grant Benny permission to do show with Crosby.

Miller Urges Changes In Communication Act

Miami Beach, Fla.—Revisions of the Communications Act of 1934 to clarify the rights of American broadcasters and the authority of the FCC have been suggested by Justin Miller, president of the NAB in an address here to members of the Florida Association of Broadcasters.

After outlining to his audience, which included many political leaders of the state, several instances of what he called "subtle encroach-

(Continued on Page 7)

UN's Radio Budget Questioned By Russia

A proposal for a \$795,000 expansion program by the United Nations in its international radio broadcasting is momentarily in the hands of the budget committee's advisory group following stiff criticism by Soviet

(Continued on Page 7)

Denny To Be Appointed Chairman Of Commission

Charles R. Denny, Jr., acting chairman of the FCC, will be named permanent chairman of the Commission today by President Truman, White House sources revealed yesterday.

Denny, who took office as a commissioner on March 30, 1945, came to the FCC as assistant general counsel in 1942 and became general counsel the same year. He was named acting chairman of the Commission on February 26 of this year when Paul Por-

Chief Of Staff Of U. S. Army Endorses RADIO DAILY Xmas Show Plan For Hospitalized Veterans

General of the Army Dwight D. Eisenhower yesterday paid tribute to radio as an entertainment medium for convalescent soldiers and gave his support to RADIO DAILY's suggestion that broadcasters this Christmas extend themselves to bring good cheer to members of the armed forces in Army and Navy hospitals throughout the nation.

"Like all other veterans I am especially concerned with the welfare and happiness of our comrades who are still physically incapacitated as a result of the war," General Eisenhower wrote. "Consequently I am delighted to support the suggestion of RADIO DAILY that during the Christmas season the broadcasters slant their programs to give particular attention to servicemen in hospitals.

"Based upon innumerable conversations with our convalescent soldiers I am convinced that from no other single entertainment feature do they derive so much good cheer and contentment as from the radio. The special recognition you propose for Christmas week

would, of course, assure these men once again that our country is not forgetting the sacrifices they have made for all of us."

Concluding his letter, General Eisenhower

(Continued on Page 3)



GEN. EISENHOWER

Barbasol Buying Time On Stations

Radio campaign now being set for the Barbasol Company, shaving cream manufacturer, is expected to run well over an estimated \$250,000 for one-hour time periods, six days a week, bought on various stations throughout

(Continued on Page 3)

Peak-Limiting Amplifier Developed By Engineer

Development of a radically new type of peak-limiting amplifier which makes it impossible for any broadcast program peak to exceed the predetermined maximum output level

(Continued on Page 3)

Public Interest

Los Angeles—Newest KGFI public interest feature is "Your City At Work," a fifteen-minute, once-weekly remote broadcast from the Los Angeles City Hall, heard Tuesdays at 9:15 a. m. Program presents spot news of city activities and also has interview every week with a city department head, slanted to tell Angelenos how and where tax money is spent.

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., Dec. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/8	9 1/4	9 1/4
Am. Tel. & Tel.	165 1/8	165	166	+ 1/8
CBS A	28 1/2	28 1/4	28 3/8	- 1/8
CBS B	28	27 7/8	28
Farnsworth T. & R. ..	8	7 3/4	8	+ 1/8
Gen. Electric	34 1/4	33 1/2	33 7/8	- 1/4
Philco	20 1/4	20 1/8	20 1/4	- 3/8
RCA Common	9 3/8	9 1/4	9 1/8	- 1/4
RCA First pfd.	81 1/4	81	81	- 1/2
Stewart-Warner	15 1/4	15 1/8	15 1/4	+ 1/8
Westinghouse	22 3/4	22	22 1/4	- 1/4
Zenith Radio	20	20	20

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 3/4	7 1/2
Finch Telecomm.	7	8 1/2
Stromberg-Carlson ..	14 1/2	16
U. S. Television	1 3/8	1 3/4
WCAO (Half more) ..	38
WJR (Detroit)	19 1/2	20 1/2

Warner To Air Lewis Verdict

Albert Warner, Mutual commentator, will report the sentencing of John L. Lewis today over the full network, from 10 to 10:15 a. m.

Coming and Going

DOROTHY LEWIS, co-ordinator of listener activities for the NAB, returned to New York this week following an extensive tour through the midwest and the southwest in the interest of the broadcaster association.

JOHN CARL JEFFREY, general manager of WKMO, Kokomo, Ind., is back at the station following a few days of conferences at Columbia network headquarters in New York.

JOHN DALY, Columbia network newsman, has returned from Dunkirk, N. Y., where he participated in the network's program saluting the French town of Dunkerque.

GENE HAMILTON, announcer on ABC, flew to Boston yesterday for the broadcast of the Boston Symphony, and today will fly to Atlanta for tomorrow's stanza of "Professor Quiz."

JULIAN F. GRANGER, for the past seven months news editor for WTAZ, Norfolk, Va., is leaving for Atlanta, where he has accepted position with the United Press bureau in the Georgia capital.

FRANK SAMUELS, Pacific Coast sales manager for the American network, is conferring in New York with officials of the web.

AL BERKMAN, producer of "Talent Showcase" on WIP, Philadelphia, is in town to line up contestants for his program.

ROY F. THOMPSON, manager of WATA, American network outlet in Altoona, Pa., is in Gotham for confabs at Radio City.

DWIGHT MARTIN, vice-president of the Crosley Broadcasting Corp., has arrived from Cincinnati on business for WLW and for talks with officials of WINS.

C. P. PERSONS, sales manager of WAPI, Birmingham, Ala., is in town on station and network business. Chatted for a while yesterday at CBS, with which the station is affiliated.

IVOR SHARP, general manager of KSL, Salt Lake City, an affiliate of CBS, is spending a few days in New York.

Gov't Preparing Appeal On Voiding Of Lea Act

Washington Bureau, RADIO DAILY
Washington—The Government yesterday prepared to appeal directly to the Supreme Court the Chicago decision declaring the Lea Act unconstitutional and dismissing charges against the AFM President, James C. Petrillo. Meanwhile, two Congressional leaders flayed the decision.

Rep. Clarence Lea (D. Cal.), author of the legislation, said the decision is "a challenge to all who believe in government by law and order."

Rep. Clare Hoffman (R. Mich.), said the decision is another argument why we should repeal or drastically modify the Wagner Act, change the Norris-LaGuardia Act and make the anti-trust laws apply to unions as well as to employers."

Three AM Applicants

Washington — Three applications for new standard stations were announced yesterday by the FCC. They include Rock Creek Broadcasting Corp., Washington, D. C., to be operated on 840 kc., 10 kw., daytime; American Pacific Radio Broadcasting Co., Redlands, Calif., to be operated on 1370 kc., 500 watts unlimited, and Interlake Broadcasting Corp., Renton, Wash., to be operated on 1220 kc., 250 watts, daytime.

Fishing And Hunting Club Starts Dec. 23 Over MBS

"The Fishing and Hunting Club of the Air," sponsored by Mail Pouch Tobacco Co., and previously heard on ABC, will make its debut on the Mutual network Monday, Dec. 23. The program, which will be heard Mondays from 10-10:30 p.m., has been signed for 26 weeks and was handled through the Walker & Downing Co., advertising agents.

NAM Executives On NBC

Interviews with three prominent members of the NAM will be broadcast over NBC (exclusive of WNBC) today from 12:15-12:30 p.m. WNBC will carry the program by transcription from 1:45-2 p.m. Ben Grauer will interview Harvey S. Firestone, Jr., president of Firestone Tire & Rubber Co.; Harry Bullis, president of General Mills, and Howard Blood, president of the Norge division of the Borg-Warner Co. Subject will be "Consumers Tomorrow," based on possibility of relieving shortages.

Shirer To Town Hall

William L. Shirer, CBS news analyst, will lecture next Monday at the Town Hall, New York. His subject will be "A Commentator Looks at Europe."



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 is from the usual gold country. It comes 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 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, draws more listeners - per dollar spent than any other station in the big five-station town.

Facts are available to prove you that the independent in Baltimore is your big buy.



W-I-T-H

AM and FM
IN BALTIMORE

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

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"
SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

Within Your Reach



Philadelphia's WDAS

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

Eisenhower Praises Plans For Vet Shows

(Continued from Page 1)

Eisenhower wrote: "I hope that you may find some way to convey my congratulations and gratitude to all broadcasters who may co-operate with you in executing your plan."

Stations Plan Programs

Hundreds of stations throughout the country have already expressed a desire to co-operate in the special Christmas programming for the convalescents. It has been pointed out to the Veterans Bureau that most of the government hospitals in key-cities are equipped to handle personal appearances of radio artists and as having the facilities to re-broadcast their programs.

Such organizations as the American Legion, Veterans of Foreign Wars and Disabled American Veterans are promised their support to broadcasters who plan special Christmas programming for the disabled veterans. In cities such as New York, Chicago, Philadelphia, Los Angeles and San Francisco and Seattle representatives of the veterans organizations have agreed to transport radio artists and from the hospitals during Christmas week and to aid in the distribution of gifts.

Mark-Limiting Amplifier Developed By Engineer


(Continued from Page 1)

Announced yesterday by CBS in New York. Credit for perfection of the new amplifier goes to E. E. Schroeder of the WBBM, Chicago, technical staff under the direction of J. Beloungy, formerly chief engineer of WBBM and now chief engineer of WCCO, CBS-owned station Minneapolis-St. Paul. The amplifier has been used by WBBM the past year and a completely repackaged version of the original unit is being manufactured by General Electric Company.

Sponsor McGarry Program

"McGarry and his Mouse," formerly heard as a summer replacement on NBC, moves to the Mutual network on January 6 under the sponsorship of General Foods for a coffee. Program will be heard five days from 8 to 8.30 p.m.

... of the really big, recognized transcription companies, with a sales organization from coast to coast, is looking for open-end, 15 or 30 minute programs that have been transcribed and ready for sale. ... valty or outright purchase. Also interested in custom built transcribed programs that may have been used nationally, but could be used for local sponsorship. Write BOX 263, RADIO DAILY 111 Broadway, New York 18, N. Y.



WAR DEPARTMENT
THE CHIEF OF STAFF
WASHINGTON

25 November 1946

Dear Mr. Burke:

Like all other veterans I am especially concerned with the welfare and happiness of our comrades who are still physically incapacitated as a result of the war. Consequently, I am delighted to support the suggestion of "RADIO DAILY" that during the Christmas season the broadcasters of the nation should slant their programs to give particular attention to servicemen in hospitals. Based upon innumerable conversations with our convalescent soldiers I am convinced that from no other single entertainment feature do they derive so much good cheer and contentment as from the radio. The special recognition you propose for Christmas week would, of course, assure these men once again that our country is not forgetting the sacrifices they have made for all of us.

I hope that you may find some way to convey my congratulations and gratitude to all broadcasters who may cooperate with you in executing your plan.

Very sincerely,
Dwight D. Eisenhower

Mr. Frank Burke, Editor
The Radio Daily
1501 Broadway
New York 18,
New York

Nine Gov't Campaigns Set By Advt. Council

(Continued from Page 1)

United America program, comprise the subjects which will be covered under the Network and National Spot Allocations plan.

It is estimated that radio time allocated to public service messages results in an average of more than one billion "listener impressions" every month for the campaign scheduled

Takes CBC Post

Montreal—Douglas Scott has been appointed director of broadcast advertising, it is announced by the Board of Directors of the Canadian Association of Broadcasters. Mr. Scott was formerly in charge of all advertising for the E. B. Eddy Company and at present is account executive with Cockfield, Brown and Company, Limited. He takes over Jan. 1.

WOV Gives Studio Aid To March Of Dimes Drive

(Continued from Page 1)

an Italian production featuring Enrico Caruso, Jr., as emcee and some of America's top Italian radio talent. Show was produced by Renzo Sacerdote and performed before a studio audience. Arnold Hartley, WOV program director, made arrangements for the production.

Canadian FM Bids

Montreal—Tenders from four firms for the installation of three way radio equipment on Montreal police cars were opened at City Mall yesterday noon. RCA Victor quoted \$92,241.50 and \$88,821.50 for two different types of installation. Canadian General Electric quoted \$82,510, Canadian Marconi, \$154,038 and Northern Electric, \$151,112. The tenders were turned over to Public Works Dept.

Barbasol Buying Time On Stations

(Continued from Page 1)

the country. The sponsor, through Erwin, Wasey agency, is already paying for the midnight to 1 a.m., periods, Monday through Saturday, on seven stations. Most recent station entering into the campaign is WNEW, New York, which this week turned over the first hour of Art Ford's "Milkman's Matinee," from midnight to 1 a.m., to Barbasol commercials.

All contracts placed in the special deal are for 52 weeks and the one signed with WNEW approaches a figure of \$50,000. Only one station is being bought in each major market where Barbasol conducts its campaign. The other stations now participating in the deal are KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEL, Boston; WBBM, Chicago; KPO, San Francisco, and KFI Los Angeles. All are 50,000-watt stations except one.

Erwin, Wasey has time deals pending on other stations for the Barbasol account and expects to add several more markets to the campaign about Jan. 1. Agency says final decisions are yet to be made as to which stations will get the accounts.

Rise Stevens To Debut On "Family Hour" Sunday

Rise Stevens, Metropolitan Opera soprano, will make her debut on "The Family Hour" over CBS next Sunday December 8, along with two other additions to the cast, Ted Malone and Jimmy Carroll. Malone will be master of ceremonies and Carroll will be the featured tenor.

Al Goodman, now in his sixth year as conductor of "The Family Hour" orchestra and Frank Gallop, also a veteran on the show, will remain as regulars.

G. E. Show Going To St. Louis

"G.E. House Party," sponsored by the General Electric Company for its household appliance division is now in St. Louis for the Dec. 2 through 6 broadcasts. Show is originating in the Keil Auditorium in Convention Hall, in connection with the Greater St. Louis Food Fair, sponsored by St. Louis United Food Industries, Incorporated.

1906  1946

CONFISEUR

FRENCH RESTAURANT

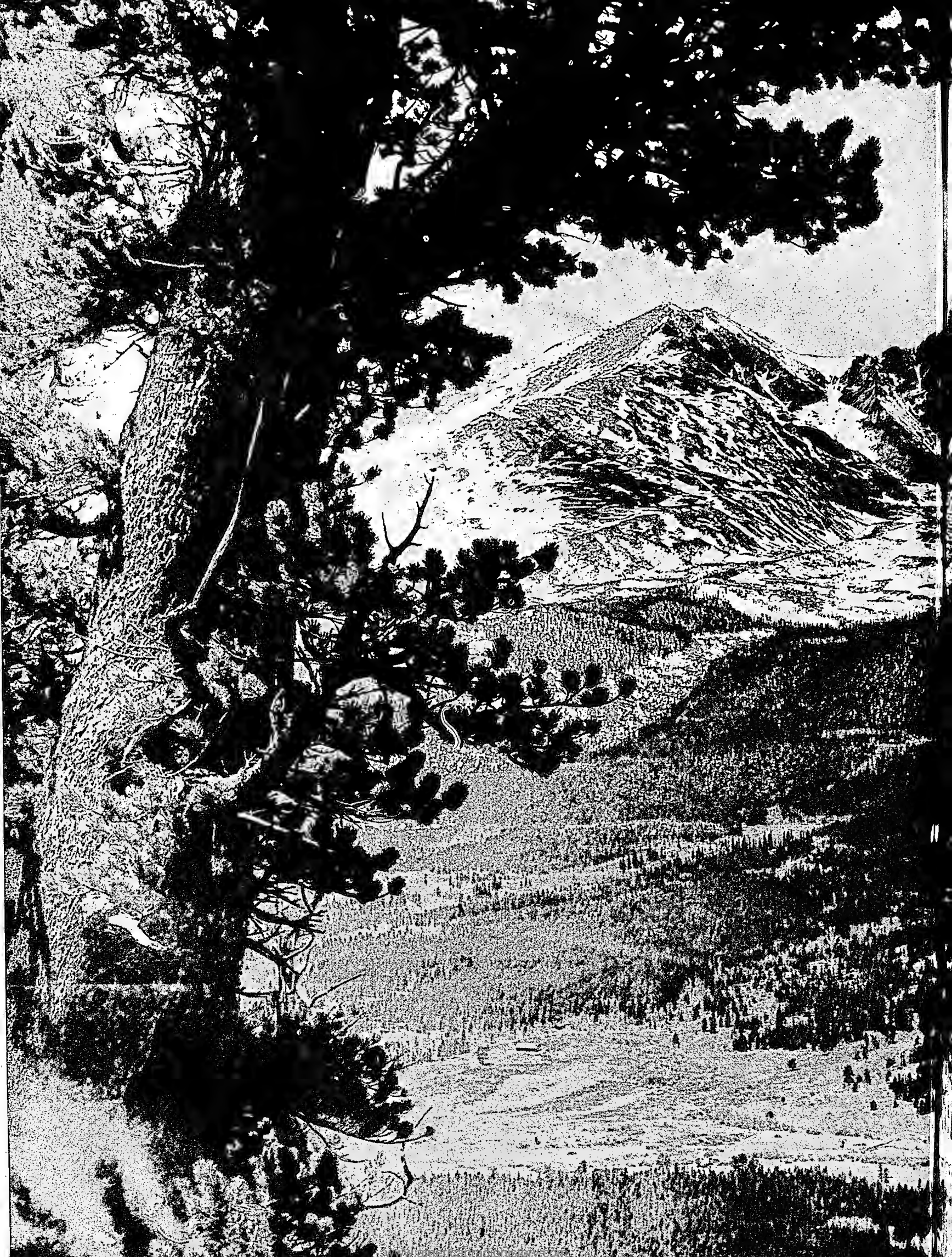
LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED



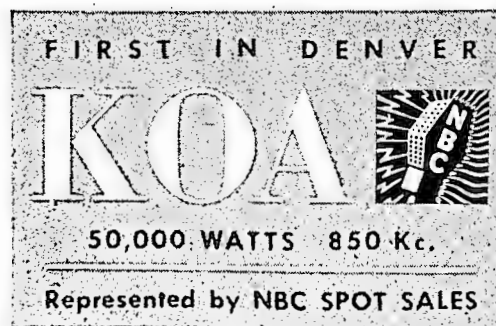
Incomparable!

That's the word for Colorado, home state of KOA. It applies also to *KOA Home Forum*, a program where Lora Price does such a selling job that participating advertisers have called it "absolutely perfect."

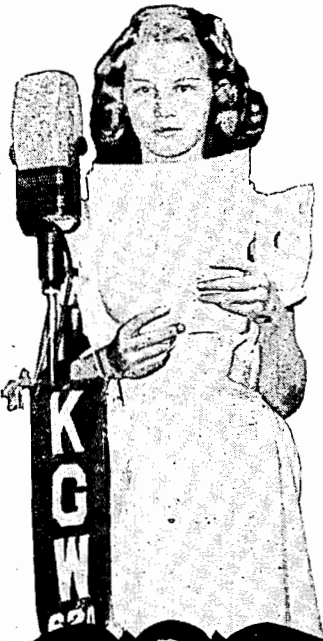
Since 1942, thousands of housewives in the vast Rocky Mountain & Plains States region have been tuning regularly to *KOA Home Forum* for news about interior decorating, food suggestions, beauty and fashion notes, child care and psychology, book reviews, interviews and music. Monday through Friday mornings at 11, Miss Price offers the kind of program best suited to garner morning audiences and to sell the goods and services of her three daily sponsors.

The great popularity and influence of *KOA Home Forum* was proved once again this October, in the offer by Miss Price of a leaflet on crocheting instructions. This limited appeal item pulled 367 requests in the first week alone . . . after a *single* 45-second announcement.

Naturally Lora Price and *KOA Home Forum* are booked solid. Occasionally, though, there's an opening. Enter your name on the list waiting for such an opportunity but, meanwhile, investigate the other KOA-built programs capable of creating maximum listener attention from Canada to Mexico.



THE NATIONAL BROADCASTING COMPANY



ALICE IN WONDERLAND COMES TO LIFE

"READING IS FUN" has been broadcast in the public interest by Station KGW to the children of Portland during the last 8 school years. Sponsored jointly by the Portland Library Association and the Portland Junior League, these weekly programs have long led in stimulating interest in outstanding juvenile literature. KGW recently auditioned 111 girls under 16 years of age competing for the title role in the program's dramatization of "Alice In Wonderland". Winner was 13-year-old Mary Jane Pitts, who played the part on the four-week broadcast of the story.

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



Manhattan Memoranda. . . !

● ● ● Coast insiders ridicule the report that NBC is changing its H'wood outlet from KFI to KMPC, pointing out that former's contract has over a year to run. Moreover, they claim that NBC wuldn't be interested in making another affiliation there, preferring instead to buy full control of a station in that area. . . . Why didn't Jack Benny appear on the Phil Harris show Sunday nite as billed? . . . Can't rave enough about the Milton Berle audition Monday nite for Philip Morris. Few people will argue with you when you claim that Berle is one of the funniest guys in the business—but they'll tell you he's never yet been properly presented for the air. Too brash, they say, not enough warmth or audience sympathy. Well, here it is. Get ready for the new Milton Berle. We think he'll be a sensation in this new variety show of his. . . . Now that she's married her doctor, Shirley Mitchell (she's the widow Lela Ransom on "Gildersleeve") is doing a switch by deserting the coast in favor of New York. She's already lined up a half a dozen shows for herself here.



● ● ● One of the most touching tributes to the beloved Jimmy Walker that we've yet heard on the air was George Jessel's offering the other night on WMCA, in New York, and KFWB, in H'wood. Very few persons were closer to Jimmy than Jessel and none more articulate in their sentiment or memories. In an eloquent tribute to "Mayor Jim," Jessel explained that the program was arranged by Walker's friends in H'wood who were unable to attend the services held in New York, and closed with a stirring appeal to the City of New York to erect a monument to the memory of its First Citizen. Program was recorded at the Warner Bros. studio and flown to New York for airing over WMCA. With Jessel were Eddie Cantor, Dick Haymes and Rabbi Magnin.



● ● ● **SMALL TALK:** The many friends of Ben Kaplan, for years radio ed and columnist of the Providence Journal, will be glad to know that his son, Bob, is making good in radio without depending on the "old man's" drag. Using the professional name of Bob Martin, he's just finished a series of transcriptions for Coca-Cola in which he conducts a 14-piece ork. . . . Alan Courtney's mother and dad celebrating their 50th ann'y next week and Alan hopes to be able to fly in from Denver for the occasion. . . . Versailles has a 33-week exclusive deal with Conti's Treasure Hour of Song on Mutual, entertaining the winners there each week. Jean Sablon, incidentally, opens at the Versailles on the 11th. . . . DuMont and Yankee baseball officials will host the press today at the Monte Carlo for an "important announcement." Regarding what—football? . . . Paul Killiam, former WOR special events man, now operating the Old Knickerbocker Theater on 2nd Ave., throwing a party tomorrow nite for Mutual and WOR staffers. Calling it "The Roaring 1440's."



● ● ● Final drive on Eddie Cantor's "Give A Gift To A Yank" campaign is under way for the 3rd successive year. Through Eddie's untiring efforts in this direction, over 3,300,000 Christmas gifts have been distributed during the past two years to disabled vets in hospitals. As in the past, the NRDGA and American Legion are again behind this program, which means that some 5,000 dep't stores and 15,600 American Legion Posts are combining their efforts in making this the biggest Christmas party in the world. It also has the blessing of Niles Trammell and NBC, which has gone all out for it, plus a special nod to Warwick & Legler for furnishing the budget necessary for promotion.



WDEL
WILMINGTON, DEL.
SELLS

WDEL is located in Wilmington, Delaware which, because of its strategic location, transportation facilities and wide industrial diversification is assured a great, stable and prosperous future. WDEL sells profitably for you in this area composed of Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

5000 WATTS DAY AND NIGHT



BASIC STATION

Represented by **RADIO ADVERTISING COMPANY**

NEW YORK • CHICAGO • DALLAS
SAN FRANCISCO • HOLLYWOOD

See Denny Appointed As FCC Head Today

(Continued from Page 1)

served as special assistant to the Attorney General.

As general counsel of the FCC since October 1942, he supervised the work of some 60 lawyers in the department. He represented the commission before several Congressional Committees, conducting a score of important radio and wire communications investigations and hearings, and in addition served as head of the law committee of the Board of War Communications.

Denny is the youngest man ever appointed to the Commission. He succeeded T. A. M. Craven, whose term expired June 30, 1944. Denny's term will expire June 30, 1951.

He is married and has three children. He is an Episcopalian and a Democrat. He is popular in Washington radio circles.

Move Afoot For Mitchell

A move for the appointment of Sen. Hugh Mitchell, lame duck Democrat from Washington, as seventh member of the FCC is well under way now, with the appointment possibly to be made within the next two weeks. If it is held off through this month, it is believed likely that this will mean President Truman has decided against Mitchell for the post.

Governor Wallgren of Washington, close friend of the President, is understood to be urging the appointment of Mitchell, formerly his secretary in the Senate.

Ted Collins III; Leaves Air

Ted Collins has been ordered to bed for a complete rest by his physician and will be off the air for an indefinite period. Collins had been working hard with Kate Smith on the Sister Kenny campaign, in addition to an overloaded regular schedule. He and Kate had planned to go to Minneapolis this week to visit the Sister Kenny Institute as guests of Sister Kenny, but the trip had to be called off.

Stork News

Cincinnati—Hank Fisher, staff announcer and sportscaster for WLW. Cincinnati, is the father of a girl born Monday, 12:06 a.m., at Effington, the Illinois home town of Mrs. Fisher.

Miller Specific In Suggesting Communications-Act Changes

(Continued from Page 1)

ments" by the FCC on the constitutional guaranty of free speech, the NAB president named specific ways in which the Communications Act should be amended to eliminate these "abuses."

The present provisions of the act which prohibit any interference by the FCC with freedom of speech, should, he emphasized, be expanded to make explicit the scope of these limitations on the Commission's powers. These amendments, he continued, should provide expressly that the FCC shall have no supervision over program content or structure, and should expressly repudiate the so-called "scarcity theory" as a limitation upon freedom of speech.

Judge Miller reminded his audience that the Commission's power to license radio stations is based solely on the interstate commerce clause of the Constitution and not upon a theoretical scarcity of radio frequencies. "As a matter of fact," he stated, "there is no question of scarcity."

Pointing to FM broadcasts and the almost limitless opportunities for broadcasting on ultra-high frequencies Judge Miller contended: "If there is a scarcity, the FCC has created it."

Asks Automatic Renewals

Judge Miller also called for a redefinition of the property rights of broadcast licensees. Recalling that in the settling of the West the Government granted ownership rights to homesteaders he suggested that the same property rights should accrue to broadcasters who develop virgin space in the radio spectrum into valuable sources of information and entertainment.

As one step in this direction Judge Miller recommended a system of automatic license renewals except upon protest by the FCC within a limited period of time. Any revocation of license and renewal under protest should be triable in the appropriate Federal District Court. Rather than have the FCC act as both prosecutor and judge, as occurs under the present system, Judge Miller expressed a strong conviction that the Commission should appear in such proceedings as a party complainant. Both the

licensee and the Commission, he suggested, should have the right of appeal as in other court proceedings on all the usual grounds—factual as well as legal.

It was further suggested that the scope of judicial review of all the Commission's decisions should be enlarged. The NAB president explained that at present the FCC follows the practice of writing into favorable decisions statements of policy which are directive to the broadcasting industry concerning methods of programming. Since the decisions are not unfavorable to any one particular broadcaster, he pointed out, it is impossible to obtain judicial review. In this connection he suggested that the law should provide for appeal by any citizen where freedom of speech is abridged.

In addition, Judge Miller called attention to the legal impasse which faces broadcasters who are forbidden by the Communications Act to review talks by political candidates and at the same time are provided with no immunity to the libel and slander laws of the 48 states. He expressed a doubt that Congress could legislate any changes in the state laws but stated that the Federal law must "provide that to the extent the discretion of the licensee is denied in such cases his liability for libel and other penalties should also be removed."

House May Rule Analysts "Political Broadcasters"

Washington Bureau, RADIO DAILY

Washington—Although there is no chance for any legislative action, there is a strong possibility that the House Committee on Campaign Expenditures will, in its final report to be filed in January, raise the question of sponsored broadcasts as political contributions. A leading Democratic member of the committee has told RADIO DAILY that he has discussed the matter with colleagues on the body, and that although they are not prepared to recommend legislation they feel the problem is serious enough for mention in the report.

UN's Radio Budget Questioned By Russia

(Continued from Page 1)

representatives of the proposed budget increase. Greater broadcasting facilities was one of the issues in the dispute, which also included more expenditures for motion pictures, printing and staff salaries.

Vladimir S. Geraschenko, alternate Russian representative to the UN, was backed up in his stand against an increased budget by Norway and the Ukraine earlier this week. In challenging the proposed expansion of international broadcasting and motion picture production by the UN, he demanded to know to what subjects the media would be devoted. Geraschenko was not in accord with the proposal being referred to the budget committee's advisory group and said it should remain with the entire committee. The Soviet representative said that each nation could provide its own broadcasting facilities rather than leaving the expense to the United Nations.

Heads Sales At WPIK

Washington—Henry Z. Ungar, who has been prominent in radio, advertising, merchandising and promotion for over 25 years, will become sales manager of WPIK, Alexandria, Va., effective December 10.

Ungar comes to WPIK from 5½ years in radio sales at WKBN, Youngstown, Ohio. Previously he was sales manager in Detroit and at WSPD in Toledo, where he was president of the Toledo Advertising Club. In 1936 he handled the Democratic political campaign in Michigan for the national committee.

Kaye, Mimi Benzell Honored

Mimi Benzell, youthful soprano of the Metropolitan Opera Company, and Sammy Kaye—he of the swing and sway—will be crowned "King and Queen of Winter" at the annual Lake Placid ceremonies held at the Adirondack resort during the holiday season. The "coronation" of the musical duo will take place at special ceremonies New Year's Eve.

THE VOICES OF MARLIN BLADES

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE.
EFFECTIVE JINGLE SERVICE.
YOUR Jingle Sung -or-
Written, Packaged, Produced

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

ADAM WATKINS, ETC.

SATTLERS DEPT. STORE
BEHMAN'S GUM

Master these Dialects

with the

DIALECTON AUDIO-VISUAL METHOD

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

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

DIALECTON, Inc. 244 West 49th St., New York 19, N. Y.

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

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer President
George H. Roeder General Manager

AGENCIES

CHARLES J. DURBAN, assistant director of advertising, United States Rubber Co., will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York on "Place of Business Films in Advertising." This meeting will be held at 6:15 p.m., in the Engineering Societies Building.

DAVID O. ALBER ASSOCIATES, INC., have been retained as public relations counsel for the Dental Laboratory Association of New York.

CAROL BULKLEY has joined the New York office of Gordon M. Day advertising service as radio production director, to handle musical commercials and dramatic shows. In the past six years Miss Bulkley has been program assistant to William N. Robson at CBS and assistant production manager at BBC in New York.

JOHN E. KUCERA has joined Foote, Cone & Belding's radio department, where he will be assistant to Hubbell Robinson, Jr., and Douglas Coulter on the American Tobacco Co. account. He will be responsible for co-ordination of the radio department's activities on this account. Kucera formerly was with Young & Rubicam, where he was time buyer and business manager of the radio department.

APPOINTMENT OF WILLIAM A. RUPP to the advertising staff of the RCA Victor Home Instruments department was announced yesterday by J. David Cathcart, advertising manager. Rupp was formerly classified advertising manager of Farm Journal, Inc., and previously on the staff of Reynolds-Fitzgerald, Inc., newspaper representatives.

BBD&O, Los Angeles, it has been reported, has been conducting a survey of United-Rexall's retail advertising program at the request of the client with the thought of possibly taking over entire operation next year. Move would involve one of the largest retail advertising budgets in the country, estimated at over \$2,000,000 yearly—for Liggett, Owl, Sontag, Renfro, Lane and other company-owned drug stores.

WRITER-PRODUCER

50,000 watt network station in Middle Atlantic States requires experienced writer-producer with ideas. . . . Man or woman who can create salable programs and who has the energy to follow through. Write, listing background, experience and salary desired.

Box No. 255, RADIO DAILY
1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— VIRGINIA —

RICHMOND—WMBG broadcast the message delivered by the Hon. Edward Stetinius at the inauguration of the incoming president of the University of Richmond. . . . Replacing Gil Shaw, who has moved to the sales department, Mark Novello joins the WMBG announcing staff. . . . Dick Hyland, staff announcer at WMBG, and Hilda Dughtry, of the continuity department, will step before the preacher on December 6th. . . . Desiring to reach the people of the state with an important message regarding the coal situation, the Governor of the Commonwealth of Virginia delivered his talk via WMBG. . . . **DANVILLE**—WBTM begins a new school series with pupils doing scripts. As an incentive a new \$100 first prize is being offered for the best script during the series.

— TENNESSEE —

MEMPHIS—For the fifth consecutive year, the famed "Young America sings Chorus" will present a Christmas Eve broadcast from WMC. The program is regularly heard each Saturday at 1 p.m. and has been sponsored by Sears, Roebuck for the past eight years. . . . **NASHVILLE**—JFG Coffee Company is sponsoring the popular WSM morning show "RFD Dixie," featuring Jack Baker. . . . **KNOXVILLE**—WNOX has gone all-out for the Smoke Abatement Campaign. Opening with a 30-minute forum discussion and plans for the remainder of the year, scheduling includes daily 10-minute programs of interviews with medical men on the effect of the smoke on health.

— OREGON —

EUGENE—Lane County's first station, KUGN, went under new management as the Valley Broadcasting Company announced the appointment of S. W. McCready as manager of KUGN, following the resignation of Ralph Hanson. . . . **PORTLAND**—Top-flight Westinghouse executives attended the formal opening of KEX Radio Center. The new center provides six ultra-modern studios, five control rooms, a central equipment room, and 12 daylight offices. Three new shows being launched include Sunday religious programs, representing all denominations, titled "Your Radio Chapel," a public service program, "The Portland Radio Forum," Mondays at 9:30-10 p. m., and the new show "Gripe and Grin," affording opportunity to air pet peeves each week.

Send Birthday Greetings To—

December 4

Charlie Basch Larry Rotman
Helen Baylis Bill Slater
Ann Morath Charles G. Burke
Isabel Randolph Mort Lawrence

— WASHINGTON —

PULLMAN—The meaning and effect of Dr. George D. Strayer's survey of public education is being discussed in a series of KWSC broadcasts. . . . The KWSC chorus is being aired by the station. . . . Cowboy Heck will be featured in his own show. . . . Dick Ross has been appointed chief announcer of KWSC. . . . Two staff members of the State College of Washington Radio Station have been employed by San Francisco stations. Betty Schmidt is now scripting for KYA and Eileen Busek is working for KSAN. . . . Kathryn Noftinger has been named music librarian of KWSC. . . . **YAKIMA**—Harrison Miller and Bob Dyal are conducting their own noon time show over KIT under the sponsorship of the Intervalley Equipment Company.

— MARYLAND —

BALTIMORE—WITH will present an exclusive interview with "Bess," the Wonder Horse, now appearing in MGM's "Gallant Bess," in a street broadcast December 7th. Bess can sign her autograph, tell time by a watch, answer yes or no to any question. . . . Wally Ashley, program director, is back at WITH after a three-week illness. . . . Bud Rice, announcer-narrator joins the WBAL staff. Since his release from the service a year ago, he has been freelancing.

LOS ANGELES

By RALPH WILK

ALTHOUGH "Santa Claus Lane Parade" was made up exclusively of NBC stars, records of ABC's Bing Crosby were played on the Santa Claus Float on the opening night of the Parade.

Lynn Weir, secretary to Edwin W. Buckalew, CBS Western Division Field Station Manager, is confined to Queen of the Angels Hospital in Los Angeles, pending surgery.

Martha Tilton American airlines is to New York City today to fulfill radio commitments. She plans to return here on or by December 15th. Lloyd Brownfield, CBS Western Division Director of Press Information, has returned from a two-week business trip to network headquarters in New York.

Contract of Lou Lubin, who portrays "Shorty the Barber" on the Tuesday NBC "Amos 'n' Andy" show has been renewed by Columbia Pictures and he will continue his role as "Inspector Faraday" in the "Boston Blackie" picture series.

Ed Foreman, kept busy till now on a motion picture script, has rejoined the Thursday NBC Abbott & Costello writing team which now comprise Foreman and Paul Conlin, the same staff that wrote for Bud and Lou last season.

CLEVELAND'S Chief STATION



MAKES SALES MAGIC

Cleveland's Chief Station cooks up program magic that builds sales in the great Cleveland market. Better local programming and top-rated national shows form the recipe that backs your advertising message with the power of more daytime dialers per dollar than any other regional station.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 46

NEW YORK, THURSDAY, DECEMBER 5, 1946

TEN CENTS

Stations Aid Strike Area

MacArthur Refuses State Dept. Broadcast

Washington Bureau, *RADIO DAILY*
Washington—General Douglas MacArthur has turned down a request that the State Department's "Voice of America" broadcasts be re-broadcast in Japan, it was learned yesterday.

The State Department had made the request so that the broadcasts would have wider distribution in Japan, it was understood. Broadcasts now are limited to Japan from this country but only short-wave sets in the former enemy country can pick up the programs.

Government sources here said Gen-
(Continued on Page 3)

P. To Extend Service To Latin-Amer. Radio

Philip S. Newsom, general manager of the United Press radio news division, left the United States Monday night, December 2, for Argentina, where he will participate in a major extension of the United Press radio service in that country.

Newsom will supervise the extension of United Press service to the Elgrano network which has the largest audience of any chain in South
(Continued on Page 2)

Broadcasters Notified Regarding New FCC Rules

Washington Bureau, *RADIO DAILY*
Washington—Broadcasters yesterday were notified by the FCC of proposed changes in rules which will require additional information on employees of station and networks.
(Continued on Page 3)

Dedicatory

Topeka—The first FM station in Kansas, WIBW—FM was formally dedicated in special ceremonies, presented simultaneously over WIBW and WIBW—FM, on Monday. The dedicatory program featured messages from Gov. Andrew Schoeppel of Kansas, Mayor Frank Warren of Topeka, Senator Arthur Capper, FCC Commissioner E. K. Jett and Ben Ludy.

New Technique

Hollywood—For what is believed to be the first time, a film will be given its press premiere via television. Arrangements are being made between Jules Levey and Don Lee Broadcasting System for initial showing of "New Orleans" which will have its world premiere in New Orleans Feb. 18. Plans are also being formulated for televising of picture to press and exhibitors in key cities, with 16mm. film of picture being edited for video exposition.

Bendix Tele Debut Encounters Setback

Bendix Radio Division of Bendix Aviation Corporation, displaying their first commercial model of a color television receiver, got off to a bad start in a demonstration staged at their executive offices on the 48th floor of the RCA Building yesterday afternoon for the press. Plagued with transmission difficulties the demonstration suffered in comparison to the
(Continued on Page 7)

Denny Takes Over Post As Chairman Of FCC

Washington Bureau, *RADIO DAILY*
Washington—President Truman yesterday appointed Charles R. Denny chairman of the FCC. The appointment had been expected after a White House announcement Tues-
(Continued on Page 2)

Gen. Bradley Gives Support To Xmas Program Planning

General Omar N. Bradley administrator of Veterans Affairs, Washington, yesterday joined with General of the Army Dwight D. Eisenhower, Chief of Staff, in supporting *RADIO DAILY*'s suggestion that broadcasters devote special air programs and visits to the veterans' hospitals this Christmas.

"It is my hope that broadcasters will use their talents, skills and technical facilities to bring to VA hos-

General AFL Walkout In Oakland, Cal., Finds Radio Quick To Supply News And Vital Emergency Information

Pearson-Allen Outline Issues In WBAL Case

Washington Bureau, *RADIO DAILY*
Washington—Drew Pearson and Robert Allen, newsmen, yesterday asked the FCC for flat and specific assurance that "blue book" programming criteria will be issues in the consolidated hearing on WBAL's license renewal application. The columnists, who covet the Baltimore station's wave length complete with
(Continued on Page 7)

Paper Recording Tape Demonstrated In Chicago

Chicago — Paper recording tape, which its developers say has advantages over the wire method, was demonstrated here yesterday by Hugh A. Powell, research engineer for the Indiana Steel Products Co.,
(Continued on Page 7)

Web Coverage On Lewis Rivals Wartime B'casts

In the most extensive and ambitious coverage of a special event since the end of the war, Mutual yesterday devoted two hours and 25 minutes to the sentencing of John L. Lewis in
(Continued on Page 3)

Oakland, Calif.—With a general strike called by the AFL stopping all transportation and paralyzing business and industry, including newspaper publication and distribution, and closing all food stores and restaurants, nearly one million people in this area are depending upon radio for all information as to what is happening both locally and nationally. All four East Bay newspapers have suspended publication and pickets are refusing to let any outside newspapers come in. The Oakland Tribune
(Continued on Page 3)

Du Mont Gets Rights For Yanks' Grid, BB

Du Mont has been granted exclusive rights to televise the home games of the New York Yankees Baseball Club in addition to the home games of the Football Yankees, it was announced jointly yesterday by Larry S. MacPhail, president of the baseball club; Daniel R. Topping, president of the Football Yankees, and Leonard F. Cramer, executive vice-
(Continued on Page 7)

Joseph Wershba Named News Editor Of WCBS

Joseph Wershba, CBS news writer for the past two years, has been named news editor of WCBS, it was announced yesterday. He assumes the
(Continued on Page 2)

'Winner Take (?) All'

Producers of CBS's "Winner Take All" have that let-down feeling. They recently arranged for the SS Washington to delay its sailing a half-hour so Londoner Molly Dawson, homeward-bound, could appear on the program. Now they learn that when Molly reached England all her prizes were confiscated—because she couldn't pay the taxes and customs duty.



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

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FINANCIAL (Wed., Dec. 4)

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

Denny Takes Over Post As Chairman Of FCC

(Continued from Page 1) day by Press Secretary Charles Ross. No swearing in is necessary and the appointment needs no confirmation by the Senate. Denny thus takes over immediately as chairman of the Commission. The 34-year-old Denny becomes the youngest chairman of the FCC, after serving as acting head since February. President Truman at the Press conference on Tuesday indicated he had not yet made up his mind on a selection for the vacancy on the Commission.

COMPLETE TRANSCRIPTION SERVICE STATE 5635 Universal RECORDING CORP. 42nd Floor • 20 N. Wacker Amb. 2142 • Chicago 6 Sta. 5635

Coming and Going

HARRY C. KOPF, vice-president of NBC in charge of sales, has returned from Chicago, where he had been conferring with executives of the network's central division.

HAROLD RUSSELL, who played the armless veteran in "The Best Years of Our Lives," is in New York en route back to Hollywood. He'll appear today at the luncheon meeting of the Radio Executives Club which will be held at the Hotel Roosevelt.

JOHN MAYO, ambassador extraordinary for the Lang-Worth Library, has completed a smooth trip through the Rocky Mountains and has headed his Packard toward the sunnier climes of California.

ELEANOR McCLATCHY, president of the McClatchy Broadcasting System with offices in Sacramento, Cal., visited briefly yesterday at the New York headquarters of the American network.

CLIFFORD J. HUNT, radio sales manager of Stromberg-Carlson, and STANLEY H. MANSON, manager of advertising and public relations for the organization, have returned to Rochester from a trip to Cleveland and Pittsburgh, where they conferred with S-C distributors in those areas.

EDWARD R. MURROW, Columbia network vice-president and director of public affairs, has arrived at Maxwell Field, Alabama, where today he will address the Air University on the subject, "A War Correspondent Speaks."

KIT FOX, director of special broadcast services at WLW, Cincinnati, is in New York this week with three winners of the station's United Nations Essay Contest. They're visiting the UN Assembly at Lake Success and Flushing.

JACK VAN VOLKENBURG, general sales manager of CBS, is back at his desk following a short business trip to Chicago.

KARL JOYCE, production executive of Traubee Time-Saver Products, has returned from Chicago, where he made arrangements for participation in a number of programs originating in the Windy City.

CHARLES COLLINGWOOD, Columbia network newsman, is back in Gotham following a trip to Hollywood, where he visited at the studios with his wife, known to the film world as LOUISE ALBRITTON.

MICHAEL HANNA, general manager of WHCU, Ithaca, N. Y., has come down from Lake Cayuga for conferences at CBS, with which the station is affiliated.

Joseph Wershba Named News Editor Of WCBS

(Continued from Page 1) duties of the late J. E. "Dinty" Doyle, who died last October, a few weeks after he had been appointed news editor.

Wershba is a native New Yorker, attended Lincoln High School and Brooklyn College. He joined CBS's news writing staff in November, 1944, and served two and a half years in the Army.

Philco Dividend

The Board of Directors of Philco Corporation yesterday declared a year-end dividend of twenty (20) cents per share of common stock payable December 23, 1946, to stockholders of record December 13, 1946. This year-end dividend brings total payments for 1946 on the Corporation's common stock to \$1.00 per share, which was the amount paid in 1945.

Decca Dividend Set

Decca Records, Inc., yesterday declared a year-end dividend of 40 cents a share on the 776,650 outstanding shares of new capital stock. The dividend is payable Dec. 30, 1946, to stockholders of record Dec. 16.

One of the really big, recognized transcription companies, with a sales organization from coast to coast, is looking for open-end, 15 or 30 minute programs that have been transcribed and ready for sale. Royalty or outright purchase. Also interested in custom built transcribed programs that may have been used regionally, but could be used for local sponsorship. Write BOX 263, RADIO DAILY 1501 Broadway, New York 18, N. Y.

U. P.. To Extend Service To Latin-Amer. Radio

(Continued from Page 1) America. Belgrano serves 17 stations in Argentina.

Thomas Curran, United Press vice-president in charge of South America, said the extension of the United Press contract indicated the increased radio consciousness in South America.

While in Buenos Aires, Newsom also will study a proposed extension of the Esso Reporter news programs to the principal interior cities of Argentina.

REC Guests Today

Among the guests who will attend the Radio Executives' Club Luncheon at the Hotel Roosevelt today at which Brock Pemberton will speak will be Lee Shubert, Frank Fay, Mark Heiman, Sgt. Harold Russell, Mrs. Pemberton and Gilbert Miller. Jim Sauter will introduce Mr. Pemberton. Harold Russell is appearing in "The Best Years of Our Lives."

WTAG Leads In 83 Out Of 96 Of the 96 periods per week rated by Hooper (Dec. Apr. '46) in the Worcester area, WTAG leads in 83 and is a close second in the remaining 4 1/2 hours per week. WTAG WORCESTER



Married woman

Natives do it better. They have way of putting labels on people and things that define, describe, fit and identify.

She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

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

And that's a fact.

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

MacArthur Refuses State Dept. Broadcast

(Continued from Page 1)

MacArthur was firm in the opinion that United States radio programs assigned for Japanese consumption should originate in Japan and should be weighed by his government "on the spot."

State Department spokesmen insisted MacArthur made no direct criticism of the "Voice of America" broadcasts. He apparently insisted, however, that a closer, more consistent watch over program content could be made by his personnel in Japan.

State Department had hoped to blanket Japan by re-broadcasting the programs which are beamed to Japan by short wave. Although the question still could be taken to top State Department officials or the White House, it was thought here that General MacArthur's veto would close the issue, at least for the time being.

Meanwhile, a decision was believed forthcoming soon on the State Department's plan to turn over direction of its entire "Voice of America" broadcasts to a semi-private group. Although Government-financed, the group would consist for the most part of non-Government members, mostly from the press and radio field. The plan still must be approved by Secretary of State Byrnes and President Truman before submission to Congress.

Broadcasters Notified Regarding New FCC Rules

(Continued from Page 1)

Under the proposed changes, additional information will be required from a number of employees and their compensation. Persons opposed to the changes must file notice with the commission on or before Dec. 20, the FCC said.

Applications for new standard stations were listed by the FCC yesterday. They include Mound Broadcasting Corporation Newark, Ohio, to be operated on an 1340 kc. 250 watts, limited; Coshoccon Broadcasting Company, Roscoe, Ohio, to be operated on 1560 kc., one kw., daytime; Enid Broadcasting Company, Okla., to be operated on 1490 kc. 250 watts, unlimited.

"Adopt" Belgian Girl

Fifteen members of the WOV staff have become foster parents of a six-year-old Belgian girl and each contributes one dollar a month toward her care and maintenance. Arrangements for the "adoption" were made through the Foster Parents Plan for Children, Inc.

OFF THE AIR

REFERENCE RECORDINGS

IN CHICAGO

S. TOOGOOD RECORDING CO.

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

Radio Quick To Aid Oakland As General Strike Hits City

(Continued from Page 1)

failed to go to press for the first time in its history but the Tribune radio station KLX has cancelled all regular programs and commercial commitments and the station has been turned into a public interest information bureau. Police Department instructions and emergency information is being broadcast at frequent intervals. A few minutes after the city council met briefly this morning and declared a state of emergency existed this information was broadcast along with the granting of emergency powers to the mayor. Transcribed music is being used to fill in between news and emergency information. KLX reporters are covering the massed picket lines and police, business and labor headquarters, and feeding reports of developments back to the station's newsroom. Stations KROW, KWBR and KRE are carrying regular programs but interrupting them to give strike bulletins. San Francisco radio stations are carrying frequent news bulletins

and station KGO has a special events crew covering the developments.

Headquarters in Oakland

Setting up headquarters in Oakland the night before the impending general strike, KGO News Chief Frank Latourette and Newsman Jim Moser brought AFL attorney James Galliano to the KGO microphone at 10:30 p.m., December 2 with the first official word that the strike had been set. The exclusive interview was aired from Oakland's Lake Merritt Hotel via special leased wire. Latourette and Moser set up headquarters in the St. Mark Hotel and remained in Oakland for the duration of the strike working with KGO correspondents in the affected East Bay communities. KGO's 7 a. m. news broadcast December 3 was devoted almost completely to news of the strike.

William Erin gave an on-the-spot broadcast from Oakland. A two-minute summary of strike news was fed from KGO to ABC's "Home Edition" aired at 10 a. m. Tuesday.

Web Coverage On Lewis Rivals Wartime B'casts

(Continued from Page 1)

U. S. Court House in Washington, D.C. From 10 to 11:15 a.m., Albert Warner and William Hillman, aired the account of the Lewis trial from a point adjacent to the court house. Ray Henle was stationed outside the courtroom with a telephone and fed Hillman and Warner with a running account of proceedings.

At 11:30 a.m., and again at 12:05 p.m., Mutual aired special broadcasts regarding the recommendations of the prosecution and defense counsel and from 3 to 4 p.m., the actual sentencing of the UMW chief, in addition to pickups from various key mining towns regarding general reaction to the verdict. WOR carried some of the broadcasts.

CBS, which was broadcasting a special 3:30-4 p.m., program from the NAM meeting at the Waldorf-Astoria, broke into this feature to give its listeners the verdict, and at 3:55 p.m. aired a Washington program from a mobile transmitter outside the courthouse. Capital newsmen handling this phase of the network's coverage were Gunnar Back, Bill Shadel and Robert Lewis.

Harry Marble, on his 6 p.m., program over WCBS, broadcast the recorded comments of a cross-section of the New York population which he had interviewed between the time of the verdict and the opening of his newscast on the key station of CBS.

ABC network broke into latter part of the "Ladies Be Seated" program for a Washington pickup telling of the District Attorney's recommendation for sentencing of Lewis and the UMW. Few minutes later a broadcast was interrupted from the NAM convention at the Waldorf-Astoria to flash the fine imposed by Judge

MBS' Gibbons To Report On Adm. Byrd Expedition

Roy Gibbons, well-known science writer for the Chicago Tribune, and lately distinguished for a series of articles on atomic research at the University of Chicago, will begin making reports over the Mutual network of the Byrd expedition to the Antarctic.

Gibbons is aboard the Mt. Olympus, communications ship of the Admiral Byrd group.

Goldsborough. The Tommy Riggs show from Hollywood, scheduled for 4 p.m., was delayed two minutes for a summary on Wednesday's session of the trial.

NBC delayed start of "Pepper Young's Family" at 3:30 p.m., for a one minute summary of court happenings to the moment. Shortly afterward a web announcer broke into the "Right To Happiness" to report the fine placed against Lewis and his union. At 4 p.m., there was a 45-second delay of "Backstage Wife" for an up-to-the-minute summary of the day's proceedings.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.

Push VA Programs, Gen. Bradley Urges

(Continued from Page 1)

information, advice and comfort to veterans. The approach of the Christmas season redoubles the opportunities for service to veterans, provided in such abundantly large measures by broadcasters in the past."

Cites a Specific Case

The VA Administrator revealed that one network has already made arrangements to produce a Christmas Day show by and for veterans in VA hospitals. He added: "This is but one of the many ways in which radio can bring to hospitalized veterans the unique and human service at its command.

General Bradley wrote in conclusion:

"In helping veterans to speed their own readjustment, broadcasters are, in my opinion, making an outstanding contribution to the nation's welfare, for veterans and their families are indeed the nation.

"I know the broadcasters of our country can be depended upon to intensify their efforts during the coming Christmas season and throughout the year."



on the ball

This lad is really on the ball and it looks as if he is going to drive a long one. Weed men are always "on the ball" and they hit all prospects hard and often.

WEED AND COMPANY

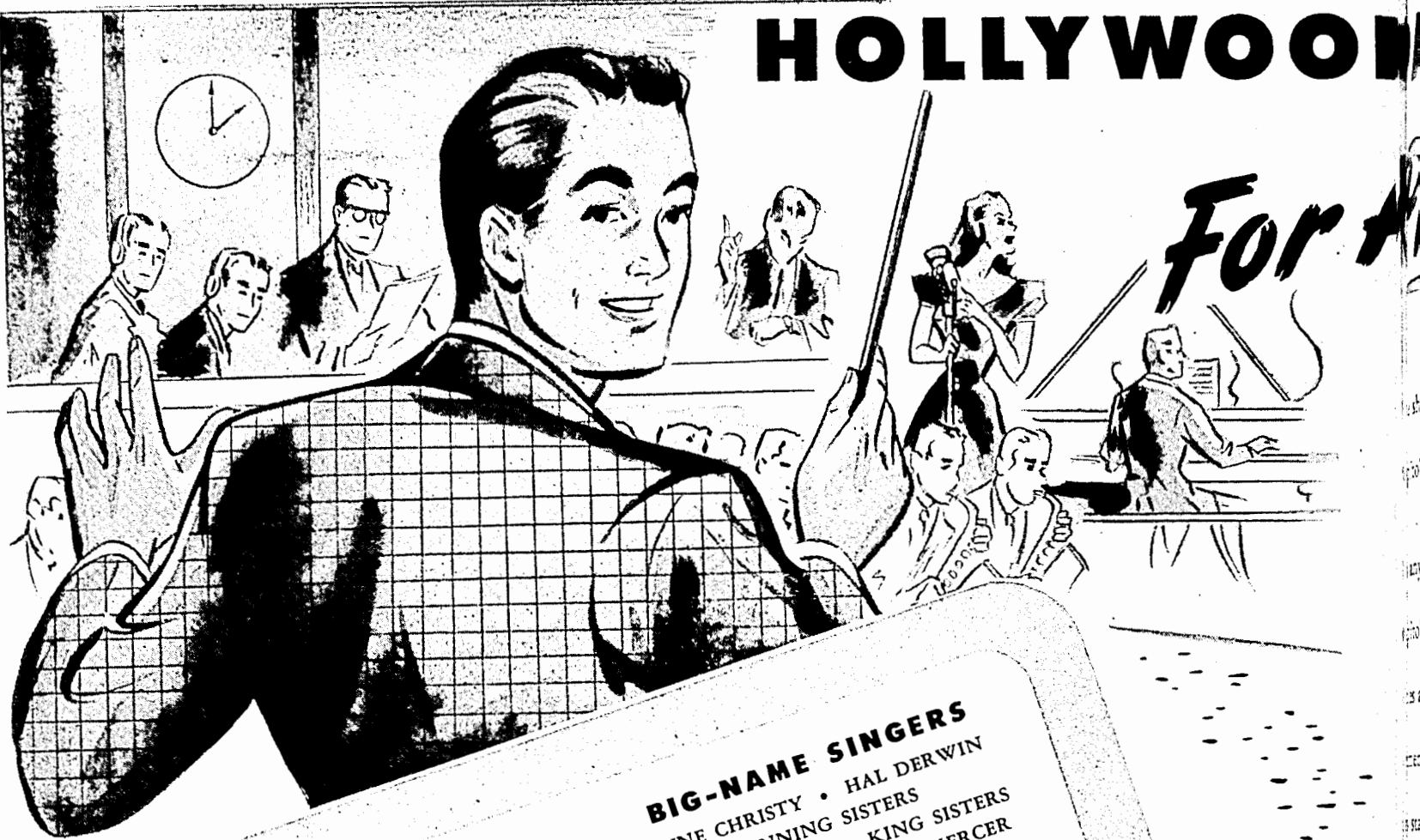
RADIO STATION REPRESENTATIVES

New York • Boston • Chicago • Atlanta

Detroit • San Francisco • Hollywood

HOLLYWOOD

For All



BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
 DUKE ELLINGTON • JAN GARBER
 STAN KENTON • GENE KRUPA
 EDDIE LEMAR • ALVINO REY
 ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
 JACK GUTHRIE • KARL & HARTY
 OAK RIDGE QUARTETTE
 TEX RITTER • MERLE TRAVIS
 WESLEY TUTTLE
 UNCLE HENRY'S ORIGINAL
 KENTUCKY MOUNTAINERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
 DINNING SISTERS
 CAROLYN GREY • KING SISTERS
 PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
 FRANK DEVOL'S POP CONCERT
 ORCHESTRA
 KING COLE TRIO
 DANNY KUAANA'S HAWAIIANS
 DEL PORTER AND HIS
 SWEET POTATO TOOTERS
 JUAN ROLANDO • PAUL WESTON
 DICK SHANNON'S ALEUTIAN FIVE

HEAR ALL THE FEATURES

that make the Capitol service *diff.*
 Capitol will be glad to send you a record
 demonstration transcription.



Every Capitol Star Is

PAUSES...

Pine Ridge Commercial



The shortest distance between Pine Ridge and Hollywood . . . is the

Capitol Transcription Library Service.

any local radio station and sponsor—in Pine Ridge or anywhere—

Capitol Transcriptions now present Hollywood's big stars, outstanding

talents and arrangements, and programming skill. All the sparkling

elements of high-cost, live-talent productions . . . available for

any station to *build its own* network-type musical

shows — *shows that sell!*

Capitol offers a basic library of more than 2000

selections . . . plus more than 50 new numbers each

month. Programming aids too: brilliantly arranged opening

and closing themes for 22 shows and musical

background commercials.



PROGRAM SERVICE
FROM HOLLYWOOD

SUNSET AND VINE

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.

An Audience Builder ★ ★ ★



From Christmas to Easter, from Independence Day to Lincoln's Birthday, PROGRAMMING EXTRAS are routine with NBC THESAURUS. The new issue of THESAURUS PROGRAM NEWS offers ample evidence to prove that Christmas 1946 will be no exception to the rule.

* * *

First of all (call it a Christmas present if you like) a new recording artist is introduced in the November release. He is Thomas Hayward, youthful Metropolitan Opera tenor and featured vocalist on such programs as the NBC Concert Hour, Highways in Melody, Serenade to America and The Name Speaks with Quentin Reynolds. In THESAURUS Hayward appears with Norman Cloutier's "Memorable Music," and for November sings an interestingly varied pattern of musical fare ranging from THE ROSARY and A PERFECT DAY to popular tunes of the last few years by an imposing array of composers including Messrs. Kern, Berlin, Romberg, Youmans, Porter, Friml and Rodgers.

* * *

Next, on the Christmas programming docket, is the fine collection of Christmas music presented, instrumentally, via the pipe organ—harp combo of Richard Leibert and Verlye Mills and by Max Hollander and his Salon Concert Players. Pretty Patti Dugan, with the Jumpin' Jacks accompanying, sings five modern songs of Christmas. These instrumental and vocal versions of favorite Yuletide refrains is furnished as additional preparation for holiday programming . . . additional to the vast collection of Christmas music already in THESAURUS.

* * *

Besides the music, the new THESAURUS release brings a new "Christmas Calendar" series (15 special script shows) which hundreds of subscriber stations have sold to local advertisers. There's hardly a season or holiday on the calendar that's not observed with special programming benefits for subscribers to NBC THESAURUS, America's No. 1 Musical Program Service.

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



Windy City Wordage. . . !

• • • One of the most interesting—and successful—telecasts seen here was that of the Blackhawks' hockey game last week over WBKB in association with ABC. In spite of the speed of the game, which kept the cameraman on the jump, the pictures came through very

Chicago

clear and distinct except for an occasional blur when some of the spectators got in the way of the camera. The job of commentator was nicely handled by Joe Wilson, who put humor into his descriptions. Fran Harris devised a clever commercial depicting a man shopping in the lingerie section of a department store, and Stanley Gordon as the shopper and Beverly Younger as the salesgirl made the commercial as entertaining as the telecast of the game. Direction for WBKB was handled by Beulah Zachary. . . . Kate Smith, on her way to the Sister Kenny Institute in Minneapolis, stopped off in Chicago Monday and did her broadcast from WBBM. Which reminds that there's a rumor to the effect that Kate and Bing Crosby may be teamed for a movie that's under consideration in Hollywood.

★ ★ ★

• • • Until the coal strike is settled there will be no more audience broadcasts from the Medinah Temple after the December 8 "Theater Guild of the Air" show "Golden Boy." U. S. Steel is holding in abeyance plans for a press party for the cast of "Golden Boy" after the broadcast, pending strike developments. . . . Georgie Price, currently appearing at the Mayfair Room of the Blackstone Hotel, is being considered for a radio show by the Reynolds Pen Co. . . . Bruce Mayer, WBBM sound man is nursing a broken leg, which he got when he tripped and fell while playing in a neighborhood football game. . . . The press, radio and advertising chapter of the American Veterans' Committee is planning a dance and entertainment at the Congress Hotel on January 25. Many radio people are expected to participate. Earl Mills is in charge of entertainment. . . . The assignment of Roy Gibbons, science writer, to accompany Admiral Byrd on his Antarctic expedition and report the operations over WGN and Mutual is by no means his first adventurous job. In his 30 years of news writing Gibbons has covered such stories as the gold rush in Northern Canada, rum runner activities in the Caribbean during prohibition, and numerous others. Gibbons will be aboard Admiral Byrd's flagship, the Mount Olympus.

★ ★ ★

• • • Maybelle Prindaville Lauria, former Chi actress, is in Reno to get a divorce from Lew Lauria, author of a book titled "Let the Chips Fall." . . . "Strictly Show Business," Hal Tate's program on WAIT, has won many listeners through the musical portion of the program, in which Tate uses songs from many new pictures that have not had a local showing. . . . Xavier Cugat, topping off in Chi, told friends he is making arrangements for a second concert tour. . . . Marsland Gander, English radio critic, regards American slapstick programs as "awful," and our commercials as still worse. "They would never be pushed down English throats the way they are here," he declared.

★ ★ ★

• • • Karl O. Pearson, Chicago radio "ham," will exchange greetings with Wing Commander A. F. Trindler, amateur radio operator of Hertfordshire, England, on December 12 over BBC's broadcast of the "Bridgebuilders" program, which will pay tribute to American radio amateurs. . . . Television station WBKB threw an elaborate party Monday night for Tony Martin, Mercury Record star who is opening at the Chicago Theater this week. After dinner at the famous Shangri La Restaurant there was a telecasting session over WBKB that included interviews with representatives of the daily and trade press.

AGENCIES

THOMAS C. BUTCHER, recently with Doherty, Clifford and Shenfield, and before that with Benton & Bowles, has joined the executive staff of William Esty & Co., Inc.

CHANDLER STEWART WOOLLEY, following five years' service with the Government, has resigned as advertising branch chief, War Assets Administration, Washington, D. C., and has rejoined Roy S. Durstine, Inc., as an account executive. "Doc" Woolley was account representative specializing on food products and package goods accounts for eighteen years with the New York office of Batten, Barton, Durstine & Osborn.

BUCHANAN & CO., INC., has named Anthony Alduino as controller. Alduino was formerly associated with Hanly, Hicks & Montgomery (Ferry-Hanly Co.), also with Donahue & Coe, Inc.

JERE WHITEHEAD, formerly an art director with Young & Rubicam, has joined Federal Advertising Agency, Inc., as an art director. He was formerly head art director of Abbott-Kimball.

METRONOME CORP., New York, publishers of Metronome magazine, have retained Leon S. Golinick and Associates, Baltimore and New York agency, to direct their advertising. Norman Gladney is account executive.

Elect Officers

Board of Directors at International Recording held a meeting last Friday and elected Chick Vincent, Jay Jostyn and Carl Eastman, president vice-president and treasurer, respectively. Chick Vincent directs "Pepper Young's Family," Jay Jostyn is the star of "Mr. District Attorney" and Carl Eastman is producer-director of "Hercule Poirot." Frank Lovejoy and Carl Bixby are stockholders in the company.



FRANKIE CARLE records for LANG-WORTH

Bendix Tele Debut Encounters Setback

(Continued from Page 1)

CBS studio presentations and failed to produce the color scanning refinements previously shown by the network.

The Bendix Company, with the cooperation of CBS, presented both live and film subjects in black-and-white and with color. Reception at different times was faulty, both as to sound and picture, and a constant mechanical hum detracted from the quality of the sound.

A Bendix spokesman claimed that transmission difficulties impaired both the picture and the sound. The demonstration originated on the fifth floor of the CBS Building at 485 Madison Avenue and was transmitted by cable to the transmission station atop the Chrysler Building. Signals were then sent by air to the 48th floor of the RCA Building.

Charles Marcus, vice-president in charge of engineering of the Bendix Aviation Corporation, said "the increased effectiveness of full-color broadcasts is certain to hold the widest appeal for the public."

Marcus revealed that Bendix is installing its own ultra-high frequency color television transmitter to be located at its main plant in Baltimore. The station, licensed as KV3XBS, will be completed in January, 1947.

The experimental model used yesterday produced a picture equivalent to a 12-inch viewing tube. It uses a rotating color disc with the basic television colors of red, blue and green. The field frequency is 144 per second, with 2 to 1 interlacing. The number of lines per frame is 525.

Although detailed production plans were not made known, it was disclosed that several models of the type used yesterday have been made and shipped to Westinghouse and other companies for further experiment.

Arthur Omberg, chief research engineer for Bendix, answered several questions after the demonstration in which he outlined the advantages of color over black-and-white as he saw them. Regarding the latter as "far from perfect," he said that one of its inherent disadvantages is its inability properly to convey detail, and that color, while possibly not superior in this phase of television, "supplies something which will make the viewer overlook this disadvantage."

Pearson-Allen Outline Issues Important To WBAL Hearing

(Continued from Page 1)

50 kilowatts power, petitioned the Commission to include additional details on WBAL's programming as specific issues in the hearing.

The Commission had consolidated WBAL's license renewal application with the Pearson-Allen application for the same facilities. Although issues listed by the Commission appeared broad enough to include a full probe into programming, the newsmen yesterday requested the FCC to turn the spotlight directly on this question.

Just prior to issuance of its controversial "blue book," the FCC had cited WBAL for its poor programming.

Suggested Issues Listed

Filing the petition under the name of Public Service Radio Corp., Pearson and Allen asked the Commission to include the following as specific issues in the hearing:

(1) To determine whether the applicant has carried out, or has failed to carry out, its representations and proposals heretofore made to the Commission with respect to program service.

(2) To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference but not limited to the following:

(A) The percentage of time which has been devoted to the broadcasting of commercial programs and of sustaining programs.

(B) The average and maximum number of commercial spot announcements which have been made on the station during a typical broadcast day, and the av-

erage number of such announcements during any 15-minute segment of a typical broadcast day.

(C) The amount of time which the station has devoted to the broadcasting of discussions upon controversial issues of public importance.

(D) The percentage of time which has been devoted to the broadcasting of local live talent programs.

(E) The nature and character of the programs which have been broadcast in lieu of network sustaining programs which were available to the station but were not accepted and broadcast by it.

(F) The percentage of time which the station has devoted to the broadcasting of (A) sustaining programs, (B) commercial programs and (C), live talent programs, between the hours of 6:00 p.m., and 11:00 p.m.

(3) To obtain full information concerning applicant's investment in the station, the net broadcast revenues derived from its operation and the amounts expended on programs.

(4) To determine the policy of the applicant for the future with respect to the matters covered in Issue No. 2, above.

The petition said inclusion of these issues will (1) remove any question that might be raised at the time of the hearing; (2) will afford all parties ample opportunity to prepare testimony direct to this phase of the case, and (3) will assist the hearing officer in the admission of evidence.

The petition was prepared by Attorneys Marcus Cohn and Leonard Marks.

Nielsen Company Opens Series Of N. Y. Meetings

The A. C. Nielsen Company, market research analysts, held an "NRI Open House" in New York this week, patterned after a series of meetings in Chicago, designed to acquaint industry executives with the inner workings of the Nielsen Radio Index production process.

This, the first New York showing of NRI, displayed among other developments, the new 24-panel automatic battery of the Nielsen "instantaneous audimeter" which record in the company's office, every dial movement in typical New York homes. Nielsen transported from the Chicago headquarters a complete set of production equipment, etc.

Cal. Unit Changes Name; Is Now Radio Press Club

Hollywood—The newly-organized Southern California Radio Newsmen has changed its name to Radio Press Club. Newscasters, commentators and persons devoting at least 50 per cent of their time to writing news for

Red Barber To B'cast Blind Golf Tournament

A pickup from the first World's Blind Championship Golf tournament being held in Los Angeles on Dec. 6-7-8, will be one of the features on Red Barber's sports program on CBS tomorrow night (6:30-6:45 p.m., EST) from KNX, CBS outlet in Los Angeles.

Match is sponsored by the Blind Activities and Recreation, Inc., and is under direction of the Professional Golfers Association. Participants in this unique tourney, all of whom shoot in the 90's, are: Charles Boswell, blind vet from Birmingham, Ala.; Marvin Shannon, attorney from Fort Worth, Texas; and Clinton J. Russell, president of the Blind Activities association.

Another feature of Barber's broadcast will be a report on the major leagues' baseball convention by Tom Meany, which is being held this week in Los Angeles.

presentation on the air will be eligible for active membership. By-laws of the organization also provide for the admission of associate members.

Du Mont Gets Rights For Yanks' Grid, BB

(Continued from Page 1)

president of Du Mont. Representing the clubs at the announcement was Tom Gallery, business manager of both organizations.

All the home baseball games to be played at Yankee Stadium, numbering 77, and the seven home games of the football club will be aired via Du Mont, with plans included to broadcast 33 more baseball contests of the Yanks from Washington, Boston and Philadelphia to New York fans. This will cover more than two-thirds of the schedule of the club. Five image-orthicon cameras will be used at the Stadium, according to Cramer.

Video rights to the Yanks' ball games have been under negotiation for several weeks, with NBC, which aired the games last week on an "experimental" basis, strongly in the running.

Games will be offered for sponsorship, said Cramer, who added that there was "much interest on the part of advertisers." Bill Slater and Jack Murphy will handle the microphone and camera details, respectively.

Paper Recording Tape Demonstrated In Chicago

(Continued from Page 1)

of Valparaiso, Ind. The one-quarter inch wide paper tape gets its magnetic qualities from a ferrous coating and records with good fidelity.

The tape is available for immediate playback without processing after each recording and sound may be erased and the ribbon used again. The paper can be quickly spliced with tape when broken, although it resists a six pound pull. Content of the program can be identified by writing on the back of the ribbon and any part of the recording can be eliminated by tearing it out of the tape and splicing it again. Company engineers expect the paper tape to cost about \$1.50 for a spool which records for a half-hour.

WNYC, New York's municipal station, has been using a similar type recorder for the past month, it was explained yesterday. First use of it came when the station recorded segments of the National Aircraft Show at Cleveland in November.

WRITER-PRODUCER

50,000 watt network station in Middle Atlantic States requires experienced writer-producer with ideas. . . . Man or woman who can create salable programs and who has the energy to follow through. Write, listing background, experience and salary desired.

Box No. 265, RADIO DAILY
1501 Broadway, New York 18, N.Y.

Send Birthday Greetings To—

December 5

Archer Gibson Lyn Murray
Grace Moore Ned Tufts
Jean Sothern

ABC NOW FIRST

in Network Food Advertising*



There's plenty of meat for advertisers—especially food advertisers—in this ABC success story:

Today the American Broadcasting Company leads all other networks in volume of food advertising. Since 1942 all network food advertising has increased 55%. But during this same period ABC has registered an increase of 343%—*over six times the figure for the industry!*

An increase as big as this one doesn't just happen. It is *caused* to happen. And in this case the causes were three:

1. COVERAGE: ABC provides intensive coverage of America's major food markets *from within*—and presents your message at economical rates which re-

sult in a low cost per thousand listeners.

2. PROGRAMMING: ABC morning programming, which has risen to top listener ratings over the past three years, is built to order for America's product-buying housewives.

3. PROMOTION: ABC stations—now more than 230 of them—do a terrific job *locally*, put plenty of enthusiastic promotion behind their network programs.

The moral: follow the lead of top advertisers like Swift, General Mills, Kellogg, Quaker Oats, Derby Foods, and Libby, McNeill & Libby, just to mention a few, and ship your goods to market via ABC.

* First 9 months 1946
P. I. B.

ABC American Broadcasting Company

A NETWORK OF 236 RADIO STATIONS SERVING AMERICA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 47

NEW YORK, FRIDAY, DECEMBER 6, 1946

TEN CENTS

GOP To Seek FCC Posts

FCC Analyses Grants Made Since V-J Day

Washington Bureau, RADIO DAILY
Washington—More than one-half of all standard CP's authorized between V-J-Day and mid-September of this year were issued in cities which had existing standard radio stations as of V-J-Day, the FCC reported yesterday in a statistical analysis of AM and FM grants and applications. The Commission also stated that the greatest percentage gains in AM stations were in the nation's smaller cities. More than 74

(Continued on Page 8)

Mutual-Don Lee Network Expands To 41 Stations

West Coast Bureau, RADIO DAILY
Hollywood—Don Lee Broadcasting System adds another station to its network this week when KPRL, Paso Robles, Calif., begins broadcasts of Mutual-Don Lee programs, it was announced yesterday by Lewis Allen Weiss, network vice-president and general manager. Paso Robles, a town of under 10,000 population, will receive its first network radio service as a result of the new outlet. Station is the 41st affiliate of the Don Lee web.

Gov't Pix For Video Discussed In Capital

Washington Bureau, RADIO DAILY
Washington—The use of Government motion pictures for television programs is seen here as a definite possibility. Government agencies, it was revealed yesterday, have been contacted by representatives of New York television stations for the purpose of determining if Federal-made

(Continued on Page 5)

16th Renewal

For the 16th consecutive season the Carnation Contented Hour has been renewed by the Carnation Company on the NBC network. Contract, which becomes effective January 6, is for 52 weeks. Program features Percy Faith's orchestra and Buddy Clark, singer, and is heard Mondays at 10 p. m. EST. The program is broadcast over the full network.

Daytime Series

First series of daytime tele programs directed to the children will be produced by Bob Emery, manager of sustaining program department of WABD, New York, for Wanamaker's store on successive Saturdays, Dec. 7, 14 and 21st. The special Christmas programs will be broadcast from 12:00 to 12:30, 1:00 to 1:30 and from 2:00 to 2:30 each Saturday.

Brock Pemberton Hits Comm'ls At REC Meet

Commercial announcements could be briefer, "cleaned up," and are unnecessarily realistic, in the opinion of Brock Pemberton, eminent theatrical producer, who spoke at the Radio Executives Club yesterday in the concluding address of a series on "If I Were Running Radio," at the Hotel Roosevelt.

One of the most successful of producers in America, for the past 25

(Continued on Page 3)

BBC Gets Authorization For Television Films

London—(By Cable)—The new charter for the British Broadcasting Corporation empowers it to produce motion pictures, but with the provision that such BBC-made films shall only be used for television and radio purposes.

Insertion of the new film clause

(Continued on Page 2)

Network Presidents Endorse Vets Xmas Program Planning

Pledging active support to the suggestion that broadcasters extend themselves to bring good cheer to hospitalized veterans throughout the nation this Christmas, the presidents of the four major networks yesterday joined with Generals Dwight D. Eisenhower and Omar N. Bradley in endorsing RADIO DAILY's proposal. "In our programming for Christmas, we are especially aware of our responsibility to help entertain

Speech By Republican Leader Indicates Party Will Wage Spirited Contest For New Commission Appointments

NBC Will Sponsor World Conference

Plans for a world conference on public service broadcasting to be held in New York in April, 1947 was announced yesterday by Dr. James Rowland Angell, public service counselor of NBC, following an organizational meeting sponsored by the network.

The conference agenda will include plans for the establishment of a system of international program and

(Continued on Page 3)

AFRA-Webs Continue Contract Discussions

Discussions between AFRA representatives and network executives yesterday at the NBC offices centered around a new scale of wages for sustaining programs with indications

(Continued on Page 2)

NAB, NRDGA Set Contest For Retailers' Programs

Washington Bureau, RADIO DAILY
Washington—The NAB and the National Retail Dry Goods Assoc., will back a contest to choose the best radio programs sponsored by retailers

(Continued on Page 5)

By MANNING CLAGETT
Washington Bureau, RADIO DAILY
Washington—Republicans will demand majority control of the FCC, it was indicated yesterday.

This was made plain yesterday by Carroll Reece, chairman of the Republican National Committee.

Reece, in an address before a "victory" meeting of the Re-

(Continued on Page 5)

Truman Talk Sunday On Webs And Indies

All four major networks and every New York independent station, which is broadcasting at the hour, will carry President Truman's address Sunday, Dec. 8, at 9:30 p. m., EST, a talk which is expected to receive another record breaking radio audience. The President will speak to the nation on the coal strike crisis for approximate-

(Continued on Page 3)

Warner Show On KFVB Will Boost Young Players

West Coast Bureau, RADIO DAILY
Hollywood—Warner Brothers, motion picture producers, will launch a new radio series, "Star-Makers Radio Theater" over KFVB Dec. 10,

(Continued on Page 2)

ABC Tele Plans

Detroit—ABC's proposed television station here has been assigned the call letters WDLT. The station will use a 5,000-watt television transmitter and a 355-foot transmitting tower is already available. Paul Mowrey, ABC television representative, declared. Early delivery of equipment is expected, said Mowrey, who has just returned from Detroit.

(Continued on Page 3)



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

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FINANCIAL

(Thurs., Dec. 5)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

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

Coming and Going

BOB DAVIS, publicity director of WNBC, leaves today via American Airlines for Denver, where he'll rest up for a week.

BELMONT FARLEY, of the National Education Assn., who also is on the board of consultants of the Columbia network's "School of the Air," arrived from Washington yesterday for conferences at the headquarters of the web.

BOB KELLER, of the newly-formed radio sales promotion organization bearing his name, leaves today on a short business trip to Boston.

GORDON FRASER and GEORGE HICKS have gone to Chicago for the American network to handle Sunday's broadcast of the U. S. Steel Corporation's "Theater Guild of the Air," which will emanate from the Windy City.

BILL McCLUSKEY, director of promotion at WLW, Cincinnati, is in Chicago this week attending the international convention of the Fairs and Showmen's League of America.

GEORGE CROTHERS, director of "Opinion Please" heard on CBS, has returned from Cleveland.

MILES HEBERER, director of the Radio Bureau, New York State Department of Commerce, is visiting in New York.

PAUL MOWREY, the American network's national director of television, is back in New York following a three-day business trip to Detroit and Chicago.

CHARLES GRENIER, Columbia network engineer, is in Milwaukee setting the stage for Sunday broadcast of the "Hour of Charm," which will originate in the Minnesota metropolis.

MAURICE DREICER, commentator on WWRL, off to Dallas, Tex., where he will confer with owners of KIKX on the subject of a daily transcribed program based on New York happenings.

J. ERIC WILLIAMS, manager of WGAT, affiliate of ABC in Utica, N. Y., is in New York for conferences with officials of the web.

SIMON GOLDMAN, manager of WJTN, Jamestown, N. Y., an ABC outlet, is in town on station and network business.



Playing for keeps

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

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

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

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

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

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



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

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

AFRA-Webs Continue Contract Discussions

(Continued from Page 1)

that the new contract would be completed this week-end.

A spokesman for the networks stated yesterday that the union representatives and the webs had reached agreement on the major portions of the contract and the contract now is in the legal phrasing stage.

Warner Show On KFWB Will Boost Young Players

(Continued from Page 1)

designed as a dramatic springboard for its younger players. The first vehicle will be a dramatization "Casablanca," with Michael Curtiz, who directed the picture, serving as guest commentator.

Will Emcee Benefit

Peter Donald will emcee the special benefit being staged for the Professional Children's School, today, Dec. 6 in the Colonnades Room of the Essex House. Dancing and entertainment starts at 8:30 p. m. with the event being arranged by the Alumni Association in cooperation with the Stage Mothers' Club.

BBC Gets Authorization For Television Films

(Continued from Page 1)

in the charter is a direct result of the refusal of the British film industry to permit the televising of features or newsreels.

Exhibitor opposition to the use of theatrical films by the BBC for television purposes has been stiff.

FBI Speaker Discloses Planned Use Of Facsimile

In a talk to a statewide conference of police executives at Austin, Texas, Richard L. Millen, a radio engineer for the FBI, stated that new developments and inventions in the field of communications will soon come to the aid of peace officers.

Millen told the officers that also an important development in radio communications was facsimile transmission, by which pictures and written material may be transmitted by radio. Thus a picture of a criminal could be transmitted throughout the state in a matter of minutes.

Adaptation of the Army's "walkie-talkie" and "handy-talkie" to police use was also recommended by the radio engineer.

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

Brock Pemberton Hits Comm'ls At REC Meet

(Continued from Page 1)

ears, and a veteran drama critic and newspaperman before his association with the theater, Pemberton said at radio could profit by working more closely with the theater, since, in his opinion, it is a sort of "mother-lode" of the entertainment industry.

Spicing his talk with wit and humorous comparisons, Pemberton was sympathetic with programming executives managed to fill "some 18 hours of air time every day—particularly when you're up against such a scarcity of material."

Pemberton also chided sports commentators for not being specific enough in their coverage of athletic events; announcers and commentators for their poor diction; and the unreal, forced comedy of many programs which evoke "excessive" studio applause and laughter at something which "isn't very funny at all." He thought that the laughter should come from the "other end of the microphone."

Wants Contestants "Screened"

This business of interviews should be looked into," Pemberton said, suggested that some system of "screening" contestants be employed before actual broadcasts. "Some of these people turn out to be awful," he added. And, as is the case with the theater and motion pictures, the radio industry is guilty of "imitation," and too many programs are being put into a "groove," Pemberton charged. Too many stations have the same type of program on the air at the same time, he said.

Regarding comedy programs, Pemberton feels that the industry will have to have its material written from now on, rather than rely on the "type" of comedy, and suggested that shows of this type devote themselves to character humor. In his opinion, "the straight gag comedian is his way out."

New Sponsor On WQXR

The new participating sponsor for two renewals are announced by C.R. La Fontaine Restaurant has become a once-a-week participant, Thursdays, in the "Cocktail Time" musical program heard daily from 6 p. m. Contract runs for 52 weeks. For the same show, the Chamber Restaurant has renewed its contract for another 52 weeks for participation on Mondays and Wednesdays. Contract is effective Dec. 9. Reinink Furrier has renewed with C.R. for 13 weeks additional participation in "Other People's Business" heard daily from 11:05-11:30 p. m. Renewal was effective Dec. 2 and handled through Gutman Advertising Service.

Arthur Beckwith Joins WSSW

Richmond, Va.—Arthur Beckwith, while New Yorker, has joined WSSW, here, as commercial manager. He took over his new duties this

Network Presidents Endorse Vets Xmas Program Planning

(Continued from Page 1)

rifices, not only during Christmas, but for all time.

"NBC enthusiastically supports RADIO DAILY's plan for special Christmas programming for our hospitalized veterans," Mr. Trammell added.

Stanton "Welcomes Suggestion"

Stressing the universality of the Christmas spirit, Frank Stanton, president of CBS, welcomed RADIO DAILY's suggestion in a message which stated:

"We at CBS welcome RADIO DAILY's suggestion that our year-end holiday programming be planned to bring good cheer to servicemen in Army and Navy hospitals throughout the nation.

"The spirit of Christmas is universal. The same broadcasts that bring Christmas cheer to incapacitated veterans in rehabilitation hospitals will also solace the isolated rancher on the plains.

"For many weeks Columbia has had in preparation a large number of special holiday broadcasts which will be heard from Dec. 21 to the 31st. They vary in subject matter, from a choral program during the first hour of Christmas morning to a documentary review of the year's major news events.

"We hope that these broadcasts will bring pleasure and comfort to our servicemen everywhere."

Kobak Promises Action

Indicating that Mutual was going into action immediately on the Christmas show plan, Edgar Kobak, president, issued the following statement:

"I think it's a great idea. I've for-

warded your letter to all our employees, and through our organization bulletin, I'm asking all our stations to fully co-operate. And we're as much interested in the vets of the First World War—and the one before that—as we are with those of this one."

The Mutual prexy added that his wife is very active in this regard at Halloran General Hospital, where she heads a group of some 30 women who donate time and efforts to providing enjoyment for convalescent vets.

Woods Adds Endorsement

Declaring the American Broadcasting Company to be in full accord with the plan, Mark Woods, president of ABC, said:

"The American Broadcasting Company, in its special programming this year, is making a sincere and special effort to bring the message of Christmas,—Good Will To Men—to listeners everywhere. ABC feels that convalescent service men, as well as other listeners, will derive real pleasure and entertainment from these programs which, each in its own way, will tell the Christmas story.

"Radio, which provided the bond between home and the battlefield for servicemen during the wartime years, this year will link the convalescent serviceman in military hospitals with his loved ones during the Yule time season.

"ABC is in full accord with RADIO DAILY's plan to bring entertainment to veterans who have been physically incapacitated as a result of the war."

NBC Will Sponsor World Conference

(Continued from Page 1)

script exchange, a world wide music contest and music festival and an international radio-recording library. Discussions will also cover the usage by foreign countries of broadcasting facilities to be established by United Nations.

Dr. Angell, whose network will sponsor the conference, presided at the meeting. Among those attending were Benjamin A. Cohen, United Nations assistant secretary general for information; Clark M. Eichelberger, director of the American Association for the United Nations; Dr. Belmont Farley, radio and press director of the National Education Association; W. R. Reid, American director of the BBC; Louise Homfrey, of Australia's Herald Broadcasting Stations; Christopher Cross, UN radio officer; Harry Boyle, of the CBC's Toronto station CBL; and key NBC personnel, including Sterling Fisher, assistant NBC Public Service counselor; Fred Bate, manager of the NBC International Department; Sydney H. Eiges, manager of the Press Department; Frank Papp, producer of the NBC "Your United Nations," who is ex-

Mowrey Predicts Future For Tele Advertising

Chicago—"Television is going to be a valuable advertising medium," Paul Mowrey, director of television for the American Broadcasting Company, told advertising men and clients at a television symposium held Tuesday by the Needham, Louis & Brorby agency. Even in its present state of development, Mowrey declared, television is worth the attention of advertisers.

Mowrey, who was the only network representative present at the meeting, spoke on "The Commercial Aspects of Television." Other speakers were Ardien Rodner, supervisor of television for Commonwealth Edison Co., and Norman Lindquist, assistant supervisor of television at Commonwealth Edison.

pected to produce shows in connection with the world conference; Dwight Herrick, manager of the Public Service Department; William Burke Miller, assistant manager of Station WNBC; Richard McDonagh, manager of the Script Department; Owen Davis, Jr., director of scripts and literary rights, NBC Television, and William Webb, manager of Public Service promotion, NBC.

Truman Talk Sunday On Webs And Indies

(Continued from Page 1)

ly 20 to 30 minutes, the exact length being subject to a last minute decision.

In addition to the four network key outlets, all New York independent stations, on the air at the time, will carry the broadcast. The complete line up includes WNBC, WCBS, WJZ, WOR, WNEW, WHN, WINS, WNYC, WQXR, WWRL, WHOM, WBNX, WBYN, WMCA and WEVD. All networks and indie outlets quickly made arrangements yesterday to broadcast the speech when President Truman announced his decision to speak on the vital coal strike issue which perils the entire nation and may affect foreign lands.

Cancel Several Programs

The Sunday night special event will cancel the Eddie Bracken show on CBS; the "American Album of Familiar Music" on NBC; "Double or Nothing" on Mutual, and Jimmie Fidler and "The Policewoman" on ABC.

The President's statements on Sunday night will probably be determined by the status of the coal strike at that time. There is speculation that Mr. Truman will make a direct appeal to the striking miners to return to work but there has been no official statement from the White House.

U. S. Engineers To Join In World Conference

Participation of American Engineers in a permanent World Engineering Conference, with headquarters in Paris, was disclosed this week by Clarence Davies, secretary of the American Society of Mechanical Engineers, at a session of the society's annual meeting at the Hotel Pennsylvania. New world technical body will have a practical working contact with UNESCO.

Committee on international relations of the engineers joint council is the medium for organizing American participation. Malcolm Pirnie is chairman and Stewart E. Reimel is secretary with headquarters in New York.

Plans for the World Engineering Conference were formulated, according to Davies, during the international technical conference held in Paris last September. At that time contact was established with UNESCO through the director of the engineering section, Dr. Yeh Chu-Pei.

Educational Forum

Queens College Forum over WNYC on Dec. 10, from 8:30-8:55 p. m., will debate the question, "Has American Radio Failed as a Public Servant?" Panel will consist of Paul Lazarsfeld of Columbia University and Queens College professors, including Henry David, who is advisor to BBC. Chairman will be Herbert Schueler, Queens College director of radio education.

LOS ANGELES

By RALPH WILK

SIX cub reporters on Valley Times have formed a Walter Tetley fan club for "Leroy" on "The Great Gildersleeve" program. Tetley gave them a party at his Encino ranch Saturday afternoon.

With Morgan Conway ill, RKO is considering Tom Greenway, New York radio actor, for his role in the next "Dick Tracy" picture. Greenway is now appearing in Ken Murray's "Blackouts."

Gordon T. Hughes, the CBS producer, and Muriel Bolton are re-writing Miss Bolton's comedy, "Brother Cupid," prior to stage presentation in Los Angeles this winter.

Will Orleans, New York radio actor, who is a master in Spanish and Italian dialects, has organized a class for character players which meets weekly.

Mr. and Mrs. Bill Carey became the parents of a baby boy born November 20th. Baby has been named Todd William. Mother is the former Leonore Olson, dancing star, and the father is a music composer. Some of his recent song hits are "Promise" and "Who Wouldn't Love You."

New AM Applications Filed With Commission

Washington Bureau, RADIO DAILY

Washington—Splurge of applications for new standard stations in small cities continued Wednesday, with the FCC acknowledging receipt of an additional half-dozen.

Latest list includes Southern Broadcasting System, Inc., Thomasville, Ga., to be operated on 730 kc., 1 kw., daytime; Pryer Dillard, Raymondville, Texas, to be operated on 1340 kc., 250 watts, unlimited; Alexandria Broadcasting Corp., Alexandria, Minn., to be operated on 1490 kc., 250 watts, unlimited; G. Stanley Brewer, Weber County Service Co., Ogden, Utah, to be operated on 1240 kc., 250 watts, unlimited; Frank Andrews, Modesto, Calif., to be operated on 730 kc., 250 watts, unlimited.

Hill's New ABC Series

Edwin C. Hill, noted radio reporter on "The Human Side of the News," will inaugurate a new series of commentaries over ABC on a Monday-through-Friday schedule beginning Monday, Dec. 9, at 3:30 p. m., EST.

"The Human Side of the News" a 15-minute program, will replace the quiz program, "Try 'N' Find Me," for the same sponsor, the Southern Cotton Oil Co., through Kenyon & Eckhardt, Inc.

JACK ROURKE Productions

6331 Hollywood Blvd.
GRAnite 1950



Notes From An Aisle Seat. . . !

● ● ● The Milton Berle show is practically in the bag as a replacement for "Ignorant," although official decision prob'ly won't come through for a week or so. Berle's attitude toward radio is clearly evident in the fact that he'll pass up a Florida nite club offer of \$15,000 per to take on the air show at 2 G's. . . Kenyon & Eckhardt's "H'wood Story," which preems on ABC Dec. 30th, looking for writers. See Nancy Moore at the agency. . . That ambitious project to sell "America's Leading Dep't Stores" on bankrolling an hour network radio show with Mickey Rooney, Groucho Marx, Frances Langford and a name band, has hit a snag due to lack of interest on the part of sponsors. . . Earl Glade, Mayor of Salt Lake City and well known in broadcasting circles out there, being mentioned for FCC vacancy. . . Fibber McGee & Molly planning a series of shows in the east in the early spring. Reports indicate that they may finish out their broadcasting year from N. Y. . . Sinatra, who spurned those lucrative Florida offers, may wind up down there to get some of that Miami sun now that his health isn't so good. . . NBC is televising the Waldorf Town & Travel's Dec. 11th fashion show, "For Men Only," said to be the sexiest in Waldorf history. Eight blonde Powers lovelies will parade in latest and most revealing postwar styles in black lace undies. . . With the coal situation as it is, maintains Alan Sands, a friend these days is a guy who gives you a hotfoot.

★ ★ ★

● ● ● Coleman Jacoby, the gag-writer, was comparing ulcers with a B'way pal, who insisted he visit his doctor for the latest treatment. "Before I took this treatment," said the pal, "I was given up for dead three times." Coleman looked the guy over scornfully. "They were right the first time," was the devastating retort.

★ ★ ★

● ● ● TICKER TAPE: Harry Wismer getting plenty of congratulations on great job he did on airing the Army-Navy game—a high spot in sports broadcasting. . . Beatrice Kay becoming one of the most glorified singers in the mags these days. Look's last issue carried her pic; Seventeen has a by-lined story on her and Collier's, Glamour and Disc are readying spreads. . . Irene Beasley's Grand Slam musiquizzer drew 60,000 letters last week. . . J. B. Williams dropping Wm. Shirer and may take on a half-hour musical show on NBC. . . Ed Begley will get featured billing in 20th Century's "Boomerang". . . Frank Cooper office has signed up Enid Markey and Grace Valentine, of the Helen Hayes show. Cy Fisher, of the same office, recently set writers Marty Ragaway and Len Stern with Dinah Shore—Stanley Adams with Mel Blanc and Allan Rader on the Fanny Brice stanza. . . J. Walter Thompson agency grabbed off plenty of honors in one of the radio polls, with exploiter Al Durante grabbing off top publicist spot. . . Another Hit Parade idea due on the nets based on the Peatman System. . . Artie Pine and Leonard Cohen, N. Y. Post sports ed, have wrapped up a new sports idea for an audition waxing. . . After five years on the Family Hour during which time he received little, if any, publicity, Frank Gallop suddenly broke out in print last week as being replaced on the show. Isn't true. . . Patsy Campbell, Ellen Fenwick, Elaine Rost and Mary Hull, of Radio Row, all up for B'way shows.

★ ★ ★

● ● ● OUR HAT'S OFF DEPT: Stan Kenton's new Capitol album, "Artistry in Rhythm." . . Jack Paige's tip-top job of lining up special Christmas shows on Mutual. . . Frankie Carle's great crew at the Capitol Theater. . . "Dear Sir Or Madam," Juliet Lowell's latest comic tome. . . Johnny Bothwell's music at Roseland—a promising newcomer. . . Compton's Thanksgiving programming for P&G, especially Charles Paul's outstanding music and arrangements. . . Peter Donald's characterization of Ajax Cassidy on the Fred Allen opus.

Will sell outright for \$3000.00 cash, copyrighted 5-minute transcribed series to an immediate buyer.

39 episodes transcribed.
39 additional scripts, in production form, ready.

This show but for two exceptions has never been sold commercially.

Something new and different; 5-minute quiz show featuring network personalities.

IDEA OF THE SHOW is a 5-minute package of lively fun and bright idea with tested appeal to all women, against a background of sparkling repartee and music.

Two, 30-second slots are provided for sponsor commercials.

Audition record available.
Write or wire Box 267
RADIO DAILY, 150
Broadway, New York 18
N. Y.

Sports By Television Boosts Bar Business

Conclusive proof of the strong pulling power of sports on television, and a sharp indication of how the public will regard video as an entertainment medium, is evidenced by the report this week that business in restaurants, clubs, bars, etc., enjoys an increase of almost 500 per cent when major fights, baseball or football games are on the air. Dealers handling distribution of television sets produced by United States Television Mfg. Corp., are said to have contacted some 6,000 restaurant and bar owners in recent months, all of whom express an urgent desire to install sets in their establishments immediately.

However, bar owners usually prefer sets with large screens, survey indicates, which will accommodate a sizeable number of patrons. UST reports that on one occasion over 800 people have viewed a single set during one broadcast. Restaurant managers also report that when a major sports event, like the recent Army Notre-Dame, Army-Navy grid games were aired, there was standing-room-only, and many patrons were turned away.

While this report covers the metropolitan New York area, trade executives explain that the SRO situation prevails in practically any town in the East where a set is available. Brintons in New Jersey, Staten Island, Queens, etc.,—wherever video reception is possible, report the same experience.

Television in bars, for one thing, is not new, since many such gathering places have had sets for a decade or more,—but owners are in full agreement that public interest has "tremendously increased in the past year or two." Much of this enthusiasm is attributed to the wide publicity given a television since the end of the war, aided by a tremendous sports boom during the past 12 months, which they feel "will sell television more than any other single type of entertainment."

UST also points out that the increased bar business is reported to quickly repay owners for their investment. "Price of the company's set, which has a screen under two feet by 1½ feet, is \$2,350, plus \$50 for installation. Set includes standard radio, shortwave, FM and automatic monograph. Down payment of one-third cash is required, but the usual 2 per cent discount is included for all cash purchases, etc. Probably most attractive is the fact that UST says delivery can be made, on the average, between two or three weeks.

Ave Maria Hour
WMCA — Sunday — 6:30

The Story of Fatima
EMILY DAVIE as SENORA SANTO
ROSITA COSIO as JACINTO
In its twelfth year as a Donald Peterson production

Congressional Republicans Will Seek Control Of FCC

(Continued from Page 1)

publican committee, warned that the administration must "play ball" with the new Congress and insisted that control of independent agencies should be in the hands of the majority party.

"It may be well to remember," Reece said, "that a considerable number of the more important agencies of the Federal government were created to be representatives of Congress in the exercise of legislative—not executive power. I am referring to such agencies as the Interstate Commerce Commission, the Federal Trade Commission and the Federal Communications Commission, to mention only a few examples.

"Now that the complexion of the Congress has been changed and there will be Republican majorities in both houses after January 3, it may be well to suggest that the possibility that where opportunity exists some changes should be made in these agencies in order to carry out both the spirit and the letter of the laws creating these various Commissions."

Under Reece's interpretation, the FCC is wide open for "changes," with Commissioner Clifford Durr a principal target for the Republicans.

At the present time there is only one vacancy on the Commission—that of the unexpired term of Paul Porter. This vacancy was expected to be filled by a Democrat, but Reece made it plain that the Republicans would insist on a Republican appointment. Even before Reece's statement, however, it was a moot question whether the existing vacancy should be filled by a Republican or Democrat. The present lineup of the Commission includes three Democrats, two Republicans and one "independ-

ent." On a bi-partisan Commission it would seem that another Republican appointment would be in order. The "independent" however, is Commissioner E. K. Jett, usually regarded as a Republican in his views. The lineup, in addition to Jett is this way: Democrats: Newly appointed chairman Charles R. Denny; Clifford Durr and Paul A. Walker. Republicans: Rosel Hyde and Ray C. Wakefield.

Porter's term will expire in 1949. Commissioner Wakefield's term expires in 1947. Republicans, of course, will favor Wakefield's reappointment. The next term to expire, however, will be that of Commissioner Durr—in 1948. Since Durr has been the target for countless Republican barbs in the past, his chances for confirmation should he be reappointed would be virtually nil. The Republicans thus have at least two Commission posts to shoot at: The unexpired term of Porter and Durr's job, ending in 1948.

Reece Statement

Commenting on the makeup of the FCC and other independent agencies, Reece said:

"In each case the Congress provided that such agencies should be bi-partisan, meaning that in practice that the majority of the Commission should be composed of members of the party which held a majority in Congress, and that the minority of the Commission should be composed of those belonging to the minority party in Congress."

Reece even took a swipe at "minority" members of the Commission who have not represented the views of the Republican party.

"As we all know," he said, "during the past decade or more, there have been numerous instances in which the so-called minority representatives on such agencies have not been in actual fact real representatives of the minority viewpoint, even though technically they were qualified for such positions."

Whatever the lineup of the Commission, however, under the Republican Congress, the FCC appears in for a hot time, both Reece and Joseph Martin, scheduled to be Speaker of the House, have called for a thorough investigation of the FCC.

California Listener Group To Aid Peabody Awards

Mrs. R. W. Marvin, NAB regional director of listener activity, has been named chairman of the Southern California subcommittee which will judge entries for the 1946 George Foster Peabody radio awards. Announcement was made this week in New York by Dorothy Lewis, coordinator of listener activity for NAB, who stated the group is comprised of 30 other radio representatives, educational and civic leaders in Southern California in addition to the chairman.

New WRGB Video Show

Schenectady—Third show in "Personality Previews," Video Associates packaged television series, appears on WRGB, here tonight at 7:30 p. m., it was announced by Miriam Tulin, director.

Show will introduce to television Bunny Howard, hotel and night club singer; Veronica Dengel, author of "Personality, Unlimited"; and Eric Victor, choreographer.

Gov't Pix For Video Discussed In Capital

(Continued from Page 1)

motion pictures can be used on their video programs.

Also being studied is the feasibility of producing Government films with possible television use in mind.

Television stations, long plagued by trouble with Petrillo and the AFM, have been exploring the possibility of using Government films. George Sandefer, television assistant to the general manager of WRC, will address a meeting of Government film representatives next week, it was learned.

NAB, NRDGA Set Contest For Retailers' Programs

(Continued from Page 1)

during 1946. Winners will be announced during the NRDGA convention in New York January 13-17. The broadcast advertising committee of the NAB is co-operating with NRDGA in organizing the contest.

Prizes will be awarded in three divisions: Class A, retailers doing an annual business volume up to \$1,000,000; Class B, one to five million; Class C, business of more than five million dollars. Entries must be submitted to Howard Abrahams of NRDGA's sales promotion division, 100 West 31st. St., New York City by Dec. 31.

WNBC Selects Yonkers As Second Salute City

City of Yonkers has been chosen as the second community in the metropolitan area to be scheduled for an all-day broadcast salute by WNBC, it was announced this week. Friday, Dec. 13, has been selected as the day for the event.

It is expected that the same personalities who participated in the recent salute to Bayonne, N. J., will participate in the Yonkers event. City is celebrating the 300th anniversary of its founding this year, a fact that will be featured on "Yonkers Day On WNBC."

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery
Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — **Hollywood 4780**
Hollywood, Calif.

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

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

CHICAGO

By NAT GREEN

BEN LOCHRIDGE, formerly in sales office of Ideal Publishing Co.'s Chicago office and with KMOX, St. Louis, has joined the sales staff of Mutual's Midwest office.

Kate Smith's visit to Chicago, scheduled for December 3, was canceled because of the illness of Ted Collins, manager, producer and announcer of the CBS Kate Smith program. No later date for a Chicago visit has been announced.

Nikki Kaye, writer of WGN's "Charm School of the Air," was guest speaker on the Northwestern U. extension course in radio writing on December 4.

The U. S. Steel Corporation has scheduled a press party for Sunday night, December 8, at the Blackstone Hotel, following the broadcast of "Golden Boy" from Medinah Temple.

Helen Westbrook, staff organist on WGN for the last 10 years, will be heard every Thursday evening at 8 o'clock in an organ recital over WGNB, WGN's FM station, starting December 5.

A new weekly series, "Student Overture," makes its bow on WBBM December 7, 7:15-8:30 p. m. It will be a dramatic program conceived by George Jennings, director of radio for the Chicago Board of Education, and will provide students of the city's high schools with an opportunity to learn the technical aspects of radio, together with writing, acting and producing.

Edgar Kobak, president of Mutual, will be in Chicago December 10-14.

The Tony Martin cocktail party staged Monday night at the Shangri La Restaurant by Mercury Records was one of the most elaborate held in Chicago in a long time and was attended by representatives of all the dailies and trade papers, as well as many radio and night club well-knowns and agency executives. The shindig was televised over WBKB, with Helen Bolstad handling the details.

Send Birthday Greetings To—

December 6

Ira Gershwin John Ravencroft
Jemette Land Agnes Moorehead
Ernest Stern George Redman
Gertrude Gordon Sachs

December 7

Bob Brown Viola Philo
Arch Oboler Al Schenkeim
James Joseph McCann

December 8

John Babb Howard Melghan
Frankie Basch Mary Patton

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—The outstanding portion of the recent Duke Ellington Carnegie Hall Concert last week was "The Deep South," a stirring rhythmic Suite in four movements. The title of the musical setting was suggested to the Maestro by Jack Robbins and the score will be published by the latter's new publishing firm, J. J. Robbins & Sons. . . . ● Frank Kelton, who succeeds the late Ira Schuster as Professional Manager at Paul-Pioneer Music has completed a deal with Max Mayer involving the Kelton, Inc., catalogue . . . meanwhile Kelton is garnering a great plug for the ballad, "Let's Put Our Dreams Together," written by Ira Schuster, the late Jack Rosenberg (who preceded Ira's passing, by but a few months), and Larry Stock. . . . ● Mutual Music has just published a clever novelty ditty, "A Trout No Doubt" written by two newcomers to the alley, Phil Kadison and Tom Howell. . . . ● Bernie Procter has a staff of writers working on a new half-hour radio series centered around the Korn Kobblers . . . package will be handled by the Stan Zucker Office. . . . ● Coca-Cola hasn't yet decided whether or not it will sponsor the Morton Downey "Coke Club" for the sixth consecutive year . . . the transcriptions until Feb. 1, the end of the current contract, have already been cut . . . the last program has two endings . . . one if the program goes off and vice-versa. . . . ● Robbins' the "Whole World Is Singing My Song" is getting up there. Vic Mizzy and Mann Curtis are the writers.

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● ● ● L. Wolfe (Waitin' For the Robert E. Lee) Gilbert has just written a poem titled "Am I A Communist?" which is MUST reading for every American. . . . ● Arthur Godfrey Talent Scouts program last Tuesday uncovered a lyric baritone named Tony Barone who is going places. . . . ● Burl Ives, Philco's MBSongster, will give a concert December 14 at Town Hall. . . . ● Irving Berlin's ballad "You Keep Coming Back Like a Song" from the flicker "Blue Skies," keeps coming back like almost all Berlin tunes . . . if Tin Pan Alley has never produced a Genius, Berlin will do until one comes along. . . . ● And why isn't the Marty Dale trio given more air time? Merely ABChockfull of musical surprises. . . . ● Beverly Music Corp. has a fine ballad in the new Sammy Gallup-David Saxon torch, "I Guess I Expected Too Much." . . . ● Did you know that Donald O'Connor is the son of the internationally-famous Ringling Brothers acrobat "Chuck" O'Connor? . . . ● J. Frederick Coats has just had a series of 30 piano solos published by Mills. . . . ● The late James J. Walker is eulogized by the Stem's unofficial Poet Laureate, Clarence Gaskill in a new ballad titled "Jimmy." . . . ● Broadway Music Corp. has just started work on a new rhythm ballad "I'm Easy To Get Along With," which sounds like it'll get along well with ork pilots and singers . . . written by Paul Cunningham and Abel Baer.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Juke Boxes should clean up with Louis Jordan's latest Decca disk of "Ain't Nobody Here But Us Chickens," a solid sander featuring the Tympany Five . . . flip-over is a happy-go-lucky rendition of "Let The Good Times Roll." . . . ● Tito Guizar will do a Spanish version of "Choo Choo Ch' Boogie," next month on Mercury label. . . . ● You'll soon be hearing this hillbilly ballad—but pahleanty . . . we refer to the song, "The Bible My Mother Left To Me" which has just been recorded on Musicraft by Riley Shepard, whose platter of "Atomic Power" zoomed him to the top. . . . ● Johnny Desmond's next Victor platters will feature a supporting background furnished by the Chit-tison Trio. . . . ● You may look for the initial MGM disks to be released about the first week in March. . . . ● Sinatra does nobly with Berlin's standard "White Christmas" on Columbia . . . reverse side is "Jingle Bells," delivered in a 4/4 tempo with Axel Stordahl's orchestra background . . . disk-jockeys should give this quite a play. . . . ● Capitol has a sure click in Margaret Whiting's platter of "Oh, But I Do," backed with "Gully." (latter was written by her dad, the late Richard Whiting.)

★ ★ ★

SOUTHWEST

INCLUDED among the staff changes at KRIC, Beaumont, are Louis A. Breault to post of program director; Breault comes from WFAA, Dallas; Ed Dittert, formerly with KABC, San Antonio, has been named director of sports and special events for KRIC; M. J. Easterwood, formerly with KSKY, Dallas, has been named chief engineer, replacing Arthur Kay. New to radio and the announcing staff is Ray Gordon.

The Trinity University Players of Trinity University will present half-hour weekly dramatic show over KYFM, San Antonio, according to Charles "Bud" Lutz, manager.

The Ellis County Broadcasting Co. at Waxahachie has applied to the FCC for license to operate a new standard broadcast station daytime only utilizing 250 watts on the 73 kilocycle band.

James C. Byrnes has joined the announcing staff of WFAA, Dallas; George Shapeleigh is newcomer to the staff of KERA, FM voice of the Dallas News and WFAA.

Application for a new standard station has been submitted to the FCC by Felix H. Morales of Houston. Morales is seeking facilities on 850 kilocycles with a power of 1000 watts daytime only.

Winners in the recent Leal County 4-H Club were guests of Jimmy Farmer, farm editor of KCOR, San Antonio. A day of dining, picture shows, football game and an interview on KCOR was on the program. One of the winners was unable to haul his prize turkeys through flood waters so he swam the river to notify the officials who were waiting for his brood. He was awarded a prize for his efforts.

Radio Listening Off In New York City Area

While radio listening in the New York area was reported off in November as compared with October, Pulse, Inc., in a statement issued Wednesday explained the situation. The Pulse statement follows:

"Radio listening in November dropped below the October level. This 2 per cent decrease (from 24.5-23.9) cannot be considered of real significance as October listening was inflated due to the broadcasts of the World Series and National League play-off games which received large audiences.

"In 1945 the trend in radio listening from the summer low was one of continuous rise through November. Despite the decline from October—November this year, average quarter-hour sets-in-use for November 1946 is 2 per cent higher than the same month in 1945 (23.9-23.5). However, as the increase in listening from November 1944 to November 1945 amounted to 10 per cent, it strengthens the premise that radio listening is not rising as rapidly this year as last."



UNCLE



AUNT



GRANDMA



GRANDPA



FATHER



MOTHER



BROTHER



SISTER



NEPHEW



NIECE



SON



DAUGHTER

What one gift would please them all?

No matter what their tastes . . . their hobbies . . . their likes or dislikes . . . there's *one* gift that will please them, each and every one.

That gift is a United States Savings Bond

This Christmas, put at least one Savings Bond under the tree for someone you love.

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



COAST-TO-COAST

—PENNSYLVANIA—

PITTSBURGH—Jimmy Confer has been signed as vocalist with Baron Elliot's WCAE staff orchestra. . . . May-Stern & Co., in co-operation with WCAE and the Department of Music of Pittsburgh Public Schools is providing \$800 in music scholarship awards for children from the age of 7 to 12. . . . Art Pallan, WWSW disc jockey, will soon be spinning his own records. He has just cut four sides for national distribution under the NRM label. . . . **PHILADELPHIA**—Kit Crane joins WIP as women's director, replacing Frances McGuire. . . . Benedict Gimbel, Jr., president and general manager of WIP, has been elected president of the local branch of the National Assn. of Cab Calloway Fans. . . . WPEN will play host at a cocktail-broadcast party in honor of Frances McGuire, recently appointed director of women's activities. . . . Mrs. George Mullin is the winner in the WIP Program Naming Contest.

—MASSACHUSETTS—

WORCESTER—John A. Savage joins the WAAB announcing staff. . . . Carey McWilliams, author and authority on racial minorities, was recently interviewed by Art Wallberg on a special WAAB broadcast. . . . **LAWRENCE**—Commander Harold A. Hall thought it would be a good stunt to send an aviation metalsmith aloft in a navy fighter plane and carry on a conversation with his son to be heard over WLAW. Stage was all set for the youngster to talk to his dad, but all he could do was cry. . . . **BOSTON**—If the present coal shortage leads to a curtailment of power, WBZ is prepared to maintain continuous service through the medium of its auxiliary Diesel generating power. . . . With Open House Week at WCOP beginning at 8 a. m. December 1st, the first basket of WCOP advertised products, award for every 100th visitor, had been given away by 8:15 a. m.

—KANSAS—

LAWRENCE—WREN will give full coverage to all University of Kansas home basketball games, plus Jayhawker matches to be played in Kansas City's municipal auditorium. . . . In a new series of public service programs titled, "International Conversation," WREN features University of Kansas students from foreign lands. . . . Transcriptions of the broadcast will be available for use in grade and high schools. . . . **WICHITA**—Glider Shave Cream is sponsoring the 11 to 11:15 news on KFJ, Monday thru Friday. . . . The KFJ Art Valley Boys frontier band has brought out a song folio of popular western melodies. . . . The "Phantom Theater," one of radio's oldest spine chillers, is back on KFJ. . . . KFJ Vocalist Peggy Jones and announcer, Allan Dale, have become Mr. and Mrs.

—MICHIGAN—

GRAND RAPIDS—Hal Whitman joins the WLAV announcing staff. . . . For the first time in many years, WLAV aired the championship high school football game on Thanksgiving Day. . . . WLAV manager Hy Steed was awarded a De Luxe Model Oldsmobile at the Saugatuk-Baldwin Annual Turkey Shoot.

FCC Analyses Station Grants Made During Past 18 Months

(Continued from Page 1)

per cent of FM authorizations went to persons in the AM field, the FCC said.

The analysis showed:

1. Total AM construction permits authorized between VJ-Day and September 19, 1946.

(A) 187 or 51.2 per cent were issued in cities which had no existing radio station as of VJ-Day. All such cities had populations of 50,000 or less. In addition 82 construction permits or 22.4 per cent were issued in cities with only one existing station. Over half of these grants (57) went to cities with populations of 50,000 or less.

(B) The most common type of AM grant was for a 250-watt unlimited time station in a community of 50,000 or less; 184 or 50.5 per cent of the total grants were of this type. The next most common type grant was for a 1,000-watt limited station; 74 or 20.2 per cent were of this type.

(C) Seven out of ten construction permits (71.3 per cent) were issued in cities located in the South Atlantic, South Central and Mountain-Pacific regions. Each of these regions received a greater proportion of postwar AM grants than they had of the existing radio stations as of VJ-Day.

(D) In each region except the Northeast, the majority of the grants were issued in cities with populations of 50,000 or less. This was more pronounced in the South Central and Mountain-Pacific regions where the percentage of grants to cities of this size was 75.6 and 88.0 per cent respectively.

(E) Only 15.6 per cent of the AM grantees had applied for FM stations as of September 19, 1946.

2. Summary comparison of AM stations by city size, January 1, 1939, to VJ-Day, September 19, 1946, were:

(A) Between 1939 and VJ-Day the proportion of all cities with one or

more radio stations increased from 16.6 per cent to 22.3 per cent. By September 19, 1946, this ratio had risen to 29.6 per cent.

(B) The greatest gains percentage-wise from 1939 to VJ-Day were made in the 10,000-25,000 and the 25,000-50,000 size cities—18.6 per cent of the former and 17.2 per cent of the latter acquiring their first stations during this period. In the year between VJ-Day and September 1946, the greatest gains percentage-wise were made. In the 5,000-10,000 and the 10,000-25,000 class cities from 11.8 to 23.6 per cent and from 48.4 to 61.5 per cent, respectively.

(C) In the city-size group 25,000-50,000 (outside metropolitan districts) only six cities were without radio stations as of September 19, 1946, while all cities of 50,000 and over (i.e. metropolitan districts) had at least one radio station as of VJ-Day.

3. Total FM applications filed as of October 1, 1946:

(A) 70.8 per cent were from persons in the AM field.

(B) An additional 12.3 per cent were from non-AM newspaper interests.

(C) The remaining 16.9 per cent were from persons without either AM or newspaper interests.

(D) Overall 34.2 per cent of the applications were from persons with newspaper interests.

4. Total FM authorizations (CP's and CG's) issued as of October 1, 1946:

(A) 74.6 per cent were issued to persons in the AM field.

(B) An additional 13.5 per cent were issued to non-AM newspaper interests.

(C) The remaining 11.9 per cent were issued to persons without either AM or newspaper interests.

(D) Overall 37.8 per cent of the authorizations were issued to persons with newspaper interests.

Muzak Elects Hembrooke Vice-President Of Firm

Emil F. Hembrooke director of equipment and engineering for Muzak Corporation since 1945, and previously with that firm as chief engineer from 1941 to 1943, has been elected a vice-president.

Hembrooke previously had served for 15 years with Western Electric and Electric Research Products, Inc., a subsidiary of Western Electric, becoming chief research engineer on engineering and equipment for wire broadcasting systems.

Two Join Tele Firm

Ciel Ford has been appointed casting director and Clarence Tripp film consultant, of Lee Wallace Teleshows, it was announced this week. Tripp is a veteran photographer, a former winner of the national Kodak award, and has been associated with Eastman Kodak and 20th Century-Fox.

Mothers Write Stations Re Juvenile Delinquency

Washington Bureau, RADIO DAILY

Washington — Placing the blame for juvenile delinquency on radio crime and horror stories, a group of Washington mothers have started a city wide campaign to petition stations to remove these programs from the air. Led by a matron in the exclusive Georgetown section of Washington, the mothers have signed up more than 5,000 petitions already. Leader of the group claimed that the Most Rev. Michael J. Curley, Archbishop of Baltimore and Washington, is in favor of the drive. No reply was forthcoming from the stations.

Stork News

Ernie Ricca, program director at CBS, is the father of a daughter born Tuesday to Mrs. Ricca at the Harkness Pavilion.

AGENCIES

STEVE BROIDY, president of Allied Artists, announced yesterday that Buchanan & Co., Inc., national advertising organization, has been signed to handle the advertising account of the newly formed motion picture distributing company. Film covered by the agreement will be "It Happened on Fifth Avenue." Louis S. Lifton, advertising and publicity head, revealed that an appropriation of \$250,000 has been set for the initial publicity and exploitation campaign covering national and foreign magazines, trade journals, newspapers and radio.

VETERANS at the Veterans' Administration Hospital, 130 West Kingsbridge Road, the Bronx, will lead "How To Get A Job In Advertising" by taking a course by that name sponsored by Advertising Women of New York, which began Dec. 1. The project is directed by the Service Activities of the club, of which An Albee is chairman. The men are not being screened by hospital authorities as to interest, suitability and fitness. The advertising women are working in co-operation with General R. DeVoe, M. D.; S. Z. Brent, vocational educational and rehabilitation officer; and A. A. Nelson, public relations officer.

WEED & COMPANY, national station representatives, announce that Burton L. Beggs, formerly of Chicago office, now heads the San Francisco branch of the organization with offices at 68 Post Street. Weed Hollywood office will continue to operate under the direction of Lincoln Simonds.

ARDEN CANDIES, INC., New York, manufacturer of Arden Roy—hard candies—has retained Franklin Buck Advertising Corp. to handle its account, effectively immediately.

To Discuss 'Golden Egg'

"The Golden Egg," new novel about Hollywood authored by James P. Lak, is scheduled for examination WHN's "Books on Trial" program Dec. 9 from 8-8:30 p. m. Franklin Adams will defend the book while Budd Schulberg is assigned the role of prosecutor. Sterling North, literary editor of the New York Post, is moderator of the program.

One of the really big, recognized transcription companies, with a sales organization from coast to coast, is

looking for open-end, 15 or 30 minute programs that have been transcribed and ready for sale.

Royalty or outright purchase. Also interested in custom built transcribed programs that may have been used regionally, but could be used for local sponsorship. Write

BOX 263, RADIO DAILY
1501 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 48

NEW YORK, MONDAY, DECEMBER 9, 1946

TEN CENTS

Tele Interests To Clash

FCC Amends ET Rule On Identification

Washington Bureau, RADIO DAILY
Washington—The FCC, on Friday ruled that transcriptions of one minute or less need not be identified. The Commission said the old rule, amended to require more interruptions for explanatory announcements when necessary to avoid deception of the public.

The FCC refused to follow NAB's suggestion that transcribed programs more than one minute and not in excess of 30 minutes be announced either at the beginning or the end

(Continued on Page 7)

Four Stations Schedule Nobel-Dinner Pickup

At least four New York stations will carry pickups from the Nobel anniversary dinner to be held in the Hotel Astor Tuesday night, Dec. 10.

Edward R. Murrow, CBS veepee in charge of public affairs, will speak to the radio industry at the dinner attended by Nobel laureates, statesmen, educators and diplomats. Title of Murrow's speech is "Radio and

(Continued on Page 6)

Cuba Gets First Look At Tele Via Du Mont

Havana, Cuba—Citizens of this country are getting their first look at television during a 13-day demonstration which opened here last week under the auspices of the Comite Importadora de Lubricantes, which is installing a video station equipped by Du Mont.

large gathering of government
(Continued on Page 6)

Book Collector

Phil Cook has started his third book drive over WCBS, asking listeners to the CBS flagship to send their old books in to him and he'll send them along to hospitals. He plugs the drive on his 8:15-8:30 program, Mondays thru Saturdays.

Last year he collected 60,000 books; the year before, 40,000. The third drive has got off to a flying start.

Embargo Ruling

Post Office Department on Friday exempted radio transcriptions from the mail embargo. The Department, however, called on broadcasters to keep the transcription packages within the weight and size limitations "whenever feasible." When the weight or size of transcription are in excess of embargo limitations, broadcasters may present the Department's letter of authorization at post offices when the package is mailed. NAB has sent copies of the letter to all broadcasters.

Many New CP Grants Made By Commission

Favorable action taken on more than two score applications, covering television, standard broadcast and FM facilities was announced on Friday by the FCC.

The Fort Industry Co., was granted a CP for a new commercial tele station in Toledo, Ohio.

Granted CP's for new standard sta-
(Continued on Page 6)

Ask Broadcasters Aid In Soft Coal Emergency

Washington Bureau, RADIO DAILY
Washington—Secretary of the Interior J. A. Krug, on Friday called on the nation's broadcasters to cooperate in the government's campaign to conserve coal.

The plea brought an immediate
(Continued on Page 2)

Indie Stations Will Support Plans For Vet Xmas Shows

New York's independent stations and the network key outlets are in full agreement with the plan for broadcasters to bring special entertainment to hospitalized veterans during the Christmas season. Reaction of station officials and program directors to the campaign is that they are keeping the convalescent vets uppermost in mind as they arrange their Christmas schedules.

Theodore C. Strelbert, WOR pres-

Color Video Versus Black-And-White Principals In Verbal Showdown Starting Today At FCC

Women's Radio Group Drops Annual Awards

The Women's National Radio Committee, representing 25 national organizations, voted to dissolve the past weekend after having pioneered for 12 years in the field of radio polls and awards, Mme. Yolanda Mero-Irion, chairman and founder, announced.

In a prepared statement Mme. Mero-Irion gave reasons for the or-
(Continued on Page 3)

Radio Staff Increased By Vets Administration

Charles D. Brown, of Washington, D. C., and Ben F. Rogers, Jr., of Greenville, Mississippi, have joined the radio service staff, office of public relations, Veterans Administration, Charles E. Dillon, VA radio
(Continued on Page 3)

WINS Will Offer BBC UN Christmas Pickup

An international flavor will be injected into parts of the Christmas programming scheduled by WINS which includes a studio party for United Nations children and a short-
(Continued on Page 7)

Washington—With color television versus black and white as the issue, leaders of the electronic industry will gather before the FCC today for a showdown verbal battle on whether or not video should proceed on the present black-and-white standards or give way to the immediate commercial develop-

(Continued on Page 6)

Mutual's Directorate Sets 3-Day Chi. Meet

Chicago—Directors of the Mutual Broadcasting System will hold a three-day board meeting here beginning Wednesday, at which reports are expected to be made on network's business for the year of 1946. Budgets and programs plans for 1947 will also be discussed.

Expected to attend the confab are: Edgar Kobak, president of MBS;

(Continued on Page 3)

Religious Radio Group Enlarging Activities

Extension of religious radio activity throughout Canada as well as the United States through the reorganization of the interdenominational committee was announced Friday

(Continued on Page 7)

Dr. Rowe Dies

Dr. Leo S. Rowe, director-general of the Pan-American Union, who was killed in an automobile accident in Washington on Thursday, was scheduled to be the guest observer on the "Quiz Kids" program on NBC yesterday. The program was broadcast from the Pan-American Union Building in Washington and plans called for a short-wave broadcast to Latin America.

RADIO DAILY



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

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FINANCIAL

(Dec. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/2	9 1/4	9 1/2	+ 3/8
Am. Tel. & Tel.	165 3/8	165 1/4	165 1/4	- 1/2
CBS A	29 1/4	29	29
CBS B	29	29	29	+ 1/2
Farnsworth T. & R.	8	7 3/4	7 7/8
Gen. Electric	35 1/2	34 3/8	35 1/2	+ 7/8
Philco	21 3/4	20 3/4	21 3/4	+ 7/8
RCA Common	9 1/2	9 1/4	9 1/4
RCA First Pfd.	79	77 1/4	77 1/4	- 2 3/4
Stewart-Warner	15 1/4	14 7/8	15 1/4	+ 1/4
Westinghouse	24 1/4	23 1/8	24 1/4	+ 1/2
Zenith Radio	20 1/8	19 3/4	19 3/4	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/8	13 3/8	13 3/8	- 3/8
Nat. Union Radio	3 1/2	3 3/8	3 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/2
Finch Telecomm.	7	8
Stromberg-Carlson	13	14 1/2
U. S. Television	1 3/8	1 3/4
WCAO (Baltimore)	37
WJR (Detroit)	18 1/2	20 1/2

Shawd Takes New Post In WTOL Operations

Toledo—Arch Shawd is retiring as general manager of WTOL and will become commercial sales manager of the station, it was revealed at the FCC hearing on the station's application for power increase here last week. In the new executive setup Tom Bretherton, a stockholder, becomes managing director of the station and Frazier Reams, president, will after January 1 take an active interest in the operation of the station. The FCC examiners will give their decision regarding the power increase at a later date.

Connect in Connecticut

WDRC

HARTFORD, CONNECTICUT
WDRC-FM

Coming and Going

WILLIAM S. PALEY, board chairman of CBS; **FRANK STANTON**, president of the network; **ADRIAN MURPHY**, vice-president; **DR. PETER C. GOLDMARK**, director of research and development; **JULIUS BRAUNER**, general attorney; **KENNETH L. YOURD**, senior attorney, and **WILLIAM B. LODGE**, director of general engineering, are in Washington, D. C., for the FCC hearings on color television.

NORMAN CLOTIER, musical director of NBC's Radio-Recording division and manager of Thesaurus programs, yesterday was in Chicago, Mass., his home town, to attend the formal opening of WACE.

JOHN PIVAL, the American network's director of special events for television in Detroit, has left for the automobile city after spending a week in Gotham assisting Harvey Marlowe, ABC's executive television producer, in editing the web's documentary film of the automobile industry.

ERIC BERNAY, president of Keynote Recordings, is expected in New York today from Hollywood. He'll remain several weeks in order to develop closer liaison between the home offices and the newly-opened quarters in the film capital.

THOMAS L. EVANS, president of KCMO, Kansas City, Mo., affiliate of ABC, arrived in town late last week for conferences at Rockefeller Center.

PHIL ALAMPI, farm news editor of WJZ, is in Starucca, Pa., recording interviews with dairy farmers. Tomorrow he's coming back with two farmers and a can of milk in a helicopter. They'll land on the roof of the new Dairyman's League Building on West 48th Street.

DICK DUDLEY, announcer at NBC, is out of the Army, back in New York and back on the job, having got him a Greenwich Village apartment which he shares with George Monaghan, another erstwhile GI who now is a mikeman at WOR.

ABBY JACOBS, assistant professor of speech at Silliman University, Philippine Islands, is visiting the New York headquarters of the Columbia network to study the various aspects of educational radio.

BILL DOWNS, Columbia network newsman, is back from Charleston, West Va., where he conducted radio interviews with coal miners of that locality.

ELDON PARK, vice-president of the Crosley Broadcasting Corp. in charge of programs, arrived Friday for conferences with officials of WINS. He'll return to Cincinnati early this week.

DONALD THORNBURGH, vice-president of CBS in charge of the western division, has returned to his Hollywood offices following a short business trip to New York.

Ask Broadcasters Aid In Soft Coal Emergency

(Continued from Page 1)

pledge of assistance from NAB. Department of Interior has sent a kit of five-minute radio talks on coal conservation to the governors of all the States. In addition, a series of 10 spot announcements has been sent the state heads. Governors are expected to go on the air with the government's plea.

RCA Declares Dividend

At the conclusion of a meeting of the Board of Directors of the Radio Corporation of America held in New York Friday Brigadier General David Sarnoff, President of RCA, announced the following dividends had been declared:

On the outstanding shares of First Preferred stock, 87 1/2 cents per share, for the period from October 1, 1946, to December 31, 1946, payable in cash on January 2, 1947, to holders of record of such stock at the close of business December 16, 1946.

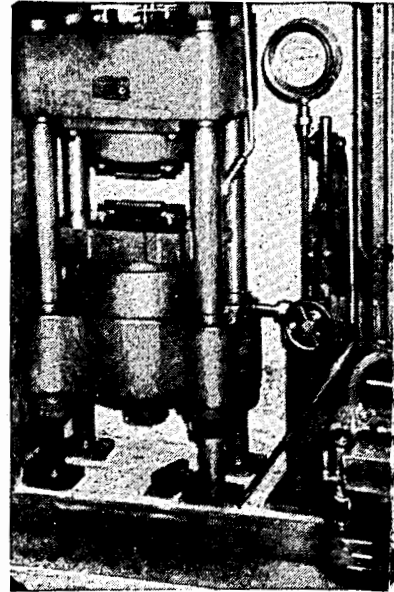
On the outstanding shares of Com-

New Italian Series To Be Launched On WHOM

A daily series of educational programs for Italian language listeners will be inaugurated by WHOM on Monday, Dec. 9, according to Fortune R. Pope, executive veepee. Series will be aired Monday through Saturday from 4-4:30 p.m.

The programs, devoted to a different subject each day of the week, will include questions and answers on citizenship, juvenile delinquency problems, American history, English lessons for Italian listeners, social security and government services and a round table discussion on domestic and international topics. Plans are being made for similar broadcasts for Polish and Jewish listeners. Special series is supervised by Charles Baltin, WHOM program director, and Dr. Thomas Russo, who heads Italian public service programming.

mon Stock, 20 cents per share, payable in cash on January 29, 1947, to holders of record of such stock at the close of business December 20, 1946.



How to make money

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

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

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

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



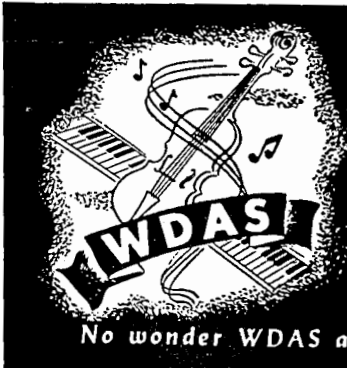
W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Ra



MUSIC has power

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

No wonder WDAS audiences say "Thank You!"

Mutual's Directorate Sets 3-Day Chi. Meet

(Continued from Page 1)

Lewis Allen Weiss, Mutual-Don Lee Network; Benedict Gimbel, Jr., president WIP, Philadelphia; E. M. Antrim, WGN, Chicago; Willet H. Brown, Don Lee web; J. E. Campeau, CKLW, Detroit; Chester Campbell, WGN; H. K. Carpenter, WHK, Cleveland; Alfred J. McCosker, WOR, N. Y., and chairman of the board; John Shepard III, Yankee Network; and Theodore C. Streibert, WOR, New York.

Radio Staff Increased By Vets Administration

(Continued from Page 1)

Director, announced Friday. Hernando D. Silva, with the VA radio service since his army discharge last year, has been appointed acting chief of the program section, Dillon said.

Before coming to the Veterans' Administration Brown was a news director at WRC-NBC in Washington.

Rogers has been production manager of station WJPR in Greenville, S.C., for the past year. He spent 3 years with the AAF as a public relations officer of the 2nd Air Force, and prior to that was well-known in the south as an announcer at WKH, Shreveport, La., and WJBO, Baton Rouge, La.

Brown will prepare special VA radio news scripts and field scripts for the nation's broadcasters, service the national news wires, maintain liaison with network commentators. Rogers will take over VA production of transcribed shows and "The Veteran Wants to Know" series, a weekly stanza heard over Mutual.

Leaves KLAC For KHUM

Hollywood—Jim Strain, production manager of KLAC, has resigned to become commercial manager of KHUM, Eureka, Calif. KHUM is a new station and will go on the air in January. It is owned by Carroll Hauer, radio veteran and former engineer.

Women's Radio Group Drops Annual Awards

(Continued from Page 1)

organization's plans to "bow out gracefully" from the radio awards field. Her statement follows:

"When the Women's National Radio Committee was started, radio was in effect in its infancy. There was very little supervision or control either of program content or of commercials. Much inane material was on the programs of the networks and also much objectionable advertising. The founders of the Women's National Radio Committee felt that to pool the interest and influence of the women's organizations of the country to encourage good radio by annual awards, and to combine the strength of the group in protest against objectionable material would result in a general improvement of radio standards. That its opinion was justified was indicated both by reform measures adopted by the networks shortly after the committee was organized, and by the enthusiastic comments of leading radio editors, who credited the committee with the disappearance or modification of much of the undesirable advertising and also with improvement of the content of children's and other programs. However, there is little parallel between the situation of radio in 1934 and today. Many organizations have followed the Women's National Radio Committee and instituted annual polls. Numerous commercial polls have been established.

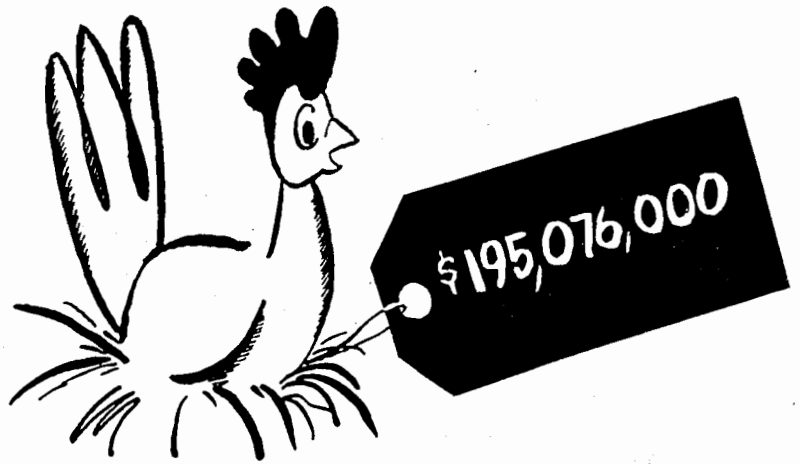
Many of the organizations affiliated with the committee which had no active radio departments at the time this committee was organized have under its inspiration established them and can carry on in their individual groups the same type of activities that have been sponsored by the committee as a whole. Therefore, we have decided to bow out gracefully and leave the rest to them. The cessation of the activities of the committee does not indicate any lessening of interest on the part of the affiliated organizations as to the content of radio programs. They will continue to keep a watchful eye on radio offerings, to praise the good and to condemn the undesirable."

At the time of dissolving, the Women's National Radio Committee had 25 organizations in its roster with a combined membership of many millions of women, the largest being the United Council of Church Women which alone has a membership of approximately 17 million.

WQXR Aiding College

In answer to a request by Queens College, WQXR is scheduling special programs of representative musical works for students who will take comprehensive examinations in February. The college's music library facilities are not adequate for all 450 students and in seeking WQXR's cooperation the Queens College art committee explained that it would like to have students listen intensively to certain music not studied in music classes.

Iowa's Chickens Not "Chicken Feed"

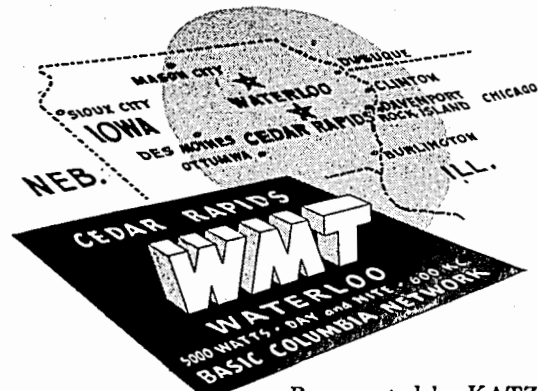


Iowa's Farm Wives' Pin Money Chores Become BIG BUSINESS in Iowa

In 1945 the value of Iowa's Egg and Poultry output was \$195,076,000, exceeding the value of California's entire Citrus Fruit Crop of \$180,320,000.* and the combined value of the Citrus Fruit Crops of Florida and Texas of \$194,845,000*.

This BIG "Pin-Money" Industry comprises but a small part of the rich Iowa Farm Industry—and WMT reaches the prosperous farm buyers in the huge Eastern Iowa Area COMPLETELY!

*Iowa Development Commission Statistics.



Represented by KATZ Agency.

Member of Mid-States Group

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K. F. N. F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

LOS ANGELES

By RALPH WILK

SEYMOUR NEBENZAL PRODUCTIONS signed Mal Boyd to handle radio exploitation for the new Robert Cummings-Brian Donlevy starrer, "Heaven Only Knows." Formerly director of radio for Republic Pictures and a producer with Foote, Cone & Belding, Boyd is setting up his liaison organization to effect closer relations between radio exploitation and independent producers. Idea is to offer indies the same exploitation efforts which most majors obtain for their product.

Long time friend and associate of Dennis Morgan and Jack Carson, Warner Brothers stars, Bob DeHaven of Station KSTP, Minneapolis, has arrived here and will be Morgan's house guest during his 10-day stay. He was best man at the wedding of Morgan.

Walter Wade, president of the Wade Advertising Agency, trained out for Chicago last week. Wade has been on the coast for production conferences on "Lum and Abner," "Queen For a Day" and "Saturday Night Roundup."

Cordial relations between California and Wyoming were reaffirmed this week when Jerry Colonna sent the first copy of his latest Capitol recording, "Oh Why, Oh Why, Did I Ever Leave Wyoming," to Wyoming's Governor, Lester C. Hunt. Record was sent at the request of the Governor.

Mike Stokey, ABC announcer, became the proud father of a son, born December 2nd, and weighing seven and a half pounds. Baby has been named Michael William, Jr. Mother's name is Pamela.

Set For Lux Theater

Jane Wyman, Warner Bros., star soon to be seen in "Cheyenne," and Jack Benny, also slated to make another picture for Warner's next year, have been set to appear on Lux Radio Theater in "The Man They Couldn't Kill," a Warner story property, December 16, over the CBS network.



Broadway Bulletin Board. . . !

● ● ● Eddie Cantor conducting a talent search among college humor writers. He has contacted editors of all college-humor publications asking for sample scripts and figures to add the six most promising writers to his permanent staff. . . . Speaking of comedy writers, one of the lads on the forthcoming "Variety Girl's" film is named T. Hee. . . . Talk around that George Raft is heading east with a fat radio contract in his pocket. . . . It's a six lb. boy at the Irving Mansfields. He's the CBS producer and exec. . . . Joan Davis is dropping comic Wally Brown from her stanza. . . . Memo from Harry Moss informs that the Bunny Berrigan trust fund for his daughters is again in need of money. Send contribs to Bob Christenberry, at the Astor; Bob Weitman at the Paramount Theater or Harry Moss agency at the Lincoln Hotel. . . . Benny Goodman flooded with offers from symphony orks all over the country for personal appearances in '47. . . . KFL H'wood, making a platter of a novel audience participation show by Leo Guild called "The Wizard of Odds." First show has John Loder on it who wants to know what the chances are of Hedy Lamarr having twins, triplets, boy or girl etc. . . . The battle for disc jockeys is on. Stations are now jockeying around trying to snare the biggest names available for this lucrative field. . . . Peter Donald says the newest candidates for a husband-and-wife team on the air are Santa Claus and his old bag.

★ ★ ★

● ● ● HANG-NAIL PROFILES: Monty Woolley: The Razor's Urge. . . . Evelyn Knight: Balladorable. . . . Vera Vague: Man-iac. . . . Andy Russell: Tearful, earful. . . . Rob't Q. Lewis: Tune-fuel. . . . Vic Damone: Teen-age, tune-rage. . . . Chucho Martinez: Voiceatile.

★ ★ ★

● ● ● SMALL TALK: Latest thing in radio—traveling stock companies. Superman units being organized to perform before Parent-Teacher groups to promote listener-sponsor good-will. . . . Larry Finley en route to H'wood with his missus, Venise Grove, the actress. Finley to look over his interests, i.e., ballrooms, restaurants, radio station, et al., and to line up talent for a new transcription series. . . . Director Dick Sanville being mistaken for a U. N. delegate because of his brand new beard. . . . Walter Lurie, nat'l program builder and one of the production heads at Mutual, leaves N. Y. Jan. 13th for a seven-week stay in H'wood. Trip will serve to introduce at least two new sustainers on the web, originating from the coast. . . . Bret Morrison doing the lead on the new e. t. open-ender, "Behind the Masterpiece." . . . "Buddy Bear," a kiddie show written and directed by Betty Barrie, being distributed throughout the Middle West. . . . Bill Gernannt's "County Fair" drew thousands of letters on the sensational "Return a Borrowed Book" campaign. Show is in another renewal period. . . . Don't care how much the Carnation Contented Hour fools around with its format so long as they feature plenty of Percy Faith's high-class music and arrangements. . . . Ezra Stone doing a special Mutual show Sunday nite with Carl Van Doren and John Kieran on "How To Combat Prejudice In Children."

★ ★ ★

● ● ● RANDOM THOUGHTS: Apparently all four webs have lost faith in their own medium for building stars. No longer are sustaining artists built into commercial properties via a five-a-week program schedule. A real loss for the listener, let alone the radio chain. Bing Crosby, Kate Smith, Morton Downey, Buddy Clark, to name a few, are what they are today because of the former pioneer spirit that prevailed in the studios or hadn't you thought about it? . . . Monica Lewis sounds like the most promising chirper for '47. . . . Sometimes it's hard to figure out how come a musician once as popular as Rubinoff is without a regular job on the air.

★ ★ ★

PROMOTION

Suggests Fair Tieup

Leading soap operas of the airway will get a new twist next year plans of Lou Merrill, secretary of the Western Fairs Association, Sacramento, Calif., go through. Merrill, Chicago for the annual convention of the International Association of Fairs and Expositions, is working on plan to incorporate county fair features in the script of soap operas a means of building up interest in the fairs. He has talked to three agencies which produce most of the daytime serials and has found them very much interested in his idea.

Institutional Blotter

As part of its promotion effort WJR, Detroit, has just issued a new multi-colored blotter bearing not only a calendar of December but also the Pledge of Allegiance to the Flag. Utilizing art work including a red white and blue American flag with call letters and station data overprinted, WJR has hit a new high with this mailing piece. The station's insignia and ambassador of good-will Free Speech Mike, appear in a prominent spot on the blotter as he salutes with one hand and points to the Pledge with the other.

New Variety Show

Three Lucky Sevens, Inc., Manhattan clothing store, has taken sponsorship of a new Jewish variety program broadcast over WINS every Sunday from 12:30-1 p.m. Show features Jewish music and top performers in the Jewish theater but continuity and announcements are English. Program is performed before a studio audience.

This is the second current radio account for the Three Lucky Sevens. Clothing firm also sponsors a 5-5:30 p.m. program every Friday on WBNX in the Bronx. Accounts of the firm are placed direct.

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

WHEN KIDS CHOOSE UP SIDES they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer President
George H. Roeder General Manager

★ THE WEEK IN RADIO ★

Lea Act Suffers Setback

By JIM OWENS

J. S. DISTRICT COURT in Chicago dismissed charges against James Petrillo, AFM president, and ruled the Lea Act unconstitutional. Government attorneys immediately prepared an appeal to the Supreme Court. . . . Possibility of an AFRA strike was formally eliminated. Union and network officials said that "workable stations" had been found for a new contract. . . . Charles R. Denny was appointed to succeed Paul Porter as chairman of the Federal Communications Commission. . . . The four major network presidents joined with Generals Eisenhower and Eadley in endorsement of RADIO LIBERTY's proposal regarding Christmas programs for hospitalized war veterans. . . . NAB president Justin Miller sent a letter to station managers throughout the country urging full cooperation with schools, etc., during the crisis. . . . Miller also urged revisions of the Communications Act of 1934 to "clarify the rights of American Broadcasters." Message was delivered to the Florida Association of Broadcasters. . . . Total time sales on webs and stations in 1945 reached an all-time high of \$310,484,046, according to an FCC report. . . . Brock Pemberton, theatrical producer, told the Radio Executives Club that commercials should be shortened and "cleaned up." . . . N.M.'s 51st Congress of American Industry was given wide coverage by the four networks and New York independent stations. . . . National telephone companies buying heavy time on New York stations. Latest to enter the air advertising fold is Colonial Airlines with a series of programs on WHN. . . . Republicans will demand strong representation in the FCC setup, as indicated by Carroll Reece, national committee chairman. . . . President Truman's appeal to the striking coal miners was aired by all networks and most independent stations. . . . Radio Division demonstrated at first commercial color television receiver. Live and film presentations from CBS's studios were used. Du Mont was granted exclusive rights to television broadcasts of home games of Yankee football and baseball clubs. Company will air 77 home baseball games in New York, with

possibility of others from Washington, Boston and Philadelphia. . . . Network's coverage of John L. Lewis' sentencing in Federal Court Wednesday rivaled many wartime broadcasts. . . . United Press will extend its radio service to Argentina. . . . General Douglas MacArthur turned down a request of the State Department to re-broadcast its "Voice of America" in Japan. "Voice" is now beamed to Japan, but only via short wave.

Drew Pearson and Robert Allen, newspapermen, asked FCC that the "Blue Book" be closely adhered to in the hearing of WBAL's license renewal. Newsmen are seeking WBAL's wave length. . . . William S. Paley, CBS board chairman, launched a new series on the web dealing with "Radio and the People." . . . Charles Denny re-affirmed his stand on FM as the "finest system" in a letter to the new FM association.

Citizens of Oakland, Calif., depended almost completely on radio for news, etc., during the general AFL strike which crippled the city. All four newspapers suspended publication. . . . FCC analyzed grants made since VJ-Day. More than one-half of all AM CP's were issued in cities already having standard stations. . . . NBC announced plans for a world conference on public service broadcasting to be held here next April. Dr. James Rowland Angell will head activities.

State Department will revise its radio setup in the face of growing Republican opposition to "propaganda" broadcasts. Non-government members will control future broadcasts. . . . FCC acted favorably on 20 FM applications, listed seven new AM applicants. . . . St. Paul (Minn.) stations dropped plans to air school programs during strike. Reason was the lack of teachers available to handle programs.

Westinghouse Expansion In Portland Outlined

Portland, Ore.—Disclosing that Westinghouse Radio Stations were spending approximately \$1,000,000 in their KEX expansion program, Walter E. Benoit, vice-president of Westinghouse Radio Stations, Inc., addressed a luncheon meeting of the Portland Chamber of Commerce last week.

Benoit said that the station's application for a 50,000-watt transmitter had been approved by the FCC and that the new transmitter being built at the Baltimore works is fourth on the list for delivery. He added that options had been taken on a 46-acre site near Clackamas for the new transmitter.

He also spoke of the station acquiring a four-acre tract in Healy Heights for an FM station. Referring to FM he said: "FM, as you know, is the new and practically noise-free method of broadcast transmission."

Fulton Lewis, jr.



available now in Chicago on WGN

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr. — available on station WGN in the big Chicago market. On 219 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr. and the significant WGN market.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y. TRIBUNE TOWER, CHICAGO 11, ILL.

NOW

It is Possible to Get Really

FINE TRANSCRIBED and LIVE PROGRAMS TAILORED TO YOUR MEASURE

ROBERT EVANS PRODS., INC. 113 W. 57 St. PLaza 9-4545

Television Hearing Starts Today At FCC

(Continued from Page 1)
ment of color. Strongest opposition to the CBS plea for commercial recognition of color is the Television Broadcasters Association which represents most of the leading manufacturers of television receivers and equipment. The TBA group headed by such leaders as Allen B. Du Mont and Jack Poppele have asked for an aggregate of 18 to 24 hours for direct testimony.

CBS, claiming that its plan for commercial color in the 480-920 mc band is practical, is seeking Commission authorization for commercial development of their system. Dr. Peter

Satirical

CBS has enlisted the services of Ludwig Bemmelms, satirical artist and writer, to prepare a piece of promotion which Columbia will toss into the color television hearings beginning in Washington this week. FCC members will be the first to receive copies of the promotion stunt which CBS is keeping a secret.

C. Goldmark, CBS director of engineering research, will be the first witness. He will devote six to 10 hours on a detailed presentation on technical matters specified for hearing by the FCC.

Frank Stanton, president of CBS, will also be among the network officials giving testimony. Others include Joseph Ream, vice-president and secretary; Adrian Murphy, vice-president; Lawrence W. Lowman, vice-president in charge of television; William B. Lodge, director of engineering; Donald Horton, manager of CBS Television Audience Research Institute and Paul H. Reedy, chief engineer.

Among organizations who have filed written notice of appearance in connection with the hearing are:

Allen B. Du Mont Laboratories, CBS, Zenith Radio Corp., Thomascolor, Inc., RCA and NBC, Television Broadcasters Association, Westinghouse Electric Corp., Federal Telecommunications Labs., Federal Telephone and Radio Corp., Bendix Radio Division of Bendix Aviation Corp., and Philco Corp.

Much of the testimony before the hearing will be of a technical nature making use of exhibits already on file with the Commission. The hearing will be held in the Commerce Department Auditorium, 14th Street between E and Constitution. Charles Denny, chairman of the FCC, will preside and full membership of the Commission will be present.

Stork News

Second son was born to Mr. and Mrs. E. P. H. James, Thursday, at the Park East Hospital. Christopher Charles weighed in at seven pounds and five ounces. Father "Jimmy" James is manager of sales operations at Mutual Broadcasting System.

Indie Stations Will Support Plans For Vet Xmas Shows

(Continued from Page 1)

pital also will include musical director Emerson Buckley and his 30 piece orchestra. Show is sponsored by Scalamandre Silks.

James M. Gaines, WNBC station manager, said his station planned extensive contribution to the entertainment plan. Gaines announced that many WNBC personalities will visit veterans hospitals this Christmas season to make personal appearances and originate broadcasts. He specifically named Bob Smith, Maggi McNeill and Jinx Falkenburg and Tex McCrary as already scheduled to make several visits.

The possibility that many WJZ artists can arrange to make personal appearances in veterans hospitals during the Yuletide season was expressed by John McNeil, WJZ station manager. McNeil also pointed out that "WJZ, during the war, was glad to contribute to the entertainment of members of the armed forces through its Victory Troop which gave more than 500 performances. I think RADIO DAILY's suggestion that broadcasters bring good cheer to convalescent veterans is a splendid idea and WJZ is delighted to cooperate in the plan."

Arthur Hull Hayes, WCBS general manager, said the suggestion "strikes a responsive chord among members of the WCBS staff. Not only will WCBS carry a large number of special holiday broadcasts, which should bring pleasure and comfort to servicemen as well as to other listeners, but the Phil Cook show already has started its annual drive for books to be distributed to hospitals and similar institutions."

Elliott M. Sanger, Jr., WQXR executive veepee, stated that "veterans in hospitals should be given first consideration not only at Christmas but during the entire year. Through programs of inspirational content, we will make special effort this holiday season to bring the real spirit of

Christmas to our ex-fighting men now in hospitals."

Raymond Katz, WHN program director, commented that "RADIO DAILY's campaign to have the radio stations bring cheer to the sick and wounded soldiers in our military hospitals is a splendid one. WHN will do its utmost to help make the campaign a successful one."

While program directors quickly pointed out their broadcasting schedule has dedicated certain programs to veterans all year long, all said they would give the idea special attention during Christmas. Ted Cott, program director for WNEW, said, "Our station is glad to comply with General Eisenhower's endorsement and the program department will co-operate to the fullest extent. However, we haven't really waited until Christmas. One of our featured girl singers, Patti Dale, makes personal appearances every week at veterans hospitals around New York."

Ralph N. Weil, WOV station manager, was another expressing his hearty approval of the plan. "All in all," said Weil, "WOV never forgets the serviceman in hospitals. A goodly part of the station's mail is from these boys and we like to feel this is evidence that WOV wants to help and is doing so."

Seymour Siegel, acting director of city owned stations WNYC and WNYC-FM, stated that "we are in complete accord with Gen. Eisenhower's suggestion. This is highly desirable and we are willing to go along all the way to make the plan workable."

WMCA is another station already planning programs with emphasis on entertainment for hospitalized veterans. Leon Goldstein, veepee in charge of special programs, said, "It is a fine idea which Generals Eisenhower and Bradley have endorsed. WMCA will certainly act accordingly."

Cuba Gets First Look At Tele Via Du Mont

(Continued from Page 1)

officials and press representatives saw the opening broadcast last week—a jai alai game, one of the national sports of Latin America. Bull fights, horse racing, drama and gala musicals will be shown on television during the course of the Du Mont demonstration.

Mortimer W. Loewi, Du Mont executive, arrived by plane last week with a crew of eight technicians and was greeted by J. Ricardo Planaz, president of the Cuban concern. Robert F. Jamieson, assistant manager of WABD, also made the trip to supervise installation and operation of the equipment as well as the production.

Exhibition will be thrown open to the public for the entire duration of the demonstration and it is ex-

Four Stations Schedule Nobel-Dinner Pickup

(Continued from Page 1)

Progress for Peace." It marks 50th anniversary of the death of Alfred Nobel, Swedish philanthropist who donated the Nobel prizes. Various speakers will be heard over the following stations: WNYC, 9-9:30 p.m.; WQXR, 9:30-10 p.m.; WMCA 10:03-10:30 p.m.; WINS, 10:30-11 p.m. Speakers will include Benjamin Cohen, assistant secretary general of the United Nations; Dean Mildred C. Thompson of Vassar College; Honorable Sol Bloom, U. S. delegate to the UN; author Pearl Buck and Charles Bolte, chairman of the American Veterans Committee.

pected that more than 100,000 residents will see the exhibit.

The Havana station is expected to be in operation within six months.

Many New CP Grants Made By Commission

(Continued from Page 1)

tions were the following applications from many sections:

Oneonta Broadcasting Co., a partnership composed of John Nazak, Jeanne May Levko, Oneonta, N. Y., to operate on 1110 kc., 250 watts, daytime; James Valley Broadcasting Co., Huron, S. D., to operate on 1340 kc., 250 watts, unlimited; Intermountain Broadcasting Co., Alamogordo, N. M., to operate on 1230 kc., 250 watts, unlimited; Intermountain Broadcasting Co., Albuquerque, N. M., to operate on 1490 kc., 250 watts, unlimited; Southeastern Broadcasting Co., Canton, Ala., to operate on 760 kc., 250 watts, daytime.

Also New Mexico Broadcasting Co., Roswell, N. M., to operate on 1340 kc., 250 watts, unlimited; Evoy Broadcasting Co., Roswell, N. M., to operate on 1230 kc., 250 watts, unlimited; Cherokee Broadcasting Corp., Morristown, Tenn., to operate on 1450 kc., 250 watts, unlimited; Middlesboro Broadcasting Co., Middlesboro, Ky., 500 watts, daytime; Middle West Broadcasting Co., Paul, Minn., to operate on 700 kc., 250 watts, daytime; Matta Broadcasting Co., Braddock, Pa., to operate on 1450 kc., 1 kw., daytime.

FM Conditional Grants

FM conditional grants listed include:

KUOA, Inc., Siloam Springs, Ark.; Golden Empire Broadcasting Co., Chula Vista, Calif.; Everglades Broadcasting Co., Miami, Fla.; Independent Broadcasting Co., Des Moines, Iowa; Advertiser Press, Flint, Mich.; Stillwater Publishing Co., Stillwater, Okla.

The following were authorized CP's:

Mobile Daily Newspapers, Inc., Mobile, Ala.; WJNO, Inc., W. Palm Beach, Fla.; The Times-Picayune, New Orleans, La.; The Haver Gazette Co., Haverhill, Mass.; Kni Radio Corp., Detroit, Mich.; L. Inc., Grand Rapids, Mich.; The Tribune Co., St. Cloud, Minn.; Hudson Valley Broadcasting Co., Inc., Albany, N. Y.; Copper City Broadcasting Co., Rome, N. Y.; The Troy Record, Troy, N. Y.; Tri-City Broadcasting Co., Bellaire, Ohio; The Crosley Broadcasting Corp., Cincinnati, Ohio; L. B. Will Inc., Cincinnati, Ohio; The Fort Industry Co., Toledo, Ohio; Cen Willamette Broadcasting Co., Albion, Ore.; Rogue Valley Broadcasting Co., Ashland, Ore.; Lancaster Broadcasting Co., Lancaster, S. C.

Station Sales Approved

Two station sales were approved by the FCC on Friday. The Commission granted consent to the voluntary assignment of the license of station WEOA, Evansville, Ind., to Evansville on the Air, Inc., to WFA Inc., for a consideration of \$200. Also approved was the voluntary transfer of control of Radio Enterprises, Inc., licensee of KVIC, Victoria, Texas, from Morris Roberts to J. G. Long for a consideration of \$192,500, consisting of 250 shares of common stock.

CC Amends ET Rule On Identification

(Continued from Page 1)

the program. Other recommendations of NAB, however, were followed.

The new rule, as amended, now reads:

Mechanical records—each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(A)—Each such program of long duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program, provided, however, that the identifying announcement at each 30-minute interval is not required in the case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic productions of longer than 30 minutes.

(B)—Each such program of a longer duration than five minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(C)—Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement immediately preceding the use therefore; provided, however, that each such program of one minute or less need not be announced as such.

(D)—In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(E)—The exact form of identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast consists of mechanical reproduction consists of live talent.

Veterans' Adviser Approves Christmas Show Planning

Washington—Tyrrell Krum, Lt. Cdr. USNR, (Ret.), who conducts the weekly NBC "Veterans' Adviser" program on the network, urged broadcasters to do more this year for the disabled veterans in Veterans' Administration and Army and Navy hospitals, in a statement supporting RADIO DAILY's suggestion for Christmas shows.

Two-War Veteran

"As a veteran of both World Wars—an 18-year-old Marine buck private in the First Big Show of 1917-18 and as a naval officer in World War II, dating back a year-and-a-half before Pearl Harbor—I am taking this very first opportunity to express my deepest admiration of your most excellent proposal," Krum wrote.

"I've had a lot of experience among veterans during the past two years I've been travelling all around the country in connection with my weekly NBC 'Veterans' Adviser' network programs. I have sat at the side of

many a sick or banged-up lad and fanned the breeze by the hour. Those lads who marched off and sailed away to win this war are a great bunch of guys."

"We can't do too much for them," he continued. "They have the finest of medical attention, hospitalization and nursing care. They ask for nothing more along these professional lines. But they don't have nearly enough good entertainment now that the war is over and the wild scramble of professionals to entertain them has vanished. For these maimed, blind and deformed lads, the war is never over.

"If you can bring about revival of that old enthusiasm of a couple years back and return the joy and happiness of first class entertainment to these lads' bedsides you will have rendered a most outstanding service and one for which our disabled veterans and their families will eternally thank you."

WINS Will Offer BBC UN Christmas Pickup

(Continued from Page 1)

wave pickup of the hour-long BBC annual Christmas broadcast. WINS will also originate a four-minute insert which will be picked up by the BBC as a part of its Christmas Day broadcast.

Arrangements have been made with Christopher Cross, UN radio liaison officer, for WINS to stage a Christmas studio party on Sunday, Dec. 22, for about 50 foreign born children of the United Nations secretariat. Broadcast portion of the party is scheduled for 3-3:30 p.m., with the UN children describing Christmas in their native lands.

Using PW Facilities

WINS will use Press Wireless facilities for a pickup of the BBC Christmas broadcast set for 9-10 a.m., EST, Dec. 25. The program will include a 10-minute talk by King George VI of England plus pickups from Germany, Scotland, South Africa and other parts of the British Empire. One pickup will be made from a BOAC flying boat out over the Atlantic with a description of the Christmas luncheon aboard the plane. During the BBC program, WINS will originate a four minute live insert which will restage the Christmas studio party for UN children. Four UN children from different lands will be heard during the insert.

WINS will devote New Year's Day to a series of spot announcements spoken by United Nations' multi-lingual interpreters in some 30 to 40 native tongues. Subject to final official okay, the interpreters will be spotted in station breaks and other periods throughout the entire day speaking a 15-second New Year's Day wish for peace. Each message will be translated into English by a station announcer.

Religious Radio Group Enlarging Activities

(Continued from Page 1)

by Dr. Ronald Bridges, president of the Pacific School of Religion, Berkeley, Calif., chairman. The new group will be known as the Joint Religious Radio Committee and supersedes the Joint Radio Committee of the Congregational Christian Methodist and Presbyterian USA churches.

The three denominations will continue with the new committee and the United Church of Canada has joined as a participating body. The group will carry on educational work for ministers to aid the latter in using the medium of radio effectively on local broadcasting stations. Transcribed programs also are prepared in New York by professional casts and producers and given at cost for use by ministers on local stations. These series include "Radio Edition of the Bible," which uses the text of the Bible in dramatized versions, and "All Aboard for Adventure," which are true adventure stories for children.

Three new series are planned, Dr. Bridges announced. These include a youth program, a women's series, and "How We Got Our Bible," which will tell the origins of the Bible. The last-named program will be written by Eric Barnouw, in charge of radio courses for Columbia University extension department.

Rev. Everett C. Parker, director of the predecessor committee, will continue as director of the new group.

The Joint Religious Radio Committee also voted to underwrite a course in religious radio at the Yale University Divinity School and to conduct a one-month Religious Radio Workshop in co-operation with the University of Chicago next summer.

A plan, whereby the old committee, in co-operation with the Nation-

CAB Revenue Brings Added Hooper Info.

Substantial portion of the increased revenue made available to C. E. Hooper, Inc., by the transfer of CAB subscriptions last July has been used to provide increased information in Hooper reports, it was announced by the rating organization over the weekend.

The plan involves completion and publication of a new report, "Comprehensive Hooperatings," which has been distributed to all advertisers, agency, network and station subscribers. Report is 118 pages long, includes charts and tables, and will be published three times yearly. It incorporates under one cover one new section and two previously published reports, "Hooperating Chartbook" and "Sectional Hooperatings."

New section containing "Uniform Competition Audience Indexes" is described in its introduction as "recognizing the fact that whereas 'Network Program Hooperatings' are comparable with the past in definition, changed broadcasting practices involving increased reliance on broadcasts, transcriptions and second broadcasts have, in part, altered the comparative significance of the 33-city based 'Network Program Hooperatings'."

The base for the "Uniform Competition Indexes" is those cities where all network programs are offered to the listeners simultaneously. The report is designed for use primarily by program directors and producers as a more precise appraisal than has heretofore been available of the listeners' preferences among programs. To aid program directors in interpretation, according to Hooper, every item of information is presented in bar-chart, in addition to statistical form, and material on programs of more than 15 minutes in length is charted by 15-minute segments revealing differences in audience size within the program traceable to competitive pressure from other programs.

Will Represent Buchanan

Hollywood—Thomas Freebairn Smith has been named West Coast radio director for Buchanan & Co., on Eddie Bracken Texaco show. He succeeds Nat Wolff, who was agency contact on show until being appointed producer recently.

Benny To Honolulu In May

Hollywood—Jack Benny late in May will broadcast two shows of his Lucky Strike series from Honolulu. He will close his season in Honolulu and will spend his vacation there with his wife, Mary Livingstone.

al Broadcasting Co., granted fellowships for ministers, priests and rabbis to study professional radio at summer institutes conducted at Northwestern University, University of California at Los Angeles, and Stanford University, was voted to be continued.

Send Birthday Greetings To—

December 9

Ken Niles Willard Burler
Judith Gardner Jerry Lesser
Freddy Martin Linnea Nelson
Dorothy Corbin

COAST-TO-COAST

— ALABAMA —

BIRMINGHAM—From the Tutwiler Hotel balcony, Bob Leach gave WTNB listeners an eye-witness account of the Christmas carnival honoring the city's 75th birthday. . . . By a transcription made at 1:45 ayem of the arrival of Eileen McKenna, who came as a special envoy of His Majesty, King George VI, WSGN broadcast the record at 5:35 p. m. . . . "War Two Veteran," weekly publication, is back on WKAX with 15-minute daily spots of interpretative reporting on veterans. . . . WAPI has inaugurated a series of recordings of the great "Voices of Alabama." . . .

BESSEMER—"Talent Parade," the new Saturday ayem show over WJLD, features talented local children. . . .

MONTGOMERY—WSFA has been granted a permit to increase its nighttime power to 1,000 watts. . . . New staffers at WSFA are: Bill England, advertising salesman; Knox Holman, announcer; and Alice Mayfield, continuity department.

— MISSOURI —

ST. LOUIS—Brayton Flying Service is sponsoring "Your Flying Reporter" each Saturday over KXOK. Aviation news in and around St. Louis will have the featured spot. . . . For the fourth consecutive year, Kay Morton, KXOK commentator, has broadcast the annual Christmas party from the auditorium of Famous-Barr Co. December 8th. . . .

KANSAS CITY—Sam Molen, director of sports for KMBC, has been named the number one sports commentator of the Middle West. . . . Mr. and Mrs. Sid Tremble (he's program director for K-MO) are parents of a baby girl.

— NORTH CAROLINA —

JACKSONVILLE — WJNC celebrated its first anniversary on November 26th with a broadcast in which many local and sectional notables attended. . . . Ray Cummins, assistant program director, arranged a script in which all personnel of the station spent a few minutes. . . .

GOLDSBORO—The Goldsboro High School originates two regular programs over WGBR, "Slate Notes" and "Young America." Shows are written and produced by the students in their studio at the school. . . . Stork presented a son to John Gay Britt, assistant manager of WGBR. . . . WGBR

PICTURE OF THE WEEK



"Bess," equine star of the movie, "Gallant Bess," dropped into the WHN studios in New York last week to take a fast look at the script *Morey Amsterdam* is using to get laughs on his afternoon fun frolic. "Bess," Jo Ranson reports, added a horse laugh or two.

—FM is operating six hours a day with programs featuring concert music, live dramatic shows, and a variety of public service programs. . . .

WINSTON SALEM—The 40 possessors of the best voices have been selected by WSJS in co-operation with the music supervisors of the city grade schools to participate in the WSJS Children's Chorus.

AGENCIES

GALLO WINERY, of Modesto, California, through John Freiberg Co., Los Angeles, has launched a radio spot announcement campaign. Approximately 400 spots weekly will be heard telling people everywhere the firm's holiday slogan: "Celebrate With Gallo Wine!"

A. HAGER BRYANT, president and George Murrain, sales manager, announce the appointment of Badger and Browning & Hersey, Inc., to handle the advertising of Speedy Razor Blades, effective immediately. Plans for advertising in newspaper, spot radio and other media are now being formed.

JOHN B. CONNALLY, general manager of KVET, Austin, Texas, owned and operated entirely by veterans of World War II, has appointed Forjoe & Co. as exclusive national representatives.

J. M. Magruder Elected Arlington-Fairfax Head

Arlington, Va.—J. Maynard Magruder, prominent business and civic leader, was elected president of the Arlington-Fairfax Broadcasting Company, Inc., in a formal meeting. Stockholders it was announced last week. Company was recently granted a construction permit for a new 1,000-watt station here—the second in the county.

Magruder, member of the Virginia House of Delegates, operates a real estate and insurance firm here, and at present is a member of the Public Utilities Commission of the Chamber of Commerce. He is also an official of the Interstate Corporation Commission of Virginia, which furthers cooperation between the states.

Election of Magruder to head the new company is seen as an indication of an extensive community service program of the station, scheduled to be on the air soon after the first of the year.

GE Appoints Two Execs. To Electronics Sales

Syracuse—Robert L. Casselberry and Thomas Grover have been appointed sales managers in the transmitter division of General Electric's electronics department, it was announced last week. Casselberry will be responsible for electronics heating equipment sales, and Grover will supervise the sale of marine electronic equipment.

Casselberry's position is a new one in the transmitter division, but he's been with GE since May of this year. He previously had served in the Navy and worked for Bethlehem Steel Company. Grover has been with the company since last January and also served in the Navy.

Renew News Tele Show

The Standard Oil Co. of New Jersey has renewed sponsorship of "Your Ezzo Television Reporter" over the NBC Television network, it was announced by R. R. Kraft, sales head.



Robbie Robinson

"... and to think I didn't believe that lady on WFDF Flint."

Master these Dialects

with the

DIALECTON AUDIO-VISUAL METHOD

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

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 49

NEW YORK, TUESDAY, DECEMBER 10, 1946

TEN CENTS

FCC Wins WOKO Case

Midwest Yule Shows Themed To Veterans

Chicago—Midwest radio folks are to bring plenty of holiday cheer to veterans in hospitals in the Chicago area as a result of RADIO DAILY's suggestion. Many personal appearances of individual radio artists are being arranged through the Red Cross and AFRA for the vets at Fort Sheridan, U. S. Naval Training Station, Lakes Hospital, and various other hospitals during the next two weeks, and special shows are in the making at several local stations.

Two of the biggest shows of the season will be staged by ABC at Fort Sheridan. (Continued on Page 6)

FCC Grants Applicants Operation On 550 Kc.

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced the adoption of a decision in order severing from consolidated proceedings and granting the following applications for use of 550 kc: The Constitution Publishing Co., a new station at Atlanta, Ga.; WJIM, Inc., to change operating assignment of WJIM, Lansing, Mich., (Continued on Page 8)

Japanese Broadcasting May Be Privately Owned

Washington Bureau, RADIO DAILY
Washington—General Douglas MacArthur on Friday called on the Allied Council in Japan to report the "adequacy" of the present controlled radio system in Japan and the possibility of turning broadcasting to private enterprise. General MacArthur requested the (Continued on Page 6)

Reunion

Celebrating his 10th anniversary in radio, Edgar Bergen has invited Dorothy Lamour, Rudy Vallee, Don Ameche and Nelson Eddy to join in his program Sunday, Jan. 19, 1947, at 8:00 p. m., EST, over NBC network. The four guests were present ten years ago to wish Edgar and Charlie luck on their first broadcast. Their good wishes seem to have borne fruit.

Xmas Anniversary

On Christmas Day, the Metropolitan Opera broadcasts on ABC will observe the 15th anniversary of their inauguration. Between that day in 1931 to the close of the last season nearly 300 broadcasts have come from the Metropolitan Opera House. "Haensel und Gretel" which has been restored to the repertoire this season will be heard.

Air UMW-Coal Peace Via Wide Web Cover

The American public, and the striking miners themselves, were informed by the nation's radio networks last Saturday that a postponement had been announced by John L. Lewis, president of the United Mine Workers, in a press conference at his Washington headquarters. In many cases union officials them-

(Continued on Page 7)

Daytime Tele Series Debuts Via Sears, WPTZ

Philadelphia—"Matinee For Youth," a new daytime television program for children, made its debut here Friday over the Philco station, WPTZ. "Matinee" is a full-hour program sponsored by Sears Roebuck & Co.

New series consists entirely of motion picture telecasts, selected for their appeal to children of all ages, and makes Sears the first company in Philadelphia to sponsor two programs each week over WPTZ.

Stanton Gives CBS Views On Color Tele Development

Washington Bureau, RADIO DAILY

Washington—Declaring that within the past two years Columbia Broadcasting System has spent more than \$2,000,000 in color television development, Frank Stanton, president of the network, gave a comprehensive account of network's television research, in an appearance before the FCC yesterday.

President Stanton, speaking as a witness in the FCC hearing on the

U.S. Highest Court Upholds Commission In Refusing To Renew License Of Albany, N. Y. Station

Gillette Gets Corner On Bowl Grid Games

Gillette's "Cavalcade of Sports," through the Maxon agency, is reported to have cornered the market on football bowl games on New Year's Day and will sponsor four of the five events to be broadcast by the major networks. The Gillette banner will fly the air waves from the Orange Bowl in Miami, via CBS; from the Sugar Bowl in New Orleans, via ABC, and from the Cotton Bowl in (Continued on Page 6)

4 More NAB Committees Announced In Washington

Washington Bureau, RADIO DAILY
Washington—Four more committees were announced the past weekend by NAB. The committees, which will serve during the next year, include the Program Executive Committee, Engineering Executive Com- (Continued on Page 7)

Decision On Scophony May Go To High Court

The ruling by a New York district court that the Government does not have the right to bring anti-trust proceedings against British Scophony, (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—The Supreme Court yesterday by an 8-0 decision reversed the Court of Appeals and upheld the right of the FCC to refuse to renew the license of WOKO, Albany, N. Y., because of false records of stock ownership. Several applicants from the Albany area have already made appli- (Continued on Page 2)

Canada Receiver Mrs. Report Large Increase

Montreal—S. L. Capell, president of the Radio Manufacturers' Association of Canada, announced that the Canadian radio industry has now surpassed its best pre-war production records and is planning to double present output early in 1947.

Recent projected production surveys by the association indicates that (Continued on Page 7)

First Postwar FM Station In Chi. Area Ready Jan. 15

Chicago—The first post-war radio station to be opened in Chicago's metropolitan area will be WEAW, an FM station, in Evanston, North Shore suburb and home of Northwestern University. The station will be oper- (Continued on Page 7)

Gratitude

Perry Como, a small-town boy who made good, took the occasion of his second anniversary on the Chesterfield "Supper Club" program last night to provide the same opportunity to a hopeful lass from Canada. Como, who hails from a Pennsylvania town, handed the microphone over to Gail Meredith, who made her singing debut to the American radio audience.

Supreme Court Upholds FCC In Revoking WOKO's Permit

(Continued from Page 1)

cations to take over the WOKO frequency.

Yesterday's decision brings to an end a battle spreading over three years. Following the FCC decision to revoke WOKO authority, the station went before the lower court and claimed that the Commission was attempting to impose a penalty without taking into consideration the public service record of the station.

The stock concealment was a 24-per cent ownership by Sam Pickard, former CBS vice-president and former Federal Radio Commissioner. It had been given Pickard while he was with CBS in return for an assurance of a CBS affiliation contract, CBS engineering help and publicity. "The purpose of the concealment," according to Justice Robert Jackson, who wrote yesterday's opinion, "was to prevent the facts from becoming known to Pickard's Columbia colleagues."

Decision Regarded Important

The high court's decision clearly establishes the right of the FCC to revoke any license for any false statement on license application of other filings to the Commission.

Although Jackson indicated that majority of the Supreme Court might even have believed that the revocation of the WOKO license was more severe punishment than warranted, he said it was clearly apparent that the Commission action was entirely legal.

Pointing out the argument by WOKO that the concealment was not of material facts and in no way affected any FCC decisions regarding WOKO, Jackson said this is "beside the point." As for the claim that the Commission has been far less severe in comparable cases in the past, Jackson speculated that "the very fact that temporizing and compromising with the deception seemed not to discourage it may have led the Commission to the drastic measures here taken to preserve the integrity of its own system of reports. . . ."

"Penalizing" Treated

"It also is contended that this order inflicts a penalty, that the motive is punishment and that since the Commission is given no powers to penalize persons, its order must fall. We think it unnecessary to indulge in the exposition of what a penalty is. It is enough to decide this case to know what a penalty is not. A denial of an application for a license because of the insufficiency or deliberate falsity of the information lawfully required to be furnished is not a penal measure. It may hurt and it may cause loss, but it is not made

illegal, arbitrary or capricious by that fact.

"Lastly, and more importantly, the Court of Appeals suggested that in order to justify refusal to renew, the Commission should have made findings with respect to the quality of the station's service in the past and its equipment for good service in the future.

"Evidence of the station's adequate service was introduced at the hearing. The Commission on the other hand insists that in administering the Act it must rely upon the reports of licensees. It points out that this concealment was not caused by slight inadvertence nor was it an isolated instance, but that the station carried on the course of deception for approximately twelve years. It says that in deciding whether the proposed operations would serve public interest, convenience or necessity, consideration must be given to the character, background and training of all parties having an interest in the proposed license, and that it cannot be required to exercise the discretion vested in it to entrust the responsibilities of a licensee to an applicant guilty of a systematic course of deception.

"We cannot say that the Commission is required as a matter of law to grant a license on a deliberately false application even if the falsity were not of this duration and character, nor can we say that refusal to renew the license is arbitrary and capricious under such circumstances. It may very well be that this station has established such a standard of public service that the Commission would be justified in considering that its deception was not a matter that affected its qualifications to serve the public, but it is the Commission, not the courts, which must be satisfied that the public interest will be served by renewing the license. And the fact that we might not have made the same determination on the same facts does not warrant a substitution of judicial for administrative discretion since Congress has confided the problem to the latter.

"We agree that this is a hard case, but we cannot agree that it should be allowed to make bad law."



Small model tests giant dam

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

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

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

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

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

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



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley



Vol. 37, No. 49 Tues., Dec. 10, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Mon., Dec. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10	9 3/4	10	+ 1/4
Am. Tel. & Tel.	167	165 3/4	166 3/4	+ 1 1/8
CBS A	31 1/2	29 3/4	31 1/2	+ 2 3/8
CBS B	30	29 1/4	30	+ 1
Farnsworth T. & R.	8 3/4	8 1/4	8 5/8	+ 3/4
Gen. Electric	37 3/4	37	37 1/2	+ 1 1/4
Philco	23	22 1/2	23	+ 1 1/2
RCA Common	9 7/8	9 5/8	9 5/8	+ 1/4
Stewart-Warner	16 3/4	16	16 3/4	+ 1
Westinghouse	26 3/4	25 3/4	26 1/4	+ 1
Zenith Radio	21	19 7/8	21	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	+ 1
Nat. Union Radio	3 7/8	3 3/4	3 3/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/4	8 3/4
Stromberg-Carlson	13 3/4	14 3/4

Sorry, Mr. Kobak

It was erroneously reported in Monday's RADIO DAILY that a three day meeting of the board of directors of Mutual network will be held in Chicago starting Wednesday. The regular meeting of MBS board was held in New York on last Friday, Edgar Kobak, president, declared, and no Chicago board meeting is contemplated.

Program To Aid Sister Kenny

Shirley Wolff will dedicate her Celebrity Night show on WJZ December 13th to the Sister Kenny Foundation. Her guests that evening will be Eve Le Gallienne and Richard Tyler. The latter is featured in the new Moss Hart play "Christopher Blake".

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

Looking for a room-mate. Am young writer, will share my modern three-room apartment with another young girl in related biz. Good address . . . your share including daily maid \$100 a month. Write details.

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1501 Broadway New York 18, N. Y.



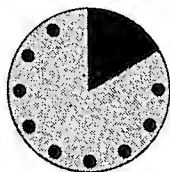
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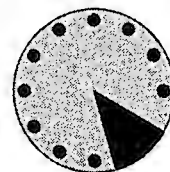
"Mr. and Mrs. Music" come to town!



**Bea Wain and
André Baruch**
WITH NEW YORK'S SENSATIONAL
NEW RECORD SHOW!



12 Noon to 2:00 pm



4:00 to 5:30 pm

"MR. AND MRS. MUSIC" present radio's pioneer development in recorded music shows (or disc-jockeying, if you please). It's entirely different from anything you've heard, or bought, in the past... original in itself... not a carbon copy or facsimile of any other program.

As a husband and wife record-spinning team, singing star Bea Wain and her commentator husband André Baruch dispense with the chatter of the breakfast table to talk across the turntables about their most familiar topic—music. They present America's top tunes, bands and vocalists on records, of course! But "MR. AND MRS. MUSIC" give recordings a *brand new* appeal with such unique features as...

RECORDS COME TO LIFE with guest appearances by popular band leaders, singers, composers and other famous personalities.

BEA WAIN SINGS with instrumentalists and during highly-publicized audience shows in the WMCA Theatre.

RECORD MAKERS "ON THE SET"—Bea and André visit recording studios to interview stars making tomorrow's hit discs.

INTRODUCING THE "BETTER HALF" as Bea and André interview husbands or wives of well-known music-makers.

"Mr. and Mrs. Music" go to town . . .

in the year's strongest bid for dominance of New York's daytime audience. The show boasts the name talent, the production, the novelty, the hard-hitting promotion* and advertising send-off which has made it a *great* show from its first broadcast. Bea's sultry personality and André's master salesmanship combine for perfect commercial balance.

"MR. AND MRS. MUSIC" is available in quarter-hour strips—periods which will sell fast, for we thought of the advertiser when we set the price—and the price is right! But that's merely part of the story. You should have all of the details. Check WMCA Sales or your Free and Peters representative.

*Thanks for your barrage of spot announcements launching the show—Frances Langford, Jon Hall, Milton Berle, George Jessel, Kate Smith, Ted Collins, Ralph Edwards, Joan Edwards, Ella Logan, Jean Sablon, Jack Smith.

First on New York's dial



Represented by Free & Peters

DON'T LET "GLAMOUR" BLIND YOU TO YOUR OUTSIDE AUDIENCE*

on the Pacific Coast, either!

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

GIVE the waiting *outside audience* a present on the Pacific Coast—put your radio show on Don Lee, so they can hear it. Otherwise, they can't!

All four networks cover the inside, or seven "glamorous" major metropolitan county areas but only Don Lee is big enough to deliver the "meat and potatoes" *outside audience* also.

How come? Most markets on the Pacific Coast are surrounded by mountains—5,000 to 15,000 feet high—and the long-range broadcasting of other networks can't reach them. Don Lee, however, has a station located within every important mountain-surrounded market. Don Lee stations total 40—more than all other Pacific Coast networks combined. Matter of fact, in 26 rich markets, Don Lee has the *only* station.

When you reach the Pacific Coast *outside audience* (by using Don Lee, of course), you're tapping a sales market representing about 1/2 the Pacific Coast population of over 12 million people, who account for nearly 50% of the 9 billion in Pacific Coast retail sales each year.

Put Don Lee first on your radio advertising schedule for 1947 and cover the Pacific Coast completely, *inside and out*. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 8 : ASTORIA, OREGON

An exclusive Don Lee outside market

TOTAL RETAIL SALES \$16,080,000
Sales Management, 1946... Survey of Buying Power

The Nation's Greatest Regional Network



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

Mutual
EDWARD LEE
BROADCASTING SYSTEM

Midwest Yule Shows Themed To Veterans

(Continued from Page 1)

Sheridan. Exact dates await word from the commanding general. Don McNeill's "Breakfast Club" will be taken to Fort Sheridan intact and the network show will be broadcast from the post. The other ABC show will include the Honey Dreamers quintet, Boyce Smith, Tommy Bartlett, Harry Hartlane, Tony Trankina, Lulu Ameche, and Don Moreland.

Among artists who have made personal appearances during the last week, and who are scheduled for other shows for disabled veterans are the Melody Trio, which visited the U. S. Naval Training Station; Dave Bacal, Lulu Ameche, and Joe Burton.

WLS Busy

WLS is at work on its annual Christmas party for the Salvation Army, which will be held the Saturday before Christmas in the Eighth Street Theater and the grand ballroom of the Stevens Hotel, with canned goods as the price of admission. A party also is being arranged for December 19 at the Municipal Tuberculosis Sanitarium. Several smaller parties are in the making.

Hospitalized veterans and wounded service men now in hospitals will be saluted by the Quiz Kids in a special broadcast Sunday, December 15. Maurice Evans, appearing here in "Hamlet," and who was in uniform himself during the war, will be a special guest. The show will be carried on loud speakers in government hospitals. Vets have been invited to submit questions for the broadcast.

Japanese Broadcasting May Be Privately Owned

(Continued from Page 1)

council to take the subject up at the council's next meeting on Wednesday. Although allied headquarters in Japan have removed some controls, broadcasting is still under the monopoly of the Japanese Broadcasting Corp., a non-profit group supervised by the communications ministry.

It was expected, however, that even if broadcasting in Japan is turned over to private interests, General MacArthur will insist on a continuing close supervision of broadcasts.

MacArthur, last week turned down a State Department request that the government's "Voice of America" program be re-broadcast in Japan. The general insisted that supervision of broadcasts to Japan should be made "on the spot".



California Commentary . . . !

• • • Nat Lund, who will become the new radio editor of the Seattle Times next month, has been visiting Hollywood. Only other paper in Seattle devoting space to radio is the Star-News, which is buying the John Crosby syndicated column. . . . Smiley Burnette has started a

Los Angeles

13-week, one-night-a-week Western dance session at Casino Gardens in Culver City. Each Tuesday night during the 13-week period, Burnette is emceeing the dance and show. . . . Casino Gardens, owner by the Dorsey brothers, Tommy and Jimmy, is now known as the Casino Stables on Tuesday nights and a half hour broadcast over 225 ABC stations has been arranged. . . . Bob McAndrews, manager of advertising and promotion for the NBC Western division, will address the Long Beach Advertising Club Dec. 20. . . . Julie Gibson, who has been a busy radio songstress and actress, and who was recently named the "Esquire Girl," will play a featured role in "Burning Journey," John Garfield's initial independent starrer at Enterprise.

★ ★ ★

• • • Dale Evans, featured on the Roy Rogers show, "Saturday Night Round-Up," will hit the big-time shortly when she's profiled in the Saturday Evening Post. By the way, Pat Buttram recently dubbed Rogers as "The Shirt," and the nickname seems to be catching on. . . . The Ge Ge Pearson fan clubs are now turning over 10 per cent of their dues to charities. There are 17 clubs, including four in Canada, one in England and four in the Los Angeles area. . . . The contract between Desi Arnaz and RCA Victor was torn up and a new one given him. The new deal calls for a substantial increase in percentage on recordings, as well as his first call on all recordings of Latin music. . . . Judy Canova says that the boys who didn't get elected in November have at least one consolation—they wouldn't be able to find a place to live in Washington anyhow!

★ ★ ★

• • • With apologies to the Los Angeles Chamber of Commerce. Heavy fog which blanketed the California Coast over the weekend, almost kept Joan Edwards from rehearsal of the Saturday "Hit Parade" broadcast. Joan had driven to San Diego for a couple of days and planned to return to Hollywood Friday night. The fog was so thick on the Coast highway that travel was forbidden, and the return trip had to be made early Saturday morning. . . . Dick Haymes, chosen Pasadena Junior College's "Most popular vocalist," will originate his Thursday CBS broadcast from the assembly hall on that campus at an early date. . . . Victor McLeod and Betty Wright, top radio writers, are collaborating with Director Arthur Dreifuss on the screenplay of Dreifuss' original musical, "Broadway Baby," to be made for Columbia release.

★ ★ ★

• • • The Al Jarvis "Make Believe Ballroom" popularity poll for 1945 and 1946 got under way Dec. 1, with all proceeds from the votes to go to the Los Angeles Children's Hospital. The poll is sponsored and conducted by Kate Crutcher Junior Workers, a local charity organization, and is open to all contestants in the following classifications: orchestra leaders, male and female vocalists, and novelty groups. Contestants can vote for themselves, and fan clubs, as well as the general public, can solicit votes for their idols. However, each vote cast costs the sender 10 cents, with no limit of votes cast for a person, as long as the money accompanies each vote. . . . Judy Canova has chalked up a feminine first by being the first woman to be given an honorary membership in the "Society des Gentilhommes Chefs de Cuisine—Amateur Chefs' society. Judy's something of a chef herself, and it was her collection and execution of fine recipes that won her the unique honor.

Gillette Gets Corner On Bowl Grid Game

(Continued from Page 1)

Dallas and the Shrine game in San Francisco, via Mutual. Broadcasts of the Rose Bowl game are never sponsored because of a Rose Bowl ruling.

The Rice-Tennessee game in Miami's Orange Bowl will be handled for the CBS network by Red Barber and Jimmy Dolan with the broadcast starting at 1:45 p.m., EST.

The Cotton Bowl game in Dallas, in which Arkansas meets Louisiana State University, will be carried by Mutual at 1:45 p.m. EST. Following completion of this contest, Mutual will switch to San Francisco where at 4:45 p.m. EST, it begins a play-by-play of the East-West collegial all-stars playing in the Shrine game. Gillette and the Maxon agency are expected to name the announcers for these two games later this week.

Harry Wismer will report the Georgia-North Carolina game over ABC from the Sugar Bowl in New Orleans. Broadcast will begin at 2:4 p.m., EST. For the first time since before the war the Sugar Bowl carnival resumes this year and ABC, a build-up for the Gillette sponsored event, will carry several sporting events in the week prior to the football game.

AD GLIBS

by DAVID O. ALBER

If the many carping critics of radio will hold their fire for a minute, I'd like to suggest a panacea.

Why not declare a holiday for a week? If radio is sagging with faults, why not shut down all the broadcasting stations in America and let them take a breather?

For seven full days, there would not be a single radio program on the air. Anyone switching on his set would be greeted only by magnificent silence, which is a new switch.

The result? Well, for one thing, it would revive the art of conversation in the home. It would bring back an era of chess, checkers and parchesi.

It would also silence the critics, since they would have nothing to pick on.

It would gag the finicky listeners, since it would dawn on them that life without radio is pretty dull.

In fact, it would make everybody realize that radio is a pretty marvelous invention just the way it is, and anyone who suggests depriving them of it is depraved. What am I saying?

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.
PLaza 9-2700
Hollywood: 1637 N. Vine St.
Gladstone 9469

THERE'S ONLY ONE



Air UMW-Coal Peace Via Wide Web Cover

(Continued from Page 1)

selves made use of local stations to inform miners of the settlement, in order to speed the news directly and without possibility of delay.

Opera Broken Into

Following a flash of the suddenly-called news conference, ABC broke into the Metropolitan Opera broadcast with Jack Beall reporting from Washington. Beall was on the air from 2:15 to 2:20 with the Lewis story. From 6 to 6:15 the network carried a news roundup with John Slagel reporting from New York; John Edwards providing color background of the Lewis conference in Washington; Wayne Griffin's wire-recorded man-on-the-street interview in Chicago; Glen Farrington's interviews and reaction from miners in Springfield, Ill., via WCVS. Police in this city aired the news of the strike postponement via touring loud-speaker vehicles. John Wittaker, from WWVA, Wheeling, W. Va., described reaction of miners and officials in the area, as did Lee Phillips via WCAE in Pittsburgh, heart of the steel section, and Bill Morgan from Detroit. Web carried further information on its 11 p.m. news roundup.

When Lewis made known that he would have a press conference Saturday, Mutual alerted its correspondents in the Nation's Capital. Albert Warner and Ray Henle, who handled special on-the-spot broadcasts of the UMW chief's arraignment, trial and sentencing last week, were on the scene for the meeting.

Meanwhile WOR carried Mayor O'Dwyer's statement at 5 p.m. Saturday which ended the dimout in New York after airing at 2:15 the bulletin that the strike was called off. Station also carried brief news summaries on the strike situation every half-hour through the afternoon.

Eric Severeid Heard

Roy Porter flashed the announcement of the strike postponement for NBC and was followed by Leif Eid, who attended the conference and described it at 2:30. Bulletins on further developments of the strike postponement were aired through the afternoon and at 5:45 the network carried a roundup of the situation by Robert McCormick, Eid and David Brinkley. NBC also covered later developments over the week-end on news programs Sunday and yesterday.

News of the settlement came over CBS during the broadcast of "Country Journal" and was followed by a report from Washington with Eric

4 More NAB Committees Announced In Washington

(Continued from Page 1)

mittee, Employee-Employer Relations committee and Research committee. Membership of these committees follows:

Program Executive Committee—Merle S. Jones, WOL, Washington, D. C., Chairman; E. R. Vadeboncoeur, WSYR, Syracuse, New York; Edgar L. Bill, WMBD, Peoria, Illinois; Herb Plambeck, WHO, Des Moines, Iowa; H. W. Slavick, WMC, Memphis, Tennessee; Arthur B. Church, KMBC, Kansas City, Missouri; Stanley Hubbard, KSTP, St. Paul, Minnesota; I. R. Lounsbury, WGR, Buffalo, New York; Glenn Snyder, WLS, Chicago, Illinois; Davidson Taylor, CBS, New York, New York; Phillips Carlin, MBS, New York, New York; Clarence L. Menser, NBC, New York, New York.

Board Liaison Committee of the Program Executive Committee—Hugh B. Terry, KLZ, Denver, Colorado, Chairman; Wiley P. Harris, WJDX, Jackson, Mississippi.

Engineering Executive Committee—Orin Townner, WHAS, Louisville, Kentucky, Chairman; James Ebel, WMBD, Peoria, Illinois; Ross Beville, WWDC, Washington, D. C.; R. V. Howard, KSFO, San Francisco, California; Roland C. Hale, WCOP, Boston, Massachusetts; Oscar Hirsch, WKRO, Cairo, Illinois; G. Porter Houston, WCBM, Baltimore, Maryland; O. B. Hanson, NBC, New York, New York; William B. Lodge, CBS, New York, New York; Earle M. Johnson, MBS, New York, New York.

Board Liaison Committee of the Engineering Executive Committee—T. A. M. Craven, WOL, Washington, D. C., Chairman; G. Richard Shaffo, WIS, Columbia, South Carolina.

Employer-Employee Relations Committee—John Elmer, WCBM, Baltimore, Maryland, Chairman; William Fay, WHAM, Rochester, New York; John E. Fetzer, WKZO, Kalamazoo, Michigan; Frank King, WMBR, Jacksonville, Florida; Howard Lane, WJJD, Chicago, Illinois; Harry A. Le Poidevin, WRJN, Racine, Wisconsin; C. L. McCarthy, KQW, San Francisco, California; Frank R. Smith, WWSW, Pittsburgh, Pennsylvania; Marshal Pengra, KRNR, Roseburg, Oregon; John H. MacDonald, NBC, New York, New York; Joseph H. McDonald, ABC (WJZ) New York, New York; Frank K. White, CBS, New York, New York; Robert Swezey, MBS, New York, New York; C. L. Thomas, KXOK, St. Louis, Missouri.

Board Liaison Committee of the Employer-Employee Relations Committee—F. W. Borton, WQAM, Miami, Florida, Chairman; Leslie C. Johnson, WBBF, Rock Island, Illinois.

Research Committee—Carl Burkland, WTOP, Washington, D. C., Chairman; Gene L. Cagle, KFJZ, Fort Worth, Texas; Dietrich Dirks, KTRI, Sioux City, Iowa; J. C. Tully, WJAC, Johnstown, Pennsylvania; Charles P. Scott, KTKC, Visalia, California; William T. Lane, WAGE, Syracuse, New York; Elmo Wilson, CBS, New York, New York; H. M. Beville, NBC, New York, New York; E. P. H. James, MBS, New York, New York; Edward Evans, WJZ, New York, New York.

Board Liaison Committee of the Research Committee—Frank Stanton, CBS, New York, New York, Chairman; Harold Ryan, WSPD, Toledo, Ohio.

Severeid, network director of news in the Capital, who read the Lewis' letter to the mine workers. At 4:30 CBS carried a special news program from Washington.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET

MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEERAYMER

First Postwar FM Station In Chi. Area Ready Jan. 15

(Continued from Page 1)

ated by the North Shore Broadcasting Co., Inc., of which Edward A. Wheeler, of Wilmette, is president. Associated with Wheeler are Leonard G. Dayton of Minneapolis and George Bunge, Chicago lawyer. The station will begin operations January 15.

The station, which is commercial, will be on the air at least 52 hours a week at the start, President Wheeler states.

WOR Executive Aids Plans For Boys Camp

A dinner at the Waldorf-Astoria on January 11 and a Parade of Stars at the Metropolitan Opera House on February 2 are being arranged to raise funds for a new camp for underprivileged youngsters.

Idea for the camp grew out of a conversation between Lieutenant Metz of the New York Police Department and Nat Abramson, manager of WOR's Entertainment Department. Members of the Town Club of New York City were enthusiastic about the project and voted to support it. Subsequently, the Loyal League Philanthropies, Inc., also decided to get behind the camp.

The camp, which is called Loyaltown, is on a 200-acre site at Hunter, N. Y.

Canada Receiver Mrs. Report Large Increase

(Continued from Page 1)

its members are planning, and backing up with firm orders for materials, production of radio receivers far in excess of any previous period in the history of the industry, he said.

Monthly production has already exceeded the rate of 600,000 sets per year. 1940 was the only previous year in which Canadian radio set production exceeded 400,000 units.

Decision On Scophony May Go To High Court

(Continued from Page 1)

Ltd., may be taken to the U. S. Supreme Court by the U. S. Department of Justice. The decision to appeal has not yet been made, but the matter now is under discussion by officials of the Justice Department's antitrust division.

In the meantime, the Department was asked last week to try to speed up a solution of the pending case. With Paramount and General Precision Equipment continuing to stand far away from the Government's position, financial backers of Scophony Company of America are fearful that unless they are able to move ahead with research and production they will lose on their investment.

WLS RESULTS DEPARTMENT

756

REPLIES TO ONE ANNOUNCEMENT

A key-chain tag was offered on just one spot announcement at 6:45 a.m. Result: 756 letters.

NYLONS BRING LETTERS

Nylons were offered for jokes used on an advertiser's once-a-week WLS program. First week, 2,256 replies! Third week, 2,815 letters from one program!

15,698 ACTUAL SALES

Tulip bulbs, offered at one dollar, brought 15,698 letters in 10 days, each letter containing one dollar or more. 15,698 actual sales! WLS gets results!

50,000 WATTS
890 KILOCYCLES
AMERICAN AFFILIATE

Represented by John Blair and Company, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK.

CHICAGO 7

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

GORDON M. DAY

ADVERTISING SERVICE

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

CBS Activity In Color-Tele Field Told At FCC Hearing By Stanton

(Continued from Page 1)

energies in this direction should the Commission rule adversely upon our petition, or should the Commission modify or delay its actions thereon to the point where Columbia must incur considerable additional costs."

In announcing the \$2,000,000 experimental expenditure by the network, Stanton revealed that since V-J day the CBS television laboratory staff has numbered more than 100. He said that 200 demonstrations of CBS color television have been conducted for more than 2,700 representatives of government, industry, the press, and the public.

"CBS is unique among the more active television pioneers in that it is as a broadcaster not engaged in or affiliated with radio or television equipment manufacturers," Stanton pointed out. "In this respect, our interest is identical with that of the great majority of broadcasting licensees, because our primary interest starts, instead of stops, when a purchaser buys a receiving set, whether it be a radio set or a television set."

Gives Affiliates Viewpoint

The CBS president referred to resolutions submitted to the Commission which indicated "nearly 150 independently-owned stations affiliated with CBS requested that commercial stations be authorized to transmit color television in the ultra high frequencies."

At one point Stanton declared "The CBS color television development is fully practicable and covers all the necessary components of a broadcast system."

"Columbia's time and effort in furthering color in the ultra high frequencies will have been very well spent if the Commission shall promptly grant our petition allowing operation of commercial stations for this new service," he continued. "We will not only have saved ourselves further heavy operating losses in black-and-white television operation, but similar losses for the great number of other broadcasters who have not yet entered the television field will also be saved."

Stanton said that UHF will permit



FRANK STANTON

more than twice as many television channels, with many more stations, than the present low frequencies. He explained that in the low frequencies today there is room for only 13 channels of 6 megacycles each. The band between 480 and 920 megacycles will provide room for 27 channels of 16 megacycles each, he added.

Pointing to the future if the FCC grants their license for commercial color, Stanton said:

"If the Commission acts favorably on the CBS petition, we intend to convert our present extensive black-and-white operations into ultra-high frequency color television as rapidly as feasible. We are prepared to inaugurate a partial color television program schedule within a few weeks after a favorable Commission decision and to build it into a substantial, regular color television program schedule within a year. We also intend to proceed with the development of a nation-wide color television network as soon as ultra-high frequency color stations are operating and relay facilities are available."

Under cross examination, Stanton predicted that television—either color or monochrome—never will completely supplant sound broadcasting.

He said that in the long run, color video may "substantially supplant" audio broadcasting but there will always be an important place for sound broadcasting.

Following Stanton to the stand was CBS vice-president Adrian Murphy. Murphy said the problem "can be separated from the complex technical considerations inherent in television and reduced to two fundamental points":

"The first is that what Columbia had proposed to the Commission for approval is a set of standards, not any particular type of equipment. These standards intentionally permit the wide range of types of equipment which may be developed in the future."

"The second point is that the Commission must decide now between two sets of standards—the sequential standards which CBS has proposed, and possible simultaneous standards which have not yet been proposed, but which may be proposed in the future."

Lodge Gives Views

Nine months of intensive field tests prove "conclusively" the "feasibility of rendering a satisfactory color television broadcast service in large urban areas such as the New York metropolitan district" by use of the

ultra-high frequencies, William B. Lodge, CBS director of general engineering, told the Commission.

Lodge also told the Commission that a color television station would cost "only" 15 to 22 per cent more than a black-and-white station.

Major points stressed by the CBS engineer as he presented an exhaustive report on the field tests made

PRICE OUTLOOK

Survey of television set owners in the New York area indicated that 60 per cent would pay \$100 more for a color television set than a black and white receiver, Donald Horton, manager of CBS television audience research, told the FCC. In addition, the survey showed that 81 per cent of the set owners polled said they would pay \$50 more for color television, and 84 per cent said they would pay \$25 more.

since last March in the metropolitan New York district, were:

1. A radiated power of 10 kilowatts from an antenna in the Chrysler Tower, New York City, could provide satisfactory television reception for 92.9 per cent of those living within 50 miles (13,979,000 people). There is good reason to believe that improvements in U-H-F color television equipment will increase these figures.
2. The U-H-F television band is virtually free of man-made interference and completely free of natural static.

3. The ultra-high frequency permits control of the "ghost" problem. Such control is not generally practical in the lower frequencies.

4. The ultra-high frequency is little affected by rain storms or temperature and humidity changes.

Gives Comparative Costs

Under average conditions, Mr. Lodge stated, the cost of an U-H-F television station is expected to be higher than a black-and-white television station as follows:

Master station: 15 per cent, or \$777,400 vs. \$677,240. Standard size station: 17 per cent, or \$551,675 vs. \$476,640. Small station: 22 per cent, or \$369,150 vs. \$302,390.

FCC Grants Applicant Operation On 550 Kc

(Continued from Page 1)

from 1240 kc., 250 watts, unlimited to 550 kc., one kw., DA-1; Montana Broadcasting and Television Co., 1 new station at Butte, Mont.; Pulitzer Publishing Co. to change operating assignment of KSD, St. Louis, Mo., from 550 kc., one kw., five kw-ls, DA-N, to 550 kc., five kw, DA-N; Sunshine Broadcasting Co. to change operating assignment of KTSA, San Antonio, Tex., from 550 kc., one kw, five kw-ls, DA-N, to 550 kc., 5 kw, DA-N; Buffalo Broadcasting Corp. change operating assignment of WGLI Buffalo, N. Y., from 550 kc., one kw, kw-ls., DA-N, to 550 kc., five kw, DA-N; Millard Edison to change operating assignment of KCRS, Midland, Tex., from 1230 kc., 250 watt unlimited, to 550 kc., 5 kw. D, 1 kw.

Also, the Cincinnati Times-Star Co. to change operating assignment WKRC, Cincinnati, Ohio, from 5 kc., one kw., 5 kw, ls., DA-U, to 5 kc., 5 kw., DA-2; Radio Station WDEF to change operating assignment WDEV, Waterbury, from 550 kc., one kw., daytime only, to 550 kc., one kw, DA-2; Oregon State Agricultural College, to change operating assignment of KOAC, Corvallis, Ore., from 550 kc., one kw., U, five kw-ls, DA, to 550 kc., five kw., DA-1.

Send Birthday Greetings To—

December 10

Andy Kelly	Erskine Johnson
Chet Huntley	Ray Collins
Alvin Austin	Jean Dickenson
Lew Brown	Morton Gould
Lois Burke	Lawrence Jacoby
Leroy Millican	Mary Rennie

William Spargrone

Big Daytime Leadership

In the 40 daytime quarter hour periods (Mon. thru Fri.) the latest Hooper Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C 2; Station D, 0 and Station E, 0.

WTAG
WORCESTER

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

**TRANSCRIPTION
COMPANY WILL SELL
your program**
in coast-to-coast campaign.
Box No. 266, RADIO DAILY
1501 Broadway New York 18, N. Y.

Your **SALES DOLLARS
TRAVEL FAR . . .**
Ben Ludy, . . . when you
GEN'L. MGR. use them on
WIBW
The Voice of Kansas
TOPEKA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 50

NEW YORK, WEDNESDAY, DECEMBER 11, 1946

TEN CENTS

Radio Backs Xmas Plans

Webs Pledge Co-op In Americanism Drive

Washington Bureau, RADIO DAILY
Washington—Attorney General Tom C. Clark yesterday called on the radio industry to join in an educational program "in the cause of better Americanism." The Attorney General conferred with leaders of radio, the press, and the motion picture industry to discuss plans for launching a nation-wide educational program. Radio industry leaders meeting with Clark included the NAB president, Justin Miller; CBS president, Frank Stanton; NBC president, Niles Trammell, and Charles Heslep, Washing-

(Continued on Page 3)

Standard Brands Renews Three NBC Web Programs

Standard Brands, Inc., has renewed for 52 weeks its three NBC programs, "One Man's Family" (Sundays, 3:30 p.m., EST), the "Chase and Sanborn Coffee program starring Edgar Bergen and Charlie McCarthy" (Sundays, 8:00 p.m., EST) and "The Fred Allen Show" (Sundays, 8:30 p.m., EST). All renewals are for 144 NBC stations and were made through J. Walter Thompson Co., New York.

AFRA Members To Hear Union-Web Report Tues.

No further developments are expected in the AFRA-network negotiations until after next Tuesday night, Dec. 17, when the union membership in the four key cities will hear a report of negotiation results to date. At an AFRA board of directors meeting in New York last Monday (Continued on Page 3)

Resourceful

Los Angeles—Using old radio parts and United States Army surplus electronic equipment, Paul Chiappinelli, 20-year-old Los Angeles youngster, has built his own five-inch-screen television receiver at a cost of \$70.00. Of this amount, the youngster spent \$25.00 for a cathode tube. The new receiver contains 18 tubes and weighs about 30 pounds complete.

Unusual FM Usage

Fort Frances, Ont.—Frequency-modulation radio communication has been established between Fort Frances, Kenora and the logging camps of the Ontario-Minnesota Pulp and Paper Company. It was announced here today by S. B. Stratton, vice-president of the company. He said the new system, in addition to providing daily communication on woods operations, will serve in cases of emergency, such as accidents, shortage of supplies or fire.

Porter Mulls Offer To Become BMI Prexy

Paul Porter has asked for more time to make a decision on the offer to become president of Broadcast Music, Inc., it was reported yesterday, although formal announcement of his acceptance was expected to come at a board meeting of the group in New York headquarters. It was also rumored that the ex-OPA ad-

(Continued on Page 5)

Coast Hearings Of FCC Started In Los Angeles

West Coast Bureau, RADIO DAILY
Los Angeles—Hearing of Santa Monica Broadcasting Co.'s application for a daytime radio channel was heard yesterday with Bernard Koteen, FCC attorney, presiding. Among those who testified were Ray

(Continued on Page 3)

Envisions Color Tele Webs; FCC Counsel Questions Use

Washington Bureau, RADIO DAILY
Washington—Dr. Peter C. Goldmark, inventor of the CBS color television system, told the FCC yesterday that the net's proposed video standards permit the networking of color tele programs "right now". The director of CBS engineering research and development also told the Commission that he has built a dual-band, combination receiver capable of receiving both CBS brand of

West Coast Programs Sked Vet Hospital Appearances; VA Announces Plans For Special ET Programs

Report Manila Outlets Doing 'Landslide' Biz

Manila radio stations are doing a landslide business in commercial accounts, according to Norman Paige, general manager of the Philippine Broadcasting Co., who has arrived in New York to seek network shows for his Manila station. Paige, also Manila correspondent for the ABC network, states that local accounts alone pay for station operation.

In addition to Paige's station, KZPL, (Continued on Page 5)

Life Insurance Company Sponsors Boston Symph.

John Hancock Mutual Life Insurance Co., through B.B.D. and O., will sponsor the winter series of concerts by the Boston Symphony orchestra over ABC starting Tuesday, January

(Continued on Page 2)

Will Broadcast Session Of Sask. Legislature

Regina—Radio broadcast of debates in the Saskatchewan legislature will be carried again when the next session opens Jan. 30, Provincial

(Continued on Page 3)

West Coast Bureau, RADIO DAILY
Los Angeles—Southern California broadcasters are completing plans to bring special entertainment to service men who are patients in Army and Navy hospitals in this area. Jack Benny will do his December 22nd show from Birmingham General Hospital and his December 29th show from Long Beach Naval Hospital.

Eddie Cantor and the entire production and writing staff from his RKO Radio picture, "If You Knew

(Continued on Page 3)

Publishers Acquiring FM Radio Equipment

First batch of 16 orders for FM transmitting equipment placed with Federal Telephone and Radio Corporation during the last six months have already been filled, according to Norman E. Wunderlich, executive sales director, while the remainder will be shipped within the next few months. All of the 16 orders came

(Continued on Page 6)

Mutual Adds 9 Affiliates; Total Brought To 377

Nine additional stations have been added to the list of Mutual affiliates, bringing the current total to 377, it was announced yesterday by Carl Haverlin, Mutual vice-president in

(Continued on Page 6)

Old 77

Red Grange, the football immortal, will be in the broadcasting booth at the Polo Grounds Sunday, Dec. 15, to help Harry Wismer describe the Giants-Bears championship game for ABC listeners. The National pro gridiron play-off is scheduled for 2 p. m., EST, with the ABC broadcast being sponsored by Wilson Sporting Goods Co. and General Mills.

(Continued on Page 5)



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

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FINANCIAL

(Tues., Dec. 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Nat. Union Radio, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Telecomm., Stromberg-Carlson, etc.

W. E. Dividend

The Western Electric Co., board of directors yesterday declared a dividend of \$1.50 per share after having paid 50 cents in the third quarter and passing the dividend in the first two quarters when the company was operating at a loss. Thus, dividends for the year total \$2.00 per share, the same as paid in the three preceding years.

Authoress On Dey Show

Pauline Demy, authoress of the new romantic novel, "Reunion For Eternity" will be interviewed by Dorothy Dey via WINS, on December 17th.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

Universal RECORDING CORP. 42nd Floor • 20 N. Wacker Amb. 2142 • Chicago 6 Sta. 5635

Coming and Going

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp.; ROBERT E. DUNVILLE, vice-president and general manager, and DWIGHT MARTIN, vice-president and assistant general manager, are in town on a short business trip.

HELEN M. KORDAY, employment manager at NBC, was in Northampton, Mass., yesterday to address the undergraduates of Smith College on the subject of personnel supervision.

NORMAN PAIGE, general manager of the Philippine Broadcasting Co., is visiting briefly in New York.

JOHN L. SINN, vice-president of Frederic W. Ziv Co., radio productions, is back in New York after having conferred for a week at the home offices of the organization in Cincinnati.

JACK O. GROSS, president of KFMB, San Diego outlet of the American network, has arrived from California for a few days in New York.

CHARLES GODWIN, manager of station relations for the Mutual network, is back at his desk following a business trip to Memphis.

JO STAFFORD, "Supper Club" songstress, has arrived in Hollywood. Last night she entertained Tom Breneman, breakfast-clubber, on the first "Supper Club" broadcast of the current series from the West Coast. It was broadcast over KFI-NBC.

FRED CUSICK and SIDNEY JONES, Columbia network engineers, have returned from Cincinnati, where they handled the recent Vaughn Monroe broadcast for the R. J. Reynolds Co.

ROBERT WHITE, public service director and supervisor of agriculture for the central division of ABC, is back in Chicago after having visited Boston to attend a broadcast of "The American Farmer" and meetings of the National Junior Vegetable Growers Assn.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is spending three days in Chicago.

EDGAR KOBAK, president of MBS, is in Chicago on business.

LEONARD KAPNER, president of WCAE, Pittsburgh affiliate of ABC, is in New York for conferences at the headquarters of the network. JACQUELINE "JACKIE" DODGE executive assistant at the station, has returned to the Smoky City following a week in Gotham on business and pleasure bent.

JAMES J. KRIEGSMANN, radio and stage photographer, going down this week-end to Philadelphia where he'll discuss the subject of television make-up on Al Berkman's "Talent Showcase" over WIP.

JACK DONOHUE, assistant to the vice-president in charge of sales for ABC, with offices in Detroit, is visiting in New York. He plans to return to the automobile city tomorrow.

EUGENE D. HILL, manager of WORZ, new station in Orlando, Fla., which will join NBC in February, is conferring in New York with officials of the network.

W. LEE COULSON, general manager of WHAS, affiliate of CBS in Louisville, Ky., has joined the executive contingent currently in Gotham on business.

JOHN M. RIVERS, president of WCSC, Charleston, S. C. is here. Looked in for a while yesterday at the offices of CBS.

H. VERNON ANDERSON, executive vice-president of WJBO, Baton Rouge, leaves New York today on the return trip to Louisiana. The station is an affiliate of NBC.

PAUL SCHEFFELS, manager of ABC's New York newsroom, is back from Miami, where he assisted in putting on Walter Winchell's program over ABC last Sunday. He'll fly back to the Florida resort this Friday.

IVOR SHARP, general manager of KSL, Salt Lake City outlet of CBS, has returned to Utah following a few days in New York.

ROBERT G. MAGEE, vice-president of WHUM, new station in Reading, Pa., and, incidentally, a Mutual outlet, is in town on a short business trip.

PAUL ALGER, general manager of WTTM, Trenton, N. J., and FRANK A. WELLMAN, commercial manager, were callers yesterday at the headquarters of NBC, with which the station is affiliated.

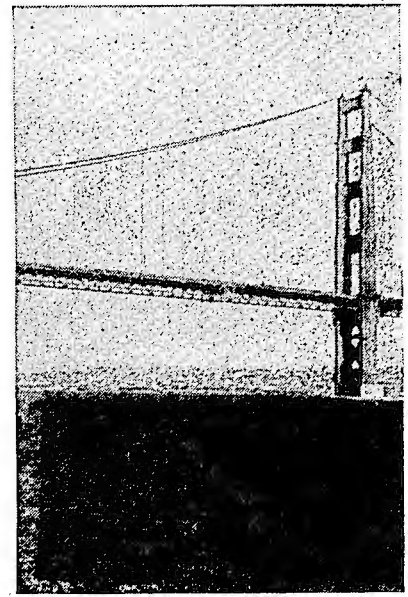
FCC Grants AM Station To Orlando, Fla., Applicant

Washington Bureau, RADIO DAILY Washington—FCC yesterday announced its final decision granting the application of Orlando Daily Newspapers, Inc., for a new station at Orlando, Florida, to operate on 990 kc., 10 kw., daytime, 5 kw., night, subject to approval of transmitter site and antenna system by CAA and denying the application of Frederick W. Mizer for new sta-

Life Insurance Company Sponsors Boston Symph.

(Continued from Page 1) 21, it was announced yesterday. The programs will originate in Symphony Hall, Boston, and will be broadcast Tuesday evenings at 8:30 p.m., EST, instead of the present sustaining time of 9:30 p.m., EST.

tion at Orlando seeking the same frequency with power of 1 kw., day and night.



What holds a bridge up?

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

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

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

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

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



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

TOM TINSLEY, President

Represented Nationally By Headley-Read

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

Coast Radio Programs Support Xmas Plans

(Continued from Page 1)

Susie" and his radio program will co-operate with a full-hour Christmas broadcast at Birmingham Hospital. Program will be produced and emceed by Cantor and will include his film co-star, Joan Davis. It will be broadcast over NBC.

Bill Anson's "Hollywood Bandstand" will originate at the Naval Hospital at Corona on Christmas Day.

With the co-operation of KFVB, Don McGuire, Warner Brothers contract player, has been doing a series of transcriptions for the entertainment of convalescent service men.

"The Small One"

Christmas on the radio wouldn't be the same without Kate Smith once again narrating "The Small One," a tribute to the little donkey which carried Mary on the eve of the Nativity as Joseph looked in vain for an inn to shelter them. Kate will tell the story for the eighth consecutive year of her program on Sunday, Dec. 22, 6:30 p.m., on CBS.

Stars from various studios are used. McGuire will play several transcriptions at Birmingham Hospital Christmas Day.

Al Jarvis, of KLAC, has been providing regular entertainment for service men in hospitals and has a special Yule show planned.

Ted Lenz, KGFJ disc jockey, has left to visit Birmingham and Sattelle Hospitals between now and Christmas week and will ask service men what records they would like to hear. These will be played the week of December 23 with each record dedicated to the soldier requesting it.

Gen. Eisenhower Praised

"General Dwight D. Eisenhower is to be commended for urging Christmas shows for members of the Armed Forces in Army and Navy Hospitals," said Robert O. Reynolds, president of the Southern California Broadcasters Association and manager of KMPC.

Harry Maizlish, manager of KFVB, and Clyde P. Scott, manager of KECA, also voice their approval of General Eisenhower's letter, which appeared in RADIO DAILY December 4.

VA Plan ET Shows

Washington Bureau, RADIO DAILY

Washington—Radio will help bring Christmas to veterans in VA hospitals throughout the country, F. R. Kerr, director of VA special services, announced yesterday.

President Truman will record a speech for the program, "Command Performance," which will be played on VA hospital phonographs and in some hospitals over a three-channel radio system. The program also will feature Bob Hope, Jerry Colonna, Marlene Dietrich and Garry Moore.

Other Christmas records will feature Bing Crosby, Dinah Shore, Edgar Bergen, Fred Waring, and his

Secretary Of War Endorses Xmas Show Idea For Vets

Robert P. Patterson, Secretary of War, in a letter to RADIO DAILY yesterday gave his approval of the plan for Christmas shows for disabled veterans and complimented the broadcasters for their interest in the servicemen. Secretary Patterson wrote:

"I am glad to learn, by your recent letter, that RADIO DAILY is currently campaigning for a concerted effort by American broadcasters toward providing radio features especially designed to make the Christmas season more cheerful for hospitalized servicemen and for members of the Armed Forces who, perforce, will be joining their families during the holiday.

"The radio industry has been most co-operative in providing a tie with home and family for men serving their country throughout the war and since. The combined and individual efforts of broadcasters toward this end have been so many and so noteworthy as to need no recounting. I, personally, and all personnel of the War Department and the Army are fully appreciative of the many fine programs designed to maintain the high level of soldier's morale.

"I am confident that in the coming holiday season, broadcasters will serve this same high purpose, again."

AFRA Members To Hear Union-Web Report Tues.

(Continued from Page 1)

day night the union chiefs decided to make known to the rank and file the latest counter-proposal offered by the networks. When the report is made to AFRA's general membership, along with suggestions by union execs, a vote will be taken among members, presumably as to acceptance or the next step to be taken. The meetings on Dec. 17 will be held simultaneously in New York, Chicago, Los Angeles and San Francisco.

Network and AFRA negotiators have not been in official session since last Thursday, Dec. 5. Although that session was reported to have ended when no agreement could be reached at the moment over a certain issue, individual AFRA execs and network reps have held conferences since that date.

orchestra, Count Basie and Lena Horne, the Detroit Symphony with Christmas hymns, Sterling Holloway in "Peter and the Wolf," Al Goodman's orchestra and chorus, and other entertainers.

All recorded shows will be furnished to VA through the Armed Forces Radio Service.

Chaplains will conduct religious services in every hospital and home, carol singing will be arranged, with songs in Braille provided for blind patients.

Among community organizations expected to co-operate with hospitals and homes locally are the American Legion, Disabled American Veterans, Veterans of Foreign Wars, Jewish War Veterans and their auxiliaries, the American National Red Cross, American Women's Voluntary Services, Jewish Welfare Board, United Service Organizations, Inc., Masonic Service Associations and others.

Coast Hearings Of FCC Started In Los Angeles

(Continued from Page 1)

Birch, who will be general manager of the station if a permit is granted; William N. Peck, sales manager; John D. Owen, vice-president; Robert A. Cambell, secretary-treasurer.

Among stockholders are screen actor Alan Hale, Birch, Peck, Cambell, Carroll Sax and Minnie Crockett.

Other applicants to be heard include Robert Burdette, who is asking permission to operate a 5,000-watt station in San Fernando, and Huntington Park Broadcasting Co., applying for a permit for a 1,000-watt station in Huntington Park.

Santo Monica Broadcasting Co., seeks to establish a 1,000-watt station.

Will Broadcast Session Of Sask. Legislature

(Continued from Page 1)

Treasurer C. M. Fines said yesterday.

Mr. Fines said the pattern of broadcasts will follow that of the preceding session when 36 hours of legislative proceedings including the speech from the throne, addresses from the mover and seconder and opposition leader as well as the budget speech were broadcast to Dominion listeners.

WHN To Broadcast Game

The game between the New York Giants, Eastern Division champions in the National Professional Football League, and the Chicago Bears, Western Division champions, for the League Crown at the Polo Grounds Sunday, Dec. 15, will be broadcast over WHN by Red Barber and Connie Desmond. Starting time is set for 2:00 p.m.

Webs Pledge Co-op In Americanism Drive

(Continued from Page 1)

ton manager of the Mutual Broadcasting System.

Clark revealed that the Department of Justice, with the support of the President and other Government agencies, has had under consideration the exhibition of the priceless documents of American history in all parts of the country, through the medium of a special train. The Bill of Rights, the original draft of the Emancipation Proclamation, the Declaration of Independence from the collection of Dr. A. S. W. Rosenbach of Philadelphia and a host of other landmarks in the development of the United States of America, will be taken for the first time in history out of their repositories and exhibited in many of the communities of the Nation.

The leaders in the three fields heard the Attorney General describe the project following a luncheon in his office, and complete support of the undertaking was offered to him.

"We propose an educational campaign," Clark told the group, "planned on a national and local level, which dramatizes the American way of life through the traveling exhibition of the most impressive collection of original American documents ever assembled. It is proposed that this exhibition tour the Nation in a special train of railroad cars reconstructed and designed for this purpose, making scheduled stops in all of the 48 states. The trip may take a whole year.

"This collection would include sufficient basic and collateral documents to exemplify the development of American democracy as the fullest expression of individual freedom, human rights and the dignity of man. We hope that such monumental landmarks in our history as the Bill of Rights, the Emancipation Proclamation, the Treaty of Paris that won this nation its independence, and other treasured originals will be included and will make a powerfully dramatic presentation of the American heritage."

"Jerry" Mara

Hollywood — Jerome M. "Jerry" Mara, veteran transcription executive, died at the Queen of The Angels Hospital in Los Angeles last week, following a period of ill-health.

Connected with radio and the transcription industry since 1935, he was one of the early pioneers of ET on the West Coast, particularly in Hollywood. He was a former sales manager for the McGregor Corporation, and during the war was associated with the Allied Photographic Section of the armed forces in the picture capital. Mara also supervised the entire recording operations for the U. S. Treasury programs which were heard throughout the country during numerous campaigns.

Mara was lately connected with the D'Arcy Advertising Company in New York City.

LOS ANGELES

By RALPH WILK



Manhattan Memoranda...!

● ● ● Jack Benny prob'ly coming east in Jan. or Feb. for a series of shows here. Jack figures that out there he gets the same studio audience every week and they tend to become a bit on the blase side. Meanwhile, what happens with Phil Harris, who may have to decide whether he wants the Benny series or his own stanza, or are we becoming too inquisitive? . . . Metro execs. sizzling because Billy Rose nixed their "Jumbo" script after the musical was all set for the cameras. Rose and producer, Arthur Freed, couldn't agree on the story treatment and the studio is out a bundle of cash. . . . Coast gag is that if Bob Hope and Ed Gardner moved their writers to N. Y., the H'wood housing shortage would be over. Hope, by latest count, has 13. Gardner, by latest estimate, 14. . . . One of the wildest rumors Radio Row has had in years was the one circulated on Monday that Pres. Truman would do a guest shot with Crosby, playing the piano and gagging, turning over his check to the Sister Kenny Fund. Philco was supposed to donate a like share—ten thousand dollars. . . . Procter & Gamble cancelling participation in "Queen For A Day" after the 27th. . . . The aspirin concession at a certain agency is prob'ly a gold-mine. They're groaning about advertising commitment to the tune of nearly \$150,000, which is being held up on "The Outlaw". . . . It had to come: Charles Collins thinks that Leo Durocher must've been saving up for a Laraine Day.



● ● ● Bunty Pendleton, riff singer and pianist, to say nothing of Victor recording artist, returns to work tomorrow nite at the Cafe Bagatelle. Miss Pendleton recently married a wealthy playboy and thought briefly about retiring from the art world. In her own words, however, she got tired of living on a \$1-a-day allowance. . . . Sam Fuller, head of radio at Sherman & Marquette, recently moved his headquarters to the coast to oversee such Colgate items as Judy Canova's opus and the Mel Blanc giggle-session. Just to make sure he'd feel at home out there, the agency had all his home furnishings flown out as a surprise. . . . H. V. (Andy) Anderson, acc't exec at WNBC, and Annie Wright, time buyer at J. Walter Thompson, will tie the knot Dec. 28th. A whirlwind courtship, as the scenario writers put it. . . . Tony Janak, who recently piloted another gal vocalist to the top brackets, has taken Kay Penton under his wing. . . . Dennis Day and Edgar Bergen set for guest shots on "Take It Or Leave It." . . . Incidentally, the Phil Baker quizzer is better than ever out in H'wood.



● ● ● One of the bigger talent agencies on the coast has bought a large hotel there to house its talent when no rooms are available. . . . Walter Gorman will direct Kenyon & Eckhard's new ABC series, "H'wood Story". . . . "We, The People" mcking a strong bid to land Joan Crawford for a guest appearance. . . . J. Dorsey was all set to go into the Capitol theatre if brother Tommy insisted on holding out. . . . That was a great break in Sunday's Herald-Trib for announcer Len Sterling. After five years, he was given official credit for having the first news flash about Pearl Harbor on Dec. 7th. '41. . . . Alan Sands writing a comedy situation show for the Korn Koblbers which Bernie Prockter will wax. . . . With Y & R's "Fighting Senator" package on the block, presence in Manhattan of Geo. Zachary, Mason Adams and Howard Teichman—the trio that made the original audition platter—may be significant. . . . Dinah Shore stanzas greatly improved since Marty Ragaway and Len Stern joined the scripting staff. . . . Suggested tag for pert Estelita at the Embassy: Cubantam Canary. . . . Coleman Jacoby was approached by a comic (notorious for sticking everybody) who asked him if he'd write him a ten-minute routine. "Sure," replied the gag-writer, "how much are you prepared to owe me for it?" . . . Add radio's best-dressed gents: Announcer Herb Sheldon.

SOUTHWEST

THE FCC has authorized operation of an additional two standard stations for Texas. One will be operated at Fort Worth by the Fort Worth Broadcasting Co., full time with a power of 1,000 watts on 1360 kilocycles. The other license has been granted the Port Arthur Broadcasting Co., of Port Arthur, for a full time station to operate with 250 watts on 1340 kilocycles.

Equipment tests are under way at San Antonio on WOAI-FM and KISS, FM voice of KMAC. Both stations are expected to get under way within several weeks giving San Antonio three FM stations, the highest amount of any Texas city.

George Young vocalist, has been added to the WOAI, San Antonio, "Memory Lane" program which is heard over member stations of the Texas Quality Network sponsored by the Taylor Bedding Manufacturing Co.

Jack Mitchell has assumed duties as master of ceremonies of "Luncheon at Ciro's" quiz program aired each Wednesday over KMAC, San Antonio and fed to KPAB, Laredo.

Betty Burns has scheduled an interview with Andre Kostalanetz over KTSA San Antonio, on Monday, Dec. 2. Miss Burns is head of women's programs on KTSA.

Bill Shomette, Farm News Director for WOAL, San Antonio, by air route to Chicago where he attended the two-day National Association of Farm Radio Directors who met there Dec. 1 and 2.

George K. Utley has been named commercial manager of KRIC, Beaumont, replacing G. L. Kirk. Utley comes here from WFAA, Dallas.

KTHT-FM is now KOPY, Houston, and is operating with 1,000 watts power on 98.5 megacycles. Station, according to Roy Hofheinz, is on full time and is being programmed independently of KTHT with six hours of commercial time.

Hal Thompson has been appointed program director replacing Ralph Maddox at WFAA-KGKO Dallas-Fort Worth. Thompson has been a member of the WFAA staff for the past 10 years in the announcing and special events departments.

Bill Shappard has been named production supervisor for WFAA-KGKO, Dallas-Fort Worth. He was formerly night supervisor for the stations.

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

Stork News

Mr. and Mrs. Joe B. Morningstar, have announced the birth of twin son, Douglas Ashby and Barry Lee, Sunday at Lawrence Hospital, Bronxville. Mrs. Morningstar is the daughter of A. L. Ashby, NBC vice-president and General Counsel, and Mrs. Ashby.

Where "Dun
& Bradstreet"
meet "Hooper
& Crossley"!



WJNO

THE VOICE OF THE PALM BEACHES

Report Manila Outlets Doing 'Landslide' Biz

(Continued from Page 1)

There is only one other commercial station in Manila. Outlet is KZRH, managed by Bert Silen with Elizalde company as the principal stockholder. Paige's Philippine Broadcasting Co., which he operates with George Rowe, is also operating Manila's first AM station with the temporary call letters KZPI-FM. Both the AM and FM stations broadcast the same programs. Paige and Rowe are planning five other 1,000-watt AM stations to be built throughout the Philippine Islands. They hope to begin construction at an early date.

Paige is in New York to talk with American advertisers and to line up network shows which would be of interest to Philippine listeners. Under the plan the show would be broadcast in San Francisco, at the time it is carried on the network, and mailed to Manila for a broadcast there one week after it is heard in the U. S.

They Like Jingles

Paige says that Filipino radio listeners are enthusiastic and receptive toward radio commercials and that they particularly like jingles. Radio advertising, says the Manila broadcaster, is new to that part of the world and is accepted by the listener as something new and fresh. Paige, pointing out the popularity of radio in the Philippines, estimates there are 10 listeners for every receiving

import of radio home receivers on the increase, although the supply still is far below the demand. Paige reveals that about 5,000 receivers a month are now being received, of which are sold before they arrive. However, American-made radios, built to operate on a 110 volt line, have to be adapted in Manila to operate from 220 voltage. Paige suggests a big market for some manufacturer who would take this point into consideration in building a small set to operate in a tropical climate. Paige says such a set, aimed at the Philippine market should be priced from 40 to 50 pesos.

Colgate Renews Sports Show

The Colgate-Palmolive-Peet Co., New York City, N. J., has renewed the "Colgate Sports Newsreel" on NBC for 52 weeks. The renewal was made through Sherman & Marquette, Inc., New York. The program, carried on NBC stations, features NBC's director of sports, Bill Stern, with sports stories and interviews. Colgate has sponsored the program since Oct. 8, 1939. It is broadcast Fridays from 10:30-10:45 p. m. EST.

WOMAN RADIO EXECUTIVE

Seeking new connection in New York. Formerly head of radio for one of five largest agencies. Also writing and broadcasting for top network stations. Program production expert. Address: Box No. 270, RADIO DAILY, 21 BROADWAY, NEW YORK 18, N. Y.

Envisions Color Tele Webs; FCC Counsel Questions Use

(Continued from Page 1)

dent Adrian Murphy the admission that if the UHF from 480-920 MC were used for black-and-white tele instead of CBS color it would be possible to have 82 frequencies instead of 27 and at least four nationwide networks.

"Do you think it is more important?" Plotkin asked, "to have only two networks with color or maybe four nation-wide networks broadcasting black-and-white television?"

Backing the color tele networks, Murphy added:

"It is quite conceivable that it would take four networks to finance the development of two color television networks—and they might have to divide the country up between them somehow."

Dr. Goldmark started his 74-page testimony after FCC Chairman Charles R. Denny, repeated his hope that the hearing on CBS's petition to give color tele commercial status can be completed this week.

Reports on Tests

Stressing that not only is station operation of color tele on a commercial basis now ready, but also network operation, Dr. Goldmark told the Commission that color video has been tried successfully on both the coaxial cable and by relay methods. "Our overall conclusion," he said, "is that, while additional band-width will be desirable in the future, coaxial cable networking with present coaxial equipment is thoroughly practical for our sequential color television signals."

"We have recently transmitted our color television signal over the Bell Telephone laboratories' microwave relay equipment operating between New York and Murray Hill, New Jersey. The relay link covered two round trips totalling 84 miles.

"The video bandwidth of the microwave link was about 5 MC even though the signals received back from the relay link did not contain resolution corresponding to the full bandwidth of the signal fed to the link, the color rendition compensated for such loss of horizontal resolution as occurred, so that the picture was fully satisfactory at normal view-

ing distances. Mr. Reedy was also in charge of these tests."

Opposes CBS System

Joseph Gerl, president of the Sonora Radio and Television Corp., yesterday opposed CBS's color television petition in a letter to the FCC.

Underlining the high cost of CBS television, Gerl plugged electronic video as the "crowning glory to television." Stating that he was unable to attend the Commission hearing, Gerl opposed the CBS petition in a letter and asked that it be included in the hearing record.

"The technical objections to UHF television are many," he wrote, "for one thing, the development of high power UHF generator tubes is some distance off, nor is there any evidence that the UHF signals will have fewer ghosts than the low frequency signals. Moreover, the necessity for receiver disks and motors for mechanical television will prove an extra burden upon the consumer. However, more immediate considerations would seem to dictate a denial of CBS' petition. Production of television sets with both high and low frequency ranges would be very expensive to manufacture. From the telecasting point of view, broadcasters would have to install dual transmitters, maintain dual staffs and foot dual bills, placing a tremendous burden upon an infant industry, and making prohibitive the erection and operation of smaller television stations in smaller cities and rural areas."

"Color television, of an electronic variety, will be a crowning glory to television, just as technical color movies have added immeasurably to the entertainment of movie going audiences.

"Color television, as an orderly development, must be of an electronic nature, and should be of a frequency to dovetail with black-and-white television."

Heads Girl Scout Radio Dept.

Newly appointed radio director for National Girl Scout headquarters is Natalie Flatow, former director of the Margaret Arlen program on WCBS.

Porter Mulls Offer To Become BMI Prexy

(Continued from Page 1)

ministrator would attend the BMI confab, but officials explained that "only routine business matters were discussed."

It was further pointed out that BMI itself has no indication of Porter's plans regarding the post, reported to carry with it a salary of \$35,000 annually and now held by Justin Miller, NAB prexy, who will step down when a successor is named.

Trade reports are that Porter will take the post, however, particularly now that Charles R. Denny has been named chairman of the FCC.

Attending the BMI meeting were the following officers and directors:

Justin Miller, president; Sydney M. Kaye, executive vice-president-general counsel; M. E. Tompkins, vice-president-secretary; Charles E. Lawrence, treasurer; Claude C. Boydston, comptroller; Robert J. Burton, assistant secretary; directors: John Elmer, WCBM, Baltimore; Carl Haverlin, Mutual; William S. Hedges, NBC; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald, ABC; Paul Morency, WTIC, Hartford, Conn.; J. Leonard Reinsch, WSB, Atlanta; J. Harold Ryan, Fort Industry Company, Toledo, Ohio, and Frank K. White, CBS.

'Blackie' Actors In 'Lorraine'

Two actors who are heard regularly on the WJZ "Boston Blackie" mystery-thriller, have been able to keep their "Boston Blackie" assignments on the air 7:30-8:00 p. m. and still appear in a Broadway show. They are Roger DeKoven and Berry Kroeger, both of whom are seen at the Alvin Theater with Ingrid Bergman in "Joan of Lorraine."

Johnny Long To Guest

First married couple to visit "Mr. and Mrs. Music" (Andre Baruch and Bea Wain) on WMCA will be band leader Johnny Long and his wife. Latter pair will visit WMCA studios on Thursday, Dec. 12, and will be interviewed by Wain and Baruch during the noon to 2 p.m. session.

Master these Dialects ➡

with the


DIALECTON AUDIO-VISUAL METHOD

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

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WHEN KIDS CHOOSE UP SIDES

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

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WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer President George H. Roeder General Manager

Publishers Acquiring FM Radio Equipment

(Continued from Page 1)

from newspaper publishers in 11 states, some of whom have never before been associated with broadcasting. Total amount of the orders placed with Federal is estimated to run more than \$250,000.

Not all of the publishers ordering FM equipment have received their CPs from the FCC and some of those whose applications are pending are in areas where the demand for FM grants is bigger than the supply. Among these are the New York Post and the Newark Evening News. The other publishers who have just installed or contracted for FM equipment made by Federal include the Daily Telegraph Printing Co., Bluefield, W. Va.; Bradford Publications, Bradford, Pa.; Buffalo Evening News, Buffalo, N. Y.; Truth Publishing Co., Elkhart, Ind.; Fort Smith Southwest Record, Fort Smith, Ark.; Joplin Globe & News Herald, Joplin, Mo.; Kankakee Daily Journal Co., Kankakee, Ill.; Milwaukee Journal Co., Milwaukee, Wis.; Niagara Falls Gazette, Niagara Falls, N. Y.; Omaha World Publishing Co., Omaha, Neb.; Paducah Sun Democrat, Paducah, Ky.; Reading Eagle & Times, Reading, Pa.; South Bend Tribune, South Bend, Ind.; and the Watertown Daily Times, Watertown, N. Y.

The orders now being filled by Federal is further indication that the newspaper industry, which showed scant interest in associating with radio in the early 1920s, is insuring itself of any benefits which may accrue from FM developments. The latest FCC report showed that of 500 conditional FM grants issued at the time, about 43 per cent went to newspapers.

Original ATW Script To Be Aired On WNEW

An original script, winner of the second prize in the contest offered by Samuel Goldwyn to veterans in the radio writing class of the American Theatre Wing School will be broadcast over WNEW tonight, (Dec. 11) from 9:15 to 9:30. Titled "You Can't Stop Soldiering," was written by John Blank, a member of the Wing School's radio class.

Competition was open to veterans who had taken, were taking, or would take the writing courses offered by the school, and was the result of a Radio Workshop broadcast conducted by WNEW which attracted the attention of Goldwyn. The motion picture executive offered substantial prizes for producible scripts inspired by the title of his new picture, "The Best Years of Our Lives." Prizes are \$300, \$150 and \$50. Scripts were judged by Robert Sherwood, McKinlay Kantor and Bert Lytell. All prizes will be presented on a special program Dec. 18, to be arranged by WNEW when the first prize winner will be produced, directed and acted by an all-veteran cast from the radio workshop of the Wing.

★ AGENCY NEWSCAST ★

LARRY WHERRY, vice-president, has been elected to the board of directors of Sherman & Marquette, it has been announced at the agency's headquarters in Chicago. Wherry served during the war as vice-chairman of the Feed Industry Council, an agency created by the American feed industry to co-operate with the Department of Agriculture in disseminating information to farmers and feeders toward meeting wartime food goals. He is also the author of the forthcoming book "Golden Anniversary of Scientific Feeding."

WILLIAM F. CRUGER, for nine years advertising manager of John H. Pray & Sons Co., of Boston, is joining the Herbert W. Frank Advertising Agency, Boston. He will act as administrative assistant to Mr. Frank and head the creative staff.

DAVIS FISHER KAYNE, Chicago agency, announces that Jack L. Fisher, Jr., has joined the organization as radio director.

BURSON KNITTING COMPANY, Rockford, Ill., is resuming its national advertising of Burson's Nylon Anklets for women—through Hicks Advertising Agency, New York.

MEDIA MEN'S ASSOCIATION of New York will hold its annual Christmas party at the Sheraton, today, Dec. 11, 6:30 p. m.

Walter Gorman Named To Direct Kellogg Show

Walter Gorman has been appointed by Kenyon & Eckhardt as director of "Hollywood Story" for Kellogg Products, it was announced yesterday. Program, a five-time a week strip, debuts on ABC Monday, December 30, and will be heard from 11:30 to 11:45 a. m., EST.

Gorman has recently been engaged in writing original scripts and adaptations for motion pictures and prior to that directed public service programs for ABC.

Bill Todman To Lecture

Bill Todman, who, with Mark Goodson, produces the CBS "Winner Take All" program, will present a series of lectures on "Production Problems of the Quiz Show" at Queens College, Flushing, during the week of December 16. The lectures are a special group in the general college curriculum under the heading "Radio As A Social Force".

Gets Contract Renewal

Oklahoma City—Tommy Allen, baritone, who has been singing over WKY, in this city in the NBC talent development campaign, has been signed for an additional 13 weeks, it was announced this week by Clarence L. Menser, vice-president in charge of programs.

Allen, who was brought to Men-

RUSSEL M. SEEDS CO., INC., has revealed that the controversies between the Seeds agency and Grove Laboratories, Inc., resulting from the transfer by Grove to other agencies of the advertising of Grove products previously handled by Seeds, have been adjusted on a basis satisfactory to both parties. Details were not disclosed.

GLACUS G. MERRILL, manager of WHAR, Clarksburg, West Virginia, has appointed Joseph Hershey McGillvra, Inc., exclusive national representatives for WHAR. The station will be the Mutual Broadcasting System outlet for the Clarksburg, West Virginia, market.

CELEBRATION of the first anniversary of the organization of Transcription Sales, Inc., Springfield, Ohio, took the form of a luncheon for the headquarters staff with Lin Mason, vice-president, in charge. John P. "Pat" Williams, president, celebrated by flying to the West Coast to inspect the newly opened office in Hollywood, Calif. While there, he will make a survey of the transcription field with Roger Read, West Coast, manager. At the Springfield luncheon, two new additions to the staff were introduced. They are William Anderson, who will be in charge of the New England territory, with headquarters in Boston, and Annie Lockett, who will handle the Mid-Western section out of Springfield.

Renew Superman On MBS; Gen. Foods Adds Another

"Superman" has been renewed for 52 weeks, and General Foods Corporation will sponsor its fourth program on the Mutual network, it was announced yesterday.

"Superman," renewed by Kellogg Products, is effective with the broadcast of December 30, through Kenyon & Eckhardt. Program is heard Monday through Friday from 5:15 to 5:30 p. m.

New G. F. Show

New General Foods program is "McGarry And His Mouse" for Sanka Coffee which starts on the coast-to-coast network January 6, 1947, and will be heard from 8 to 8:30 p. m., EST. Other General Foods shows on MBS are "Buck Rogers" "House of Mystery" and "Juvenile Jury." "McGarry" is directed by Ed Downes and handled through Young & Rubicam. Company also announced sponsorship, effective January 6th, "So This Is Love," an audience quiz program starring Eddie Dunn over WOR. Program will be heard Monday through Friday from 12:45 to 1 p. m., EST. Products are Maxwell House Coffee and Instant Maxwell House Coffee. Benton & Bowles is the agency.

ser's attention through NBC's Welcome Home Auditions for Veterans, has been renewed for the Oklahoma Gas & Electric Co., bringing their sponsorship up to 39 weeks.

Mutual Adding Nine Total Brought To 37

(Continued from Page 1)

charge of the web's station relations. New stations are: WATZ, Alpena, Mich., 250 watts, 1450 kc., owned and operated by the Midwestern Broadcasting Co., joined the web on Dec. 29. Company also owns WM Petosky, Mich., 250 watts, 1340 kc., currently under construction and will join Mutual as a full-time affiliate about Feb. 1, 1947.

KCIL, Houma, La., 250 watts, owned by Charles Wilbur Larson, Jr., joined MBS as a full-time affiliate on Dec. 1; WGNS, Murfreesboro, Tenn., 250 watts, owned by Murfreesboro Broadcasting Service, joined on Dec. 15; WHAR, Clarksburg, W. Va., 250 watts, owned by Mountain State Broadcasting Co., Glacus G. Merrill is principal stockholder and will join as full-time member of the East Central group on Dec. 1.

WQUA, Moline, Ill., 250 watts, owned by Moline Broadcasting Co., joins on January 1; KSTT, Davenport, Iowa, 250 watts daytime only, owned by the Davenport Broadcasting Co., will be available (in combination with WQUA) beginning January 1, 1947.

WQBC, Vicksburg, Miss., 1000 watts daytime and 500 watts nighttime will join Mutual as a full-time affiliate on January 1, 1947. Station is owned and operated by the Davenport Broadcasting Co., and affiliated with the Vicksburg Post and Vicksburg Herald.

Haverlin also announced WRRN, network affiliate in Warren, Ohio, will increase its power from 5,000 watts on January 1. Station will broadcast full time on 5,000 watts at 1440 kc., and will be Mutual Warren-Youngstown outlet.

FCC Amends Rule

Washington—The FCC this week amended its rule to permit substitution of blanket application in service other than broadcast.

The Commission amended Section 1.301 of its rules and regulations to include the following addition:

"In cases arising in services other than broadcast, however, where licensee holds several licenses which are identical in terms, or which are identical with the exception of station locality, and in other cases in discretion of the Commission, a single application may be filed for renewal or modification of such licenses, provided such single application sets forth in detail an accurate description of the individual licenses so to be renewed or modified."

Send Birthdays
Greetings To

December 11

Buster Coward Donald Flamm

PROMOTION

U. N. Poster

red Veit, of the NBC Advertising Promotion Department, is the designer of the United Nations 1946 poster which was released for distribution yesterday. Veit is art director for NBC managed-and-owned stations. First of a series of annual posters distributed by U. N. "to convey a message of peace, understanding and unanimity of purpose to all peoples of the world," the poster will be printed in 16 languages for distribution throughout the world by U. N. and voluntary associations. Printed in five colors, it depicts a globe bearing an olive branch to the peoples of the world. More than 100,000 advance orders for it have been received by U. N.

News-Promotion

WPKC, Columbus, Ohio, in connection with selling Fulton Lewis (Munich) to local sponsors, tied in the commentator as a top newsmen with the newspaper highlight of the week. Picture shows a group of Leveville Penitentiary inmates signing agreements to donate eyes to medical science after death. Picture is distributed all over Columbus in shops, theaters, etc.

"The Listener"

itled "The Listener," WJW, Cleveland, has produced a fan magazine or station house organ that bids to be one of the most popular publication handouts of 1946. Smart use of toning of such artists as Bing Crosby, and other ABC stars gives magazine eye appeal. Masthead credits Bob Manby as editor with Hansen as photo editor. "The Listener" is published monthly.

New KBS Affiliates

ne Keystone Broadcasting System announces the addition of the following affiliates: WRHP, Tallahassee, Fla.; WSGC, Elberton, WFO, Macon, Ga.; WRQN, Vidalia, Ga.; KWHK, Hutchinson, Kan.; WATZ, Alpena, Mich.; WWSC, Glens Falls, N. Y.; WY, Malone, N. Y.; WMOA, Macon, Ohio; WKDK, Newberry, S. C.; WRM, Columbia, Tenn. The addition of these eleven affiliates brings the number of KBS affiliates to 100, of which 226 are in single-station markets.

FOR THE PUBLIC-SERVICE MINDED

Young lady, well known director of Radio Promotion for leading public welfare organizations, AVAILABLE. A reputable background of high-level program planning and writing; dynamic follow-thru; the publicity experience with imaginative approach; contacts that produce results. Will consider commercial affiliation. Write RADIO DAILY, Box 269, 101 Broadway, New York 18, N. Y.

NETWORK SONG FAVORITES

The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on major radio networks. Published by the Office of Research, Inc., Dr. John G. Peatman, director. Survey Week of Nov. 29-Dec. 5, 1946

TITLE	PUBLISHER
A Gal In Calico.....	Remick
And Then It's Heaven.....	Remick
Anybody's Love Song.....	Miller
Blue Skies.....	Berlin
The Coffee Song.....	Valiant
Either It's Love Or It Isn't.....	Mood Music
Everybody Loves My Baby, My Baby.....	Goode Music
Five Minutes More.....	Melrose
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
The Girl That I Marry.....	Berlin
My Sugar Is So Refined.....	Capitol
The Old Lamp-Lighter.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke and Van Heusen
On The Other End Of A Kiss.....	Beverly
Passe.....	Feist
Pretending.....	Criterion
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Sooner Or Later.....	Santly-Joy
South America Take It Away.....	Witmark
The Things We Did Last Summer.....	E. H. Morris
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Uncle Remus Said.....	Santly-Joy
White Christmas.....	Berlin
The Whole World Is Singing My Song.....	Robbins
Why Does It Get So Late So Early.....	Harms
You Keep Coming Back Like A Song.....	Berlin
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

Gulf Oil Company Buys Art Program On WNBT

Gulf Oil Company has purchased the Jon Gnagy program "You Are an Artist" over WNBT. It was announced yesterday by Reynold R. Kraft, sales manager of the NBC television department.

Gulf will start sponsorship starting tomorrow (Dec. 12) and program is shown at 9 p.m. EST. Program has been on WNBT since last Spring, was part of the "Radio City Matinee" and later moved to Friday night.

Young & Rubicam is the agency.

Army Band Touring

The Special Service band of the European theater will go on tour in the Bremen Enclave from December 24 to January 5 as a part of the Army's plans to bring Christmas entertainment to G.I. Joe's overseas. The band is under the direction of Chief Warrant Officer Lynn Arison.

Places Play With Publisher

Walter Hackett, free lance writer formerly with NBC, has placed his twenty-fifth one-act play with Bakkers of Boston for publication. The play is a comedy, "Just Among Us Girls."

New Music-Request Show Debuts On CBS Dec. 16

CBS will present a new program titled "Bouquet For You" on the network Monday, Dec. 16, which will be a musical request show heard five days a week from 5:30 to 6 p.m., EST. A dozen roses will be sent listeners whose request tunes are played.

John Carnley will produce the show and vocals will be handled by Patti Clayton and Billy Williams.

Cancels Three Shows

Setting of this new show in the 5:30-6 slot involves the cancelling of three other programs in that period and the re-spotting of two others. Shows cancelled are: "The Chicagoans," (Tuesdays) "Theater of Romance" (Wednesdays) and "Hawk Larabee" (Thursdays). "Oklahoma Roundup" which occupied the Monday slot, moved Dec. 9 to 9:15-10:00 a.m. Monday through Friday, replacing the Danny O'Neil show. "That's Life" which had the Friday spot from 5:30 to 6 p.m., goes into the 4:30-5 p.m. segment, Tuesdays and Thursdays, starting Dec. 17, replacing "Give and Take" which moves to 10-10:30 a.m., Monday through Friday, in place of "Joe Powers".

COAST-TO-COAST

— WEST VIRGINIA —

LOGAN—New chief engineer for WLOG is Louis Frye, formerly with WTOL... WLOG will broadcast school lessons to the kids during the coal strike... Continuity chief, Lucille Gallon is back after giving birth to a little lady... **WHEELING**—WWVA, the state's oldest station, celebrates its twentieth anniversary... **HUNTINGTON**—"Club Calendar," WSAZ's ladies program, is going over with a bang... Jack Bradley, WSAZ sports director, had to do some tall explaining when he accused someone of swiping some football tickets. Turned out to be his sponsor and wife... **BECKLEY**—WJLS has added a new addition to its present building... New River Company begins sponsorship of "Mountain Music," which replaces "Easy Aces" over WJLS.

— OKLAHOMA —

McALESTER—KTMK, continuing their battle against juvenile delinquency, has inaugurated Saturday mornings as "Youth Morning On KTMK." Programs range from popular record shows to religious presentations... **TULSA**—Bill Webb becomes promotion manager of KOME... Joining the KOME sales staff is Mary Lou Hopkins... **ENID**—New features at KCRC include "Jukebox Hit Parade," and Bete Mitchell's women's news shows... **OKLAHOMA CITY**—KOMA will bring sportsfans complete coverage of all outstanding college basketball games through the sponsorship of the Oklahoma Gas and Electric Co. with Curt Gowdy at the mike.

— WASHINGTON, D. C. —

WOL—Jack Corry, well known Washington band leader, will be featured in a half-hour series from the Arcadia Ballroom... Macon Reed, Jr., was assigned the job of interviewing a turkey for the station's Thanksgiving Day celebration... Russ Hodges takes over the MC spot on "The Gunther Quiz of Two Cities"... Art Brown reports the weather of eight cities every morning at 7:15... **WWDC**—An interesting experiment was made by WWDC—F—M. They used their electric razor while radio was turned on the AM band. The razor drowned out the stations. On the FM band the station drowned out the razor... Gruen Watch Co. will sponsor the time signal seven times daily.

— WANTED —

CHIEF ENGINEER FOR 5 KW STATION

We have received our 5 kw. day and night, construction permit. We need a man, with at least 5 years experience who can supervise the construction of the station and continue as our chief engineer. In reply set forth all the information you would like to have if you were the prospective employer. Reply to:

MR. H. S. NAKDIMEN
P. O. Box 799,
Fort Smith, Arkansas

**ALL WRAPPED!
READY FOR DELIVERY!**

**YOUR YEAR-END ROUND-UP
OF HEADLINE NEWS FOR 1946**



FREE TO ALL BMI LICENSED STATIONS

A COMPLETE **HALF HOUR** CONTINUITY

ACCORDING TO THE RECORD
(SPECIAL EDITION)



Eliminating the **LAST HEADACHE** of the **OLD YEAR**... One solid package of history-making headlines in capsule form, tailor-made into a fast-moving half hour story of 1946!

Hundreds of alert broadcasters are *Cashing In On BMI Continuities!* Saleable, distinctive and refreshing program ideas are provided throughout the year, without cost to all BMI-licensed stations.

LOVE LETTERS AND LOVE SONGS —

A complete series of 5-minute programs... Available five times per week for 52 weeks.

ACCORDING TO THE RECORD —

Timely facts about the unusual... A dynamic 5-minute show available seven times per week for a full year.

SPOTLIGHT ON A STAR —

A headline radio show... New and Unusual... Five minute programs, five times weekly.

Write to Russell Sanjek for your copies of these scripts.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 51

NEW YORK, THURSDAY, DECEMBER 12, 1946

TEN CENTS

RMA Production Outlook

Paul Porter To Greece On Short Assignment

Washington Bureau, RADIO DAILY
 Washington — President Truman yesterday named the former FCC chairman, Paul A. Porter, to head an economic mission to Greece. The job, however, is a temporary one, and does not preclude Porter's acceptance of the presidency of BMI. The announcement was made by Under-Secretary of State Dean Acheson. Porter will have the personal rank of Ambassador, Acheson said. Porter will head a group expected to leave by January 10. After studying conditions in Greece, the group is expected to return by the end of April, 1947.

Three Sponsors Renew For Full Year On ABC

Three sponsors renewed 52-week contracts yesterday for a total of five programs over the ABC network while Benjamin Moore & Co. signed for 13-weeks sponsorship of a new Saturday program, 10-10:15 a. m., ST, titled "Betty Moore." New show will advertise the company's paint product and will begin March 1, 1947. Account was handled through St. Georges & Keyes, Inc. The "Jergens Journal," featuring (Continued on Page 2)

WNEB Will Go On The Air At Worcester On Monday

WNEB, new fulltime 250 watt independent station at Worcester, Mass., will go on the air for the first time Monday, December 16. John J. Curley, formerly associated with NBC program and Legal Departments in Washington, will act as General (Continued on Page 3)

ET Premiere

Hollywood—World premiere of what is believed to be first record album recorded will take place on Gene Norman's East Side show, KFWB, today. Disk was cut at Republic studios for Majestic records by Alfred Newman, three-time Academy award winner, with a 110-piece orchestra, featuring famous light concert selections. Newman will appear with Norman.

Ohio Editor Learns All About Listeners

When Stanley Anderson, radio editor of the Cleveland Press, questioned whether or not anyone listened to the "Georgia Crackers" hillbilly program over WHK from 6:15 to 6:45 a. m., he was setting the stage for a lot of inconvenience.

Saul Glantz, public relations director for the station, proposed that Anderson agree to accept all telephone calls from listeners from 6:15 to 6:45 a. m., yesterday at his home. The radio editor agreed.

Yesterday morning the calls came to the Anderson home. One hundred reached Anderson on the phone, according to a telephone company check, and 721 more attempted to complete calls during the period.

Glantz disclosed last night that between the period of Monday when Anderson was first approached, until late Tuesday night the station had used some courtesy spots asking listeners to phone the radio editor.

BMB's Subscribers Will Get New Maps

Following a board meeting yesterday in New York, Broadcast Measurement Bureau announced that it will issue new detailed station audience area maps which will include the percent penetration in each county. This action conforms with an NAB (Continued on Page 3)

CBS Developing New Tube For Electronic-Color Tele

Washington Bureau, RADIO DAILY
 Washington—Dr. Peter Goldmark revealed yesterday that CBS is developing a special tube that will produce color electronically, but may be utilized on Columbia's present sequential standards. The youthful inventor of CBS's color video system, declined to estimate when the tube would be available. Development of the special tube apparently was news to most members of the FCC and it was predicted

Manufacturers Plan 15,000,000 AM Sets For 1947; 3,750,000 With FM And 325,000 Television Receivers

Two Tele Stations Planned For 1947

Two new television stations, one in Chicago, and the other in Toledo, are in prospect for 1947, according to announcements made yesterday.

WGN, Chicago, expects to have its new tele station in operation next May or June. Yesterday the FCC assigned call letters WGNA for the new station and WGNM for the mobile unit.

Construction of the WGNA trans- (Continued on Page 6)

International Radio Discussed By Morrow

Discussing the role of radio in promoting peace, Edward R. Morrow, CBS vice-president and director of public affairs, addressed the Sixth Nobel Anniversary dinner at the Ho- (Continued on Page 2)

Petition FCC To Subpoena Hearst As WBAL Witness

Washington Bureau, RADIO DAILY
 Washington—The broadcasting newsmen, Drew Pearson and Robert S. Allen, this week requested assurance from the FCC that William Ran- (Continued on Page 3)

About 3,750,000 home radio sets produced in 1947 will have an FM band, according to a prediction yesterday by Ray C. Cosgrove, president of the Radio Manufacturers Association which today winds up a three-day board of directors quarterly meeting in New York. The nearly four million sets affording FM reception constitute 25 per cent of the over-all set production figure predicted by Cosgrove.

The RMA president estimated that 1947 set production will be 15 mil- (Continued on Page 3)

Canadian Gov't Offers Sedgwick New Freq.

Montreal — Negotiations between radio station CFRB, Toronto, and the radio division of the Department of Transport at Ottawa over the assigning of a new frequency are now taking place, a Canadian Broadcasting Corp., official disclosed. CBC previously announced it intends taking over the station's present frequency (Continued on Page 6)

FCC In Final Decisions On California Applications

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced adoption of a final decision granting the applications of the United Broadcasting Co., for a new station at San Jose, Calif., to operate (Continued on Page 6)

Accolades Plus

Press Agents Mutual Admiration Society — PAMAS — which meets weekly in the Black Angus Restaurant to exchange compliments and bon vivants, yesterday honored Hamilton "Ham" Woodle, of Kenosha, Wis., as the winner of a Mutual station's promotion contest. Lou Straus, publicity director of American Safety Razor Co., which ran the contest, presided.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL
(Wed., Dec. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10	9 3/4	9 3/4	- 1/4
Am. Tel. & Tel.	168 3/8	166 3/4	168 1/8	+ 1 3/8
CBS A	33	31 1/2	33	+ 1
CBS B	32	31 1/2	32	+ 1
Farnsworth T. & R.	8 3/8	8 1/8	8 1/4	- 3/8
Gen. Electric	37 3/4	37 1/4	37 1/2	+ 1/4
Philco	22 7/8	22 3/8	22 3/4	+ 1/8
RCA Common	10	9 3/4	10
RCA First Pfd.	80	80	80
Stewart-Warner	16 1/4	16	16	- 1/2
Westinghouse	26 1/8	25 1/4	25 1/2	- 5/8
Zenith Radio	20 7/8	20 1/2	20 3/4
Nat. Union Radio	3 7/8	3 3/4	3 3/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8	9
Finch Telecomm.	6 1/2	7 1/2
Stromberg-Carlson	13 3/4	14 3/4
U. S. Television	1 1/8	1 1/2
WCAO (Baltimore)	39
WJR (Detroit)	19	20

FCC Grants Movie Studio 7 Radio-Telephone Stations

West Coast Bureau, **RADIO DAILY** Hollywood—Permit for seven radio-telephone stations, to be used for motion picture communications purposes, have been granted to Pictorial Productions, Inc., by the FCC, G. J. Altfisch, president of Pictorial has announced. The service, which will provide direct radio-telephone contact between Hollywood studios and location production units anywhere in western states, as well as local service on location and in Los Angeles area, will be available shortly after January 1.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

FRANK SAMUELS, Pacific Coast sales manager for the American network, and **DON TATUM**, West Coast attorney for the web, have returned to Hollywood following a series of conferences in New York.

GEORGE CROTHERS, director of "Opinion Please," broadcast over CBS, is back from Boston, from where the most recent stanza of the program emanated.

OTTO BRANDT, of the stations department at ABC has left on a trip that will keep him away until Dec. 18., during which time he'll visit Albany, Cleveland, Youngstown, Wheeling, Pittsburgh, Washington, Baltimore and Wilmington.

DON LERCH, agricultural director of CBS, is back at his headquarters in Washington, D. C., following a series of conferences with network officials in New York.

MYRTLE ILSLEY, proof-reader in the sales promotion and advertising department at CBS, is spending a few days in the Nation's Capital on business for the network.

FRANK STANTON, president of the Columbia network, and **JOSEPH H. REAM** vice-president and secretary of the web, have returned from Washington, D. C., where they attended the color-television hearing.

PAUL BARRETT, manager of KERO, Bakersfield, Calif., in Chicago this week on business.

JEAN MEEGAN, radio feature writer for AP, has left on a 10-day trip to Hollywood.

EVELYN KNIGHT, vocalist, is expected back today from Chicago, where she enjoyed an extended engagement at the Palmer House.

FIORELLO H. LaGUARDIA is in Washington, D. C., from which point his ABC program of last night originated. He'll be back in New York in time for his Sunday noon broadcast over WJZ.

GORDON FRASER, American network news analyst, has returned from Joliet, Ill., where he addressed the Rotarian Club on the subject, "The Radio Public's Misconception About Industry."



Stiff upper lip

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

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

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

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

Just hard, down-to-earth facts prove our merit!

International Radio Discussed By Morrow

(Continued from Page 1)

tel Astor in New York on Tuesday night.

"The success of international broadcasting is dependent upon the degree of co-operation with the United Nations itself." Murrow declared in reviewing the progress of UN broadcasting. "Above all," he continued, "a United Nations radio must never bear the stamp of one or a single group of nations—and an effective summary of news and information cannot wait upon unanimity.

"It is not from any single nation, not from any individual that the best results can be achieved. It is only from a co-ordinated international effort that radio can best do its part in maintaining this 'uneasy peace.'"

Norman Corwin, writer-producer-director, speaking at the same dinner urged wider use of referendum and plebiscite in critical times.

Will Broadcast Ceremony

San Francisco — The National Broadcasting Co., will carry a special broadcast of the lighting of the famous Luther Burbank Christmas tree next Saturday, December 14, at 5 p. m., PST, from Santa Rosa, California.

The Santa Rosa Junior College a capella choir will be featured in Christmas carols, and State Senator Herbert Slater, a former newspaper man who first interviewed Burbank when he was 18 years of age, will be the main speaker.

'Toy Bowl' Feature On CBS

Father Flanagan, head of Boy's Town; Frank Leahy, football coach of Notre Dame, and Pat O'Brien, film star, will speak tomorrow on Red Barber's sports show over CBS from 6:30-6:45 p.m., the night before the broadcast of the "Toy Bowl" gridiron tussle, a benefit game at Birmingham, Ala., which broadcast will originate at WAPI.

Three Sponsors Renew For Full Year On ABC

(Continued from Page 1)

Walter Winchell, has been renewed for 53 weeks by the Andrew Jergens Co. Same sponsor also has renewed the "Louella Parsons Show" which follows the "Jergens Journal" at 9:15 p. m., EST, Sunday nights. Contracts were signed through Robert W. Orr & Associates.

Kellogg Home Edition," sponsored by the Kellogg Co., will be replaced by "Hollywood Story" and story teller Galen Drake on Dec. 30, although sponsorship remains the same. The Kellogg stanza is heard Monday through Friday from 11:30-11:45 a.m., EST. The "Hollywood Story" drama, originating in New York, will be heard in the same 15-minute segment with Galen Drake, whose performance will be done from the West Coast. Another Kellogg renewal signed yesterday covers the 11:15-11:30 a. m., EST, segment of Tom Breneman's "Breakfast in Hollywood" program. All Kellogg contracts were signed through Kenyon & Eckhardt.

Sterling Drug, Inc., has renewed 52-week sponsorship of "Bride and Groom," effective Jan. 6. Show is broadcast Monday through Friday from 2:30-3 p. m., EST. Agency is Dancer-Fitzgerald-Sample, Inc.

5000 WATTS 1330 KC.

WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD—147 West 46th Street, New York, N. Y.

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

Production Estimates Issued By Cosgrove

(Continued from Page 1)
 tion, the same figure as he predicts for the year 1946. When asked why he did not expect an increase next year, Cosgrove said he anticipated that production problems will still retard the industry next year and that "labor troubles" will continue to hamper manufacturers. However, production of 15 million is still two million above the top pre-war figure.

Cosgrove estimated that 90 per cent of the console models turned out in 1947 will be equipped with FM. As for small table sets with FM, Cosgrove pointed out, manufacturers have not yet learned how to turn out AM-FM receivers selling for under \$60. Consequently, he said, FM attachments for the present will be found mainly on the console models.

Tele Receiver Forecast

Cosgrove predicted that in the over-all picture some 320,000 to 360,000 television receivers would be made in 1947. This figure is much lower than the recent prediction of one million tele sets in 1947 and Cosgrove said he realized that several estimates had been made but he stood firm on his own estimate. In answering a question as to what he thought of RCA's plan of making its own television installations of consumer sets, Cosgrove said he thought the plan "sound" and that other manufacturers probably would do the same. He said that the policy was a good one as a temporary measure, not a permanent one, since it requires intensive training to equip service men with the know-how of installing highly sensitive tele receivers.

Vote Promotion Fund

The RMA board of directors yesterday voted a \$50,000 appropriation for a merchandising and promotion campaign to put a "radio-in-every-room." The campaign, extending throughout 1947, will be promoted in co-operation with the NAB. An "editors' clinic" probably will be held in New York in February or March of next year to officially launch the program. The advertising committee of the RMA meets today to consider details of the campaign. One phase of the campaign will encourage department stores to use a radio in all displays simulating a furnished room. According to RMA's program, a room without a radio is not completely furnished.

The first reports from the RMA meeting on Tuesday claimed that 10 per cent of present receiver production was being exported, due to the winding backlog of domestic orders, but Cosgrove said yesterday

NAB President Commends Xmas Shows For Veterans

Judge Justin Miller, president of NAB, in a telegram to RADIO DAILY yesterday volunteered the industry's support to the suggestion that broadcasters extend themselves this year to bring entertainment to the 200,000 disabled veterans in hospitals throughout the nation. Judge Miller's message follows:

"Thank you for sending to me a copy of General Eisenhower's letter concerning special Christmas programs for Hospitalized servicemen. I am in complete accord with the General's statements, and the NAB will be pleased to bring his letter to the attention of its members.

"As General Eisenhower points out, American broadcasters enjoy the singular ability to provide our convalescent veterans with continual hours of information and entertainment.

"In reminding the industry to direct extra efforts during the Holiday Season toward stimulating these men, you are performing a highly commendable service. I know the broadcasters will co-operate wholeheartedly in providing America's veterans with the finest in programs. Those of us in the radio industry must remember that we have an unending obligation to our servicemen. They fought and won the battle to maintain our democratic way of life. We must be ever watchful to see that their victory is preserved and that they know of our lasting gratitude."



JUDGE JUSTIN MILLER

Petition FCC To Subpoena Hearst As WBAL Witness

(Continued from Page 1)

dolph Hearst, publisher, will appear at the WBAL hearing next month. The columnists, who covet WBAL's wave-length and 50 kw. power, asked the Commission for a positive statement on whether the newspaper tycoon will be called to testify at the hearing.

he did not believe that more than 5 per cent are going abroad at present. He stated this figure will increase and that export may hit 10 per cent in 1947.

The RMA president indicated his belief that radio retail prices had hit their peak and that next year will see a larger dealer discount which will be passed on to consumers. He said that "unknown name" manufacturers will find their problems mounting during the next few months and that the market will eventually boil down to established trade name competition.

Two new RMA members have been elected to the board of directors during the current meeting at the Biltmore Hotel. They are David A. Wald, president of DeWald Manufacturing Corp., and George Gardner, president of Wells-Gardner & Co.

WNEB Will Go On The Air At Worcester On Monday

(Continued from Page 1)

Manager; Leslie F. Smith, formerly with WFEA and WMUR, Manchester, N. H., is Commercial Manager; John F. Morse, formerly with WORC, Worcester, is Program Director; Vernon P. Wilson, formerly with WCOP, Boston, is Chief Engineer. Jeanne Connelly, formerly of NBC Program Department, New York, is in charge of women's activities. Dorothy Murray, formerly in charge of media at Moore and Hamm Advertising Agency, New York, will be Promotion and Commercial Traffic Manager.

1st Anniversary Broadcast

Washington — Completion of one year of broadcasting was celebrated by station WPIK, Alexandria, this week, with the presentation of its first anniversary broadcast.

WPIK, designed to serve Northern Virginia and metropolitan Washington, was the first of a group of stations now appearing in the Maryland and Virginia suburbs of Washington; and it was the first station in the United States to be granted the frequency of 730 kilocycles, previously held by stations in Mexico and Canada only.

BMB's Subscribers Will Get New Maps

(Continued from Page 1)

resolution of Oct. 25, calling for a clarification of BMB maps.

The new maps will be distributed to subscribers as soon as they can be prepared and will substitute for the maps originally issued as part of the station audience reports, thereupon becoming the official BMB maps.

Subscribing stations are being informed of this in case they want to anticipate the receipt of their official BMB maps by preparing their own maps to conform with the new BMB ones.

The board of directors also considered rules and regulations, the use of BMB by advertisers, agencies and plans for 1947.

Will Televis Game

The professional football championship game between the New York Giants and the Chicago Bears will be televised from the Polo Grounds by NBC's station WNBT Sunday, Dec. 15 (2:30 p. m., EST), and carried over the NBC Television network by Station WPTZ in Philadelphia.



on the ball

This lad is really on the ball and it looks as if he is going to drive a long one. Weed men are always "on the ball" and they hit all prospects hard and often.

WEED AND COMPANY

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

OFF THE AIR
**REFERENCE RECORDINGS
 IN CHICAGO**

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



LOS ANGELES

By RALPH WILK

BILLED as "The world's greatest regional web," the Mutual Don Lee Broadcasting System of 40 stations has just issued a new coverage map showing that three Pacific Coast states have 3,695,530 radio families in a seventeen billion dollar market. Herbert Sonnenburg, Sales Promotion Director of the network, compiled the two-color map.

Elbert Walker, producer of KHJ Mutual Don Lee's "Erskine Johnson in Hollywood" program announced the birth of a six-pound and one-half ounce baby daughter. Walker claims she is the first child to have a radio network for a "godfather" naming her Donna Lee for the regional network.

Joe Twerp, writer-actor on the CB Jack Carson show, was married on Thanksgiving Day to the former Doris Cloninger of Dallas. Couple met when Twerp was stationed at Camp Sutton, during the war.

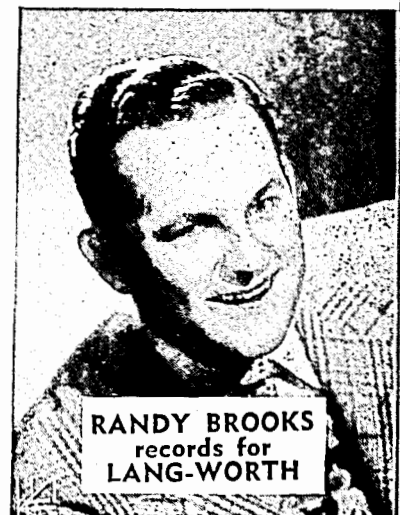
Cathy Lewis, who plays Phyll Knight on the Mutual "Michael Shayne" shows, also does three different roles on the Sunday Eddie Bracken show, just given a renewal by its oil sponsor.

Magazine Tieup Arranged

Roger W. Clipp, president and general manager of WFIL, Philadelphia, in co-operation with the monthly magazine, "Philadelphia," has arranged for a four page, center insert monthly carrying a spread on WFL artists and shows. The magazine will print 1,000 additional copies each month with the station insert for institutional distribution. Publication is sponsored by the Philadelphia Chamber of Commerce.

Receive Radio License Fines

Woodstock, Ont.—Ninety-three persons in this city and surrounding district were convicted in Magistrate Court for failing to obtain a 1946 radio license. They were each fined \$3 and costs.



Windy City Wordage . . . !

• • • A program on the order of the old "Midnight Flyers" of a decade ago which made the Coon-Sanders band famous made its bow over WGN December 9. Originating from the Blackhawk Restaurant, it is known as the "Blackhawk Day Chasers Party" and will be heard

Chicago

every Monday night from 11:30 to midnight. Russ Carlyle's orchestra with vocalist Mary Morgan, the Lamplighters' Quartette, the Coachman Choir, and Harry "Woo-Woo" Stevens are featured. Show is written by Paul Benzaquin and produced by Russ Raycroft. . . . Don Reynolds, new singing personality introduced Sunday on WBBM in his own weekly program called "Sweet Rhythm," has been on the air a long time. He began his radio singing at WHA, Madison, Wis., while attending the University of Wisconsin. After leaving the university he launched his professional career as staff singer on a Milwaukee station at \$1.75 per program. Later at WTMJ in Milwaukee he was vocalist with "Helnie And His Grenadlers." Still later he was with Griff Williams' orchestra, Horace Heidt's orchestra, and KMOX, St. Louis. Since March of this year he has been heard on various musical programs in Chicago.

☆☆☆

• • • A new audience participation show, "Hint Hunt," is being tested out here for network presentation and appears to have definite possibilities. Sponsored by Armour & Co., for Chiffon, the show is recorded daily at 1:45 p. m. in the CBS studios and is broadcast over WBBM at 4:30 p. m. while being tested. It also is aired over WSBT, South Bend, Ind., and WISN, Milwaukee. A board of women is chosen at random from the audience to judge household hints submitted by the audience before the show goes on the air. Three hints are selected to compete for the grand prize and the women submitting them are awarded toasters, broilers, etc., while the winner's grand prize may be a watch, radio, silverware or other valuable prize. Show is produced by Georgene O'Donnell and stage-managed by Janet Kubicz. Chuck Acree is emcee, Don Gordon does the announcing, and Reggie Cross, as "Beagle," the hint hound, provides comedy.

☆☆☆

• • • **RANDOM NOTES:** William Carr, former reporter on Chicago newspapers, has joined ABC's news and special events department as news writer. . . . A son, Michael, was born to Mr. and Mrs. Jim Conway (he's a WBBM announcer and emcee) December 3. . . . Neva Patterson, former WBBM vocalist, is back in Chicago, taking the part of the Player Queen in Maurice Evans' "Hamlet." . . . Bill Henry, CBS newscaster, who did his Johns Manville news broadcast from the WBBM studios Friday, will be heard here again on December 30 on his way back East. . . . Robert P. Jones, Jr., ABC's central division station relations director, will confer with network execs in New York late this week, returning to Chicago December 16. . . . The annual NBC-ABC Christmas party, to be held in Studio A of the Merchandise Mart on December 21, will be a big and brilliant affair. Judy Waller, educational director for NBC, is busy lining up gifts and entertainment for the shindig, which is for the children and families of employees and staff musicians of the two networks. . . . Revised emergency train schedules prevented Juno Havoc and other stars of "Golden Boy" from appearing at the party U. S. Steel had planned following the broadcast here Sunday night, so the party was canceled, but the broadcast went on as planned.

☆☆☆

• • • **WIND** has a new crooner, 23-year-old Jack Nelson, whose popularity is zooming. On his new "Jack Nelson Show" Nelson does 25 minutes of music with George Strandt at the organ. Last year, when he was just out of the army, Jack placed second among 5,000 contestants in the Harvest Moon Festival and won a place as vocalist with Dick Jurgens' band. He left the band recently to join WIND. . . . A. W. Kaney, NBC central division station relations manager, left Monday (9) for a tour of Midwestern affiliates.

Not so many weeks ago some 900 radiomen and agency men began receiving little red and gray postcards in the mail. The cards . . . in terse phrases . . . stated blandly that their recipients would be receiving . . . in the not too distant future . . . A HOUSE IN THE COUNTRY. And, who wouldn't accept such a gift in these trying times?

Several days later, these same people had delivered to their desks a large gray envelope marked "special delivery." A quick inspection uncovered a sizable folder gayly printed in three colors and introducing the new NBC Syndicated show A HOUSE IN THE COUNTRY. Not only did this unique folder introduce the show . . . but on page 3 was a complete audition record of this new half-hour situation-comedy series.

Behold, for the first time, solicitees of recorded programs had received an audition record of a bright new program right off the bat . . . without even asking for it.

The response was terrific. Program buyers all over the nation gave audible and verbal thanks. It saved them time. They had an audition for immediate prospects. They had an audition to keep on file, ready for future clients.

A House in the Country can be summed up in a few phrases which appear in this King-size folder . . . a new high in situation comedy-audience tested on a nationwide network—written by Ray Knight, one of radio's top comedy scripters—cast of outstanding network talent—NBC Produced, Recorded and Syndicated—Available to local advertisers everywhere—52 half-hours of hilarious entertainment.

The unique program presentation of A HOUSE IN THE COUNTRY is still available in limited quantity.

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

SAN FRANCISCO

MEREDITH WILLSON'S show "Sparkle Time" has been renewed by Canada Dry for another 13 weeks. Program is heard on Friday's over CBS.

Southern California Association of Radio Newsmen will hold its monthly meeting Wednesday, and will have as their guest speaker Roman Toporoff, who was with the Polish-London Intelligence Government Department during the war. They will also determine an official title for the organization.

David Lasley, Promotion Manager of KPO in San Francisco, is in town conferring with NBC executives.

Art Linkletter will play host to the Mayor of St. Louis when the city of St. Louis plays host to Art Linkletter next week. Linkletter will broadcast his "People Are Funny" program from St. Louis, Missouri, that day.

Ed Simmons, producer of "Saturday Night Roundup," left for El Paso to escort his wife and family on the last lap of their drive here from Chicago. Simmons recently purchased a house in San Fernando Valley where they will make their permanent home.

Musical weather reports have been scheduled on KROW, Oakland-San Francisco, as a feature of the "Showcase," daily music half hour sponsored by Andrew Williams Food Stores. The series of weather jingles is aired on the Andrew Williams show under an exclusive arrangement in the San Francisco Bay area between sponsor and Harry S. Goodman Company of New York, producers of the feature.

Ray Yager has been added to the announcing staff of KROW, Oakland-San Francisco, to replace Jack Berry. Yager was formerly with KSFO in San Francisco.

Don Francisco, Jr., Joins MBS

Don Francisco, Jr., has joined the Mutual network as an account executive. Prior to his entering the Navy in 1944, from which he was recently discharged after two and one-half years service as a lieutenant, Francisco was affiliated with the advertising and publicity departments of Avion, Inc., manufacturers of aircraft parts in Los Angeles.

CBS Developing New Tube For Electronic-Color Tele

(Continued from Page 1)

played in this tube," he said, "its nicker threshold limit, when fully developed, would be at 110 feet, five times more than the most brilliant color pictures we can produce now."

If CBS's standards are accepted by the Commission, the tube may be used in the near future to add electronic advantages to the sequential standards.

Following Dr. Goldmark's testimony, the Commission ruled that cross-questioning of top witnesses will be withheld until completion of direct testimony. This may throw the hearing into next week or possibly after the first of the year.

Poppelle Testifies

John R. Poppelle, president of TBA, told the Commission that commercial television standards should be withheld from the public until there is complete agreement within the industry. "We appear before you today," he said, "neither to support nor to attack the detailed adequacy or inadequacy of the standards suggested by the petitioner. We wish to enter our opposition, however, to the proposal of the petitioner that all or any of the ultra-high-frequency channels between 480 and 920 megacycles be presently allocated to commercial television on approved standards for a system of color television transmission. As reasons for this position, we advance the following:

"At the time of the commercial allocation of the monochrome frequencies and the consideration of standards, there was substantial agreement in the industry as to all essential characteristics of the standards.

"This association, through its representation on Panel 6 of RTPB and its various sub-committees studying color television systems, has followed the development of color television closely. We believe that no industry agreement exists today with respect to color television standards. Further, it appears that there are systems of color television, other than that proposed by Columbia, which are presently in various stages of development. At least some of these other systems will require standards radically different from those proposed by Columbia. It is important that the advantages and potentialities of each system be thoroughly examined and given practical field tests before a choice of any one is made for standardization.

Praises Dr. Goldmark

"The petitioner's color television developments have been demonstrated and did, in fact, win the recognition of this association when it presented to Dr. Peter Goldmark, director of research of the Columbia Broadcasting System, its 1944 award of merit in engineering. We feel that Dr. Goldmark has made some valuable contributions to the development of color television and deserves credit for his work. We want here to record our admiration for his work. We are in disagreement with the pe-

itioner, however, in that we do not believe, as he does, that this work has yet fully covered the many phases of color television that are to be examined before standardization can be accomplished.

"The Television Broadcasters Association, Inc., is dedicated to the continuous development and improvement of television, including color television. Its observations of developments indicate that any color television presently available is but a transient developmental phase.

"Development of a new service and commercial utilization are two separate undertakings. Color television is making rapid progress and there is much hope that when all suggested systems now in the laboratory are fully developed and thoroughly field-tested the engineers of the industry will find common ground for agreement and a service of color television can be integrated with the existing monochrome system.

TBA Would "Withhold" Color

"Until that time, the Television Broadcasters Association, Inc., believes it to be in the best interests of the public to withhold commercial color television standards and channel allocations in the ultra-high frequencies between 480 and 920 megacycles."

David B. Smith, chairman of the RMA Television System committee and also of the RTPB's Panel 6, revealed to the FCC the individual views of a group of experts toward the RCA and CBS systems.

Total of 14 of the experts said further work should be carried on before deciding on either the sequential system of CBS or the simultaneous system of RCA. Voting this way were experts from Hazeltine, RCA, TBA, Philco, General Electric, Telicon, Hughes Tool, Stromberg, Bendix and Carnsworth. Two of the 20 experts were from RCA and Stromberg.

Experts from CBS, Zenith and Westinghouse were in favor of adopting CBS's sequential standards. Experts from SMPE and Crosley favored adoption of the simultaneous system.

Text Of RMA Report

A report approved by the full committee, Smith said, stated:

"It was agreed that a future black-and-white receiver could easily be made which would receive in only black-and-white both the present low frequency black-and-white transmissions and high frequency color transmissions from a simultaneous system on the same basis as above, but such a receiver would be more expensive with the sequential color system.

"It was agreed that fully universal receivers to receive the low frequency channels in black-and-white and high frequency channels in color could be built with either system. With a simultaneous system, the receiver would be a relatively simple modification of the normal UHF color receiver. With a sequential system

SOUTHWEST

CALTON COOK is named program director for KWBC, Fort Worth. He was former announcer and news editor at KGKB, Tyler.

A full hour broadcast was made over WFAA, Dallas, of the All Faith Community Thanksgiving Day service last Thursday from the Palace Theater. Gathering was sponsored by the National Conference of Christians and Jews.

William H. Sadler, Jr., has been named as head of the division of radio relations of the American Legion Department of Texas.

Layne Beaty, farm service director of WBAP, Fort Worth, has been named president of the National Association of Radio Farm Directors at the recent two-day meeting in Chicago.

W. Poundstone Jackson, merchandising manager of the Texas State Network, has been elected secretary of the Nat. M. Washer Masonic Lodge at San Antonio.

Forrest Clough, program director of KFJZ, Fort Worth, key station of the Texas State Network, has announced that KFJZ will devote three and one-half hours each week to religious programs. All denominations will participate in the time allocated.

A "What I Think About Radio" contest is being conducted over K TSA, San Antonio, as part of the NAB program. To writers of 200 word letters, radios will be awarded as prizes. A total of 204 will be given away.

Jack Perry is leading the Light Crust Doughboys in its series of programs on WBAP, Fort Worth, and fed to the Texas Quality Network. Perry has replaced Parker Willson. Program is heard Monday through Friday at 12:30 p. m. for a quarter hour.

there is considerable divergence of opinion in the committee as to the extent of duplication of components which can be employed.

"From the point of view of the broadcaster, it was agreed that it would be relatively easy to derive a black-and-white signal in accordance with the low frequency standards from a simultaneous system, but that it would be difficult to obtain a similar signal from a sequential system."

WANTED

CHIEF ENGINEER FOR 5 KW STATION

We have received our 5 kw. day and night, construction permit. We need a man, with at least 5 years experience who can supervise the construction of the station and continue as our chief engineer. In reply set forth all the information you would like to have if you were the prospective employer. Reply to:

MR. H. S. NAKDIMEN
P. O. Box 799,
Fort Smith, Arkansas

THE VOICES OF MARLIN BLADES

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE,
EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung - or -
Written, Packaged, Produced

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

ADAM'S CLOVE & BERMAN'S CUM

ADAM HAYS, ETC.

Two Tele Stations Planned For 1947

(Continued from Page 1)

mitter facilities is now proceeding, Carl J. Meyers, director of WGN engineering revealed. The transmitter will be located on the 29th floor of the Tribune Tower and the station will broadcast on Channel 9 (186-192 megacycles) with an effective radiated video power of 18.4 kilowatts and an audio power of 11 kilowatts.

Plans for a modernistic two story building to house the new television station of the Fort Industry Company in Toledo have been completed, J. Harold Ryan, vice-president and treasurer of the firm, announced. The company was granted a tele license and call letters of WTVT by the FCC on Dec. 5.

The application granted for television is the only one available in Toledo. It allocates Channel 13 with a visual power of 27.4 kilowatts and an aural power of 14.4 kilowatts. The new plant will require the services of at least 22 technicians, E. Y. Flanigan, manager of WSPD, revealed.

FCC In Final Decisions On California Applications

(Continued from Page 1)

on 1370 kc., one kw., unlimited; De Haven. Hall and Oates, for new station at Salinas, Calif., to operate on 1380 kc., one kw., unlimited.

The Commission has denied the following applications: FM Radio and Television Corp., San Jose, Calif., for new station to operate on 1370 kw., one kw; Broadcasters, Inc., San Jose, Calif., for a new station to operate on 1370 kc., one kw., and Central California Broadcasters, Inc., to change frequency of KRE, Berkeley, Calif., from 1400 to 1380 kc., and increase power from 250 watts to one kw.

Will Discuss Tele

Recent advances in television will be discussed by William Cone, of the RCA Victor Home Instrument Department, when he appears as a guest of Adrienne Ames on her 6:30 p.m. WHN radio program today. Mr. Cone will also discuss the public's reaction to the placing on sale of the first postwar television receivers produced by a major manufacturer.

Putnam Substituting

George Carson Putnam is substituting for the vacationing Gabriel Heatter this week and next at 9:00 a.m., Monday thru Friday, coast-to-coast, over WOR and the Mutual network. Sponsors are: Kreml (R. B. Semler); Barbasol and Zonite (Erwin Wasey); and Serutan (Roy S. Durstine).

Wheeler Is Stromberg Guest

Bert Wheeler, the comedian, will be the Hunt Stromberg, Jr., guest on "Stars About Town," via Mutual today, Dec. 12, at 10:15 p. m.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Two columns ago we wrote of the honest efforts by Bob Miller and execs. of the Music Publishers Contact Employees Union to 'clean house' and urged ALL in the music industry to abide by the regulations and steps adopted to safeguard and mutually protect the interests of those associated with MUSIC in all its phases. . . . The Executive Council of M. P. C. E. U. has just sent a letter to its members asking them to decide on one of three steps to be taken: 1. To seek Government aid in the enforcement of regulations adopted to eliminate 'payolas' and other schemes utilized by some to violate legislation adopted to stamp out these very evils. 2. To designate a Co-Ordinator to police the industry. 3. If both above proposals are rejected, then to eliminate Paragraphs 8 and 9 of the by-laws (corrective measures) thus placing the problem squarely in the laps of the publishers: Knowing the problems from years of study, we'd say the music people would do themselves a service by adopting the second proposal, naming as Co-ordinator a man of high calibre and uniting to strictly observe his non-biased and honest attempts to govern the industry.

★ ★ ★

● ● ● About eight years ago tunesmiths Irving Caesar, Sammy Lerner and Gerald Marks played us a song which we "raved" about . . . they never played the song for a publisher until last week when Moe Gale heard it and echoed our opinion . . . the song is titled "Frosty Mornin'" and we repeat it's Hit Parade material. . . . ● Bandleader Boyd Raeburn in town for a look-see at the music situation . . . his band can't miss being on top or very close to the leaders by the end of 1947. . . . ● Former recording exec Bob Stephens has gone into the publishing business with a new ballad "I'm Afraid To Love You," written by Harry Stride, Bert Douglas and Pat McCarthy . . . plenty good, too. . . . ● Chantootsie Peggy Lee, co-author of the hit "I Don't Know Enough About You" has just written another ditty titled, "It's A Good Day." . . . ● Canada has given us another vocalovely named Gail Meredith—a treat for the eyes and ears . . . we were the first to print a "rave" about Anne Marleau, who, we hear, has just been signed by Victor. . . . ● Dave Denney, ABCowboy star and musicraft recording artist, opens next month at Meyer Horowitz' Village Barn. . . . ● Leo Russotto has returned to Gotham after serving a year as music co-ordinator for the St. Louis Symphony Orchestra to coach singers for the radio and concert fields. . . . prior to going to St. Louis, Leo had been staff NBConductor-composer for fifteen years. . . . ● Steve Nelson, Ed (his father) Nelson and Milton Leeds have written a sure-fire Western ballad, "I Got A Feelin' Somebody's Stealin' My Darlin'" . . . published by Valmount Music. . . . ● There aren't many who can re-write titles of former hit songs successfully . . . the writers of the song "Everybody Loves My Baby, My Baby" have attempted to match the standard song of a very similar title and fall a thousand miles short of the mark. . . . ● Joe Steiner has signed Paul Whiteman and Emil Coleman Orchestras for his forthcoming musical "Rhythm Rhapsodies" which will be released by Fox. . . . ● Chelsea Music has a 'clever novelty' titled "Yes, Yes, Honey" by Wiley Patterson and Grace Shannon. . . . ● Radio execs are overlooking a great voice . . . they should listen to the Baritones of Don Merritt.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Luminaries of the Radio, Concert and Recording fields, attending a cocktail party last Friday at the Waldorf-Astoria, were thrilled by the new Pilotone vinylite disks. Prexy I. Goldberg, the host, stated that the need for shellac for recording purposes will be lessened considerably by the increased use of vinylite and similar compositions. . . . ● J. C. Heard, the Cafe Society Downtown Maestro, has just waxed an Album For Continental with Ethel Waters. . . . ● Dinah Shore (Columbia) is in the groove with ballads "For Sentimental Reasons" and "You'll Always Be The One I Love." . . . ● Romo Vincent has just made "The Best Man" and "Birmingham Bus" for Decca.

Canadian Gov't Offer Sedgwick New Freq

(Continued from Page 1)

of 860 kilocycles and boosting it to 50 kilowatts for its CJBC outlet in Toronto.

"We were offered a variety of frequencies and are investigating them," Harry Sedgwick, president of CFRB, said. "It is a long and involved process to test these frequencies."

"We have heard no more about it and when the CBC intends taking over," Mr. Sedgwick added, "I still hope that sounder judgment will prevail. I am still firmly convinced that it is not necessary for the CBC to have two 50 kilowatt stations in this one area. It is a danger to freedom of speech."

The House of Commons' radio committee in its latest report approved the CBC's action of taking over the CFRB wave length. The date of when the transfer will take place depends on when satisfactory arrangements can be made between the Department of Transport and the station regarding a new frequency, the CBC spokesman said. There has been no change in the corporation's decision to take over the CFRB wavelength he added.

It is one of the six clear channels assigned to Canada under the Havana conference of 1941.

Austin B. Fenger

San Francisco—Austin B. Fenger, 46, well known radio commentator and newsman, died suddenly of a heart attack. He was scheduled to accompany Admiral Richard Byrd's expedition to the South Pole.

Before entering radio Fenger was San Francisco advertising representative for the New York Herald Tribune and the Washington Post.

In 1941 he joined radio station KSFO as Farm Editor, and later became head of the news and special events department, and was accredited as a war correspondent by both the Army and Navy. He was the first radio commentator to reach Hilo to report on the tidal wave that inundated the island last year. He also gave a series of on-the-scene preview broadcasts of the Bikini tests.

He is survived by his wife Dorothy and 15-year-old twins, Bryan and Barbara.

Adams Again In Xmas Role

For the third year in a row, Mason Adams, who plays "Pepper Young" in the family of the same name, has been selected to do the lead role in Pillsbury Flour's traditional Christmas presentation of "Grand Central Station" over the Columbia network Saturday, December 21, 1:00 to 1:30 p.m.

Stork News

Mr. and Mrs. Samuel Kaufman became the parents of a second daughter, Sonya Idelle, at the Doctor's Hospital here, Friday. Kaufman is exploitation editor of the NBC Press Department.

"AFTER ALL, IT'S RESULTS THAT COUNT"

KXO

"THE VOICE OF IMPERIAL VALLEY"

AFFILIATED WITH THE MUTUAL DON LEE BROADCASTING SYSTEM

VALRADIO, INC.
EL CENTRO, CALIFORNIA

December 1, 1946

Mr. Marvin Kirsch
Business Manager
RADIO DAILY
1501 Broadway
New York, New York

Dear Mr. Kirsch:

We have been very pleased with the results achieved from the advertising placed in RADIO DAILY. As you well know, we are a small Market station and for this reason have a small advertising budget. In our search for the answer to the question "How to get the most results for the least money invested?" we hit upon the idea of running a small ad in RADIO DAILY at regular intervals.

This letter is to advise you that, to date, we have landed several national accounts directly due to our advertising with you. We are most happy with the results shown and will probably continue our advertising schedule with you on a more frequent basis in the future.

Very sincerely yours,

Ken Thornton, per E. G.

Ken Thornton, Manager
Radio Station KXO

KT:HP

RADIO DAILY

COAST-TO-COAST

—LOUISIANA—

NEW ORLEANS—Doing research for WWL's forthcoming 25th anniversary, Martin Burke, promotion manager, discovered that when the station moved into the Roosevelt Hotel in 1932, the studios replaced a putt-putt course. . . . The Dinning Sisters using WNOE studios to rehearse numbers they'll record as soon as they hit Hollywood. . . . Beverly Brown, producer, found his "Emma Lou" for "The Little Red Schoolhouse" series on WNOE after auditioning 100 little girls. . . . WJMR plans to commence commercial operation on January 1st. . . . Co-managers of the station are Stanley Ray, Jr., and Dr. George A. Mayoral.

—OHIO—

TOLEDO—City's first FM station, WTOD—FM, went on the air December 7. . . . Construction permits for a commercial television station and an FM station have been granted the Fort Industry Co., with the call letters WTVT assigned. . . . **AKRON**—Harold E. Hageman, of WADC, has been selected program commentator for the Akron Symphony Concerts. . . . Fred Bock of WADC, and Lou Henry of WHKK, will serve on the luncheon committee of the Akron Advertising Club this season. . . . **CINCINNATI**—WKRC has set up recording equipment in lobbies of various theaters inviting patrons to make recordings to be sent to family and friends as a personal Christmas greeting.

—WISCONSIN—

MILWAUKEE—Second FM venture for the Milwaukee Journal will be known as WMTJ—FM. . . . WMTJ presented a second 30-minute program as a public service for the purpose of keeping the public informed of the points still at issue in the Allis-Chalmers dispute. . . . Four Milwaukee State Teachers' College students will discuss "Can We Achieve World Brotherhood?" on the WISN "School of the Air" December 13th. . . . **MEDFORD**—Elton Dalby joins the WIGM staff as operator. . . . George Meyer, owner of WIGM, reports that WDLB, Marshfield station, will begin operation sometime in January. . . . **SHEBOYGAN**—All basketball games played by the "Red Skins" will be sponsored by the Friendly Finance Corp., and broadcast over WHBL.

—COLORADO—

GRAND JUNCTION—O. D. Williams will serve as co-ordinator and moderator of the new KFXJ series, "The Western Slope Forum," which will debut late this month. . . . Wendell Odlund, new announcer at KFXJ. . . . A chorus of one hundred voices will present excerpts from Handel's "The Messiah" on the "Mesa College" program over KFXJ, December 18th. . . . Rex Howell, station manager, has been appointed Small Market Station's Chairman for the fourteenth district of NAB. . . . **DENVER**—The Studebaker Corporation has renewed for 26 weeks its quarter-hour newscast over KOA, featuring Bob Young. . . . Dependable Cleaners will continue for one year, one station break announcement weekly.

Will Use GE's FM Equip. In State Police System

Syracuse—General Electric two-way FM radio equipment will be used in the new state-wide police radio system to be leased by the New York Division of State Police from the N. Y. Telephone Company, and expected to be in operation next summer.

Equipment will be made by the transmitter division of GE's electronics department here which will supply to Western Electric, for later delivery to the telephone company, over fifty 250-watt FM station transmitters, more than 350 FM mobile units for two-way operation, and other associated equipment such as station pick-up receivers, remote control units, and portable trunk-type equipment.

Company To Provide Network

In addition, telephone company will provide a comprehensive wire network to control and coordinate the radio transmission. All equipment in any one of a number of zones may be controlled from headquarters at Albany. This network has been especially engineered by the Bell Telephone Laboratories and will require the use of a considerable quantity of both standard and special Western Electric key equipment, amplifiers and relay control circuits.

Equipment will be installed and maintained by the telephone company for what is believed to be one of the most extensive interconnected police radio systems ever operated.

Walkie-talkie sets will also be a part of the system so that one trooper can leave a patrol car to investigate a crime and keep in touch with the trooper remaining with the car, or with other patrol units in the vicinity.

Texas Broadcasters Hair New FCC Monitor

Tulsa—The FCC's new monitoring station at Broken Arrow, Okla., was officially welcomed at a luncheon of the Broken Arrow Chamber of Commerce, last week attended by many NAB 12th district radio station executives.

Commissioner Paul Walker, an Oklahoman, was the guest speaker, while W. B. Way, vice-president and general manager of KVOO in Tulsa, as representative of the host station, introduced the visiting radio people.

The monitoring station, only one in the 12th district, has been on the air since early October.

Station representatives present included: L. W. Stinson, Gustav K. Brandborg, Howard Hamilton, Miss Bonnie Trotter, John Barth, Mary G. Everage, Tom DeVore, F. M. Randolph, Johnny Ryan and Harry Raasmussen, all of KVOO, Tulsa; Bud Blust George Ketcham and Bob Snyder of KTUL, Tulsa; Harry Schwartz, owner of KOMA, Tulsa; Jack Hoffman and Tom Johnson of KFMJ, Tulsa; Robert K. Lindsley of KFBI, Wichita; Matt Bonebreak of KOCY, Oklahoma City; Fred Case of KWON, Bartlesville; and Vernon E. Reed of KFH, Wichita.

Many Artists Participating In WNBC's "Salute" Series

The city of Yonkers, nearing the end of its Tercentennial observances, will be honored by WNBC tomorrow as part of the station's "Salute" series. Community service clubs, business and civic groups, schools, newspapers and libraries will participate in the event, which opens with "The Modern Farmer," from 6 to 7 a.m. Program will emanate from the Julia Dyckman Andrus Memorial Home and the Boyce Thompson Institute in Yonkers.

Jinx Falkenberg and Tex McCrary will do their "Hi! Jinx!" program (8:30-9:00 a.m.) from the council chamber of Yonkers City Hall, and will have as their guest Vincent Richards, former tennis champion and erstwhile sports writer on the old Yonkers Statesman, Eileen Campion of the Herald-Statesman and one of the male veterans attending Sarah Lawrence College for women.

Will Honor Maggi McNellis "Metropolitan News Roundup" 12:15-12:30 p.m., will conclude Friday's program in the city room of the Yonkers Herald-Statesman, where its city hall reporter, G. Allyn Van Winkle, will give a resume of Yonkers and Westchester news. Maggi McNellis will be honored at a luncheon given by the combined Service Clubs of Yonkers and her broadcast from 12:30 to 12:45 p.m., will also originate in the city. With her on the show will be Mayor Curtiss E. Frank and W. C. Handy, famous blues song writer and a Yonkers resident. Mary Margaret McBride will air her program from the city, in addition to other special programs throughout the day.

Another special broadcast, titled "Yonkers Goes to Church" will be heard from 9:30 to 9:45 p.m., as part of "Yonkers Day." Participating on the program will be three lay members of the city's Brotherhood council, an interfaith group. They will engage in a roundtable discussion of Yonkers religious life and the part the Council plays in promoting activity among religious groups.

Cardinal Co. Opening N. Y. Chicago Offices

West Coast Bureau, RADIO DAILY Hollywood—The Cardinal Company has opened two Eastern offices, one in New York City and the other in Chicago. They will be under direct supervision of Joseph F. MacCaughtry, Cardinal's president and general sales manager, who will divide his time between both. Cardinal produces shows for national accounts.

Evans Named Manager Of New Calif. Station

William A. Evans, formerly commercial manager of KGB, has been named station manager of KYOR, new 250 watt daytime station at San Diego, Albert E. Furlow, general manager, announced yesterday. KYOR will go on the air on 1130 frequency about January 1 with studios in the Hotel San Diego.

AGENCIES

GEORGE HOWARD ALLEN, president of the American Marketing Association in New York, has announced the personnel of the board of judges of the 1946 National American Marketing Awards for leadership in marketing. The board was selected, as in the past, by the AMA with the co-operation of the Association of National Advertisers, the American Association of Advertising Agencies, and the Federation of Sales Executives. Board chairman for the coming Awards will be H. A. Richmond of the Metropolitan Life Insurance Co. Other judges appointed are Paul Ellison, director of public relations, Sylvania Electric Co.; D. I. Robinson, vice-president, LaRoche Ellis; Ralph Rindfus, president, Fac Finders; Raymond Robinson, director of research, Crowell-Collier Publishing Co.; Archibald Crossley, president, Crossley, Inc.; Franklin Cawley, director of research, The Kudne Agency; Prof. Robert Love, director, Evening Sessions, City College School of Business, and George Howard Allen, president of the American Marketing Association.

ROLAND GAMMON, entertainment writer for the magazine Life, Frida, became Eastern office head of Margaret Ettinger and Company, publicity and public relations firm, with offices in Hollywood and New York. Gammon, who had been associated with the Luce publication for five years, succeeds Miss Jo Mallett, who established the Ettinger New York office in March of this year and who leaves for Paris next week.

ROBERT WASON, vice-president and general manager of WLOW, Norfolk, Va., announces the appointment of Forjoe & Co., as exclusive national radio representatives.

GEORGE BENSON has joined the research department of Geyer, Cornell & Newell, Inc., as a statistician. He formerly was a statistician for the Byrne Industry Service Bureau and previously served in the same capacity for three years in the U. S. Army.

EDWIN S. DOOLEY of the Institute of Public Relations will discuss "Corporate Public Relations" at the public relations course conducted by Arnold Cohan, president of the Arnold Cohan Corporation, at New York University next Tuesday.

Send Birthday Greetings To—

- December 12
 Emanuel Demby Allen Massey
 Ann Eden Helen Menken
 Hal James Edward G. Robinson
 Danny O'Neil Louis G. Cowan

'Public Interest' Discussed

Tele Set Deliveries Falling Behind Sales

The vast majority of the public interested in owning a television set isn't likely to find its wish in a Christmas stocking this year, although there may be many IOUs. A check made by RADIO DAILY shows that a promise to deliver at some future date is about all dealers have been able to do for those who already have placed orders.

While Bruno-New York, local RCA distributor, reports that "some" installations are being made for con-

(Continued on Page 6)

Leaders Given Tributes At NCCJ Luncheon

Leaders of radio, motion pictures, and allied entertainment fields gathered in the grand ballroom of the Waldorf-Astoria Hotel at luncheon yesterday sponsored by the National Conference of Christians and Jews to honor Irving Berlin, Robert E. Sherwood and Spyros P. Skouras.

Louis Nizer, chairman of luncheon, presented the three honored guests and spoke of the exemplary work of the conference in developing the one

(Continued on Page 2)

Santa Injured By Gunman; Substitute Set At WWL

New Orleans—Big, hearty Denis Burke-Roche, 58, who's played Santa Claus at the annual WWL, New Orleans orphans' Christmas party, won't make it this year.

Burke-Roche, was seriously wounded December 8 when he attempted to capture an armed purse-

(Continued on Page 7)

Official VA List

The Veterans Administration yesterday provided RADIO DAILY with a list of the VA hospitals throughout the nation for the convenience of broadcasters planning special Christmas shows for the disabled veterans. This list is published today on Page 8.

Temple Radio Course Schedules 17 Subjects

Philadelphia — Seventeen radio subjects will be included in Temple University's new Department of Radio, Speech and Theater, to be conducted in co-operation with WFIL and WFIL-FM, which begins classes next Feb. 17th. Curriculum for the four-year course, offering a Bache-

(Continued on Page 6)

VA Appoints Callahan To New Radio Post

Robert B. Callahan, formerly with WINX in Washington, has been appointed to the newly created position of director of hospital radio programs for the Veterans Administration special services, F. R. Kerr, special services director, announced yesterday. Callahan will develop a program

(Continued on Page 8)

Experts Oppose CBS Plan For Commercial Color Tele

Radio As Safety Aid Praised By Speaker

Chicago—Radio has done much to promote safety on the farm, Ned H. Dearborn, president of the National Safety Council, told members of the National Association of Radio Farm Directors meeting in Chicago during the International Livestock Exposition. President Dearborn lauded radio for its wholehearted co-operation in

(Continued on Page 2)

Divergent Opinions Re Value Of Radio To American People Expressed By Woods, Durr, Kaye, Wakeman

First Commercial FM Grant Made In Canada

Montreal—First privately-owned concern in Canada to receive a license for an FM broadcasting station on a regular basis will be the Canadian Marconi Co., a Transport Department official has revealed. The "FM" license has been approved and will be issued shortly, the spokesman said. It will cover broadcasts from station CFCF in

(Continued on Page 7)

Ganger Named Partner; G-C-N Changes Name

Robert M. Ganger, vice-president and director of Geyer, Cornell & Newell, has been made a partner of the firm, and the agency name will be changed to Geyer, Newell & Gan-

(Continued on Page 7)

NBC Dramatic Show Sold; Will Originate In Chicago

"Grand Marquee," package dramatic show co-starring Olan Soule and Beryl Vaughan with Joseph Gallichio's orchestra, will go commercial

(Continued on Page 7)

Four speakers aired their views on "Is Radio Operating in the Public Interest?" over ABC's "America's Town Meeting" which originated at Greenwich, Conn., last night. The speakers were Clifford Durr, member of the FCC; Mark Woods, president of the ABC network; Frederick L. Wake-

(Continued on Page 3)

Chi. Advertising Men At Tele Symposium

Chicago—"Television now is the magic word," Paul Mowrey, national director of television for ABC, told 125 advertising agency executives who attended a television symposium Wednesday night arranged by the Electric Association. "Even with the few sets in use today, sponsors get their money's

(Continued on Page 7)

Broadway Musical Set By Elaine Carrington

Elaine Carrington, well known author of daytime serials such as "Rosemary," "When A Girl Marries" and several others, will co-produce a Broadway musical titled "Crosstown" set for opening next April, it was

(Continued on Page 6)

Spot Coverage

Television cameramen gave an example of spot news coverage yesterday when ABC and CBS technicians visited the scene of the tenement house explosion in New York City, made action shots, and prepared them for showing last night. The television cover of the explosion was sponsored, on ABC tele, by U. S. Rubber Company.

Distinction

For the first time in its 40-year history, the Anglo-American Press Association in Paris has chosen a radio reporter as its president. At its annual meeting yesterday, the Association unanimously elected NBC's European news chief, Henry Cassidy, president for 1947. Vice-presidents chosen at the meeting are Geoffrey Parsons and Jerome Willis.



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

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FINANCIAL

(Thurs., Dec. 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists items like Du Mont Lab., Finch Telecomm., Stromberg-Carlson, etc.

Radio As Safety Aid Praised By Speaker

(Continued from Page 1)

the movement for farm safety and asked for even greater co-operation during the observance of National Farm Safety Week next summer. Calling attention to the increasingly mechanized character of farm work, Dearborn declared: "This means that future farmers of America must become as accident-conscious as the railroad industry, the steel industry and the textile industry," and he urged radio to continue its aggressive aid in promoting safety.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

Universal RECORDING CORP. 42nd Floor • 20 N. Wacker Amb. 2142 Chicago 6 Sta. 5635

Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, will leave this week-end for a trip through Florida. He'll return after the first of the year.

MALVINA STEPHENSON, American network correspondent in Washington, D. C., who is now on vacation, is going down to Stillwater, Okla., where on Monday she will speak at the Annual Matrix Table Banquet given by Theta Sigma Phi, the Oklahoma Aggies journalistic fraternity.

WALTER BROWN, general manager of WSPA, Spartanburg, S. C., a visitor yesterday at the headquarters of CBS, with which the station is affiliated.

KEN BANGHART, newsmen for NBC, left yesterday for Washington, D. C., where he'll attend the annual reunion of the Castle Rock Survivors Assn., to be held tonight at the Statler. The name stems from a train wreck in Oregon during the last Presidential campaign.

TED OBERFELDER, assistant director of advertising and promotion for the American network, leaves Sunday for Providence, R. I. He'll be back at his desk next Tuesday.

CHARLES GRENIER, of the CBS engineering department, has returned from Milwaukee, where he handled the controls at last Sunday's broadcast of "The Hour of Charm."

EDGAR KOBAK, president of the Mutual network; ESTERLY CHASE PAGE, director of engineering, and CARL HAVERLIN, vice-president in charge of station relations, are spending two days in Washington, D. C.

SELMA LEE, of the William Morris Agency, leaves today by plane for Ithaca, N. Y., where she will lecture at Ithaca College on the subject, "Talent's Place in Television."

W. LEE COULSON, general manager of WHAS, Louisville, Ky., is back at the station after having spent a few days in New York on business.

Leaders Given Tributes At NCCJ Luncheon

(Continued from Page 1)

world concept of the brotherhood of man.

In introducing Berlin, Nizer extolled his creative ability in musically dramatizing the progress of American life for the past generation. Quoting song titles, Nizer said Berlin had through his songs influenced the hopes and ambitions of the nation through two World Wars.

Hon. John G. Winant, former ambassador to Great Britain, made the plaque presentation to Skouras and Gen. Will H. Hays made the presentation to Robert E. Sherwood.

Among those on the dais were Dr. Everett R. Clinchy, Mrs. Wendell Willkie, Will H. Hays, John Golden, Jack Alicoate, Emerson Foote, Ruth Gordon, Francis S. Harmon, William Klein, John Reed Kilpatrick, Abel Green, Robert Mochrie, Brock Pemberton, William F. Rodgers, James Sauter, Charles Reagan, Frederic Ullman, Jr., and John H. Whitney.

To Honor Damon Runyon

"Spotlight On America" will pay tribute to the memory of Damon Runyon, famous columnist who died this week in New York, on its broadcast over Mutual tonight from 10 to 10:30 p.m. EST. Program is directed by Herb Rice.

Grantland Rice To Guest On "Tele Quarterback"

Grantland Rice, dean of American sports-writers, will be the guest on the final telecast of the "Television Quarterback" over NBC's video outlet WNBTV, tonight at 8 p.m., EST.

With this program the Columbia University football coach, Lou Little, winds up his second successive year on the U. S. Rubber Co. program.

Putnam Doing Newsreels

George Carson Putnam, Mutual news commentator, is currently doing a series of travelogues for Fox Movietone News. Series deals with India and Africa.

Send Birthday Greetings To— December 13th Florence Baker Charlie Gregg Ethel Matten December 14th Morey Amsterdam Erskine Johnson December 15th Marion Barney Phil Dakin Art Brown Edward P. Shurick, Jr. Maxine A. Chaffin Bob Hawk



Doing it the hard way

Those two women are washing clothes. (Incidentally, it's another GI contribution to these ads. First they find a stream. Then they pound the clothes against the rocks to get the dirt out. No modern conveniences.

But back here in the land of laundries and washing machine we know of a group of people who still do things the old-fashioned, hard way.

Take radio time buying in Baltimore. We can make it so easy for you. Forget the old time call letters, forget the worn out coverage maps. Look at this one fact:

W-I-T-H, the successful independent, delivers more listeners per-dollar-spent than any other station in this big 5-station town.

It's as simple and direct as that. So W-I-T-H belongs of the modern list by modern time buying standards.



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

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

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

AGENCIES

AURA ELLSWORTH CARSON, vice-president of the Federal Advertising Agency, has been elected member of the board of directors, was announced yesterday by Gordon E. Hyde, president. Mrs. Carson is the first woman ever to serve on the agency's Board of Directors. She joined the agency during World War and since that time has directed the advertising for a wide list of clients, especially those serving the interests of women.

HEADLEY-REED COMPANY, national station representatives, has moved its Atlanta offices from the Penn Building to new and larger quarters in the Palmer Building. B. Randa recently was added to staff in Georgia as assistant to E. W. Keatman, head of the branch.

JAMES L. RENICK has joined the public relations staff of R. B. Howard & Associates, Columbus, Ohio. For years he was athletic publicity director of Ohio State University, and more recently was with Scholastic Sports Institute in New York City.

WOR Reports Blast

WOR's news and special features department improvised a studio in a garage early yesterday morning to broadcast on-the-spot reporting of a fire house fire and blast which occurred in the side of a Manhattan tenement house with heavy loss of life. Dave Driscoll, WOR news chief, and reporter John Wingate arrived on scene within one hour after the alarm at 1 a.m. Three hours after the blaze began WOR had lines installed in the nearby garage. The station carried an eye-witness account from the improvised studio at 10 a.m., and 30 minutes later a man resident of the tenement told how she rescued her family from the fire. WOR also broadcast statements by Mayor O'Dwyer, Police Commissioner Wallender, Fire Commissioner Quayle and Housing Commissioner Alfred Saxl.

Radio's Public-Interest Value Discussed At 'Town Meeting'

(Continued from Page 1)

man, author of "The Hucksters," and Sydney Kaye, general counsel of BMI.

Woods Asks Careful Judgment

Mark Woods, following Durr and Wakeman, urged the listening audience to "judge the radio you know, —not by the standards of perfection which no person can expect to meet but by the reasonable standards of performance, which you would ordinarily apply to the best efforts of your fellow-men." In response to the charges of the FCC official and the author of one of the sharpest satires on the radio and advertising industries, Woods argued that radio is still a "young and imperfect voice. It is operated by human beings, not perfect machines."

The ABC prexy pointed out that an extremely wide variety of tastes is encouraged in a free nation, and declared that they are satisfied "even now to the extent that the radio listener—which includes 92 per cent of the country's families—devotes more than four hours every day to his radio set." This represents a greater amount of time than that devoted to his daily newspaper, his motion pictures, his books, and his magazines combined, Woods added.

He criticized the attitude of "intelligent people" who apply a kind of "blindfold test" to radio, in which they abandon radio if not immediately satisfied,—yet apply a sharp and strict sense of choice when choosing other forms of entertainment such as books and magazines.

Defending his critics' charges against radio advertising, Woods admitted there were excesses, but the operation is a "matter of self-discipline." He pointed out that because of advertising revenue radio is able to pay its own way,—"a most respectable American tradition." He compared radio programs today with those of 20 years ago when there were no Bing Crosbys, Jimmy Durrantes, or Bob Hopes, and asserted that such programs are possible, directly or indirectly, because of sponsors. It must be agreed by all, he said, "that advertising has a legitimate place in American radio and economy."

Regarding radio's role in the public interest, Woods pointed out that the steady listening habits of the public, its response to programs it does not like, "make it apparent that no one critic, or group of critics, has to see that radio operates in the public interest. 130-million critics will do that for us," he declared.

Durr Sees "Boondoggling"

Charging that the best creative efforts within the broadcasting industry are "constantly suppressed or frittered away in artistic boondoggling," Durr said radio should provide programs that are more than a "mere by-product of the advertising business."

Declaring that radio often had done a "magnificent" job, Durr said

broadcasting needs an enlightened leadership which will face up to its responsibilities.

"The trouble," Durr said, "lies basically in the fact that the best creative forces within the industry are constantly suppressed or frittered away in artistic boondoggling." Radio is predominately an advertising medium.

"There is probably no other medium which has greater power to inform the minds of the people or challenge their emotions. The stakes are no less than peace of the world and the preservation of democratic government," he said.

"Tastes Higher," Says Kaye

Sydney Kaye denied that, as some critics of radio have implied, public tastes have degenerated during the industry's brief lifetime. "The precise opposite is true," he said. "Since radio, good music has had its greatest impetus, more books of serious purpose are being read, more people are going to lectures than ever before." More important, he added, "the American public today is the best informed public in the history of the world."

"Your criticism of a particular program or a specific commercial announcement or a specified station can have a constructive effect. Equally important is your praise of the things you like. But general or immoderate denunciation cannot effect any improvement. It can only weaken the structure of what is admittedly the best radio in the world, and increase the risk of our getting something worse."

"We should not forget that in some countries and under other systems radio has proved itself to be a potent instrument for human enslavement. In the United States radio has proved to be a great weapon for human freedom."

CHICAGO

By NAT GREEN

EX-QUIZ KIDS, the youngsters who have retired from the program because they have passed the age limit, will have a big holiday party of their own on December 27 at the Knickerbocker Hotel here. There are 128 Quiz Kid "grads" and most of them will attend the dinner, entertainment and dance.

Lawrence Brooks, who enacts the role of Edvard Grieg in the stage show, "Song of Norway," will be guest star on Hal Tate's "Strictly Show Business" program on WAIT December 14.

Four hundred orphans who are occupants of institutions sponsored by Friends of the Orphans will be guests of Don McNeill on his "Breakfast Club" broadcast on Christmas Day.

Television station WBKB last week set a new world's record when it radiated more than 50 hours of visual entertainment in seven days, topping its own previous record by more than seven hours.

Jeanne Shirley, vocalist at the Buttery, is pinch-hitting as featured singer on the "Breakfast Club" this week—and doing a swell job.

Moslem Chief To Speak

Mohammed Ali Jinneh, leader of the Moslems who is currently conferring with British officials on the Indian controversy, will be heard in an exclusive broadcast from London tonight on ABC's "Headline Edition." Jinneh will plead the cause of his followers on the broadcast.

Special UN Feature On CBS

CBS, from 6:15-6:30 p.m., today has scheduled a special broadcast marking the closing of the UN General Assembly at Lake Success. Larry Lesueur will interview several UN diplomats. The program will originate at Lake Success.

FARGO BISMARCK
NOW SERVED
CBS PROGRAMS BY

KSJB Jamestown
North Dakota
5000 WATTS
600 on the dial
Represented by
Adam J. Young, Jr., Inc.
CBS - MBS

CKLW

**MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!**

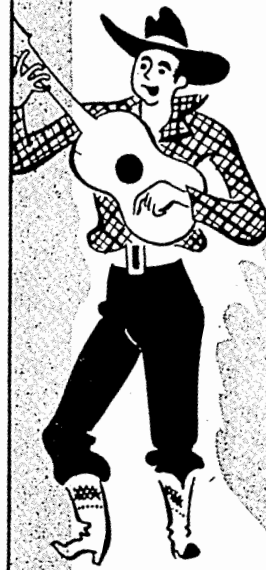
in the DETROIT AREA

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

SUNDAY



RDAY



IDAY



Y Y

For

BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT
ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

Every Capitol Star

★ ★ ★

AN ALL-STAR LINEUP Every Day in the Week

WITH CAPITOL'S TRANSCRIPTION LIBRARY SERVICE

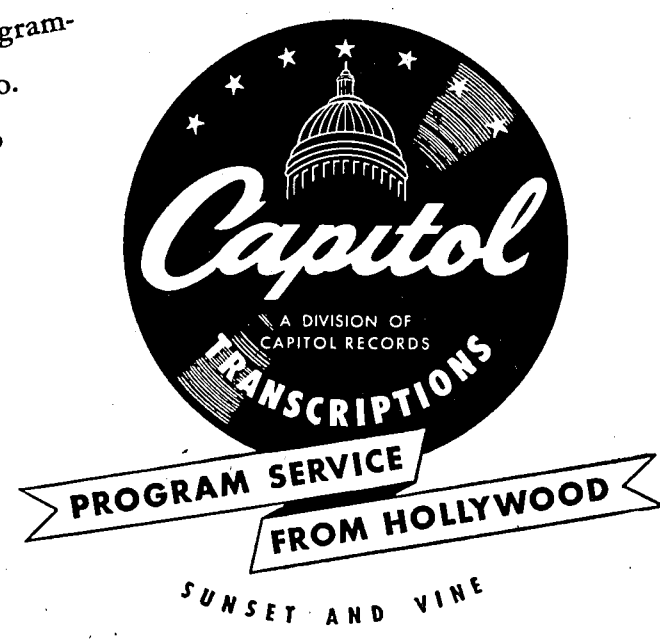
BIG names . . . the ones that lure listeners and attract sponsors. BIG names . . . Hollywood's *talent leaders*. Yes, BIG names like these make the Capitol Transcription Library Service your biggest and newest bid for audiences.

With Capitol Transcriptions *any* radio station of *any* size *anywhere* now can build its own network-type musical shows for *any* sponsor. Outstanding tunes and arrangements, plus programming aids prepared by Hollywood experts . . . all are part of the Capitol service.

Capitol offers you a basic library of more than 2000 selections . . . and more than 50 new numbers each month. You'll get programming aids and dated formats for 400 shows each month, too. Brilliant opening and closing themes, musical interludes to background commercials, patter by the stars themselves — *everything* to build BIG shows.

*Send for a
Recorded Demonstration!*

Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.



An Audience Builder ★ ★ ★

Tele Set Deliveries Falling Behind Sales

(Continued from Page 1)

sumers, an attempt to buy an RCA set from a dealer brings no promise whatsoever of a delivery date. This applies not only to RCA sets but all in general.

RCA's New York distributor states that about 10,000 orders have been placed in the New York area for the new table model set. Bruno also reported that at the present time daily sales throughout the metropolitan area amount to approximately one week's production of sets. Although no figures were stated, this seems to indicate that RCA's production line is far from hitting its stride.

In answer as to how rapidly consumer orders are being filled, an RCA spokesman at the Camden plant said "installations are abreast of sales, particularly in New York and Newark where we are able to install a set the day after it is delivered to the customer."

Du Mont reported yesterday that it is now in the process of making installations and filling orders for receivers. But even though the first orders have been filled, Du Mont dealers are not yet promising when delivery can be made. Some dealers are now talking in terms of "next spring."

The almost complete absence of television sets for immediate delivery is broken by Viewtone Television & Radio Corporation which currently talks of "delivery within 10 days." And this claim is backed up by some dealers who say that they can deliver a Viewtone set by Christmas. Viewtone stock is presently limited, however, due to a shortage of cabinets. The company reports that it has completed 2,500 chassis which await the arrival of cabinets.

Viewtone's latest report shows that it has installed 2,300 television receivers in the New York area since last July. The manufacturer is now concentrating production on a new table model set, with a five by seven-inch screen, which will sell for around \$225 plus installation charges.

Heavy Sales Demand

Philadelphia—Demand for Philco radio receivers, radio-phonographs and other products is so great that even the Company's present volume of production, said to be close to the highest levels in history, it is "impossible to supply distributors and dealers with all the products they are able to sell," according to John Ballantyne, president. Statement was made in a letter to stockholders this week.

Ave Maria Hour

WMCA — Sunday — 6:30
THE STORY OF
MOTHER ELIZABETH BAYLEY SETON
UTA HAGEN as ELIZABETH BAYLEY SETON
JEAN DARCY as MRS. MURPHY
In its twelfth year as a Donald Peterson production



Notes From An Aisle Seat . . .

● ● ● One of the most powerful answers we've yet heard to bigotry, intolerance and the various "lunatic fringe" hate organizations was supplied yesterday at a Waldorf luncheon tendered Irving Berlin, Robert E. Sherwood and Spyros P. Skouras by the Nat'l Conference of Christians and Jews, honoring them for their outstanding work in this democratic cause. Show business was widely represented in all its phases among the huge assemblage gathered together for a common purpose—to further unity in this country and to help erase prejudice in any form. A special nod must go to Louie Nizer for a magnificent job of emceeing. His introduction of every speaker was a Rembrandt in itself. Bob Sherwood drew a laugh when he commented that he and Jim Farley represented another minority there—the Democrats. Big Jim took exception to this later on by jokingly replying: "I think we represent the majority—temporarily in trouble." From an organization which numbered about 40 at its inception, the luncheon yesterday drawing better than 1,100 persons was a solid tribute to the effectiveness of the conference. We couldn't begin to list all who were there, but among those we spotted were: Hon. John G. Winant, Will Hays, Mrs. Willkie, John Reed Kilpatrick, Barney Balaban, Milton Biow, John Golden, Jack Alicoate, Ruth Gordon, Abel Green, Ned Irish, Abe Lastvogel, Earl Wilson, Jim Sauter, Herb Petley, Brooks Atkinson, Harry Hershfield, A. B. & E. J. Churchill, Ted Husing, Jack Pearl, Danny Kaye, Lucy Monroe, Ray Bolger, Danny O'Neil, Syd Eiges, Earl Mullin, among others. And, as usual, radio can take deep pride in the major role it is assuming in this drive toward better understanding and human relationship.



● ● ● OUR HAT'S OFF DEPT: Dean Murphy's wonderful satires on the Hildegarde ailer Sunday nite. . . . Jean Sablon's CBS series for Hudnut—lip dynamite. . . . Johnny Dale's all-nite disc-jockeying on WJZ. . . . Eddie Foy's clowning on the Kraft Music Hall—and Joe Bigelow's smart showmanship in easing him in with four guest shots prior to his taking over the spot as a regular. . . . Paul Taubman's pianotations at the Penthouse Club. . . . Hal Horton's Senora-h! records. . . . Dick Hyman's new book on Loony Laws.



● ● ● TICKER TAPE: As we're going to press, "It Pays To Be Ignorant" is being handed another 13-week renewal slip. . . . Beatrice Kay, the click miss, goes into the Carnival Jan. 7th with Ole Olsen and Chic Johnson, a coupl'a straight (jacket) men. . . . 18-year-old Vic Damone being strongly touted to sub for Sinatra when latter goes south for his health. . . . Aside to Jack Benny: Mutual's Nick Keesely, who worked on your radio premiere back in '32, has records of your first commercial show—and what do you think was the hit tune on it? "I Found A Million Dollar Baby." You sure did, Jackson! . . . Latest and hottest entry in the femme vocalist sweepstakes is Canadian-born Anne Marleau, whose debut here some two weeks ago on the Chesterfield stanza has brought the postman to her door ringing almost constantly with offers of radio, theater and the films. Combining the warmth and softness of Dinah Shore with the sex appeal of Jean Sablon, Anne, in our book, can't miss becoming a sensation. . . . Priscilla Kent, one of radio's top femme writers, now under Marty Goodman's management. . . . Bob Thiele has an important public stock deal coming up soon for his Signature record firm. . . . Betty Morgan, one of radio's better emoters, on CBS's "Workshop" tomorrow. . . . Ezra Stone and screen actor John Harvey have transcribed two half-hour package programs, written, directed and produced by themselves. One, "Kitty Hawk, Hostess of the Skies," is a daytime soap opera, and the other, "The Stranger," is an excursion into the supernatural with a cash giveaway twist.



Temple Radio Course Schedules 17 Subjects

(Continued from Page 1)

lor of Science degree, was made yesterday following a conference between Dr. Robert L. Johnson, Temple president; Armand Hunter, chairman of the new department, and Roger W. Clipp, general manager of WFIL and WFIL-FM.

WFIL studio facilities will be used by Temple students until installations are made at the university. The WFIL stations have agreed to provide Temple's new radio department with a campus workshop including four studios, four control rooms, a news room and a music room fully equipped.

Armand Hunter assumes the chairmanship of Temple's radio department after holding a similar position at Northwestern University. He is also director of the Temple University Radio Institute. Hunter states that the radio course at Temple will be "geared to industry," including all management phases of broadcasting. "Rather than train actors, announcers, or production men as such," Hunter says, "we plan to instruct all students in such phases of radio as traffic, sales and promotion to give graduates a complete background in radio."

Broadway Musical Set By Elaine Carrington

(Continued from Page 1)

announced yesterday. Stanley Gilkey will produce the show with Miss Carrington, who collaborated with Draper Lewis on the script.

"Crosstown" deals with the adventures of a night club hat-check girl, and features Peter Lind Hayes, currently with the Dinah Shore program on CBS, and Mary Healy, radio and screen actress. Score is written by Arthur Seigal, Tom Prideaux, Jeff Bailey and Richard Leibert.

Production is not Miss Carrington's first venture with the Broadway theater, since she wrote a drama called "Nightstick" which later became a movie under the title of "Alibi."

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager

Chi. Advertising Men At Tele Symposium

(Continued from Page 1)

worth," Mowrey asserted. "Not in large sales of their products but through the great buildup that their use of television produces. And when, a few years hence, television reaches an audience of 10 million its values as a sales force will be tremendous."

Mowrey was one of five speakers who gave the advertising executives a glowing word picture of the possibilities of television and stressed the important part it will play as a promotional medium in the near future. Fran Harris, chairman of the television promotion committee, presided and in addition to the speaking there was a television demonstration, a GE movie on television, "Sight Seeing at Home," and a lively question and answer session. R. Werrenrath, director of special events for station WBKB, gave an informative talk on the progress and development of television. Richard Hooper, television promotion manager of RCA-Victor, told the advertising men of television facilities available, and Ardien R. Rodner, supervisor of television for Commonwealth Edison Co., outlined the potentials of television as an advertising medium.

Speaking of present day television, Paul Mowrey said it is making many "Now is the time to profit by your mistakes" he said "for while audiences are small and mistakes will do little harm and you have a chance to correct them before audiences become large." He envisioned television networks blanketing the country in the next five years and pointed out that its advantage of presenting sight, sound and motion simultaneously will make it a great selling force.

NBC Dramatic Show Sold; Will Originate In Chicago

(Continued from Page 1)

cial on NBC beginning Wednesday, January 23, under the sponsorship of the William E. Warner Company, it was announced yesterday. The program, which will originate in Chicago, will be carried as a sustainer beginning December 26 and will become a commercial on January 23. Roche, Williams & Cleary, Inc., represented the sponsor in the deal.

Experts Oppose CBS Plan For Commercial Color Tele

(Continued from Page 1)

provements in television must and will be made," Dr. Jolliffe declared. "One of these developments will be a color television system which can become an integral part of the present monochrome (black-and-white) television service. RCA has developed the basic elements of an electronic simultaneous color television system which can be introduced, when it is ready in the future, without obsoleting the present excellent electronic monochrome system.



DR. C. B. JOLLIFFE

"Much work remains to be done before a determination can be made as to the proper standards for a system of color television which ultimately should be adopted. To adopt standards and authorize commercialization of any system of color television now will probably result in no television rather than in improved television."

Dr. Jolliffe continued:

"Research and development must be pushed with vigor. We propose to carry on with our research and development work in monochrome and color with all the resources at our command, regardless of the status of operations, manufacture, or adoption or non adoption of standards. We will not cease in our efforts to improve service to the public."

Philco Opposes Plan

Philco yesterday opposed CBS' proposed video standards as "seriously" limiting "future public enjoyment of color television."

David Smith, vice-president in charge of engineering of Philco, told the FCC that:

CBS' proposed standards "will impose ceilings on the ultimate performance of the system which are too low in view of the present state of the art and reasonable future developments."

"In addition," he said, "it has not been established from the technical standpoint that some of the proposed standards will work, particularly with respect to sound transmission, and their adoption at this time, might rule out other possible systems which may provide a better solution to the problem."

"The proposed standards provide for a system whose ultimate capabilities from a performance standpoint are in no case better than the present black-and-white system, except that color has been added to it.

"With respect to such matters as flicker, receiver brightness and ability to operate under a variety of conditions, the proposed standards are definitely inferior to the present black-and-white standards.

"The whole matter of accompanying sound is very dubious and as of the present time would appear to of-

fer for a lower level of sound quality than that now obtained with the present commercial standards. In our opinion, television in the UHF band should not only have color but also the standards for it should provide for ultimate development to a point at least as good, if not considerably better, than the capabilities of the present black-and-white system."

The Philco executive told the Commission that the "workability" of the CBS system "has not been adequately demonstrated."

Supports CBS Stand

CBS' color system is "practical, useful, and desirable," J. E. Brown of Zenith Radio Corp., told the Commission.

"We have noted certain criticism from time to time of the use of a rotating color disc on the television receiver to produce color television pictures," he said. "It is our opinion that the addition of color to television will not in itself solve the greatest problem which faces the industry, namely, how can the art be made economically feasible? We believe that television will one day become a great industry. At the same time we believe that it can only become a great national service if the broadcasters offer programs of such high entertainment value that the public purchase of receivers will be in the millions. We further believe that, to arouse such sustained public interest, broadcasters will be forced to offer, in addition to news, sports, playettes, etc., many hours of programming that is at least equal of motion pictures in mass appeal. Since production of such mass appeal visual entertainment is extremely costly, we believe that the funds required will be beyond the means of the advertisers of America, and that some other method of paying for television must be devised."

"There has been discussion of obsolescence of black-and-white television receiver through the adoption of color television. One proposal advanced to avoid this obsolescence has been that adapters can be made which will convert existing black-and-white receivers to operate on the high frequency television band. History is replete with attempts to extend the utility of radio receivers into other fields through the use of adapters. Such efforts have been made to make ordinary broadcast receivers useful for short wave radio reception and to make FM receivers designed for the 50 MC band useful on the 100 MC band. As a practical commercial matter such adapters are failures. An attempt to develop color television standards based on the premise of harnessing existing or newly produced black-and-white TV receivers to TV operations in the 480-920 MC band could very well hamstring the color TV development."

First Commercial FM Grant Made In Canada

(Continued from Page 1)

Montreal at 3,000 watts. Previously the Marconi company has had an experimental FM license.

The only other FM licensee in Canada at present is the CBC.

This new broadcasting station will be installed in the Sun Life Assurance building, it was learned. Station is the very latest Marconi design based on Major Armstrong's "wide swing" system and is being manufactured in the company's plant in the town of Mount Royal.

The new station will operate on a frequency of 106.5 megacycles. It is expected that the necessary technical and construction features will be completed so that service will be commenced early in 1947.

Ganger Named Partner; G-C-N Changes Name

(Continued from Page 1)

ger, it was announced yesterday. Charles A. Brocker, formerly vice-president and media director, has been named vice-president in charge of operations of the agency, it was added.

Ganger started with the agency as an office boy in the Dayton, Ohio, office in 1928. He advanced into production, contact work, and later became manager of the Rochester office of the firm. When the headquarters were moved from Dayton to New York in 1935, Ganger was transferred there as an account executive, and later was elected vice-president and director.

Brocker joined the agency as media director in 1943, and was elected a vice-president last March. He previously served as media director for the J. Stirling Getchell agency, and the Deyter Enjinger Company in Milwaukee.

Santa Injured By Gunman; Substitute Set At WWL

(Continued from Page 1)

snatcher just in front of his residence.

Rotund John Ipser will be this year's orphans' Santa Claus a role which Burke-Roche made an institution.

WANTED

CHIEF ENGINEER FOR 5 KW STATION

We have received our 5 kw. day and night, construction permit. We need a man, with at least 5 years experience who can supervise the construction of the station and continue as our chief engineer.

In reply set forth all the information you would like to have if you were the prospective employer.

Reply to:

MR. H. S. NAKDIMEN
P. O. Box 799,
Fort Smith, Arkansas

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

SAN FRANCISCO

SAN FRANCISCO—Nichol Smith, author of Burma Road and other tales of the OSS, last week started a new weekly program over WFRC-Mutual, Thursdays at 7:15 p. m. Smith was a Lt. Col with the Office of Strategic Services in France, Siam and the Orient during the war. On the new program titled "Adventures as a Secret Agent" he will give accounts of some of his experiences.

Louise Landis of KPO-NBC says that Carmen Cavallaro is the first man in local NBC history to break a piano string while pounding the studio concert grand.

VA Appoints Callahan To New Radio Post

(Continued from Page 1)

of radio broadcast listening and hospital studio broadcasts for patients in VA hospitals who will be provided with bedside headphone sets, Kerr said.

Four VA hospitals already have multi-channel radio receiving equipment in use, and VA expects to have the equipment in 26 more hospitals by next summer. All VA hospitals are expected to have it eventually, but tuberculosis hospitals have priority for installing the radio equipment now.

A total of 69 hospitals and homes now have dual speed transcription turntables as part of the special

Borden Company Renews Tele Program On WNBT

The Borden Company has renewed for 13 weeks its sponsorship of the program "I Love to Eat" with James Beard over NBC's television station WNBT.

Beard, author of three cook books, is televised every Friday at 8:30 p.m. Young and Rubicam is the agency.

services program for patients. Forty-one more are slated to receive it shortly.

Callahan began his radio work in his home town of Fairmont, W. Va., and joined NBC in Washington in 1937. He became musical director for WINX in 1941.

During World War II he was with the 33rd Special Services Company.

SOUTHWEST

FCC has approved licenses for operation of an FM station by KIRB Inc., of Beaumont, and to the Harris County Broadcasting Co., of Houston. New series of programs being heard over WFAA, Dallas, each Tuesday, are titled "Story To Order" and feature dramatic playlets based upon plots submitted by listeners.

Boyce House, Texas author and humorist, who airs a quarter-hour program each week over KGKO, Fort Worth and member stations of the Lone Star Chain, will address the San Antonio Kiwanis Club on "Cow Town Columnist," today, Dec. 13.

VA Has 123 Hospitals; Majority In Small Localities

Advising broadcasters that VA hospitals for disabled veterans located in areas with lesser concentration of population as being the most deserving of entertainment attention at Christmas time, Charles Dillon, director, Radio Service, Public Relations office, Veterans Administration, yesterday provided RADIO DAILY with a list of hospitals and the number of hospitalized veterans. This list, covering every section of the United States, is published as a service to broadcasters who plan special Xmas entertainment:

Table with 3 columns: Name & Location of VA Hospitals, Name of Rec. Aide, No. of Beds Occupied Nov. 27, 1946. Lists hospitals from Albuquerque, N. M. to Marion, Ind.

Table with 3 columns: Name & Location of VA Hospitals, Name of Rec. Aide, No. of Beds Occupied Nov. 27, 1946. Lists hospitals from Marion, Ill. to Wood, Wisc.

In addition, the following military hospitals have been transferred to the Veterans Administration and are in operation:

Table with 2 columns: Hospital Name, Authorized bed capacity 12-11. Lists hospitals like Cleveland, Ohio, Ft. Benjamin Harrison, etc.

Halloran General Hospital, Staten Island, N. Y., is being transferred to the Veterans Administration, and VA will assume operation of the hospital early in January, 1947. There will be a 1,500-bed hospital.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 53

NEW YORK, MONDAY, DECEMBER 16, 1946

TEN CENTS

Change FCC 'Processing'

RCA To Make 160,000 B & W Tele Sets In '47

Washington Bureau, RADIO DAILY
 Washington—RCA expects to produce a total of 160,000 black and white television receivers retailing at approximately \$65,000,000 next year, the FCC was told on Friday. George L. Beers, assistant director of engineering of the RCA Victor division, gave the figures as another RCA answer
 (Continued on Page 7)

Renewals And New Biz Reported By NBC Outlet

Renewal of a 15-minute news program and new orders and renewals for 548 station breaks were announced by WMAQ, NBC outlet in Chicago, the past week-end. The Bell Oil company, through Atlas Advertising agency, renewed John Altman's news broadcast on Tuesdays, Thursdays and Saturdays, 5:45 a. m., CST. Spot business was placed by a re-
 (Continued on Page 2)

WHN's Christmas Party To Be Held On Warship

WHN is staging its annual Christmas party this year for some 200 to 300 children from New York orphanages and settlement houses aboard the light cruiser USS Little Rock on Saturday, Dec. 21. The ship will be tied up in the North River and two programs will be broadcast from the vessel over WHN during the party. The party for underprivileged children
 (Continued on Page 2)

Atomic Area

Although granted a CP by the FCC, the Highlands Broadcasters, Inc., at Oak Ridge, Tenn., must forego construction plans on their AM station until the U. S. Atomic Energy Commission has given authorization to erect the station. The station will be located in the Oak Ridge area which comes under direct control of the new Commission.

End Of Grid Season Cuts Tele Schedules

Conclusion of college and professional football schedules eliminates a considerable portion of week-end air time for the three television broadcasters in the New York area. Official pro season ended a week ago, colleges having completed their schedules a week previous. NBC ended its grid coverage with yesterday's telecast of the NY Giants-Chicago Bears pro championship game in New York.

Availability of such college grid contests in Gotham as those provided
 (Continued on Page 7)

International Forum Planned For Cleveland

Leaders in radio, education, and international affairs will gather in Cleveland on January 9, 10 and 11 for the international forum, "Report From the World" to be co-sponsored
 (Continued on Page 2)

U. S. Navy Gives Suggestions For Vets' Christmas Shows

The office of Navy Secretary James V. Forrestal has offered gratification for the active interest shown by the broadcasting industry in bringing Christmas cheer to hospitalized veterans and has offered suggestions as to what programming will benefit Navy personnel. A letter from Rear Admiral Felix Johnson, public relations director, who speaks for Secretary Forrestal, also points out a year round activity by which broadcasters can bring immense enjoyment

Commission To Use Industry Engineers In Judging Flood Of Applications; Conference Set For Jan. 6

Milwaukee Journal Revises Video Plans

Milwaukee—The Milwaukee Journal, which last spring withdrew its application for a low band black-and-white television station and received FCC authorization for experimentation in high frequency color tele, announced the past week-end that it plans to file for a commercial black-and-white television station in Milwaukee.

Chief among the factors which influenced the Journal's re-application
 (Continued on Page 2)

New Dates Announced For Okla. Conference

Norman, Okla.—February 27 to March 2, 1947, have been set as the dates for the radio conference on station problems held annually at the University of Oklahoma, Norman, and
 (Continued on Page 6)

Sixteen Dance Orchestras Participating In CBS Party

Sixteen dance bands will participate in a four and one-half-hour dance party on the CBS network beginning an hour before midnight on
 (Continued on Page 7)

Washington Bureau, RADIO DAILY
 Washington—Noting with "growing concern" the huge backlog of applications, the FCC on Friday called an industry-Commission conference to discuss the situation. Industry engineers will meet with Commission experts on January 6, under the plan. "Despite all efforts to streamline and expedite staff-handling of applications for standard-broadcast facilities," the Commission said, "a large backlog of such applications still remains."

"This is particularly true of the
 (Continued on Page 7)

NBC Veterans Dine; Add New Members

Veterans of the NBC organization in New York and Chicago held simultaneous Ten and Twenty Year club dinners last Thursday night with many new members being initiated in the organization.

In New York, 650 NBC executive employees gathered at a dinner at the Waldorf-Astoria hotel to welcome
 (Continued on Page 2)

Special WOR Programs Aid Explosion Emergency

Following up its on-the-scene coverage of the tragic fire-blast Thursday morning in the icehouse and tenement in upper Manhattan, WOR on Friday evening broadcast exclusive
 (Continued on Page 7)

Human Interest

The Shelter-Homes-for-Children campaign was aided by NBC television station WNBT last night when three homeless children were presented to the video audience. New York City Welfare Department seeks temporary homes for the youngsters who appeared on Bob and Eddie Dunn's "Face to Face" program which is telecast at 8 p. m.

Xmas Appeal

Appealing to Christmas shoppers to remember the wounded servicemen in veterans hospitals and the children whose fathers were lost in the war, Meredith Willson on "Sparkle Time" Friday at 7:30 p. m. on WCBS once again urged his listeners to send gifts to convalescing vets instead of to friends. Reaction to the appeal was most encouraging.



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

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FINANCIAL

(Dec. 13)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio, Du Mont Lab., Finch Telecomm., etc.

WHN's Christmas Party To Be Held On Warship

(Continued from Page 1)

dren and the broadcasts will originate in the mess compartments below the main deck. The Morey Amsterdam show is to be heard from the Little Rock from 1:05-1:30 p.m. Program will feature Joel Herron's WHN orchestra, vocalist Liza Morrow, singer Bob Houston and mimic Jack Carter.

Bell Gets WGAY Post

Don Bell, Mutual correspondent who covered the war in the Pacific and was imprisoned by the Japs in the Philippines, has been named program director of WGAY, Silver Springs, Md.

SOON on the air to serve the GREATER Wilkes-Barre-Scranton and Anthracite Area!

1000 WATTS WHWL 730. Kc.

"Anthracite's Most Powerful Independent" Represented by Forjoe

Coming and Going

H. R. BAUKHAGE, American network commentator, is vacationing in Ft. Pierce, Fla. and will continue in this enviable state until Dec. 30. Meanwhile, David Wills will substitute for him on the Monday-through-Friday broadcasts.

WILFRED GUENTHER, station manager of WLMA, new FM station of Crosley, is back in Cincinnati following a one-week trip to Milwaukee and Detroit.

JOHN RIVERS, president of WCSC, is back in Charleston, S. C., after having spent the early part of the week in New York conferring at CBS, with which the station is affiliated.

JOHN KEEL, consulting engineer for WCRO, the new station to be erected in Johnston, Pa., has left New York for the Pennsylvania city to select a studio site.

ERNEST DE LA OSSA, personnel director at NBC, left Sunday by plane for Cristobal, Canal Zone, where he was called by the death of his grandmother, Mrs. Louisa K. Healey. He'll return to New York Wednesday.

PHIL ALAMPI, farm news editor at WJZ, is in Washington, D. C., where today he and C. F. Smith, of the Poultry and Egg National Board, will present two Christmas turkeys to President and Mrs. Truman at the White House. One turk is going to Missouri.

DIETRICH DIRKS, president and general manager of KTRI, Sioux City, Iowa, a Mutual outlet, has been in town since late last week, but plans to leave for home today.

HOWARD S. MEICHAN, vice-president of CBS in charge of station administration, leaves today for St. Louis on business.

NBC Veterans Dine And Add New Members

(Continued from Page 1)

come 81 new members in the Ten Year club and the Twenty Year club. Among those welcomed to the Twenty Year club by President Niles Trammell were Gen. James G. Harbord, president of the board of RCA; Edward W. Harden, Edward J. Nally and Arthur E. Braun, members of the board of NBC; Frank E. Mullen, executive vice-president and O. B. Hanson, veepee-chief engineer.

The New York dinner was connected by a closed circuit with a simultaneous dinner held by NBC at the Drake hotel in Chicago. Fifteen members of the Chicago NBC staff were made members of the Ten Year Club and a Chicago chapter of the Twenty Year club was formed by Howard Luttgens, division engineer; T. E. Schreyer, operations supervisor, and E. C. Carlson, manager of advertising and sales promotion.

International Forum Set For Cleveland

(Continued from Page 1)

by Time magazine and the Council on World Affairs in co-operation with NBC.

As a part of the network's contribution to the forum, NBC's University of the Air will present special programs in which 25 persons of international prominence will participate.

Milwaukee Journal Revises Video Plans

(Continued from Page 1)

were developments which indicate that black-and-white television receiving sets will not be made obsolete by color, network advancement in programming and the stepped up production of transmission facilities, the Journal statement revealed. Experimentation in color tele will be continued, however.

The newspaper also revealed that application had been made for an FM station in Green Bay, Wis. With WTMJ-FM operating in Milwaukee, WMJT, under construction at Wausau, the new Green Bay station is planned to cover the area of the lower Fox River valley.

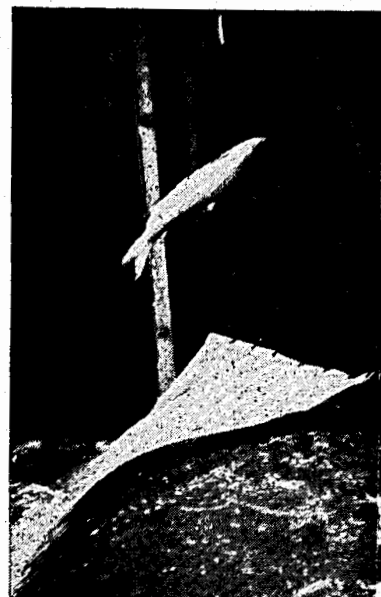
Renewals And New Biz Reported By NBC Outlet

(Continued from Page 1)

newal order for 312 station breaks from Colgate-Palmolive-Peet company through William Esty and Company for Super Suds. The six a week schedule will start January 1, 1947, for 52 weeks.

Time Salesman Wanted

Here is your chance to make more money. Liberal drawing account and commission. Permanent. Excellent opportunity for advancement. Give full qualifications and experience. Frank Kaull, Sales Manager, KLO, Ogden, Utah.



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 market really open up.

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

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

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



W-I-T-H AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-1

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

in case you haven't heard...

...beginning January 1, 1947, there are going to be new voices on WTRY saying "This is CBS—the Columbia Broadcasting System."

We're glad, of course. But some 200,000 radio families in the three big cities of Albany, Troy and Schenectady, and the eight surrounding counties that WTRY calls primary—they'll be mighty glad, too.

The national pattern of CBS coverage has been pretty weak in this part of New York State. Now with WTRY's robust signal carrying those high-rating CBS programs—along with our own specially-built local shows—into thousands and thousands of new homes, WTRY will have more friends than ever.

They're nice people, these listeners we serve. Last year they earned almost a billion dollars. But they spent nearly half of it for things they wanted to buy. Maybe they'd like to earmark some dollars for what you have to sell.

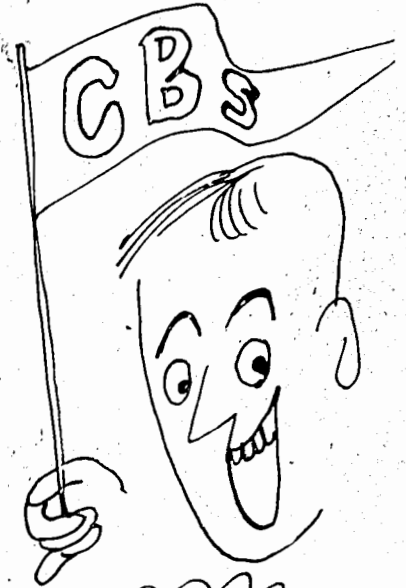
Why don't you talk to them and suggest it via WTRY—CBS?



WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

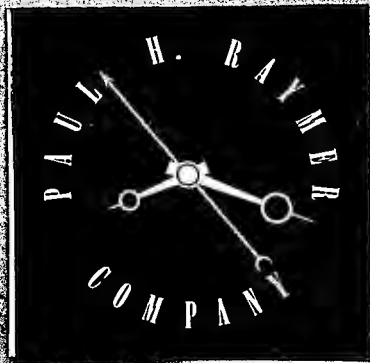


FKE



*Merry Christmas
and
Happy New Year*

PAUL H. RAYMER COMPANY





LOS ANGELES

By RALPH WILK

KMPC's Production and Music Director, Charles Calvert, was recently appointed radio director of the Pasadena Institute of Radio Workshop. This workshop trains persons interested in radio in all phases of production and announcing, and Calvert supervises these activities.

Mark Finley, Public Relations Director for Mutual Don Lee Network, is the subject of a humorous incident in Bob Hope's new book, "So This Is Peace." Finley, a Lt. Col. in charge of public relations for U. S. Army in Southern France, arranged for the French press to interview the famous American comedian when he paused there on a world tour, but neither Hope nor the press, it was later discovered, could speak the other's language.

Eddie Cantor's third annual "Gifts For The Yanks Who Gave" drive, in association with the American Legion and designed to provide Christmas gifts for hospitalized service men, will culminate in an NBC coast-to-coast broadcast Christmas Day. A number of top radio stars will appear as guests on the holiday program.

Producer Sam Fuller is going to use more of Mel Blanc's varied talents on his air show. Instead of the usual three voices, Blanc will play six characters on Dec. 17th.

New Dates Announced For Okla. Conference

(Continued from Page 1)

in Oklahoma City, Dr. Sherman P. Lawton, university co-ordinator of radio, has announced.

The meeting was originally scheduled for March 6 to 9, but the time was changed because of a conflict with the Association of Women Broadcasters' Convention in New York City, Lawton said.

To be sure that this year's conference meets current needs of the radio field, topics of discussion and speakers will be chosen by the delegates themselves. Questionnaires have been sent to potential delegates to the conference for their preference in both subjects and speakers. "Radio Programming in a Changing World" has been selected as a tentative theme.

NOW

It is
Possible to
Get Really

FINE TRANSCRIBED
and LIVE PROGRAMS
TAILORED TO YOUR MEASURE

ROBERT EVANS
PRODUCTIONS, INC.

113 W. 57 St. PLaza 9-4545



Broadway Bulletin Board. . . !

• • • Now they're saying that if Sinatra does take a vacation, "Mr. and Mrs. North" will be inserted as a filler. Incidentally, Fred Allen blew his top Friday when The Voice, who was his guest this week, failed to show up for script rehearsal. Allen's comment on the incident was very beautiful—but strictly unquotable. . . . Wonder if Ken Niles and his brother, Wen Niles, know that just to add to the confusion there's a Mid-West announcer who calls himself Ben Niles. . . . B'way scuttlebutt has it that Meyer Davis is angling to buy an East Side spot. . . . Quentin Reynolds featured in a new topical crime series being offered as a half-hour package by agent Mark Hanna. . . . The London trip for "The Voice Of The Turtle" is on again with a Spring sailing date. . . . If he wanted to, Al Capp, "L'il Abner's" creator, could be one of the top gag writers of radio. . . . According to key magazine men, the lineup on the contributor-owned mag "47," due out Feb. 5th, looks like the Army grid team of the literary field. . . . A B'way phony is around town impersonating Geo. S. Kaufman and offering lush jobs to stage-struck hat-check gals. . . . Polka Dot King, Bill Schiller, holding a contest for new polka dot girl of '47 to be the successor to Chili Williams. . . . Hear that Ed Gardner has been warned by sponsor to pay more attention to recommended script changes. Sponsor reported a bit miffed at audience reaction to several gags.

★ ★ ★

• • • DESK-SCRIPTIIONS: June Richmond: A smooth opera-tura. . . . Philip Dorn: A Dutch Treat. . . . Lily Pons: One in a Trillion. . . . Earl Wilson (watching the China Dolls): Earl for the Lambs of China. . . . Hal Horton: Bing Cr-horse-by. . . . Dave Green's Publicity Office: The Kahn Is Green.

★ ★ ★

• • • SMALL TALK: Maggi McNellis got more mail than she'd ever received in her life when she had her hubby, Clyde Newhouse, on as a guest interviewing Betty Garrett not long ago. She immediately got three offers to do a husband-and-wife series, and MCA offered to handle Clyde as a single. . . . Joe Sullivan returns to Eddie Condon's tonite, replacing Pat Flowers with his jet-propelled Chicago-style pianoing. . . . Ruth Gilbert, of "The Iceman Cometh," added to CBS's "Strange Romance of Evelyn Winters." . . . Cafe Zanzibar's Thelma Carpenter in line for title role of the proposed movie version of "Life of Josephine Baker." . . . Script budget on Arlene Francis' show, "Affairs Of Ann Scotland," doubled in order to do justice to her solid acting job. . . . Mac Davis releasing new "Heartbeats in Sport Headlines"—the eighth year of this syndicated five-minute series. . . . Bret Morrison, who used to sing with Enoch Light, set for a booking at Loew's State. . . . Eight of the country's top foreign correspondents, including Joseph Alsop, Joseph Barnes, Leo Cherne, Edward R. Murrow and Eric Sevareid, arranging a dinner-forum for the Nat'l organization of the American Veterans Committee at the Hotel Roosevelt on Jan. 16th. . . . It's a 6 lb., 13-ounce boy at the Al Durantes. Pop is ace J. Walter Thompson exploiter. . . . MCA putting the pressure on Freddy Martin to take a flock of Eastern dates, including the Waldorf in '47.

★ ★ ★

• • • ONE MAN'S POINT OF (RE)VIEW: The scripting on Jean Sablon's ainer isn't the easiest thing to take, but it paves the way for double appreciation when the Frenchman croons his continental charm. . . . Hoagy Carmichael has a splendid Sabbath interval just before evening time. His feel for jazz, plus his folk-like quality registers heavily. An unobtrusive quarter-hour with a man who knows how to sing 'em as well as write 'em. . . . The new talent set-up on "The Family Hour" is plenty impressive, altho' we, personally, always were a Patrice Munsel fan. Ted Malone is as casual as a lounging robe and the new tenor, Jimmy Carroll, carols with the best of them.

★ ★ ★

AGENCIES

LENNEN & MITCHELL, INC., with payment of Christmas bonuses this week, distributed nearly \$100,000 in employee benefits to mark its first year as a "mutualized" agency. Ray Vir Den, executive vice-president, announced on Friday. Employee benefits reached a new high for Lennen & Mitchell in 1946, Mr. Vir Den said. A good proportion of the firm's earnings was returned to employees in the form of pension payments; group insurance, sickness benefits and Christmas bonuses; all costs of which were borne entirely by the agency.

LYNN B. GORDON has been named manager of the newly-opened Hollywood office of Ewell & Thurber Associates, Toledo. Gordon was formerly with the D'Arcy Agency in New York City.

EDWARD MAZZUCCHI, vice-president, Robert Otto & Associates, Inc. will speak today before the Advertising and Selling Course, conducted by Advertising Club of New York.

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President

George H. Roeder General Manager

INFORMATION

Robbie Robinson

"What does WFDF Flint have in so operas?"

New 'Processing' Plan Sought By Commission

(Continued from Page 1)

more complicated type of applications for night-time operation on regional and clear channels. The most recent count shows 122 of these applications on which staff work has not yet begun. Applications of this nature which have been on file approximately one year are currently being processed for initial consideration in contrast to an approximate 'age' of 60 to 90 days for the simpler type of calculations involving local channel or daytime-only operation.

"Trained engineers familiar with Commission allocation procedures are necessary in order properly to inform the Commission regarding applications. It has been impossible, within the Commission's budgetary limitations, to secure engineers with the requisite qualifications in sufficient number to make satisfactory progress in disposing of such applications.

"In the interest of providing some method of processing the applications within a reasonable length of time, the Commission has under advisement several suggestions advanced by various applicants and consulting engineers, as well as by members of the Commission staff which would permit a large portion of the engineering work necessary for Commission consideration of an application to be done by the applicant's engineers, at least until such time as this work is reasonably current."

Primary purpose of the meeting, the FCC said, will be to acquaint the applicants' engineers with the Commission's method of processing an application, to advise them of the engineering information which the Commission must have for proper consideration thereof, and to secure concrete suggestions as to how applicants can best aid the Commission in supplying engineering details.

Special WOR Programs Aid Explosion Emergency

(Continued from Page 1)

sive talks by Fire Commissioner Frank Quayle and Police Commissioner Wallender. Commissioner Quayle appealed to parents to help the city in its fight on juvenile delinquency. He placed blame for the youngsters' delinquency on the parents. The talks were recorded and re-broadcast on Saturday afternoon.

The station also carried on a campaign to locate houses and apartments for the families left homeless as a result of the fire and explosion.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Auh: 2142 • Chicago 6 • Sta. 5433

RCA Figures Tele Production At 160,000 B&W Sets In 1947

(Continued from Page 1)

to CBS' plea to put its sequential color video system on a commercial basis.

As the Commission wound up a solid week of testimony Friday, the spotlight of cross examination still had not been turned on the hearing's principal witnesses. As a time saver, the Commission ruled that cross questioning of top witnesses would be conducted at a later date.

In addition to the huge total of B and W television sets scheduled for production by RCA-Victor next year, the corporation's production facilities will be geared for an annual output of 300,000 receivers by the beginning of 1948, Beers told the FCC.

"As of December 1," Beers said, "the RCA Victor division has produced 2,950 home television receivers. It is expected that the total 1946 production will be 8,000 instruments. Our 1947 production schedule calls for 25,000 receivers in the first quarter, 25,000 in the second quarter, 50,000 in the third quarter, and 60,000 in the fourth quarter, or a total 1947 production of 160,000 instruments. These receivers will have a retail value of approximately \$65,000,000."

Beers added, however, that these production figures are dependent upon the availability of materials and economic conditions which may influence the potential demand for receivers.

Discloses Present Production

Further detailing RCA's present and prospective investment in black-and-white television, Beers said:

"With respect to television transmitting equipment, we now have in the process of manufacture over \$6,000,000 worth of monochrome equipment. Included are 40 transmitters and antenna systems, 150 image orthicon cameras, 205 monitors, 50 film projectors, and cameras, 75 synchronizing generators and numerous other items.

"The expenditure necessary to prepare for this manufacturing program totalled more than one and three quarter million dollars. This includes manufacturing and testing facilities, construction of models, design engineering and drafting."

Beers told the FCC that on the

basis of engineering estimates, the major elements of color television transmitting equipment will cost from 40 per cent to 100 per cent more than the corresponding black-and-white units. He stated that a color television receiver comparable in performance to black-and-white receivers being sold today would be approximately double in cost.

With plenty of fireworks yet to come, the FCC on Friday recessed until "some time" after January 6. Only major organization yet to be heard is the Allen B. Du Mont Laboratories. Dr. Du Mont will be present at the January resumption of the hearing.

Also saved for January is the cross-examination of major witnesses, including CBS's Dr. Peter Goldmark.

Sixteen Dance Orchestras Participating In CBS Party

(Continued from Page 1)

December 31 as a part of the web's observance of New Year's Eve. Orchestra leaders slated to participate are Chuck Foster, Guy Lombardo, Jimmy Dorsey, Ray McKinley, Tex Beneke, Les Elgart, Cab Calloway, Chuy Reyes, George Towne, Johnny Long, Happy Logan, Tommy Reeves, Buddy Clark, Don Bestor, Charlie Spivak and Del Courtney. Bands will be picked up from coast-to-coast.

Elected Finch V.P.

Augustus J. Eaves has been elected vice-president of Finch Telecommunications, Inc., of Passaic, N. J., manufacturer of facsimile broadcasting and receiving and other equipment.

Send Birthday Greetings To—

December 16

Jessie Block Dick Crane
Lucille Lortell Barbara Raifman

Master these Dialects ➡

with the

DIALECTON AUDIO-VISUAL METHOD

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

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End Of Grid Season Cuts Tele Schedules

(Continued from Page 1)

ed by Army and Columbia University this past season, and professional games of the New York Giants, Yankees and Brooklyn Dodgers provided NBC, CBS and Du Mont with superior sports fare. NBC aired approximately six hours of football each week.

Although its weekly time schedule dropped from approximately 18-20 hours to 12, sales and renewals on WNBT have maintained the station's percentage of sponsored time on a fairly high basis.

Signing of a new contract Friday for a series of basketball-interview programs by U. S. Rubber extends that company's advertising on WNBT, as the "Television Quarterback" bowed out with Friday night's broadcast.

Gillette Heavy User

Meanwhile, Gillette continues as NBC's heavy user of video time, with an approximate total of two hours of boxing on Monday and Friday nights. Gillette's contract, however, is understood to be on a flat-rate basis, and does not provide for any specific maximum or minimum as regards time. As a result, Standard Brands, with its full hour show on Thursday nights is believed to be WNBT's heaviest sponsor, revenue-wise, when studio costs, etc., are considered.

DO YOU NEED MONEY? HM-M-M?

Baltimore, Maryland—

Ralph Powers who wakes up Maryland 6 days a week, asked for contributions toward an airplane fund during the war. The river of money that poured in bought not a tail assembly—not a motor—but two Martin Bombers!

For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

THE WEEK IN RADIO

Television Interests Clash

By JIM OWENS

THE black-and-white versus color television issue was brought to the fore as hearings on CBS proposals opened in Washington. Practically every major video company filed notice of participation, along with the Television Broadcasters Association as a group. Strengthening its plea for adoption of color standards now, CBS revealed its development of a new tube for electronic color tele.

Radio Manufacturers Association announced plans for production of 15 million AM sets next year, 3,750,000 with FM and 325,000 tele receivers. AM output will be two million above the best pre-war production year . . . Justin Miller, NAB president, pledged industry's support of RADIO DAILY's Christmas programs proposal. Meanwhile, New York indies and West Coast stations made elaborate plans for special Xmas shows at vets hospitals; Veterans Administration planned an ET series.

FCC won its legal battle refusing license renewal of WOKO, Albany, N. Y. Supreme Court reversed an earlier decision by the Court of Appeals, backed Commission's stand . . . Gillette will be the heaviest sponsor of football "bowl" games on New Year's Day, with four contests set for network coverage . . . Many of the nation's miners were sent back to work via radio messages from union chiefs following settlement of the coal strike.

Paul Porter was reported asking more time to consider the offer of presidency of BML. Announcement was expected at a broad meeting last week, shortly after which the former FCC chief was given a temporary assignment by President Truman . . . Dr. Peter C. Goldmark told FCC that CBS's proposed standards would permit network television immediately . . . First group of 16 orders for FM equipment placed with Federal Telephone & Radio Corp., have been filed,—all to newspaper publishers.

Manila radio is doing a "landslide business" in commercial accounts, according to Philippine exec currently in U. S. . . Attorney Gen. Tom Clark called on broadcasters to join in an educational program on "Americanism". Government official conferred with radio and other communications execs last week to formulate plans . . . Mutual added nine more affiliates to bring the web's total to 377 . . . Canadian manufacturers surpassed the best pre-war year in set production, will double present output next year.

Connect in Connecticut

WDRRC

HARTFORD 4 CONNECTICUT
WDRRC - FM

Navy Dept. Cites Value Of Vets' Xmas Shows

(Continued from Page 1)

erward." There are 36 Navy hospitals within the limits of the U. S. with approximately 18,000 patients confined for treatment. There are three Navy hospitals within the New York area — Brooklyn, St. Albans and Sampson, N. Y.

To obtain an expression as to the service broadcasters can render at Christmas time, Secretary Forrestal's office sought the opinions of Vice Admiral Ross T. McIntire, chief of the bureau of medicine and surgery; Rear Admiral William N. Thomas, chief of navy chaplains; and Rear Admiral Thomas C. Anderson, commander of the Naval Medical Center at Bethesda, Md. The Navy consensus was that men in both naval hospitals and naval stations will welcome any radio broadcast which reminds them of "Christmas at Home" at its best. Navy men are said to idealize their memories in this regard and will appreciate assistance in promoting them.

Navy heads feel that men in hospitals do not wish to have attention called to their plight but desire only to share in the normal and general Christmas activity. As for radio's help in this respect, the Navy makes several suggestions. One of them is a half-hour round-up of descriptions of Christmas festivities in various cities throughout the nation with spot pick-ups from several points.

Likes Participation Programs

Admiral Johnson also suggests participation programs for hospital patients in which the significance of Christmas is stressed; for instance, a hospital Christmas party which would be a high quality version of the typical community-church program. As for the nature of Christmas broadcasts aimed at convalescent veterans, the admiral suggests broadcasts of exceptionally good choir programs, such as the Westminster or Boys' Town Choirs, and dramatizations of Christmas classics such as Dickens' Christmas Carol.

Admiral Johnson ended his letter: "It has been gratifying to learn of the active interest RADIO DAILY and the broadcasting industry has in the welfare of its Navy personnel."

The BEST Farm Station Buy?

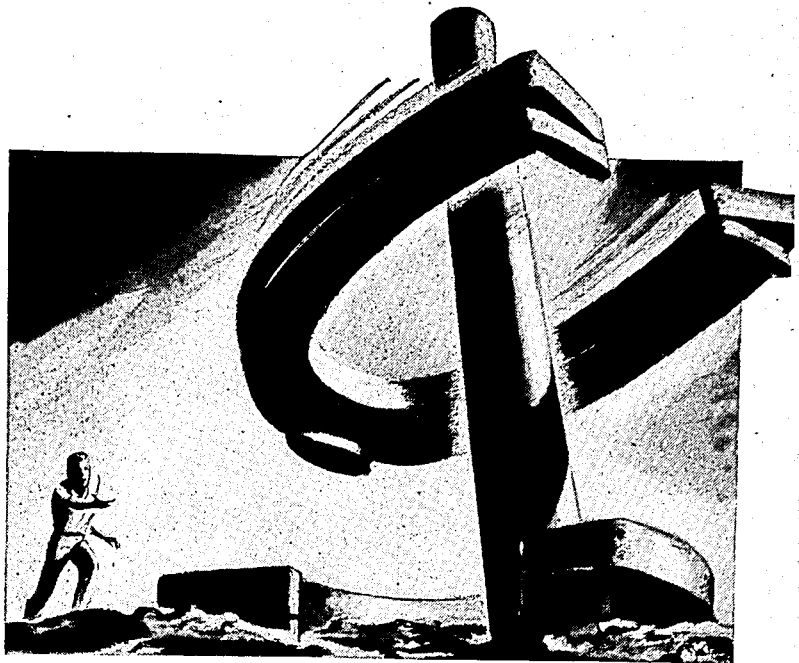
SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS



CONTROL!

Only MOTION PICTURES give you Control—
Showmanship Control
—vital on TELEVISION programs

- Q. What guarantees perfect lighting—absolute focus—flawless dialogue?
- A. **FILM!**
- Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?
- A. **FILM!**
- Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?
- A. **FILM!**

In TELEVISION...**FILM** removes the question mark!

Now available for sponsorship . . . exclusive **Telereel*** Series.
In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION



Dept. RY-6 1270 Avenue of the Americas, N. Y. 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 54 NEW YORK, TUESDAY, DECEMBER 17, 1946 TEN CENTS

FCC Visits Tele Plants

Construction Okayed; See Radio Bldg. Boom

Washington Bureau, RADIO DAILY
 Washington—Radio soon may see its first building boom since before the war, Government officials predicted here yesterday following President Truman's week-end order relaxing construction controls. Spokesmen for the Office of Temporary Controls said the current lid on commercial building will be boosted about 40 per cent to \$50,000,000 a week by the end of this month. Before President Truman
 (Continued on Page 6)

Electronic Radio Tubes Placed On Sale By U. S.

Washington Bureau, RADIO DAILY
 Washington — Millions of special purpose electronic tubes which were developed for radar and other war use will be placed on sale today by War Assets Administration. The tubes include types designed for transmitting and receiving sets and control devices.
 Representing late scientific advances, the tubes are available in sufficient quantities to meet demand.
 (Continued on Page 4)

Lewis J. Valentine Dies; No ABC Successor Set

Lewis J. Valentine, 64-year-old chief investigator of the "Gang Busters" program heard over the ABC network every Saturday from 9-9:30 p. m., EST, died yesterday in Long Beach and College Hospital of a kidney and liver ailment. Valentine's final appearance on "Gang Busters" was on Nov. 23. Six days later he collapsed.
 (Continued on Page 5)

Huckster Play?

William Phillip Smith, director of radio for the Charles W. Hoyt Company, is currently taking bows for the successful premiere of his new play, "Mary And Her Sergeant." Play, which opened in Cleveland last week with excellent press reviews, was one of the winners of a nation-wide contest to give new playwrights a chance—despite high production costs.

Rodeo

Washington—Phil Alampi, WJZ farm news editor, and a group of poultry leaders helped President Truman cut short the rampage of a 42-pound turkey they were presenting to the Chief Executive yesterday at the White House. The President, turkey-wise from his youth on a Missouri farm, stopped the careening fowl by grabbing it around the neck. Alampi told the story last night on ABC's "Headline Edition."

U. S. In Munich Using Three 85,000-Watt

The U. S. State Department has begun using three 85,000-watt transmitters in Munich, formerly operated by the Germans, for daily programs beamed to eight European countries. The new shortwave radio relay point, a link in the "Voice of the United States of America" network, began operation last Sunday, Dec. 15, according to State Department officials.
 (Continued on Page 5)

REC Christmas Party At Roosevelt Thursday

Radio Executive Club of New York will hold its annual Christmas Party in the Hendrick Hudson Room of the Hotel Roosevelt next Thursday, December 19, it was announced yesterday.
 Two local funds will benefit from a special drawing, as a "Contribution to the War Relocation Authority."
 (Continued on Page 2)

Officials Of VA To Appear On Special Xmas Programs

While additional radio programs plan for origination in veterans hospitals during Christmas week, the Veterans' Administration revealed yesterday that in connection with the special campaign urged by RADIO DAILY, Gen. Omar Bradley, VA chief, will participate in the Bob Hope show originating in Birmingham Hospital, Los Angeles, on Christmas Eve. Gen. Bradley was one of the first to praise the campaign when it was suggested

Commission Delegation Makes Inspection Of Du Mont, CBS And Radio Marine As Sequel To Video Hearing

Wasserman President Of MCA Companies

Chicago—Following the two-day meeting here of the MCA companies held Saturday and Sunday, it was announced to the personnel that Jules Stein resigned the presidency of the company to become chairman of the board and that Lew Wasserman, would succeed him as president. Stein stated that the board of directors had unanimously chosen Wasserman.
 (Continued on Page 5)

Six Georgia Broadcasters Named To Plan "Institute"

Athens, Ga.—A committee of six Georgia broadcasters was named this week by Allen W. Woodall, of WDAK, Columbus, president of the Georgia Association of Broadcasters, to work with John E. Drewry, dean of the University of Georgia.
 (Continued on Page 2)

Public Interest Policy Reiterated By Yankee Net

Boston — The Yankee Network took concrete steps over the week-end toward solidifying radio's public service status in New England.
 (Continued on Page 4)

Twenty-five staff members of the FCC headed by Commissioners Paul A. Walker, Clifford J. Durr, Ewell K. Jett and Rosel H. Hyde journeyed from Washington to New York yesterday for a tour of television as a sequel to last week's hearing on CBS' application for a commercial color license. They will return to Washington tomorrow.
 (Continued on Page 6)

Chi. Furniture Show Will Have Tele Display

Chicago—Importance of television as a future permanent part of the household is pointed up by the role it will play in the Furniture Market exhibition here next month, in which RCA receivers and those of various other manufacturers will be displayed. Live telecasts will add to the exhibition of post-war receiver sets.
 (Continued on Page 7)

'Glamour Manor' Changes To 'Kenny Baker Show'

The "Glamour Manor" program has changed its name to the "Kenny Baker Show," effective immediately it was announced yesterday. Program is heard from 12 noon to 12:30, over the ABC network. "Kenny Baker Show" will continue with same cast.
 (Continued on Page 2)

Santa With Wings

Boston—Edward Rowe Snow, Yankee Network narrator, is making his 10th annual Christmas visit to all lighthouses and lightships along the New England Coast—via helicopter. Snow is wearing his traditional Santa Claus costume for the trip, on which he distributes gift-packages containing candy, cigarettes, mittens, etc. Trip covers coast from Maine to N. J.
 (Continued on Page 5)



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

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FINANCIAL (Mon., Dec. 16)

Table with columns: NEW YORK STOCK EXCHANGE, Net Chg., High, Low, Close. Includes entries for Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First pf., Westinghouse, Zenith Radio, and NEW YORK CURB EXCHANGE OVER THE COUNTER.

REC Christmas Party At Roosevelt Thursday

(Continued from Page 1) to a Better Community Christmas." Tickets will be sold at the luncheon party, which is scheduled to start at 12:45.

Wynne Gets KGER Post

Los Angeles—Lee Wynne, commercial manager of KGER, Long Beach, Calif., has been made general manager of that station. C. Merwin Dobyms, founder and owner of the station, had acted as general manager until his death October 15th last.

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

Coming and Going

"PETE SCHLOSS," of the stations department at ABC, is expected back today from Rhode Island, where he conferred with officials of WFCL, the network's affiliate in Pawtucket.

JAMES YANKAUER, reporter for WCBS heard on "This Is New York," has returned from a nomadic vacation for which he used B.II Leonard's red jeep. He motored safely to Quebec and back.

BEN HYAMS, Columbia network musical commentator, sails aboard the Marine Tiger next Friday night for Puerto Rico. He'll spend a two-week vacation as guest of Governor Jesus Pinero in San Juan.

LOUISE BENAY, broadcaster and radio director of Albany, N. Y., is honeymooning on the West Coast, having been wed recently to Glenn A. Wise, district manager for TWA airlines.

R. J. ROCKWELL, vice-president of the Crosley Broadcasting Corp., in charge of engineering, also PHILIP KONKLE and HOWARD LEPPE, of the engineering staff at WLW, Cincinnati, are in New York on a short business trip.

HAROLD STEIN, photographer of the industry's greats and near-greats, is sojourning for a couple of weeks in Miami Beach.

HERSCHEL WILLIAMS, director of commercial program development for CBS, has returned from a business trip to Tennessee and Georgia.

VICTOR HAMMER and IRENE WICKER, who in private life is M's. Hammer, featured actors for the past 15 weeks on ABC's video program, "Play the Game," have left for a visit of several weeks in Europe. Hammer, who is head of Hammer Galleries, Inc., will tour the Continent to purchase art objects. His wife will do a series of children's radio programs for the U. S. State Dept. on stations in Berlin and Frankfurt.

CBS Adds 2 Outlets For Total Web Of 163

KOSA, Odessa, Texas, and KSIL, Silver City, N. M., both bonus stations to KROD, El Paso, Texas, have joined the Columbia network, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. This brings the number of network affiliates to 163.

KOSA operates full time on 1450 kilocycles with 250 watts power. It joins the network January 1. Cecil L. Trigg is General Manager.

KSIL operates full time on 1340 kilocycles with 250 watts power. Affiliation is effective Dec. 22. Hillis Bell is General Manager.

Both stations are owned and operated by Dorrence D. Roderick.

Southwest Network Group Holds Meeting In El Paso

Officials of the Southwest Network and managers of affiliated stations met in El Paso last week, to make program and sales plans for 1947. Representing the network were: Dorrence D. Roderick, president; Val Lawrence, general manager; and Carl Dunbar, sales manager. Station representatives were: Frank Junell and H. C. Watson, KROD, El Paso; Hillis Bell, KSIL, Silver City, N. M.; Norman Loose, KAVE, Carlsbad, N. W.; and Cecil Trigg, KOSA, Odessa, Texas.

Buddy Basch Leaving B & G

Buddy Basch, currently associated with Banner & Greif, publicists, as account executive, will sever his connection with that organization on Dec. 27, and will operate independently, making his headquarters at the offices of Basch Radio Productions, 17 East 45th Street.

Wakeman Quitting Magnavox

Delbert W. Wakeman, advertising manager of the Magnavox Co., Fort Wayne, Inc., has resigned his post to become advertising director of Ekco Products Corp., Chicago. His successor at Magnavox has not been announced yet.

Six Georgia Broadcasters Named To Plan "Institute"

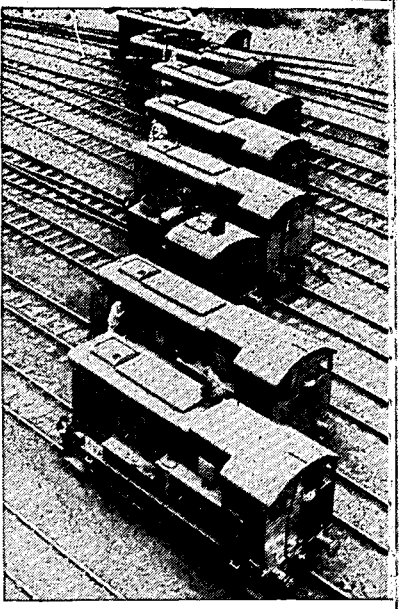
(Continued from Page 1) University of Georgia Henry W. Grady School of Journalism, in making plans for the second annual Radio Institute to be held on the University campus some time in the spring of 1947.

Dwight Bruce, WTOC, Savannah, was named chairman of the planning group, and he will be assisted by: Charles Smithgall, Atlanta; Wilton Cobb, WMAZ, Macon, Charles Pittman, WMBL, Macon; Russ Holt, WGGA, Gainesville, and Abner Israel, WALB, Albany.

First annual Institute was held in Athens on November 21-22 where the members voted to make the meeting an annual affair with subsequent session to be held in the spring of each year.

'Glamour Manor' Changes To 'Kenny Baker Show'

(Continued from Page 1) and origination point, Hollywood. Baker will continue his singer-comedian performance on Monday, Wednesday and Friday, assisted by Don Wilson, Sam Hearn, Elvia Allman and Barbara Eiler. Tuesday and Thursday, the singer will emcee a half-hour audience participation show. Harry Lubin's orchestra provides music for the program.



Pushers

The sleek, streamlined babies pulling the limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometimes too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pushers that develop low-cost sales.

W-I-T-H, the successful independent, is the work horse type. In this big five-station town, W-I-T-H delivers more listeners-per-dollar spent than any other station in town.



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

TOM TINSLEY, President Represented Nationally By Headlay-Reed

5000 WATTS 1330 KC. WEVD

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

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



Fred Robbins, popular
WOV disc-jockey and
emcee of the "1280 Club"

Fred Robbins Tells You All There Is To Know About His Select and Ardent Audience

AGE, sex, income, where and how they live . . . to our knowledge, Fred Robbins is the only emcee who can tell you everything there is to know about his listening audience.

Recently, "The Pulse, Inc." analyzed the first 25,000 registered listeners to WOV's "1280 Club" program, broadcast nightly from 6:30 to 9:00 p.m. The results really give you the dope. For example:

The "1280" "Club" delivers 1280 listeners for a dollar.

Their average age is 23 years.

56% are women . . . 44% are men.

96% live in New York's concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this most revealing of all listener surveys. You'll discover that the "1280 Club" is a "must" in New York. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

LOS ANGELES

By RALPH WILK

KFWB holds its annual holiday party for the agencies and press at the Knickerbocker Hotel Lido room, Thursday evening, December 19th.

Comic Roger Price, who also writes for Bob Hope, definitely showed he is radio material when he opened his act at Billingsley Bocage Room this week. Price's timing and delivery and unique style, show that he hasn't missed a trick during the past few years while working with the master comedian Hope. The radio moguls who claim to be continually on the lookout for new comics might give this boy Price a gander.

Ed "Archie" Gardner has completed final sketches for his cartoon strip which will revolve around happenings at "Duffy's Tavern."

Harold (Gildersleeve) Peary will begin recording his third album of Children's stories for Capitol Records February 5. His radio show writers, John Whedon and Sam Moore, are now working on the script.

CBS News Reporter Bob Garred may do a Hollywood column in the near future. He has been approached by two national news syndicates on the idea, but hasn't signed any contracts as yet.

Public Interest Policy Reiterated By Yankee Net

(Continued from Page 1)

with inauguration of The Yankee Network Institute. Institute will function as a separate entity devoted to advancing New England's art, science, law, medicine, social welfare and education. Linus Travers, executive vice-president and general manager of The Yankee Network, announced the formation of the Institute as the introduction to the broadcast of a panel discussion on "Juvenile Delinquency" under the auspices of the American Bar Association, aired on Yankee last Saturday.

Electronic Radio Tubes Placed On Sale By U. S.

(Continued from Page 1)

efficient quantities and at prices low enough to warrant their commercial use in equipment specially designed around them, WAA stated. Fifteen per cent of the total amount available has been reserved for veterans and other priority claimants, who may exercise preference through January 2. The remainder is for sale immediately without priority.

JACK ROURKE
Productions

6331 Hollywood Blvd.
GRAnite 1950



Windy City Wordage. . . !

● ● ● In the last month thousands of Chicagoans have become acquainted with a new radio personality whose antics on WJJD twice a day convulse them with merriment and send his Crossley rating skyward. Ernie Simon, 29-year-old disc jockey, came to Chicago from WITH, Baltimore, early in November with the reputation of having had the zaniest show ever to come out of the Maryland city, and it may be safely said that there's no zaniest one on the air in the Windy City. In fact, some of Ernie's listeners say he works too hard at being screwy, but most of 'em love it! Not only is his between-records chatter humorous, but his commercials and lead-ins also get plenty of laughs. He's entirely uninhibited and as the entire program is ad lib, anything is liable to happen and usually does. We've never seen a studio more cluttered up with props—from a toy trumpet to a thermos bottle of tea from which Simon frequently takes a swig, and he's as noisy as Abbott and Costello. But he's thoroughly entertaining and if his two-hour platter shows morning and afternoon don't knock him out he has a bright future.

★ ★ ★

● ● ● When the "Ma Perkins" show moves to New York on January 13 it will be the last of the large soap operas to desert Chicago, where practically all of them started. Members of the "Ma Perkins" cast have been told they can retain their jobs in New York if they want them. . . . Eric Frey, blind baritone who attracted attention last spring through his appearance on WGN's "Stars of Tomorrow," intends to launch his professional career next April with a concert recital at the Chicago Opera House. Frey will donate the profits from his professional appearances to establish a bureau for blind talent. Funds from the sale of his own composition, "Recompense," will be used for the same purpose. . . . At a pre-Christmas party given by Edgar Kobak, Mutual network prexy, for the MBS Chicago office, last week-end, some hidden talent was discovered. Norman Boggs, manager of WLOL, Minneapolis, guesting at the party, sat at the piano pounding out old faves when he landed in the Christmas carol department. Immediately three femme Mutualites, Marie Karlstrom, Connie Rivard and Virginia Evans, came up with a new version of "We Three Kings of Orient Are" that went like this: "We three girls from Mutual are, Going down Boul Mich from bar to bar; Mower, Holden, Kobak and Hult, Following from Afar. We've no beauty, we've no wit, We do our duty and that's about it; Martinis, bourbon, Scotch and soda, Every day we're lit."

★ ★ ★

● ● ● Crest Specialty Co., a Chicago firm, is preparing for an extensive radio campaign. It is preparing to have a series of quarter-hour shows titled "Seven Knight, Criminologist," transcribed here. Kent Taylor, Hollywood leading man, will be featured and will be supported by a cast of Chicago actors. Show is being written by a group of Chicago authors. . . . Criterion Radio Features, Inc., announces the production of a transcribed special half-hour program titled "All-Americans Of 1946—On The Air," emceed by Tom Harmon, to follow the successful 13-week series, "Here Comes Harmon." Program is packaged by Vick Knight, director-producer, and in addition to Harmon includes eleven All-American football stars, the Spatsmen Quartette, Bob Kelley, director of sports for KMPC, and Bob McShell, organist and musical director. . . . John Harrington, news and sportscaster, will sub for Fahey Flynn on WBBM's Sunday news program during Flynn's three-week vacation, starting this week. Bob Venables will sub for Flynn on his "Names In The News" program. . . . Fred R. Levings has joined the WBBM production staff and is currently in charge of the around-the-town program "Caught In The Act." . . . Norman Felton, NBC central division production director, is winding up a vacation in Hollywood. . . . The Radio Writers' Guild Carnival of Hucksters, skedded for December 21, promises to be a gala affair.

SOUTHWEST

STAFF of WOAL, San Antonio, has arranged to present special show to patients at the Brooke General Hospital at Fort Sam Houston on Wednesday. Show will feature Len Valentine, radio's "Dr. I. Q." horn here for the first time in eight years and Allan C. Anthony in an I. Q. program with silver dollars going to the patients for their correct answer. Melvin Winters, staff pianist, George Young and Charlene Pryor will be featured in a program of popular songs.

Tom S. Whitehead, newspaper publisher at Brenham, has been given FCC approval for a standard broadcast station to operate on 1280 kilocycles with a power of 1000 watt daytime hours.

Hoagland Leaving ABC

John Hoagland, assistant manager of the program sales department of ABC is resigning, effective immediately, to join the Robert W. Orr Associates as radio director on Wednesday, January 1.

AD GLIBS

by DAVID O. ALBER

I have spots in front of my ears. I am suffering from an overdose of singing commercials and other sixty-second trivia.

The toxic effect of hearing 20 one-minute commercials in 15 minutes is a mathematical sleight-of-hand that would give anyone the heebie jeebies.

Don't get me wrong. I love radio. But I'd hate to see any harm come to it. If the spots spread, it's going to be worse than the measles, and no one is going to listen to the independent stations anymore, except as a cure for insomnia.

The frequency of the spot announcements is bad enough, but have you cocked an ear to them lately? Hand me a strait-jacket, brother.

Surely there must be a limit to the number of spots that can be sprayed at the audience in 15 minutes. And surely somebody at each station should be able to throw out the recorded commercials that aren't fit for sensible ears.

Maybe I should mind my own business, but methinks if the stations aren't goosed into action, they are going to kill the goose that lays the golden eggs.

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.
Plaza 9-2700

Hollywood: 1637 N. Vine St.
Gladstone 9469

U. S. In Munich Using Three 85,000-Wattlers

(Continued from Page 1)

According to William T. Stone, director of the Office of International Information and cultural affairs.

Programs carried over the Munich relay originate in the State Department's OIC in New York and are beamed to Europe daily from 11 a.m. to 1:30 p.m., night time peak listening hours for the various European countries. Programs are broadcast simultaneously to Czechoslovakia, Yugoslavia, Rumania, Poland, France, Bulgaria, Hungary and Austria. And the State Department made it known that studies are underway for broadcasts to other European countries, including Soviet Russia.

Taken From Reichspost

The three new transmitters were taken over by U. S. authorities from the former Reichspost radio plant in Munich. A portion of these facilities are being used by the Armed Forces Radio network for entertainment of occupation forces in the area. A special three-man team was sent to Europe last September by Kenneth D. Fry, chief of the international broadcasting division, to make plans for opening the relay with occupation authorities. The team was composed of Edward Kerrigan, formerly with Press Wireless; John Herrick, chief IBD engineer in New York, and John Walsh, administrative officer. The trio aided in acquisition of the transmitters and hurried the repair work necessary to put them on the air.

Lewis J. Valentine Dies; No ABC Successor Set

(Continued from Page 1)

lapsed of his growing illness and was taken to the hospital.

Valentine assumed his \$50,000 yearly radio job in the fall of 1945, just after he resigned as New York City's police commissioner. In March of this year he went to Japan at the request of Gen. Douglas MacArthur to help reorganize the Japanese police force. Since Valentine's absence from "Gang Busters" during the last month, no one has been named to take his place.

Stork News

Mr. and Mrs. Robert McFadyen are the parents of a seven pound, six ounce boy, James Roy, born Tuesday at the Mountinside Hospital, Montclair, N. J. McFadyen is manager of the ratings section of NBC's research department. This is the McFadyens' second child.

TRANSCRIPTION COMPANY WILL SELL your program

in coast-to-coast campaign, Box No. 266, RADIO DAILY

1501 Broadway New York 18, N. Y.

Officials Of VA To Appear On Special Xmas Programs

(Continued from Page 1)

According to Charles E. Dillon, radio director of the administration. Dr. Paul R. Hawley, VA's chief medical director, will make a brief talk on the special Eddie Cantor show which originates at Birmingham Hospital on Christmas morning and is to be carried by the NEC network. Cantor's entire production and writing staff of his latest film and his radio program will assist him in producing the full hour broadcast. Joan Davis, the comedian's film co-star, also will appear on the program.

Harris To Visit Hospital

Another network show which has just arranged special Christmas entertainment for veterans is the Phil Harris show which will originate its Dec. 22nd broadcast over NBC at 7:30 p. m., EST, from Birmingham veterans' hospital in the Los Angeles area. This will afford one full hour of entertainment for veterans since the Jack Benny show, which precedes the Phil Harris program, will have the same organization on Dec. 22. One week later, Dec. 29, the Jack Benny program will be heard from Long Beach Naval Hospital.

Prof. Quiz Volunteers

Prof. Quiz, who has visited thirteen veterans hospitals during his recent tours with his ABC network show, yesterday volunteered to assist the RADIO DAILY campaign to bring entertainment to hospitalized veterans this Christmas. He will visit a different hospital in the New York area each day during Christmas week and the Gruen Watch Company will supply grand prizes to quiz winners in each of the hospitals.

Commenting on the plan to bring entertainment to the veterans this year, Prof. Quiz wrote:

"In my opinion, RADIO DAILY deserves a special citation for its initiative in originating a campaign to bring some cheer into the lives of

hospitalized veterans. I speak from first-hand experience when I state that no medication can match the curative qualities of a live, honest-to-God show brought into the wards of a hospital.

"My program is on the road seven of each 13 weeks. I want particularly to urge all touring radio troupes to include a veterans' hospital program in their schedule. The hospitals located in the larger metropolitan cities generally are fairly well covered with entertainment programs. It is the hospitals located off the beaten track and in the smaller communities throughout the nation, that are the neglected ones. To these hospitals, a 'live' show, particularly a famous radio act, is indeed a God-send. I have just completed nine weeks of appearances in the South, and in this period I have played 13 veterans' hospitals, therefore, I know whereof I speak."

UCCW Re-Elects Jane Wagner

Jane Tiffany Wagner, NBC's director of home economics, has been re-elected radio chairman for the United Council of Church Women. Miss Wagner attended the Council's recent biennial convention in Grand Rapids, Mich., where she was one of the featured speakers at the sessions.

Wasserman President Of MCA Companies

(Continued from Page 1)

man and that he himself would now continue to further MCA as a world-wide organization.

MCA board as well as all other officers were re-elected. These include: Leland Heyward, Karl Kramer, Maurie Lipsey, Charles Miller, Taft Schrieber and David Werblin.

AFN Co-Op With Czechs On 'G. I. Joe' Broadcasts

Frankfurt, Germany—GI listeners to the American Forces Network in Europe are being offered a series of special programs broadcast from Prague in co-operation with the Czechoslovakian Broadcasting Co., and the Czech Ministry of Information. Broadcast is conducted from Prague by use of a complex system of high frequency lines which run to the border of occupied Germany.

Louis Adelman, chief of operations for the American Forces Network, says that four to five hours of programming daily is being carried on the hook-up. Programs include five 5-minute commentaries by Saul Green, the favorite Czech opera "The Bartered Bride" played from the stage of the National Theater in Prague, dance music from Prague night spots and interviews with Czechs.

HOT SALES . . . SWEET MUSIC with

CLEVELAND'S

Chief STATION



Let WJW give the perfect pitch to your advertising message . . . key it to the large Cleveland audience . . . to bring you sweeter profits in sales.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

Du Mont Monochrome, CBS Color Shown FCC At Tele Demonstration

(Continued from Page 1)

visited the Allen B. Du Mont laboratories and manufacturing plant at Passaic, N. J., Radio Marine headquarters in New York and were given a private showing of CBS' color television developments.

The FCC commissioners, engineers, and other Commission specialists saw the Du Mont version of experimental electronic color; watched a demonstration of "Photovision" a system which allows transmission of standard video pictures over light beam either visible or invisible and counted new console model all-purpose receivers coming off the assembly lines.

Dr. Du Mont personally conducted the tour for the FCC commissioners. At one point he showed them a portable television receiver designed for use in bars, grills or schools which will be manufactured to sell for \$1,000. Another experimental model displayed was a table set with a 12-inch direct image tube and FM sound. This set, Dr. Du Mont, explained will go into production early in 1947 and will sell in the \$350 to \$400 price range.

Display of this model indicated that the Du Mont labs would not confine their manufacturing alone to custom built all purpose receivers in the higher priced brackets.

On the subject of color television, Dr. Du Mont declared:



DR. A. B. DU MONT

"We are not offering any color television system at this time because we feel that the tools necessary to make any color television system work properly are still in the development stage, and the progress that can be made in developing these tools will be the main factor bearing on what type of system is most suitable for the public.

"Of the systems so far proposed, we favor the simultaneous method as its advantages over the sequential are overwhelming. However, we feel that with the numerous new developments, now being worked on, any standardization at this time will certainly mean that the public will not get anywhere near the ultimate in color television, so far as quality or cost of receivers are concerned."

Emphasis On B & W

Du Mont's statement on the color status and the emphasis he put on the progress made in the development and manufacturing of black-and-white equipment was indicative of the stand he will take when the hearings on the CBS color television application are resumed in Washington on January 6. At that time cross-

examination of witnesses will begin.

Yesterday 60 of the Westminster receivers priced at \$2,400 each, were coming off the line during the morning production hours at Du Mont's new Clifton, N. J., plant. These sets, spokesmen said, were for dealer delivery and it was indicated that production would not be full scale until after January 1.

Light Beam Intriguing

The FCC Commissioners seemed particularly intrigued with Du Mont's demonstration of his "Photovision" system at his experimental laboratories. It was pointed out that the light beam system of transmission had potentialities for inter-city relays. Dr. Du Mont explained because of the extreme directivity of the system, several million relays could be used in a city such as New York city without interference.

"It also might be useful in New York City as a substitute for transmissions between 480 and 920 megacycles, as our tests have shown that these frequencies are fundamentally line of sight frequencies as in the case with a Photovision system," Dr. Du Mont declared.

Du Mont Execs On Hand

Thomas T. Goldsmith, Jr., director of research of the Allen B. Du Mont labs, Bruce T. Du Mont, plant superintendent; Leonard F. Cramer, vice-president and general manager of Du Mont television stations; Sam Cuff, general manager of WABD, Ernest A. Marx, general manager of tele sales, and John McKay, public relations executive, were among the plant and station executives shepherding the party. The FCC party were guests of Du Mont at luncheon in Clifton.

The Columbia network, in a series of color television demonstrations, climaxed by reception of a CBS color television broadcast in Tarrytown, N. Y., 25 miles from the transmitter in New York City, disclosed to the FCC and its staff the performance capabilities of the ultra-high-frequency standards which the network has proposed as a basis for commercial television operation.

The demonstrations, which included a trip through the CBS laboratories at the network's New York City headquarters, covered much of data on which CBS witnesses testified at last week's hearing before the FCC in Washington, on the CBS petition for immediate commercialization of color television.

The importance of contrast range in producing high quality pictures, so strongly emphasized by Dr. Peter C. Goldmark, inventor of the CBS color system, at the Washington hearing, was stressed in yesterday's laboratory test. A neutral density filter was interposed between the observers and the screen when color slides were shown. Despite the fact that the filter cut down the light coming from the screen by two thirds, the picture was clear. Dr.

Goldmark pointed out that because of this effect color television pictures can be shown in a well-lit room and still be viewed easily.

In their trip through the CBS laboratory the Commissioners and their staff also witnessed a simulated demonstration showing high color fidelity under the CBS proposed color television standards, and saw the CBS UHF color television image orthicon equipment for remote pickup now under test.

They also saw in operation a combination receiver for UHF color and low-band black-and-white television, and a table model color television receiver, both of which were built in the CBS laboratory.

The laboratory visit was completed with a demonstration of the special tube which Dr. Goldmark and his staff are developing, which gives promise of providing a simple solution for producing color television pictures with a single receiver tube under Columbia's sequential standards.

Dined In Tarrytown

Immediately after the laboratory demonstrations, the FCC party motored to Tappan Inn, in Tarrytown, N. Y. There they saw a small, foot-square antenna used for CBS UHF color television reception.

At the Inn, the visitors from Washington witnessed a special color television broadcast, which originated in the CBS laboratories at 485 Madison Avenue and was broadcast by CBS' experimental television station W2XCS over its Chrysler Building transmitter.

Among the CBS officials present were Frank Stanton, president; Adrian Murphy, vice-president; Lawrence W. Lowman, vice-president in charge of television; William B. Lodge, director of general engineering, and Dr. Goldmark.

Also Vice-Presidents Herbert V. Akerberg, Earl H. Gammons, William C. Gittinger, Edward R. Morrow and Davidson Taylor; Elmo Wilson, CBS director of research; Leonard Hole, assistant director of television, and George Crandall, director, press information.

The roster of the FCC party were: Earl Minderman, assistant to the chairman; George P. Adair, Chief Engineer; George E. Sterling, Assistant Chief Engineer in Charge of Field and Research Branch; Edward W. Chapin, Chief, Laboratory Division, Field and Research Branch; Edward W. Allen, Chief, Technical Information Division, Field and Research Branch; Charles C. Kolster, Regional Manager, North Atlantic Regional District, Field and Research Branch; John A. Willoughby, Assistant Chief Engineer in Charge of Broadcast Branch; Curtis B. Plummer, Chief Television Division, Broadcast Branch; Cyril M. Braum, Chief, FM Division, Broadcast Branch; James E. Barr, Chief, Standard Broadcast Division, Broadcast Branch; William

Construction Okayed See Radio Bldg. Boom

(Continued from Page 1)

blew the lid off, the limit was \$3,000,000 a week.

Although the radio industry still will be plagued by shortages in some materials, it was freely predicted here that a building spurge may be under way by next year, following President Truman's announcement that controls would be removed altogether within a short time.

President Truman, following three-day conference with his advisers on Saturday, called elimination of priorities on purchasing materials, the increased flow building materials and retention export controls on critical materials until supplies ease.

The new schedules will be announced this week, and are expected to include a large boost in commercial building approvals. Radio, generally, has felt the pinch of building restriction more than any industry.

Costs of construction, however, are expected to jump.

Gulf Oil Buys Tele Show

The Gulf Oil Company has purchased Jon Gnagy's program on NBC's television station WNBC, was announced by Reynold R. Kraus, sales manager for the NBC Television Department. The firm will start sponsorship of this program of art for everyone Thursday, Dec. 12 (9 p. EST). The agency is Young & Rubicam.

Special Xmas Programs

Frederic W. Ziv Company, Radio Productions, Cincinnati, announce Saturday that special Christmas programs have been transcribed on three of their shows, Boston Blackie, Calling All Girls, and Lightning Jim. In addition to this, special 20-second Christmas and New Year tracks in the Wayne King Show, the Bar Wood Show, Philco Vance, and E. Aces have been transcribed.

European Disc Series

European dance band recordings are being aired by WOV in special Saturday night sessions from 10:30 to 10:45 p. m. Series features versions from England, France, Denmark, Russia and Italy.

C. Boese, Chief, Applications I Section, Broadcast Branch; Hart S. Covperthwait, Chief, Allocations Section, Television Division, Broadcast Branch; William N. Krobs, Assistant Chief Engineer in Charge of Safety and Special Services Branch; Milburne Sharp, Chief, Experimental Section, Safety and Special Services Branch.

Also Benedict Cottone, General Counsel; Harry M. Plotkin, Assistant General Counsel in Charge of Litigation and Administration Division; Vernon L. Wilkinson, Assistant General Counsel in Charge of Broadcast Division; Dallas W. Smythe, Assistant Chief Accountant in Charge of Economics Branch; K. A. Norton, Bureau of Standards.

Chi. Furniture Show Will Have Tele Display

(Continued from Page 1) and the importance of video is signified by the prominent part it will be given by the furniture industry.

RCA television cameras, under the direction of Richard H. Hooper, promotion manager of the RCA Victor Division, will televise many of the 20,000 guests expected to attend the show at the Furniture Mart here, which will extend from January 6 to the 18th. Cameras will also pick up scenes of market activity on the 1947 video receivers in the lobby of the Mart and in the new permanent showrooms of RCA Victor on the second floor, and activities outside the Furniture Mart windows.

The Furniture Market will be the first such event at which RCA's post-war tele receivers will be shown. Among those to be shown will be the \$30Ts, a table model receiver presenting a picture approximately 6½ by 8½ inches in size, and 621Ts, a smaller model. Both show pictures several times brighter than pre-war models, according to RCA officials, and are equipped with the RCA Victor "Eye Witness Picture Synchronizer" and the "Golden Throat Tone System."

Also to be shown during the January show will be 1947 console models embodying such varied services as standard broadcast, short wave, and FM radio, Victrola with automatic record changer, which includes record storage space. One set, according to the company, presents an enlarged picture almost the size of a newspaper page.

Entries Being Received In YMCA Script Contest

Entries in the script writing contest sponsored by the YMCA are being received at the New York office, Henriette K. Harrison, national radio director for the YMCA, announced the past weekend. The contest, which offers a \$500 prize, is for the best script devoted to stimulating in individuals a desire to live their every-day lives in a way that will help promote international peace. The contest closes on January 31st and announcement of the winning script will be made early in March.

Extend WNEW Series

Singer Jeff Clark, who recently began a three times weekly schedule over WNEW, will be heard six times a week from 7:45-8 p.m. starting Dec. 23. The program's current sponsor, Gleam Shampoo, will continue its thrice weekly sponsorship.

TELEVISION? AD AGENCIES:

Too Early—Too Expensive
To have your own department?
Complete Competent Television Service
AT NO COST—EXCHANGE PLAN
Write RADIO DAILY—Box 272
1501 Broadway New York 18, N. Y.

NETWORK SONG FAVORITES

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

Survey Week of December 6-12, 1946

TITLE	PUBLISHER
A Gal In Calico.....	Remick
And So To Bed.....	Famous
The Best Man.....	Vanguard
The Coffee Song.....	Valiant
Connecticut.....	Harry Warren
Everybody Loves My Baby, My Baby.....	Goode Music
Five Minutes More.....	Melrose
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
The Girl That I Marry.....	Berlin
I Got The Sun In The Morning.....	Berlin
If You Were The Only Girl.....	Mutual
I'll Never Love Again.....	Peer International
It's A Pity To Say Goodnight.....	Leeds
It's All Over Now.....	Broadcast Music
Margie.....	Mills
Oh But I Do.....	Witmark
Ole Buttermilk Sky.....	Burke and Van Heusen
The Old Lamp-Lighter.....	Shapiro-Bernstein
On The Boardwalk.....	Bregman-Vocco-Conn
Pretending.....	Criterion
The Rickety Rickshaw Man.....	Southern
Rumors Are Flying.....	Oxford
The Things We Did Last Summer.....	E. H. Morris
This Is Always.....	Bregman-Vocco-Conn
This Time.....	Dorsey Brothers
White Christmas.....	Berlin
The Whole World Is Singing My Song.....	Robbins
Winter Wonderland.....	Bregman-Vocco-Conn
You Keep Coming Back Like A Song.....	Berlin
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santley-Joy

ABC Gets Tele Films Of Ohio Train Wreck

New York television audience got a chance to see films of the three-way train wreck near Mansfield, Ohio last week when ABC rounded up clips from amateur photogs and televised them over WABD 36 hours after the accident occurred. Following the train wreck early Friday morning, ABC used its Mansfield affiliate, WMAN, in obtaining movie film which might have been recorded by any amateur photogs in the vicinity. ABC obtained several hundred feet of film, chartered a plane to fly it to Cleveland where the celluloid was placed aboard an American Airlines flight. The special film, with live commentary, was televised over WABD at 2:50 p.m., Saturday.

New WOV Program

Quarter-hour of straight piano music is now being heard over WOV every Saturday night from 10:45-11 p. m. Tempo of the program, titled "88 Keys," runs all the way from jive to classical.

Felton To Do Film Role Of Recent Stage Play

Happy Felton, currently master-of-ceremonies for "Guess Who?" and "Pot O' Gold," and who starred in the Broadway production of "Flamingo Road," will duplicate his role of the sheriff in the screen version of the play which will be produced by Jerry Wald. Felton has appeared in several films prior to this assignment.

Jim Clancy Retiring

James F. Clancy, for the last 18 years associated with WTIC, Hartford, Conn., will retire as sales promotion manager of the station on December 21.

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

Dealers Ask Viewtone Extend Tele Lectures

Radio and television dealers in the New York City area, who have recently been provided with the first shipment of video receivers—or are expecting shipment around the first of the year—are keenly aware of the need for knowledge in installing and servicing sets, as evidenced by requests made this week of Viewtone Television Corporation. Company recently inaugurated a six-week course of Thursday night sessions for some 75 dealers in the Metropolitan area, many of which were named to handle Viewtone's first line of tele sets.

At the conclusion last week of the first course, which included lectures, actual demonstrations, etc., by company engineers, dealers urged Viewtone officials to extend the course, in view of their still apparently meager fund of practical information on the text video sets—particularly regarding installation.

As a result, Viewtone will extend the course for an indefinite number of sessions, and while it has not yet been decided, might possibly set another course to run later on. Dealers seem anxious to acquire "trouble shooting" knowledge, according to company officials. Dealers and their assistants attending the weekly sessions have numbered over 100, it was added.

Y.M.C.A. Script Contest Appoints Radio Judges

Frank Papp, producer of NBC's "The Eternal Light" and "Your United Nations," will be a judge in the Second Annual Y.M.C.A. Radio Script Award contest. A \$500 prize will be given for the script which "most effectively stimulates in individuals a desire to live their every-day lives in a way that will help promote international peace."

Other Judges will be Samuel Moore, president of the Radio Writers' Guild; Miss Helen Sioussat, Director of Talks, CBS; Robert Saudek, Director of Public Service, ABC, and Harper Sibley, chairman, Y.M.C.A. International Committee.

The contest will close at midnight, Jan. 31. Announcement of the winning script will be made early in March.

ATTENTION FIGURES!
THOSE SUCCULENT
SPARE RIBS
are back again at the
SINGAPORE
BWAY AT 50th ST
A Top The Winter Garden
Reservations CI 7-9352



COAST-TO-COAST

— NEW MEXICO —

ALBUQUERQUE—Ray Crandle comes to KOB as announcer, and Dale Scott joins the sales staff. . . . KOB's continuity director, Nikki Neuhaus, one of the ten women featured by "Glamour Magazine" in an article on "Radio Women." . . . **SILVER CITY**—Upon completion of the line installation, KSIL will carry a full schedule of CBS network shows. . . . New husband and wife show over KSIL presents Marion and Jim Leaman in "Pot'luck," forty minutes of chatter and music.

— GEORGIA —

ATLANTA—WAGA devoted eight continuous hours to its coverage of the disastrous Winecoff Hotel fire, December 7th. Staff was alerted by morning man, Ken Gurley, who passed the scene on his way to work. . . . **COLUMBUS**—WRBL broadcast a twenty-five-minute show of Santa Claus' arrival via air. He is being sponsored by J. A. Kirven, department store, six times weekly. . . . **SAVANNAH**—Bob Bright, disc jockey heard over WDAR, recently interviewed Nat Fleischer, editor of "The Ring" magazine.

— IDAHO —

BOISE—New shows at KIDO include "KIDO News Forum," community service program, and "Moonlight Savings," 55 minutes in the moonlight mood for late evening listeners. . . . Dick Bartlett, formerly with KGVO, joins KIDO as News Editor. . . . KIDO—FM expects to begin broadcast service about January 10th. Plans call for a six-hour schedule. Promotion manager, Kieth Mathers, has arranged for "Statewide" Idaho weekly, to carry a series of six articles with pictures and diagrams.

— FLORIDA —

MIAMI—Father Flanagan has conferred honorary citizenship in "Boys Town" on Dinty Dennis and Aline Powell, WQAM personalities, in appreciation of their programs in the interest of himself and Boys Town while he was in Miami. . . . WGBS and the Du Mont Laboratories presented a full week of continuous entertainment on Television at the Miami 50th Anniversary Exposition. . . . **SARASOTA**—Recent personnel appointments at WSPB include Robert H. Neff, commercial manager, and Jim McDowell, announcing staff. . . . John Browning, general manager of WSPB, has been appointed to the Special Events Committee of the Sarasota Chamber of Commerce.

— CANADA —

TORONTO—Big Bill MacEachern and his talented cowhands of the CFRB "Home on the Range" show, recently presented the patients of the Hospital for Sick Children with a beautiful Western Saddle.

GIFT SHOWS, ATTENTION!

We supply gifts up to \$1,000 in value, to local and network programs. No charge to you. Send full details about your program to
Box 271—RADIO DAILY
1501 Broadway New York 18, N. Y.

PICTURE OF THE WEEK



Three women leaders of the radio industry met last week to ratify the change of the name of their organization from the Association of Women Directors to the Women Broadcasters of NAB. Left to right in the picture are Dorothy Lewis, NAB Co-ordinator of Listener Activity; Alma Kitchell, WJZ, New York, president, and Norma Richards, WSPD, Toledo, treasurer.

Boston Department Store
Renews "Tello-Test"

Boston—William Filene's Sons Co., world's largest specialty store, has renewed for 52 weeks its "Tello-Test" program, heard daily from 9:15 to 9:30 a.m., over WNAC, key station of The Yankee Network. Filene's has sponsored "Tello-Test" since May, 1945, and has regularly tested the results by including in commercials "Tello-Test" specials not advertised elsewhere. Program features Fred Lang and Louise Morgan. John C. Dowd, Inc., Boston, is the agency.

Xmas ET Series

"A Date With Music" transcription series starring Phil Brito has recorded a special Christmas Show which is now being shipped to all stations for use during Christmas week as an added feature of the program distributed by Charles Michelson, Inc., producers of the series.

VFW Presents Citation
To NAB And Membership

The Veterans of Foreign Wars have awarded a "citation for meritorious service" to the NAB and its membership.

Presentation of the citation was made by VFW Commander-in-Chief Louis E. Starr to President Justin Miller at the Washington offices of NAB last Thursday.

Send Birthday
Greetings To—

December 17

Dick Gilbert Herbert Nelson
House Jameson Ray Noble
Howard A. Miller Stella Unger
Calvin J. Smith

AGENCIES

THE CHRISTMAS LUNCHEON Advertising Women of New York will be held at the Hotel Astor today, December 17, at 12:30. Feature guests will be Jinx Falkenburg and Tex McCrary, who will put on special edition of their radio program "Hi-Jinks." Their guest will be Florence Desmond, popular British star of the new musical comedy "If The Shoe Fits." Guests of honor to attend the luncheon are: Hugh Kelly, Sr., vice-president of McGraw-Hill Book Company; James W. Gaines, manager of WNBC; Walter Barber, president of Media Buyers Association; Frank H. Meeker, president of National Newspaper Representatives' Association; George Allen, president of the New York Chapter of the American Marketing Association; Thomas W. Walker, president of the New York Chapter of the Newspaper Representatives' Association. Mary McClung, president of Advertising Women of New York, will preside. Virginia Paige, luncheon chairman, will introduce the speakers.

C. E. HOOPER, INC., radio audience measurers, announces the association of David W. Dole as manager of "Station Area Hooperatings," beginning January 1, 1947. Dole, until his appointment, was associate radio director and time buyer of Henri Hurst & McDonald, Inc., Chicago. He entered radio in 1932 at WTCN, Minneapolis.

KATHARINE FISHER, director of Good Housekeeping Institute, spoke before the Advertising and Selling Course, conducted by the Advertising Club of New York, on Thursday, Dec. 12, on "Consumer Reactions to Advertising and Selling." The meeting was held at the Engineering Societies Building at 6:15 p. m.

"AERO-SOUND," the new aerial advertising medium, which makes it possible for musical advertising transcriptions to be reproduced from slow flying aircraft, has now been successfully developed by Skyway Enterprises, Inc. Literature concerning "Aero-Sound" is being sent out to the media directors of leading advertising agencies.

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 55

NEW YORK, WEDNESDAY, DECEMBER 18, 1946

TEN CENTS

Xmas Plans Of BBC, CBC

12 Web Renewals Announced By CBS

Renewal of 12 sponsored CBS network shows was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales. The renewals are for the full network for 52 weeks with one exception, "Garden Gate with Tom Williams" which is sponsored by Ferry-Morse Seed Co., for 18 weeks starting January 11.

Five Procter & Gamble Co. programs are included among the renewals, and the effective date for all December 30. Three are Compton

(Continued on Page 6)

Web Opens Talent Search Via "Laboratory Theater"

NBC last night inaugurated a new series of "Laboratory Theaters" designed to bring unknown radio actors to the attention of its directors who will work closely with the aspirants in plays enacted for recording purposes only. Last night's session was held from 6 to 8 p.m., and three more are scheduled in the current series.

An agreement has been made with

(Continued on Page 2)

Raymond Labs. To Drop Arlene Francis Program

William R. Warner Co., Inc., which takes over sponsorship of "Grand Marquee" on NBC January 23, to advertise Rayve Creme Shampoo, drops "Affairs of Ann Scotland" on ABC effective with the January 22 broadcast.

Patter program plugged Rayve

(Continued on Page 2)

UN Listener

City owned station WNYC, which devotes complete coverage to all United Nations sessions open to the public, received a telephone call yesterday morning asking if the UN Atomic Energy Commission meeting at Lake Success would be broadcast. The interested caller identified himself as a U. S. representative to the General Assembly which has recessed.

Picture Story

Chicago—When the ABC press department conceived a Christmas picture of Mary Hartline, orchestra leader, and John Bryson, announcer, decorating a Christmas tree they didn't expect the photo to backfire. The picture made the Chicago Sun but instead of an artistic old English "Noel" caption it carried a bold heading: "How To Avoid Accidents and Fires." The cut lines were devoted to criticism of the manner in which the artists decorated the tree.

New WAA Ruling Aids Purchases By Schools

Washington Bureau, RADIO DAILY
Washington—A new regulation placing electronics and communications equipment on virtually the same disposal basis as aircraft and components was placed in effect yesterday by War Assets Administration. The new regulation provides that non-profit and tax-supported schools and similar institutions may obtain

(Continued on Page 2)

Midwest Advertising Conference Planned

The Midwest inter-city conference of advertising women's clubs scheduled for St. Louis, Jan. 10 and 11, will open with a luncheon discussion devoted to the return of competitive selling in 1947. Keynote speaker will

(Continued on Page 7)

Christmas Program Planned By WHOM For Vet Hospital

Another New York independent station yesterday joined the campaign to bring Christmas entertainment to hospitalized veterans when WHOM revealed that it is putting together a one-hour program to originate from the Army hospital at Camp Kilmer, N. J., on Christmas Day. Talent transported to Camp Kilmer for the holiday show will include a band, a dozen or so top entertainers who have appeared on the

Remote Portions Of Earth Will Receive, And Also Originate, Web Programs Re-Creating Spirit Of Christmas

FCC Non-Committal On Color Tele Visit

Completely non-committal on their color television observations during Monday's tour of the Allen B. Du Mont Labs and CBS, the touring party of twenty-five FCC staff members returned to Washington yesterday.

Commissioners Paul A. Walker, Clifford J. Durr, Ewell Jett and Rosel H. Hyde indicated in their conversa-

(Continued on Page 6)

Radio Financial Firm Formed By Stark & Co., Inc.

Formation of a firm of radio financing specialists to be known as Stark & Co., Inc., was announced yesterday by Howard E. Stark, president. The company proposes to offer its services as a clearing house for

(Continued on Page 7)

Championship Fight Set For Radio And Tele

The fifteen round welterweight championship bout which will be fought at Madison Square Garden on Friday night between Ray "Sug-

(Continued on Page 6)

A cogent reminder of the universality of Christmas and the Yuletide spirit is reflected in the announcement of observance of the day planned by British Broadcasting Corp., and the Canadian Broadcasting Corp.

BBC, particularly, will mark the Day of the Nativity with a world-wide roundup, in which its microphones will be directed not only to the British Isles and to America, but also to the far corners of the earth to help re-create the spirit of the season.

CBC, broadcasting its messages in

(Continued on Page 6)

ABC Sells Full-Hour For Sunday Symphony

"Sunday Evening Hour" and the Detroit Symphony Orchestra return to ABC on January 19 under a unique policy which is said to be the first of its kind in commercial radio.

A full hour program sponsored by Musical Digest magazine for 52 weeks, over 107 ABC stations, (8-9 p.m., EST, opposite Fred Allen-

(Continued on Page 7)

Tex. Women Broadcasters Form 13th NAB Dist. Group

San Antonio, Tex. — The initial meeting of the San Antonio chapter of the Association of Women Broadcasters was held here. A branch of

(Continued on Page 7)

For Freedom

Radio delegates will be among those attending a conference on freedom of information in 1947 sponsored by the United Nations. Delegates to the meeting will be persons actually engaged or experienced in radio, press, motion pictures and other media for dissemination of information. Date for meeting will be set some time in February.

(Continued on Page 4)



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JOHN W. ALICOATE : : : Publisher

MARVIN KIRSCH : : : Business Manager

FRANK BURKE : : : : : Editor

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FINANCIAL

(Tues., Dec. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/8	9 1/2	9 1/2	+ 1/8
Am. Tel & Tel.	167 3/4	167 1/4	167 3/4	+ 1/4
CBS A	32 3/4	32 1/4	32 1/2	+ 1/4
CBS B	32 5/8	32 1/2	32 1/2	+ 1/2
Farnsworth T. & R.	8	7 7/8	7 7/8	+ 1/8
Gen. Electric	36 7/8	36 3/8	36 3/8	+ 1/8
Philco	23 3/4	23	23 1/4	+ 1/8
RCA Common	9 3/4	9 1/2	9 1/2	+ 1/8
RCA First Pfd.	80 1/4	80 1/4	80 1/4	+ 1
Stewart-Warner	15 7/8	15 3/4	15 3/4	+ 1/4
Westinghouse	25 1/8	24 5/8	25	+ 1/4
Zenith Radio	20 1/8	19 1/2	19 1/2	+ 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/8	8 1/4
Finch Telecomm.	7 1/4	8 3/4
Stromberg-Carlson	13	14 1/2
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	38	
WJR (Detroit)	18	20

Raymond Labs. To Drop Arlene Francis Program

(Continued from Page 1)

Shampoo in addition to Richard Hudnut Cosmetics for Raymond Laboratories, a subsidiary of the Warner Company.

Arlene Francis is featured on "Affairs," which will probably remain as a sustainer.

Yale Invites Ed Murrow

Edward R. Murrow, CBS vice-president and director of public affairs, has accepted an invitation to serve on the Yale Review Advisory Council for 1947.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



PORTLAND, OREGON

REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

HAROLD W. PRIESTLEY, business manager of WWJ, Detroit affiliate of NBC, also of WWDT (television) and WENA (FM) is in town for conferences at the video and music departments of the network.

ROBERT L. WILSON, manager of WMAJ, State College, Pa., is spending the Christmas season in New York.

PAUL MOWREY, national director of television at ABC, is expected back today from Washington, D. C., and will leave tomorrow on a short trip to WDLT, the web's video station in Detroit.

LANE BLACKWELL, of the documentary unit in the program department of CBS, will visit briefly in Schenectady tomorrow on network business.

LYMAN BRYSON, counselor on public affairs for CBS, is in Boston, where tonight he will address the American Institute of Arts and Sciences on the subject, "Broadcasting."

PHIL COOK, featured on WCBS, went up to New Rochelle yesterday to entertain at a Father And Son Night conducted by the Men's Club of the First Presbyterian Church.

ALLEN PRESCOTT, of WJZ's "Around the Town," is in New Brunswick, N. J., to emcee "New Jersey's Tribute to Sister Kenny," which will be attended by Governor Walter E. Edge, among others.

GEORGE TOWNE and his orchestra are back in New York and have resumed broadcasting from the Hotel Edison.

Web Opens Talent Search Via "Laboratory Theater"

(Continued from Page 1)

AFRA to allow these inexperienced actors and actresses to work with the directors for the recordings, according to Bob Adams, NBC's national production manager. There will be no fees paid.

Eddie Dunham directed last night's recording of "Dictated But Not Read," originally done on NBC on Oct. 22, 1938, during the "Saturday Evening Series of Original Radio Plays."

Fifty-six of the radio hopefuls have received auditions for participation in the "Laboratory Theater," according to Adams.

Gray Resigns Post

Omaha—Gordon Gray announced here that he has resigned as general manager of the Stuart Radio Stations which include KOIL, Omaha; KFOR, Lincoln, Neb., and WDGY, Minneapolis.

Gray came to Omaha in 1944 to manage the Charles Stuart stations from the Katz agency, Inc., at Kansas City. He did not divulge plans for the future.

Gets SBA Award

The Sports Broadcasters Assn. made their third annual award to the University of Michigan for the college having the best broadcast facilities for sports. Points taken into consideration included visibility, size, location, and co-operation by the college.

New WAA Ruling Aids Purchases By Schools

(Continued from Page 1)

commercially unsalable electronics material for instructional and allied uses at nominal cost.

Also included are provisions allowing the automatic scrapping of electronics materials by owning agencies when the equipment has been determined to be commercially unsalable. WAA at the same time announced signing of "memoranda of understanding" with the War and Navy Departments and the Coast Guard setting up procedures for this automatic scrapping.

Another provision establishes an inter-departmental advisory committee on surplus electronic property disposal to function as an advisory council to the WAA Administrator. This committee consists of representatives of the FCC, The War, Navy, and Interior Departments and War Asset Administration.

Articles Of Association Amended By Ascap

The amendment to the Ascap Articles of Association, proposed by Deems Taylor, was affirmed yesterday by the Society's membership. The amendment provides that when no decision has been reached at a meeting of the board of appeals or the board of directors at which any appeal is presented, a decision may be made at any subsequent meeting of such respective boards.



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it.

Adopted soon after he was born, now even Puddles' real mother cannot approach him.

Pee Wee's got the right idea. Search . . . search . . . search and you'll find.

Research is an important factor in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget this is a five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore.



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President

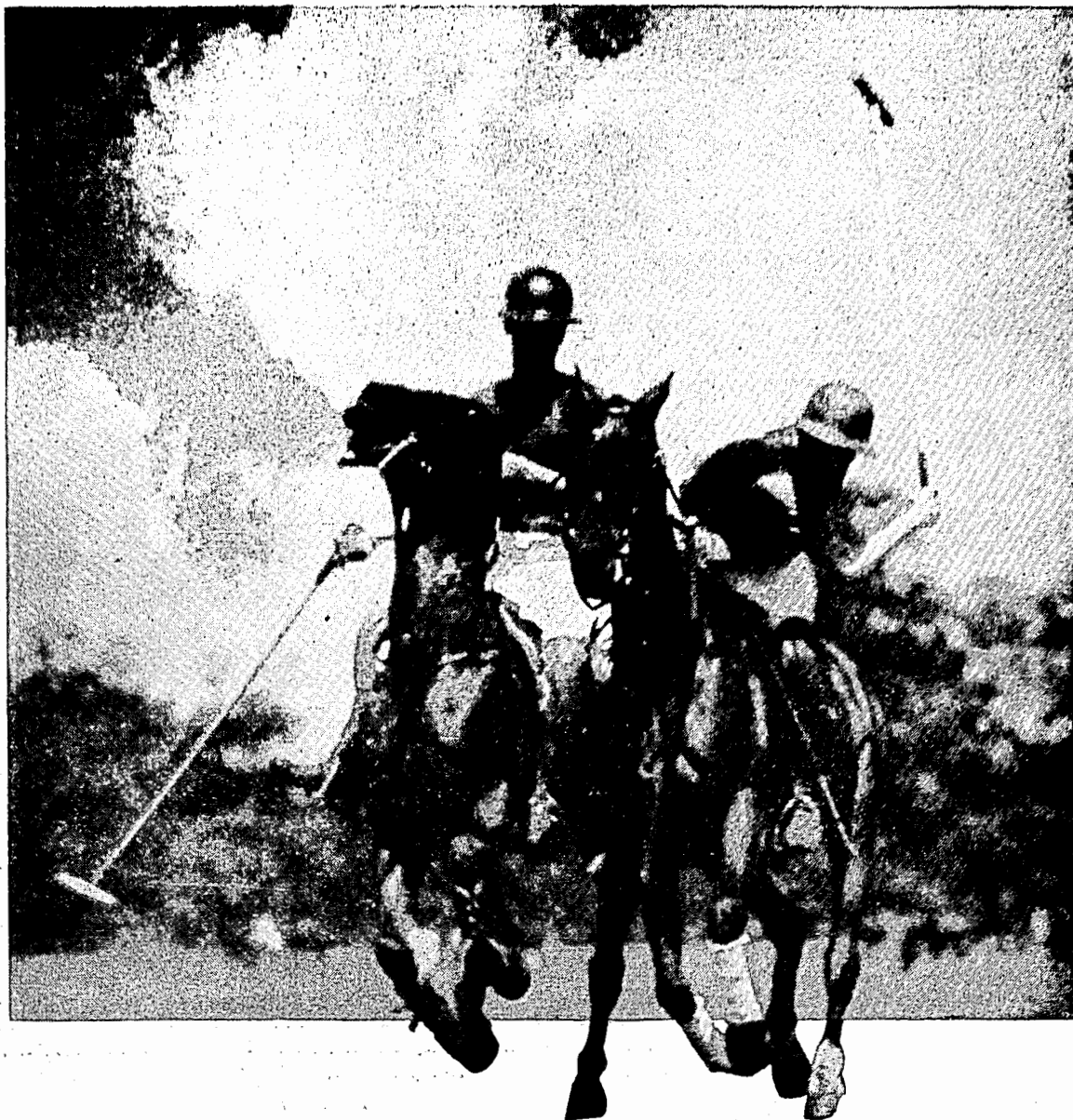
Represented Nationally By Headley-Ross

Within Your Reach

Philadelphia's

WDAS

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



on the ball

This lad is really on the ball and it looks

as if he is going to drive a long one. Weed men are always

“on the ball” and they hit all prospects hard and often.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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



Manhattan Memoranda...!

● ● ● Despite all those reports about the Milton Berle show being bought as a Vallee replacement, Milton Biow himself hasn't made any decision as yet. Berle will prob'ly go on in March in either the Rudy Vallee or "It Pays To Be Ignorant" slot. . . . It may be pure coincidence, but ticket requests for Perry Como's show from hobby-soxers have doubled since Sinatra banished that group from his stanza. . . . Donald O'Connor signed as a regular on the Ginny Simms ailer. . . . Who said there's a housing shortage? There's a 52-room apt. for rent at 1120 Fifth Ave. . . . The British are developing a television set to compete with U. S. mfrs. . . . With Arthur Godfrey's Talent Scouts switching to 9:30 on Tues. nites next week, they're calling 'il Arthur the hatchet man at CBS. After cracking down Hope's rating, they're sending him after the Fibber. . . . The Geo. Temple who wrestled here is Shirley's big brother. . . . Amusement tax is expected to drop to the pre-war 10 per cent by March. . . . Fashion note: Hildegard, recovering from her siege of laryngitis, wore an ermine sweater over her evening gown while doing her b'cast Sunday nite. . . . Toni Arden, who used to warble with Joe Reichman, has taken Vic Damone's spot on WHN's Gloom-dodgers. . . . Latest of the gags about husband-and-wife air teams is Pieter de Witt's observation that he knows a radio announcer who sued his wife for divorce on the grounds that she had no radio voice whatsoever.

★ ★ ★

● ● ● THUMBNAILED: Hellman's "Another Part of the Forest"—Gilding the Lillian. . . . Artie Shaw—In the Amber spot. . . . "Razor's Edge"—Maughamentous. . . . Judy Canova—Rurally We Roll Along. . . . H. Bogart—Gangstar. . . . Peter Donald—The tee-he-man type. . . . E. Wilson—The bust-man. . . . Beatrice Kay—Nictalgic. . . . D. Zanuck—20th Century-Foxy. . . . Mel Blanc—Comicaverter. . . . Geo. Jean Nathan—Acidy-slicker.

★ ★ ★

● ● ● One of the biggest radio promotion stunts in years has just wound up with station KGNC, Amarillo, Texas, copping the \$1,000 grand prize for best promotion on Eddie Cantor's stint for Pabst Blue Ribbon. Second prize of \$500 went to KRDO, Augusta, Maine. . . . The Golden Gate quartet remaking their famed spirituals "Dry Bones" and "Joshua" for Victor. . . . Evelyn Knight turned down \$10,000 in bookings to go home for Christmas—Arlington, Va., that is. . . . Ruffia, men's toiletries line, will go in heavily for television. . . . Recommended: The terriflet mignon at Bradley's, popular Radio Row dining spot. . . . Al Davidson has readied a package with Maggi McNellis tagged "What's Cookin' At Midnite?" . . . With record companies launching promotion campaigns, Patti Clayton knows one disc outfit that oughta put out a double-decca record. . . . Jerry Lester writing a play which will star himself. He'll probably produce it himself, too. . . . New edition of Laurence Hammond's "Care and Feeding of Executives" off the presses. . . . Churcho Martinez inheriting his own radio show soon, with a build-up as a pop singer instead of Latin-American star. . . . Eddie Garr back from a year's post-war tour of the Pacific and starting a nitery run in San Francisco before coming East.

★ ★ ★

● ● ● OUR HAT'S OFF DEPT: Jerry Cooper's new Pilotone album of standards. . . . Bill Todman and Mark Goodson's quizzer, "Winner Take All." . . . Martha Sleeper's wonderful emoting in the Moss Hart click, "Christopher Blake." . . . Gypsy Markoff's album of accordiana. . . . Mel Torme's Musicraft platter of "Born To Be Blue." . . . WINS' glamour-gal commentator, Dorothy Day. . . . Judith Anderson and Helen Menken on the Theater Guild's airing of "The Old Maid"—ranking with any performance we've yet heard on the air. . . . Shirley Wolff's "Celebrity Nite" on WJZ—deserving of a better time slot, incidentally. . . . Phil Davis' musical direction on the Hires Sunday Party.

WHOM Sets Show For Vets Hospital

(Continued from Page 1)

very generous response to this appeal and expects to distribute about 800 gifts to the hospitalized veterans on Christmas Day.

The WHOM production staff planning not only to bring its own entertainment facilities to Camp Kilmer but is arranging for any Army patients, with entertainment talent to appear on the broadcast themselves. The formula is reported to have worked out successfully last year when a WHOM troupe made its first visit to Camp Kilmer.

Harry Cooper, WHOM staff organizer, will revive his "Stump Harry Cooper" program, formerly heard over the station, for the special Christmas broadcast. Seated at piano in the Camp Kilmer hospital Cooper will challenge any one to call out a musical number which he can play. If the pianist is not familiar with any number suggested, the pianist who calls it out wins a prize.

Atlantic Buys On WPTZ

Thirteen home basketball games by the University of Pennsylvania will be sponsored by the Atlantic Refinery Co., on WPTZ, Philco station in Philadelphia, N. W. Ayer & Sons, announced yesterday. First game featuring Penn against Muhlenberg will be televised from the Palestra.

ANY UNSUNG HEROES TODAY?

Baltimore, Maryland—Each Thursday night on WFBR's Scholastic Scrapbook, a watch is given to the unsung scholastic sports hero of the previous week. Donation is made by Charles McCormick, nationally famous for employee-management relations and a civic leader in Baltimore. Another timely idea by WFBR's forward thinking Program Board. Scholastic Scrapbook is open for smart sponsorship. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

4 markets it pays you to cover

WGAL LANCASTER, PA.

WRAW READING, PA.

WKBO HARRISBURG, PA.

WORK YORK, PA.

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

NBC

Represented by Radio Advertising Company



KZRH

..“The Voice of the Philippines”..
is now Represented by
NBC SPOT SALES

KZRH is more than a Manila radio station serving seven million people in Metropolitan Manila... more, actually, than “The Voice of the Philippines” serving another eleven million in the Islands.

It is the dominant voice... the major means of communication... of the entire Orient, listened to regularly in China, Japan, Australia, the Dutch East Indies, and countless other Pacific Islands.

Because, out there, short-wave broadcasting is even more widely listened to than long wave, **KZRH** using both simultaneously, effectively covers and influences this vast area... dominates it thoroughly. **And right now there is a tremendous need and demand for American goods of all kinds... and plenty of money available to buy them.**

NBC Spot Sales is proud to represent **KZRH**, the NBC Network affiliate in Manila, and is eager to discuss with you the interesting and important facts about the station, the market, and your potential stake in that market.

Now there are 12 Spot Key Stations

- | | |
|-----------------------------------|------------------------------------|
| WBZ Boston | WNBC New York |
| WGY Schenectady | WOWO Fort Wayne |
| KYW Philadelphia | WMAQ Chicago |
| WRC Washington | KOA Denver |
| KDKA Pittsburgh | KPO San Francisco |
| WTAM Cleveland | KZRH Manila |



NBC SPOT SALES

New York, Chicago, San Francisco, Washington, Cleveland, Hollywood, Denver, Boston.

12 Web Renewals Announced By CBS

(Continued from Page 1)

Advertising, Inc., shows. They are "Big Sister," heard weekdays at 1:00-1:15 p.m.; "Young Dr. Malone," broadcast weekdays at 1:30-1:45 p.m., and "Road of Life," heard weekdays at 1:45-2:00 p.m. The other two P & G shows renewed are "Rosemary," broadcast 11:45 a.m.-noon, weekdays, and handled by Benton & Bowles, Inc., and "Ma Perkins," broadcast weekdays at 1:15-1:30 p.m., and handled by Dancer-Fitzgerald-Sample, Inc.

Also renewed, effective Jan. 4, are General Motors Corp.'s "Hollywood Startime," heard Saturdays at 8:00-8:30 p.m. (rebroadcast at 11:00 p.m.), with J. Walter Thompson Co., the agency; Johns-Manville Corp.'s "Bill Henry News," heard weekdays at 8:55-9:00 p.m., renewed effective Dec. 23, also a J. Walter Thompson show, and Eversharp, Inc.'s "Ann Sothorn in Maisie," broadcast Fridays at 10:30-11:00 p.m., renewed effective Jan. 3, with The Blow Company handling.

The three other shows renewed are Lever Brothers Co.'s "The Joan Davis Show," heard Mondays at 8:30-8:55 p.m. (rebroadcast at 11:30 p.m.), effective Dec. 30, agency Young & Rubicam, Inc.; "Crime Photographer," sponsored by Anchor-Hocking Glass Corp. Thursday at 9:30-10:00 p.m., effective date Jan. 2 and agency Wm. H. Weintraub & Co., Inc., and Sterling Drug, Inc.'s "Big Town," heard Tuesdays at 8:00-8:30 p.m., (rebroadcast at 12 midnight), effective date Dec. 31, agency Pedlar & Ryan, Inc.

Championship Fight Set For Radio And Tele

(Continued from Page 1)

ar" Robinson and Tommy Bell will be broadcast and televised. The broadcast, sponsored by the Gillette Safety Razor Co., will be aired over the ABC web with Bill Corum and Steve Ellis at the ringside. Bob Stanton will handle the television commentary for WNBT, NBC's New York video station.

Brown Joins Godofsky

Eddy Brown, violin virtuoso and pioneer radio station musical director, has been appointed musical director of the Hempstead, Long Island, FM station now under construction, it was announced by Elias I. Godofsky, permittee of the station. Mr. Brown has resigned as musical director of WLIB to accept the appointment; he was formerly musical director of WOR and WQXR.

Time Salesman Wanted

Here is your chance to make more money. Liberal drawing account and commission. Permanent. Excellent opportunity for advancement. Give full qualifications and experience. Frank Kaul, Sales Manager, KLO, Ogden, Utah.

BBC, CBC Xmas Programs To Reach Into Remote Areas

(Continued from Page 1)

both English and French to His Majesty's subjects in the Dominion, has planned programs which will be heard from the Atlantic to the Pacific, and will also beam its signal to the frozen reaches of the Northwest Provinces, for the comparatively few but fervent listeners who will be cheered by it in those areas.

BBC, in a full-hour broadcast which will be heard over the North American Service—and over WINS, New York—December 25th, 9:00 to 10:00 a.m., EST, will offer contributions from 17 points in the U.S.A., British Isles, Europe, and the Commonwealth, including—Sydney, Hamburg, Johannesburg, Oslo, New York, Glasgow and Bishop's Rock Lighthouse off the Scilly Isles.

Lighthouse Program Set

Five days before Christmas, Edward Ward, an ex-POW commentator will travel in a tiny boat with an engineer and gear to Bishop's Rock Lighthouse. Upon arrival they will be hoisted by rope into the lighthouse and from there will do an actuality description of Christmas Day in the Atlantic with Lighthouse Keeper, Jack Beal.

Flashes will include a midnight bathing party in Australia; Xmas in a Canadian ski-camp and a party for children of the UN being held in New York. From the West Indies an ex-RAF officer, now in charge of resettlement will send the Christmas greetings of the Colonial Empire to the King. He will be followed by a special West Indian "Calypso" written in honor of this world-wide presentation.

Broadcast From Flying Boat

"Golden Hind," a BOAC flying boat homeward bound from Cairo will be called in as it journeys over the English Channel to describe the crew's Christmas dinner.

From Scotland, an ex-prisoner of war and his family will speak to a woman of the Italian Resistance to whom he owes his Christmas at home, while a child in the Shetlands will exchange greetings with a Norwegian Commando in Oslo.

Christmas with the Eskimos will be described in recordings at the Grenfell Mission, Labrador. BBC's Canadian representative, Michael Barkway, will be flown to Goose Bay, Labrador, by the Royal Canadian Air Force and will travel on to the Mission by dog-team. Nurses and other Mission workers will also be heard giving their season's greetings.

In this review of Christmas from points of interest all around the world Robert Donat, film star, will be narrator. Commentators will include Wynford Vaughan Thomas, Stewart MacPherson, Ralph Wightman and Edward Ward.

French-Canadian Home Scheduled Traditional Christmas celebrations in a French-Canadian home at Cap Rouge, a fisherman's home in the Maritimes, one of Montreal's leading hotels, a veterans' hospital in Winni-

peg are some of the places CBC microphones will go visiting Christmas Day to present a picture of "Canadian Christmas, 1946," over a special CBC network, Wednesday, Dec. 25, at 3:00 p.m., EST, 4:00 p.m., AST. Linking Canadians together from coast to coast, the broadcast will open with brief Christmas greetings from Halifax and Vancouver, and then move on to Cap Rouge, where three generations of the Hamel family will be celebrating Christmas on a typical French-Canadian farm. From a familiar carol sung in French, the broadcast will switch to a group of school-children in Winnipeg, CBC microphones will take listeners to a fisherman's home in the Maritimes, and then to a far-different scene: A young veteran and his wife living in a trailer on the campus of the University of British Columbia. Those who work on Christmas Day won't be forgotten, for "Canadian Christmas, 1946" will take listeners to the general post office, and to a radio operator's home on the prairies where the family is waiting impatiently for "Dad" to get home from the radio station. What radio means to those in far distant places will be underlined by a visit to Dawson Creek, "Mile Zero" on the Alaska highway, where an unusual ceremony is scheduled to take place. In Winnipeg again, the CBC "mikes" will visit Deer Lodge Military hospital, to tell the story of some of the veterans who helped to make this second peacetime Christmas possible.

"Mounties" To Be Honored

A special edition of CBC's "Northern Messenger" on Christmas Day will not only perform the program's usual function of linking isolated "mounties," trappers and others in the far north with their friends and relatives "down south," but will give all Canadian listeners a graphic account of how this public service is carried on. CBC commentator John Fisher will tell the story of "Northern Messenger," now in its 13th year on the air, before the brief, personal Christmas messages are sent off into the Arctic Night. The special broadcast will be carried at 11:00 p.m., EST, 12 midnight, AST, on the CBC Trans-Canada network, Wednesday, Dec. 25.

1906 1946

Henri

CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

FCC Non-Committal On Color Tele Visit

(Continued from Page 1)

tions they wished to dispose of the CBS application for commercial color television as early as possible in January. Present plans call for a revival of the hearing on January 6 at which time the Du Mont interests and others will give direct testimony, and cross examination of witnesses already heard will begin.

One member of the FCC party interested in the black and white developments at Du Mont told of interference problems he was having with a new table tele receiver in Washington. He said the receiver picked up much aviation interference when it was placed in a residence near the National airport on the date of the Army-Navy game. On other occasions in his apartment interference was noticed when the metallic Venetian blinds were closed and reception was fair when the blinds were open.

Many of the party seemed anxious that television programming be developed to a greater degree in the Nation's Capital. It was pointed out that Du Mont programming was about the only programs now received. The Commission spokesmen were said to be looking forward to augmented service with the establishment of the NBC station there in February.

Two impressions on color television were reported carried away by the FCC group. One was the brightness of the new direct image tube developed by Du Mont for electronic color and the other was the reception of the CBS color on a receiver at Tarrytown, N. Y., 25 miles from the transmitter in New York City.

Roberts, Mentalist, Is Back

Lucille & Eddie Roberts, Cotillion Room magical mentalists, who will be honored at Leon & Eddie's Celebrity Party Sunday night, will utilize the occasion to audition their new radio-television program. Robert had such a program back in 1941, before entering the Army, from which he was recently discharged.

WTAG Leads 52 To 2

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

W T A G

W O R C E S T E R

AGENCIES

JOHN R. GILMAN, vice-president in charge of advertising for Lever Brothers Company, Cambridge, Mass., announces the appointment of Federal Advertising Agency, Inc., of New York City, to handle the advertising of its new product, Breeze. At this time no further information is available as to when the product will be introduced to the market or what media will be used in its advertising.

GORDON-LACEY CHEMICAL PRODUCTS COMPANY, INC., Maspeth, New York, have appointed The Arnold Cohen Corporation to handle their advertising. Products advertised will include Syntron, a plastic coating for paper, cloth and metal, and the Gordon-Lacey line of plastic film for household and apparel uses. Account executive is Gilbert R. Lesser, vice-president.

Tex. Women Broadcasters Form 13th NAB Dist. Group

(Continued from Page 1)
The women's group of the NAB, membership in the local group is composed of women executives and broadcasters of local radio stations, advertising agencies, and business concerns.

Present at the organization of the local chapter were Violet Short, KTSA, chairman 13th (Texas) District, AWB; Lilly Juncker, Sybil Chastang, Monette Shaw and Violet Strombeck, KABC; Natalie Zogheib, KMAC; Jane Rowley, KONO; Ruth Burleson, KCOR; Betty Jane McHugh, Betty Burns, KTSA; Josephine Kemendo, WOAI; Reena Lynn, radio director, Pitluk Advertising Agency; Fay Stowe, continuity chief, Conroy Advertising Agency; and Beth Lyone, radio director, Joske's of Texas.

The local group will participate in national projects launched by the AWB, and will function as a radio discussion group with guest speakers. Monthly meetings will be held with the next scheduled for Jan. 14 when officers will be elected and committees appointed.

ABC Sells Full-Hour For Sunday Symphony

(Continued from Page 1)
Charlie McCarthy on NBC), "Sunday Evening Hour" will present the following innovations: no middle commercial announcements, no station-breaks,—permitting a full unbroken hour of music. Policy also includes strict adherence to heavy classics, with no variations of light classics, "pop" tunes, etc.

This sale establishes another "first" in commercial radio, it is understood, marking the first time two full-hour symphonies will be heard on the same network. Other program is the Boston Symphony, scheduled to start under sponsorship of the John Hancock-Mutual Life Insurance Co., January 21, (Tuesday, 8:30-9:30 p.m., EST.)

This is the second time within a week ABC has sold a full-hour show. Henry R. Reichold, president of Musical Digest, and also president-owner of the Detroit Symphony, is said to be spending approximately \$750,000-\$1,000,000 for the show, which comprises an aggregation of 75 musicians led by Karl Krueger.

Reichold, who is also president of the Reichold Chemical Company, is said to be an ardent music lover and, aware of the task of bucking Allen and Bergen on NBC, feels "there are enough persons who want good music to listen during this time."

Kenyon & Eckhardt is the agency handling the account.

'Norths' In Farewell Soiree

Joe Curtin and Alice Frost, "Mr. and Mrs. North," NBC serial of which Woodbury will relinquish sponsorship with tonight's program, plan a little soiree following the close of the show at Charles Restaurant in the Village. Importantly present will be the Lockridges, writers; Ben Grauer, announcer, and John Loveton, of Lennen & Mitchell.

WOV Xmas Mass Broadcast

WOV will again this year pick up the Christmas Eve Midnight Mass from Paulist Fathers' Church. The broadcast will start at 11:30 p.m., and continue until the Mass is concluded at some time after 1:00 a.m. on Christmas morning. This is the sixth consecutive year WOV has brought this Christmas service to its listeners.

Midwest Advertising Conference Planned

(Continued from Page 1)
be Elon G. Borton, president of the American Federation of Advertisers. Speakers list also includes Bea Adams, executive veepee of Gardner Advertising Co., St. Louis; Clyde Bedell of Chicago, retail consultant and author of advertising books; and Frances Farmer Wilder, consultant on daytime programs for CBS.

The Women's Advertising Club of St. Louis has invited members of its profession from Chicago, Milwaukee, Cincinnati, Buffalo, Indianapolis, Louisville, Cleveland, Columbus and other cities to be its guests during the two day conference which will have headquarters in the Hotel Chase. Norrie Passino is president of the St. Louis club and Elen Lee Brashear will be the conference chairman.

Entertainment agenda calls for a cocktail party and dinner on Saturday evening in the St. Louis Artists' Guild with the theme, "A Missouri Hoe-Down or A Night in the Ozarks." At 11 a.m., Sunday, Prudence Allured, veepee of the AFA, leads a "Hunt for Club Ideas" at an English breakfast in the Hotel Chase.

Radio Financial Firm Formed By Stark & Co., Inc.

(Continued from Page 1)
station owners leading to and assisting in confidential negotiations for the purchase and sale of radio properties. Stark was formerly associated with the New York investment and banking firm of Lehman Brothers. Other officers are Stanley Rubin, vice-president and Sonia Bram, secretary.

Stork News

Mr. and Mrs. Doug Arthur, of Philadelphia are the parents of a six pound, 11 ounce son, Doug, Jr., born Monday at Abington Hospital, Abington, Pa. Father is program director of WIBG, Philadelphia.

AVC Radio-ites Plan Party

Radio and stage entertainers were scheduled for the December 17th Christmas party sponsored by the Press, Advertising and Radio Chapter of the American Veterans Committee at the Hotel Sutton.

SELL SAN DIEGO

NUMBER **1**
U.S. CITY IN SALES INCREASE

SALES + SERVICE UP
243.16%*
SINCE 1939
* SALES MANAGEMENT

148,410**
RADIO FAMILIES
** BROADCAST MEASURING BUREAU

and sell it *best* with

KSDJ

CLEAR CHANNEL • 1170 Kilocycles
5000 WATTS

AFFILIATED WITH
CBS

KSDJ is the broadcasting brother of San Diego's Great Newspaper—the Daily

JOURNAL

*Purnell H. Gould, Gen. Manager
Geo. C. Smith, Sales Manager*

REPRESENTED NATIONALLY BY
FREE & PETERS

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer, President
George H. Roeder, General Manager

Master these Dialects →

with the

DIALECTON AUDIO-VISUAL METHOD

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

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

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YIDDISH-AMERICAN

★ ★ ★ COAST - TO - COAST ★ ★ ★

—CONNECTICUT—

HARTFORD—WTIC brought station microphone to the bedside of C. T. Smith, patient at Cedarcrest Sanatorium for the Christmas Seal Sale plea. . . . "Know Yourself" returns to WTIC under the auspices of the Hartford Medical Society and County Medical Assn. . . . U. S. Representative-elect, William Miller, slated for WDRC's "Headliner's Club" interview Dec. 19. . . . WDRC now broadcasting weekly series of 15-minute programs arranged by the Trinity College. . . . BRIDGEPORT—WICC presents an exchange of Christmas greeting and singing of carols in an overseas broadcast today.

—SOUTH CAROLINA—

COLUMBIA—New appointments at WIS include Horace Posey, announcing staff, and Clyde McLean, in addition to his announcing duties becomes Music Director. . . . Leon Downs, salesman, celebrates his 16th year at WIS. . . . Steve Libb, WIS promotion manager, returns to his desk after vacationing in Maine and New York. . . . B. George Barber, Jr., commercial manager of WKIX, elected a National Director for the South Carolina Junior Chamber of Commerce. . . . Congratulations and best of luck to John Roebuck, morning announcer at WKIX, and Elizabeth Belhea, who step before the preacher December 21.

—NEW JERSEY—

PATERSON—Adele Hunt, WPAT's conductor of "Hunt For Happiness," receiving great response for her daily appeals on behalf of shut-ins of New Jersey, requesting Xmas gifts for them from her listeners. . . . Four teen-age children of ranking UN delegates will participate in WPAT's "The High School Reporter," sending Season's Greetings to the youth of their respective countries. . . . NEWARK—WAAT will broadcast Newark's Advertising Club's annual Christmas party December 19. . . . NEW BRUNSWICK—WCTC began a 17-hour daily schedule of broadcasting at 1450 kilocycles. Staff is made up entirely of World War II veterans.

—WASHINGTON—

BELLINGHAM—KVOS will soon be transmitting on 1,000 watts. . . . John Griswold becomes program director of KVOS, and Jeanne Parris takes on the title of traffic manager. . . . Hal Reaves joins KVOS for wire recorder work and special events. . . . PULLMAN—Two new shows slated for 1947 over KWSC are

"Cyclical Programming" and "Development Production." . . . KWSC will present as a service to broadcasters in the States of Washington, Oregon, and Idaho the first of every month, either a fully-developed new performer or an entire format for an original program. . . . The meaning and effect of the Dr. George Strayer's survey of public education is being discussed in a series of eleven panel weekly programs.

—TENNESSEE—

CHATTANOOGA—State's first FM station, WAPO—FM, went on the air December 16th. . . . George Pethick and Dan Skilton join the WAPO announcing staff. . . . New business at WAPO includes Chattanooga Medicine Co. for 5 spot announcements weekly for 52 weeks, the renewal of the Beechnut account for 39 weeks, and a 52-week contract from Burris

Mills for "Light Crust Doughboys" to be transcribed 5 times weekly. . . . MEMPHIS—WMC's new show "How Did You Meet?" dramatizing the romantic meetings of husband and wives, causing an unusual amount of listening activity. . . . Larry Trexler just out of the Army, returns to WMPS as Program Director in addition to doing two newscasts a day.

"AMAZED!"*

said one sponsor, when we told him the other day . . .

1 that WOR reaches 16 cities of more than 100,000 people each.

2 that the WOR area contains 65,000 farms —284 of which are in New York City!

3 that WOR delivers 32 trading areas with 25,000 to 100,000 people each.

4 that the 18,000,000 people in the WOR territory have a spendable income of more than 26 billions!

*don't know why; we've been that way for years.

Mutual

Send Birthday Greetings To—

December 18

- Sam Berger Harry Kagen
Lud Gluskin Jocko Maxwell
Ernie Jacobson Donald Stuart
Jerry Lawrence Hal Kanter



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 56

NEW YORK, THURSDAY, DECEMBER 19, 1946

TEN CENTS

Nets Set Christmas Shows

AFRA To Defer Action in Row With Networks

AFRA's general membership in New York, hearing a report of negotiations between the national executive board and the networks, voted Tuesday night not to take action until regional negotiations are completed in Chicago and Los Angeles. The New York membership left the situation entirely in the hands of AFRA national board members to bring negotiations to a satisfactory conclusion. The union's rank and file will assemble in Chicago and Los Angeles (Continued on Page 7)

Gabriel Heatter Renewed On 300 Stations Of MBS

Gabriel Heatter's "A Brighter Tomorrow," (Sunday, 10-10:30 p.m., EST) has been renewed over more than 300 Mutual stations by the Mutual Benefit Health & Accident Association of Omaha, effective January 2, 1947, it was announced yesterday. Program has been on the air since October 13, and has been signed for 52 weeks.

Arthur Meyerhoff & Company, Chicago, is the agency handling the account.

Three Sponsors On NBC Renew 5 Shows For Year

Five NBC programs have been renewed for 52 weeks, it was announced yesterday by Harry C. Kopf, vice-president in charge of sales.

Programs are: "Waltz Time," Fridays 9:30 p.m., EST., "Manhattan Merry-Go-Round," Sundays, 9 p.m., EST.; and "The American Album Of" (Continued on Page 7)

Collegiate

Boston—Special Christmas concert by 370 students of the University of New Hampshire will be broadcast direct from the campus at Durham, N. H., by The Yankee Network today, December 19, from 8:30 to 9 p. m. Program will feature the University Symphony Orchestra, the string orchestra, the Women's and Men's Glee Clubs, the quartet and the mixed chorus.

FM Riddle

Washington—FM exports may have underestimated the carrying power of the FM signal following two pieces of fan mail received by WINX—FM here in Washington. Excellent and steady reception of the station is reported by two transcontinental listeners, one in Coos Bay, Oregon, and the second in Vancouver, B. C.

Vef's Xmas Programs Set By Texas Outlets

San Antonio, Tex.—As in other sections of the country, local broadcasters are planning special programs during the Christmas week for convalescents in the Brooke General Hospital, one of the nation's largest.

The programs planned will be broadcast to them as well as be originated from the hospital. Local radio entertainers the year round originate many of the broadcasts from this point.

With the recent establishment of (Continued on Page 7)

REC To Play Santa Claus At Today's Xmas Party

Anybody interested in an RCA-Victor 1947 model television set, a Sally Victor hat, Gotham gold-stripe nylons, a necklace by Coro and dozens of other luxurious articles of merchandise will make it his—or her—business to attend the Christmas (Continued on Page 7)

FCC Calls On Webs For Info Re Station-Use Of Sustainers

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday put into effect one of its Blue-Book issues by calling on the networks to furnish lists of stations carrying and failing to carry network sustaining programs. The "request" brought from NAB the terse comment that the move, in effect, constituted "pre-censorship."

In the Blue Book, the Commission stated that networks would be called upon quarterly for statements of the

Heavy Schedule Of Yuletide Programs Includes Xmas Eve Broadcast Of Truman Address

Engineer Develops New FM Converter

A tubeless FM converter costing an estimated \$2.39 for component parts, which can be attached to an old band set in a few minutes, has been developed by Henry R. Kaiser, chief engineer of Pittsburgh stations WWSW and its FM affiliate, WMOT. Kaiser began development of the converter when WMOT switched to the higher band last April, leaving 6,000 Pittsburgh receivers useless, and after he (Continued on Page 2)

Uraes Creative Selling At WGN Sales Conference

Chicago—Radio has been and must continue to be the greatest mass medium available to advertisers, William A. McGuiness, commercial manager of WGN, told those who attended the (Continued on Page 7)

Cancel Conference Plans For Broadcast Engineers

Columbus, O.—Plans for holding the 1947 Broadcast Engineering Conference, sponsored annually by the Departments of Electrical Engineer- (Continued on Page 2)

With the American public and industry primed for the biggest and most joyous Christmas in years, the nation's major radio networks will keynote the theme of a peacetime Yule that is unrivaled in the range and quality of special programs scheduled from key cities as well as the four corners of the earth. Several programs and series of programs are already under way and will accelerate the enthusiasm of the holiday spirit with broadcasts scheduled to start this week-end.

All the major networks and most (Continued on Page 8)

Electronic Leaders Get War Dept. Awards

Two leaders in the electronic industry received the War Department's highest civilian award for "patriotic services in a position of trust and responsibility" this week. They were Dr. W. R. G. Baker, vice-president of General Electric, and R. C. Cosgrove, general manager of (Continued on Page 7)

Will Televis Forum Show Over WRGB, Schenectady

Plans to televise "America's Town Meeting," ABC network program, over WRGB, Schenectady, on Thursday, December 26, from 8:30 to 9:30 p.m., were announced yesterday by (Continued on Page 2)

Wanted: Victories

The question "What I Want Santa Claus To Hang On My Christmas Tree" will be answered by a long list of sports figures and read by Red Barber on his CBS sports program Dec. 24, 6:30-6:45 p. m. Responses have been received from Joe Louis, from the 16 major league baseball managers, from outstanding football coaches and several baseball greats.



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

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FINANCIAL

(Wed., Dec. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Cancel Conference Plans For Broadcast Engineers

(Continued from Page 1)

ing at the University of Illinois and Ohio State University, have been cancelled.

In a joint announcement by the sponsors, it was stated that crowded conditions and lack of sufficient personnel at both universities made the cancellation necessary, although it is expected that the event will be resumed in 1948. The 1947 conference originally was scheduled to be held at the University of Illinois.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

Coming and Going

HARRY C. KOPF, vice-president of NBC in charge of sales, will spend the Christmas holidays in Chicago. He'll leave New York Monday and will return Dec. 30.

A. A. SCHECHTER, vice-president of the Mutual network, will return today from a business trip to Washington, D. C.

M. B. GRABHORN, manager of ABC's stations' sales department, and RALPH DENNIS, national spot sales manager for the network, are expected back tomorrow from Detroit, where they spent five days on business.

PAUL MILLS, professional manager of the American Academy of Music, Inc., left by plane yesterday for Hollywood. He'll remain two weeks on the Coast for conferences with his father, Irving Mills.

RUTH ASHTON has left for Johnston, Pa., on Columbia network business.

HERB SHRINER leaves today for Los Angeles.

GEORGE B. STORER, president of the Fort Industry Co., has returned to WWVA, Wheeling, West Va., after having completed arrangements for the return of that station to the roster of CBS.

JOHN PFEIFFER, science director at CBS, is attending the Bi-centennial Conference at Princeton University.

MILTON BACON, of the Columbia network's "Time to Remember," goes down to Somerville, N. J., today to address the employees of the Somerville Trust Co.

C. L. DOTY, sales manager at WJZ, key station of the American network, and MIKE SWEENEY, of the web's spot sales division, are visiting briefly in Cambridge, Md.

HAPPY FELTON, emcee of the program "Guess Who" on WOR, is expected back in Gotham today from Detroit, where he participated in a Christmas benefit.

Engineer Develops New FM Converter

(Continued from Page 1)

found several other converters unsatisfactory.

The new converter is simply constructed, consisting of two tuned circuits and a detector crystal. A serviceman can attach the unit to an old band FM receiver with the simple operation of cutting the transmission line and connecting the converter in series. No other connections are necessary.

Engineer Kaiser claims there is absolutely no signal drift in his converter, a fault which he found with other units. He says that if a receiver is susceptible to drift, with the new unit attached, the variation was in the set previously and cannot be attributed to the new converter. The detector crystal used in the converter is a Sylvania No. 1N34 and costs \$1.60 from Kaiser's local Pittsburgh dealer. The two midget air-trimmer condensers are priced at 35 cents each and the four screws and wire for the circuits cost nine cents.

Frank R. Smith, general manager of WWSW and WMOT, is undecided as to manufacture and distribution of the new converter now that his chief engineer has developed it. Smith and Kaiser are concerned primarily with restoring use of the 6,000 old band FM sets within their own listening area of Pittsburgh.



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

Send for WHO'S WHO on WEVD

WEVD-147 West 45th Street, New York, N. Y.

Will Televis Forum Show Over WRGB, Schenectady

(Continued from Page 1)

Paul Mowrey, web's television director. Speakers will be Charles Jackson, author of "The Lost Weekend" and Granville Hicks, author of "Small Town." Interrogators for the program are Tex McCrary and Jinx Falkenburg.

Jerry Sill Authors Book

Jerome Sill, former CBS and Mutual executive, has written an informative book on radio titled, "The Radio Station" which is published by George W. Stewart. Sill's provocative treatment of the subject covers his wide experience as an industry executive and chronicles many broadcasting operational achievements.

Show Auto-Tele-Pic Today

The Automobile Manufacturers Association has completed plans for a press showing of the initial telecast of a documentary film of the auto industry at the Waldorf-Astoria Hotel, today. Film is produced by ABC.

RADIO EXECUTIVE

STATION MANAGER Sales-Advertising Record of Outstanding Accomplishment.

Write RADIO DAILY Box No. 274 1501 Broadway New York 18, N. Y.



260 Years of Safety

That's a shot of the lighthouse at St. Agnes Island, Isles of Scilly. It was built in 1680 and some time ago it was converted into a home.

That's a lot of years to guide ships away from reefs . . . and to keep them on the deep-water route.

And maybe we're a little impatient-headed to compare our radio "safety" record with such an old-time beacon . . . we've only been at it for six years.

But smart radio time buyers know that to play safe in Baltimore . . . all they've got to do is put W-I-T-H on the list. It delivers.

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

And Baltimore, in case you didn't know, is a 5-station radio town—and the 6th largest city.

You'll get to port safely . . . with W-I-T-H. Try it and see!



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

TOM TINSLEY, President Represented Nationally By Headley-Ke

Promotion with a Punch for WCOP Local Programs



Meal-making can be merry! Mildred Bailey proves that every day on her WCOP program, "FOOD IS FUN", which reaches Greater Boston housewives from 1:00 to 1:15 PM Monday through Friday and from 10:00 to 10:15 AM on Saturdays. Miss Bailey offers practical, easy-to-prepare menus, mixed with valuable household hints. 1150 on your radio dial.



Are you a home gardener with problems? Having trouble with your lawn, shrubs, or flowers? George Graves has pertinent information for you on his HOME AND GARDEN NEWS, broadcast over WCOP daily, Monday through Saturday from 7:15 to 7:25 AM. He's an outstanding agriculturist and horticulturist, with a special flair for the home garden. 1150 on your radio dial.



A nose for news and a talent for presenting it to the radio audience with zest and interest—that's why RON COCHRAN of WCOP is one of New England's favorite newscasters. Heard daily at 6:15 PM on the WCOP - Boston Globe News. Keep tuned to WCOP for the latest and most complete news. 1150 on your radio dial.



"THE OLD SALT", Ralph Barker of Gloucester, is famed for his accuracy in forecasting the weather. He broadcasts complete 5-minute weather summaries to WCOP listeners at 7:40 AM and 6:30 PM daily Monday through Saturday, and a special week-end forecast on Saturdays at 12:40 PM. 1150 on your radio dial.



Sport fans depend on CHUCK CROSBY for accurate, colorful sports broadcasting over WCOP every evening. Monday through Saturday, from 6:35 to 6:45 PM. Chuck is a new addition to the WCOP sports staff after serving in the Army. You'll find him at 1150 on your radio dial.

1,400,000 people in Greater Boston are continually reminded of WCOP local programs through newspaper "reader ads" like these, plus window displays, announcements, magazine ads, outdoor boards and car cards. With new power and vigorous merchandising, backed up by all-out listener promotion, WCOP is Boston's outstanding buy in radio advertising.

Now 5,000 watts

Rates and availabilities from any Katz office



A Cowles Station

Exclusive American Broadcasting Company Outlet in Boston



something

...TO SPARK UP CAPITOL

Send sparkling new Capitol Transcriptions over your airwaves and you'll latch on to a brand new batch of listeners. Because the Capitol Transcription Library offers you new and intriguing — *different* — programs that give you all the elements of big time network shows skillfully transcribed to permit full opportunity for that essential “personal” touch that will give a local flavor.

You get more than 2,000 selections in Capitol's basic library . . . plus more than fifty new numbers each month. You'll get program aids, too: brilliantly arranged opening and closing themes for programs. Musical interludes to background commercial.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program forms for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.

Hear all the features that make the Capitol Service different. Capitol will be glad to send you a recorded demonstration transcription.



**PROGRAM SERVICE
FROM HOLLYWOOD**

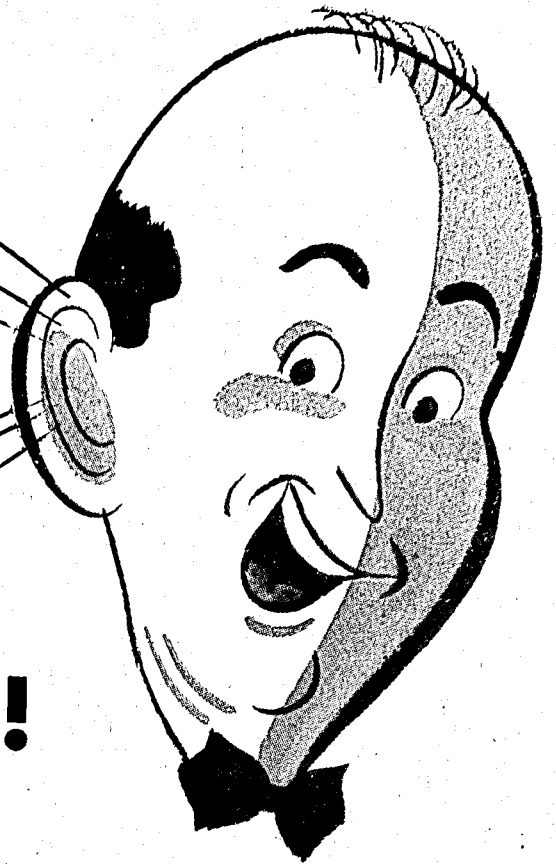
SUNSET AND VINE

★ ★ ★ *Every Capitol Star Is*

new

YOUR PROGRAMS

TRANSCRIPTIONS!



BIG-NAME BANDS

BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

BIG-NAME SINGERS

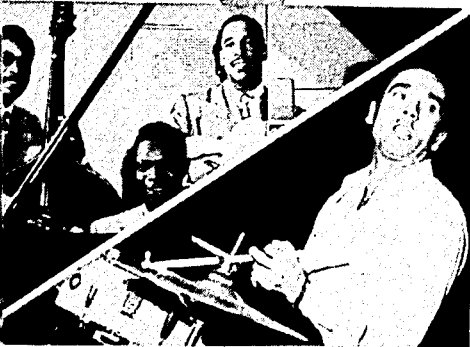
JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT
ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE



An Audience Builder ★ ★ ★



Jack Benny, Fibber McGee and Molly, Kay Kyser, Edgar Bergen and Charlie McCarthy, Eddie Cantor and John Charles Thomas are among the lineup of radio, movie and singing stars to contribute their time to the new NBC Recorded Salvation Army spots.

* * *

It's all in connection with the Salvation Army's Marching Forward program which got under way recently. In addition to the individual appeals by these stars, Rev. Dr. Daniel A. Poling, well-known Philadelphia clergyman, tells of the great evangelistic work and spiritual activities of the "Army." Stations all over the nation have signified their willingness to schedule the announcements and help develop public consciousness about the great work being done by this organization.

* * *

Some of America's outstanding stations are carrying a new series of NBC Recorded programs prepared for the National Mental Health Foundation. Such prominent outlets as WBAL Baltimore, WOW Omaha, KTSP Minneapolis, WPTF Raleigh, N. C., WPEN Philadelphia, WPRO Providence are programming these quarter-hour dramatic shows.

* * *

Highlighting specific cases of mental illness, the programs develop the drama and close with prominent guest speakers. Mrs. Franklin D. Roosevelt, Helen Hayes, Dr. Harry Emerson Fosdick are among those who have appeared on the program. The series is designed to educate the public to a sound and more sympathetic approach toward mental illness.

* * *

It's significant that more and more national organizations are turning to NBC Radio-Recording to handle completely their recorded program projects. Those mentioned here are just two of the many prominent public service organizations who are satisfied users of America's No. 1 Source of Recorded Programs.

NBC
Radio-Recording Division



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



California Commentary. . . !

• • • Edwin J. Sell, who recently joined Makelim Associates, advertising agency, as vice-president and member of the planning board, with headquarters in Hollywood, lost little time in buying a home in Hollywood.

Los Angeles

He was advertising manager of the Jos. Schlitz Brewing Co., Milwaukee, for the past nine years and prior to joining Schlitz, operated his own advertising agency. He has written three Broadway plays and is also the author of "Limbo City," which was published last month. . . . Harry Butcher, owner of KIST, Santa Barbara, and Ralph Miller, commercial manager of KCRA, Sacramento, have been conferring here with NBC western division executives. . . . Billy Leyser, veteran publicity and advertising man, has opened an advertising agency, with offices in Studio City. . . . "Radio Dramatics," a University of California extension course with eight weekly meetings under the direction of Norman Randolph Field, will open in Los Angeles Jan. 7. Casting, auditions, methods of re-write and classroom production of well-known radio dramas will be featured in the course.

☆☆☆

• • • The University of Idaho Christmas Candlelight ceremony was broadcast over the entire NBC net Dec. 17 and emanated from KHQ, Spokane. . . . The Tucson Boys Choir will be heard over NBC December 23, with the program originating at KVOA, Tucson. . . . Jack Meakin, musical director of "The Great Gildersleeve" and the Joan Davis show, has just collaborated with Ben Brown on a song, "There Are Some Things," which will be published by the Crystal Music Publishing Co. Meakin's last song, "Out California Way," was purchased by Republic for use in a movie, and also was the title and theme for a new Western.

☆☆☆

• • • Don Wilson, Jack Benny's announcer, is getting plenty of fan mail from districts where the Seymour Nebenzal picture, "The Chase," is being shown. Don wears a ten-gallon hat while portraying a character named "Fats" in the picture, and fans want to know if Benny will send a similar hat out free on request. Others want to know if Wilson got the hat instead of a pay-check from his radio boss. By the way, Don has been elected president of Acra-Speed, Inc., manufacturers of a revolutionary type of motor tune-up, and will serve for a year. . . . Enterprising members of the Long Beach Junior Chamber of Commerce saw to it that Jo Stafford stepped onto their city's ground when she arrived from New York—even though she disembarked from her train at Pasadena. She was met by the Long Beach group with a huge bouquet—and a box of Long Beach sand. "Inasmuch as you are a Long Beach girl," a spokesman told Miss Stafford, "it is only fitting that you arrive on home soil. We know you can't come to Long Beach at this particular time, so we are bringing Long Beach to you."

☆☆☆

• • • Frank Conrad, ABC Western Division station relations manager, has returned to Hollywood after an extended tour of ABC stations in Idaho, New Mexico and Utah. Conrad also took "time off" to be in Portland, Oregon, for the Westinghouse opening of KEX Nov. 24-25. . . . The Sherman & Marquette agency is so anxious to keep Radio Director Sam Fuller happy that it is rushing his furniture out from New York by charter airplane, now that he has located a house. He is currently producing the Mel Blanc program and supervising the Judy Canova show. . . . Basil Adams, ABC Western Division musical director, announced that Rex Koury is replacing Ruby Lloyd as ABC staff organist. Koury played organ and piano for "Fibber McGee And Molly" for four years before entering the service. . . . Miss Lloyd, who resigned to free-lance, has been with ABC for more than two and a half years.

AGENCIES

BENJAMIN B. BANKS, has rejoined New York office of Ruthrauff & Ryan, Inc., as an account executive. He started with the agency in 1927 and served four years in the U. S. Navy.

SIDNEY G. ALEXANDER, Eastern advertising, publicity and exploitation director of Selznick-International-Vanguard Films, Inc., has resigned. Before assuming the Selznick-Vanguard post, Alexander had been advertising director of Columbia Pictures for more than five years. Prior to his Columbia affiliation, he was executive vice-president of the Weiss and Geller ad agency.

PARMELEE W. CUSACK has established an office at 45 East 51st Street, New York City, to serve as art director-designer for advertising and promotion. He recently was art director of NBC.

SI-EN-TIF-IK PRODUCTS COMPANY, INC., Chicago, has expanded their use of radio for the promotion of their automotive chemicals, "Si-en-tif-ik Motor Reconditioner" and "Si-en-tif-ik Fire Power."

Regional FCC Hearing Being Conducted In L. A.

West Coast Bureau, RADIO DAILY
Los Angeles—Officials of Huntington Broadcasting Co., which seeks permit to operate a radio station in Huntington Park testified Monday at hearing conducted by Commissioner Ray C. Wakefield of FCC. Huntington, proposed to operate at 1540 kilocycles, while Hollywood Community Radio group is seeking a permit to operate on 1530 kilocycles. San Gabriel Valley Broadcasting Co., desires a permit to operate on 1520 kilocycles, and Wakefield pointed out that stations operating within 30 kilocycles on same wave length interfere with each other. Coast Radio Broadcasting Co., is also seeking a permit.



Frankie Masters records for LANG-WORTH

AFRA To Defer Action In Row With Networks

(Continued from Page 1)

on Friday evening, Dec. 20, to hear a report of contract proposals to date. New York AFRA members were told Tuesday night that the networks proposed a general wage increase of 20 per cent for actors and singers. While sound effects men are not included in the commercial code, a proposal has been made for a wage increase in New York and Chicago of 25 per cent and 30 per cent for the West Coast. Higher increase for West Coast sound effects men was allowed since the scale there is lower than that of the other two cities. It is also agreed that if the cost of living increases 10 per cent by Nov. 15, 1947, AFRA can seek a readjustment.

The so-called management-AFRA committee, which grew out of debate over the union's unfair stations clause, is to be named by next Jan. 1, according to tentative arrangement. The 16-man committee will consist of one representative from each network, one from four radio stations not owned by webs, four from AFRA's national board and four from local unions. The four station representatives will be named by Justin Miller, president of the NAB. Function of the committee will be to explore problems in broadcasting between management and employees who are AFRA members.

As the proposed two-year contract now stands, AFRA has the right to terminate the code, with 10 days' notice, on the first day of any month starting Nov. 1, 1947. In event of a termination, the union has the right to reinstate the code and all its terms and conditions upon one day's notice.

In regard to the mutual cancellation clause, it was decided that an artist under written contract for more than 26 weeks shall have the right to cancel the contract at the end of any 26-week period upon 35 days' notice.

Swope, Sr., On WCBW

Herbert Bayard Swope, Sr., a member of the CBS board of directors, will be televised on WCBW at 8:15 p.m., today. He will be interviewed by Larry Lesueur on the subject of "Atomic Energy."

Korean Diplomat On WWRL

Louise Yim, president of the Central Women's College of Korea and chairman of the Korean Women's National Party, will broadcast on WWRL tonight from 10-10:15 p. m. She will describe the plight of her country during an interview with Meade Davidson, commentator on the station.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635

Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Chicago • Sta. 5435

Texas Stations Consider Vets In Plans For Xmas Programs

(Continued from Page 1)

the hospital bedside network and the hospital station, KGBE, many more patients who otherwise would be unable to attend the shows in person, can now tune in and hear them.

In line with the re-broadcast to the patients of four programs at one time, Charles "Bud" Lutz, manager of KYFM, has announced that a direct line from KYFM will be installed to the hospital for re-broadcast of all programs from that station.

Charles Balthrope, manager of KABC, has also announced that a special line from KABC will be installed to enable the patients to hear any and all programs from that station as well as ABC network programs.

"Dr. I. Q." Participating

Monte Kleban, program director of WOAI, has announced that through the co-operation of Mars, Inc., a group of patients will be guests at the "Dr. I. Q." broadcast on Monday, Dec. 23, at the Majestic Theater. Lew Valentine and members of the WOAI staff last week presented a special program at the hospital with silver dollars going to the servicemen. Kleban also stated that the "Once Over Brightly" studio program would fill requests from the servicemen during Christmas week.

Bill Michaels, program director of KABC, has planned a daily 15-minute program to be heard each afternoon during the week which will play and dedicate those selections of music desired by the servicemen.

Marvin Broyles, program director of KCOR, has planned to present a

group of entertainers from the station in a 90-minute revue to the patients at the hospital. Among this group would be many outstanding Negro and Latin American entertainers heard on KCOR.

Herb Dahlen, program director of FYFM, has scheduled a series of programs of Christmas music as well as dramatics to be directed principally at the men in the wards.

Hospital Station Plans

In addition to the many programs yet to be scheduled by the various stations, the hospital's own KGBH, will air a series of special transcribed shows. According to Harlan Ralston, manager, more than 23 half-hour programs already have been scheduled Christmas Eve and Christmas Day with Lionel Barrymore as "Scrooge" in "A Christmas Carol" on Christmas Eve, and famous entertainers of stage, screen and radio, headliners such as Bob Hope, Garry Moore, Fred Waring and his orchestra, and others. A special chapel service for the men unable to attend will also be presented.

According to Ralston, even though the station has been in existence only about a month, the response for programs and aid from San Antonio's six standard broadcast and FM stations is gratifying and overwhelming.

San Antonio will not forget its heroes this Christmas or any day through the New Year which will come. It has devoted time for programs of and for the veterans and will continue to do so until there shall be "peace on earth, good will to all men," he said.

REC To Play Santa Claus At Today's Xmas Party

(Continued from Page 1)

Party of the Radio Executives Club at the Hotel Roosevelt's Hendrick Hudson Room today. These articles have been contributed by various friends of the REC as prizes.

As in previous years, voluntary contributions will be accepted at the luncheon for charitable purposes. The New York Times' Hundred Neediest Cases and the New York Herald Tribune Fresh Air Fund will benefit. Any members who, for some inexplicable reason, cannot attend are urged to send their contributions on directly to the charities.

Other valuable merchandise prizes have been donated to the Christmas Party by Affiliated Products, Bayuk Cigars, Club Aluminum Wear, Columbia Recordings, Coblenz Luggage,

Urges Creative Selling At WGN Sales Conference

(Continued from Page 1)

annual WGN sales conference held last week. But he warned that broadcasters must do a better job of creative selling to meet the competition of other media.

Esme of Paris Perfume, Gem Razor, Lord Oxford Lighters, "Queen For A Day" program, Revere Copper & Brass, Sherman Gregory of Schenley's, Revlon, Royal Oak Toiletries and Seaforth Men's Toiletries.

Luncheon price, as usual, is \$2.25 for members, \$2.75 for guests.

Send Birthday Greetings To—

December 19

Clark Dennis Jack Ruben
David Niles Tom Shirley
Charles Narwood Bob Swan

Electronic Leaders Get War Dept. Awards

(Continued from Page 1)

the Crosley division, The Aviation Corporation.

The presentation to Dr. Baker was made by Brig. General Calvert H. Arnold, chief of procurement and distribution, Office of the Chief Signal Officer.

Mr. Cosgrove received his award at Cincinnati from Col. Raymond C. Hildreth, commanding officer of the Lexington Signal Depot.

Three Sponsors On NBC Renew 5 Shows For Year

(Continued from Page 1)

Familiar Music," Sundays, 9:30 p.m., EST., all sponsored by Sterling Drug, Inc., through Dancer-Fitzgerald and Sample; "Lora Lawlor," Monday through Friday, 11:45 a.m., EST., sponsored by B. T. Babbitt, Inc., through Duane Jones, Co., and "Molle Mystery Theater," Fridays, 10 p.m., EST., sponsored by the Centaur Co., through Young and Rubicam.



on the ball

This lad is really on the ball and it looks as if he is going to drive a long one. Weed men are always "on the ball" and they hit all prospects hard and often.

WEED
AND COMPANY

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

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

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"
Represented by Forjoe

Networks Schedule Wide Variety Of Programs For Christmas Week

(Continued from Page 1)

Independent stations will broadcast one phase of the Christmas celebration that has become a national tradition — the lighting of the White House tree followed by an Xmas message by President Truman which will be aired from 5-5:30 p.m., EST, on Christmas Eve.

NBC Lineup

Heading a week-long schedule of Yuletide programs on NBC are two full-hour shows, offering religious and dramatic themes, presented by the Procter and Gamble Co., and Sterling Drug, Inc. Six special Xmas Eve broadcasts are also scheduled to cue off the 24-hour observance. Sterling Drug will replace its four daytime serials in the 4-5 p.m., period with a musical program in the Yule spirit featuring such performers as Thomas L. Thomas, Donald Dame, Evelyn MacGregor, Bob Hannon and others, including a chorus and orchestra directed by Victor Arden. Artists on the program, which will be directed by Frank Hummert, are drawn from "The American Album of Familiar Music," "Manhattan Merry-Go-Round" and "Waltz Time," also sponsored by Sterling.

Four Serials Included

Procter and Gamble will build a program with a "rebirth" theme around its four daytime serials: "Life Can Be Beautiful," "Ma Perkins," "Pepper Young's Family" and "Right To Happiness,"—all in the 3-4 p.m., slot.

Special NBC programs on Christmas Eve will start at 11:30 p.m., with Fred Waring and his Pennsylvanians who will present an all-music show. Helen Traubel will sing the traditional "Silent Night" at 11:57 p.m., and at midnight the network will pick up the carrillon bells of New York's Riverside Church heralding the arrival of Christmas Day. In addition, the Boys Town Choir, of Boys Town, Neb., will sing carols at 12:03 a.m.; and from 12:30 to 12:55 a.m., EST, network will present a dramatization of Charles Dickens' classic "Cricket On The Hearth."

MBS' "Heaviest Schedule"

Mutual's Yule lineup is the heaviest ever scheduled by the network, with some nine days of programs set from day to day. Network started an Xmas series last week titled "America Goes Shopping" featuring pick-ups from New York, Omaha, Salt Lake City and other points. Finale on the series will be aired Christmas Day with a show titled "Christmas In Toil Land," featuring coast-to-coast interviews with persons "to

whom Christmas is just another work day." Another special show scheduled for the 25th is an exchange program between occupation troops in Germany and Tokyo with a typical GI family now re-united, being heard from each of the two capitals. Another highlight of the web's programs Christmas Day is an exchange between members of the Grenfell expedition in Labrador and the Byrd Antarctic Expedition. Other programs include an "Apartment House Christmas Party," featuring Bob Emery, Joe Louis, World's Heavyweight Champion, will play Santa Claus on "Quick as a Flash" as emcee Ken Roberts plays host to boys and girls between the ages of 12-14. Louis will award cash prizes won by the youngsters.

ABC Yule Programs

All the "great" names associated with the ABC network, as well as stars of the Metropolitan Opera and "Theatre Guild on the Air" will aid the web's lineup of Christmas shows. New York, Hollywood, Italy, France, Buenos Aires and Tokyo are a few of the points from which ABC will originate and pick up special shows.

On Christmas Eve, from 10 to 11:30, ABC will present 90 minutes of gaiety titled "Christmas Party" featuring the following stars: Paul Whiteman with his own orchestra and emceeing the New York portion of the show; Bing Crosby, Walter Winchell, Henry Morgan, Tom Breneman, Lum N' Abner, Kenny Baker, Leo Durocher, Patrice Munsel, Don Wilson will be the West Coast emcee. From 9:30 to 10 p.m., network will air Ben Hecht's play "Miracle of a Bum" which will feature the author and be narrated and directed by Alfred Hitchcock. Crosby, Morgan, Tom Breneman, Kenny Baker and others, whose programs will be heard on Christmas Day, will also tie in the Yule spirit on their own shows.

Another ABC special on Xmas is "I Won't Be Home For Christmas," featuring pick-ups from points throughout the world on how Americans abroad are celebrating the day. George Hicks will emcee this show, which is scheduled from 4-4:30 p.m., EST.

Among the traditional dramatic

offerings scheduled on CBS are Dickens' "A Christmas Carol" with Lionel Barrymore as Scrooge, a role he will enact for the 11th year; Kate Smith narrating Charles Tazewell's "The Small One," an annual affair since 1939; "Twas The Night Before Christmas," by Nila Mack's "Lets Pretenders;" "The Dancing Tree" and "Miracle For Christmas," heard for the fifth year on "Grand Central Station." These programs will be heard starting tomorrow and extending through Christmas Week.

Big Program On CBS

Highlight of Christmas Day on CBS is "Two Hours of Stars" from 4-6 p.m. Don Ameche will emcee a gala program that features Ginny Simms, Victor Borge, Bobe Hope, Edgar Bergen and Charlie McCarthy, Cass Daley, Roy Rogers and the Sons of the Pioneers. The Frank Sinatra, Dinah Shore, Jack Carson and "Dr. Christian" (Jean Hersholt) shows will also be devoted to the Yule spirit. Christmas afternoon, from 3:30 to 4 p.m., CBS will pick up a special holiday broadcast from Berlin and Tokyo, with correspondents Bill Costello and Stephen Laird supervising the broadcast from the former enemy capitals.

FCC Asks Web Info On Use Of Sustainers

(Continued from Page 1)

week beginning Nov. 17 and ending Nov. 23, as the period for the first such report.

The Commission requested that the following data covering this week be submitted by January 31, 1947:

- (1) A schedule of the network sustaining programs originated by your network during the week, giving the title and the day and time originally broadcast.
- (2) The stations, by call letters, to which each of the programs was made available and the stations accepting and rejecting each program.
- (3) The total number of stations: (a) to which each program was made available, (b) accepting each program, and (c) rejecting each program.
- (4) An indication of each case in which program was broadcast on a transcribed delayed basis.
- (5) A schedule showing in detail the sustaining programs of your network, broadcast by stations not regularly affiliated with your network.

Broadcast "Traviata" Saturday
Verdi's "La Traviata" will be broadcast in its entirety over ABC Saturday from the stage of the Metropolitan Opera House.



Pulling Power...with Proof!

We could hardly believe it ourselves when well over a thousand people responded recently to a single announcement on KQV's Sum Fun show. The show had been on the air only 20 days, hardly long enough to sprout a Hooper. M.C. Dave Scott offered no prizes but simply invited listeners to send in their answers to his Sum Fun quiz tale. **1371 replies flooded in!** Potent proof, we think, of KQV's terrific audience-building power!

KQV

PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reprs. WEED & CO.

Good Shows Are Tailor-made.
The BEST Shows Are FRAMER-made.

Presenting
"IT'S FUN TO LEARN"

A sparkling kiddie quiz with prizes galore.
Created and Produced by
WALT FRAMER

302 W. 86th St. TR 4-0589 N.Y.C.

Opportunity for young man wishing to enter established New York Radio packaging and producing business as active partner. Minimum investment of \$7500 required. Write full particulars to
Box No. 273, RADIO DAILY
1501 Broadway New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 57

NEW YORK, FRIDAY, DECEMBER 20, 1946

TEN CENTS

NAB Hits FCC Blue Book

La Guardia To Mutual With Co-Op Program

F. H. LaGuardia, former Mayor of New York, who made his debut as a network commentator last January on ABC, moves to Mutual with a 15-minute weekly co-op program January 4, 1947, it was announced yesterday by Edgar Kobak, network president.

LaGuardia's broadcasts will be available to all 383 Mutual stations, was added, and queries this week the network indicated that 48 cities have evidenced immediate commercial interest.

"Mr. LaGuardia's broadcasts have

(Continued on Page 8)

Viewtone Shows New Set; WABD Aird Documentary

Viewtone Television & Radio Corp. displayed its new low-cost table-top television receiver at the Park Central Hotel last night, Dec. 19. Demonstrations of this model for sale to the public will start immediately, it was made known by Irving Kane, president. The new model is called the "Viewtone."

Viewtone will concentrate on pro-

(Continued on Page 2)

NBC To Cover Expedition Of AAF-Nat'l Geographic

NBC's news and television departments will participate in the National Geographic Society-U. S. Army Air Corps expedition to Brazil to observe total eclipse of the sun on May 1947, it was announced yesterday by William F. Brooks, vice-president in charge of news and international

(Continued on Page 7)

Tribute

Regular "Gangbusters" broadcast on ABC, Sunday, 9:00 to 9:30 p. m., will be devoted to a dramatization of the life of the late Lewis J. Valentine, former N. Y. Police Commissioner. Ex-Mayor F. H. LaGuardia will appear in the role of mayor during the dramatization. It was during LaGuardia's administration that Valentine gained fame as a law enforcement officer.

VA Assistance

Thirteen district chiefs of the radio division of the Veterans Bureau are co-operating with broadcasters throughout the nation in bringing entertainment to disabled veterans this Christmas. Charles Dillon, director, Radio Service, Veterans Administration, revealed yesterday. The district offices are located in Boston, New York, Philadelphia, Richmond, Columbus, Chicago, St. Paul, St. Louis, Dallas, Seattle, San Francisco and Denver.

Gov't Lea-Case Appeal Is Sent To High Court

The Government's appeal to the U. S. Supreme Court for a hearing on the Lea Act case against AFM President James C. Petrillo is now in the mails for Chicago. It will be filed along with the court record by the clerk of the Chicago District Court and should reach the Supreme Court early next week. Text of the Government document will not be made public until then.

Advertising Club Of N. Y. Re-Opens Own Quarters

The Advertising Club officially this week re-opened its headquarters at 23 Park Avenue, which were partially destroyed by fire last June—with some 500 members and city officials in attendance. Occasion coincided

(Continued on Page 8)

N. Y. Indies Vary Programs For Christmas-Day Listening

Christmas week in New York finds all radio program directors acting in observance of the world's biggest holiday season of the year which embraces attitudes running all the way from carefree gaiety to religious devotion. In general, however, a theme of inspiration dominates the over-all special Christmas programs offered metropolitan area listeners during the coming week and special emphasis is placed upon bringing the true Yuletide spirit to such

Miller Urges Assn. Members To Object To Rulings On License Renewals; 'Jess' Willard Also Critical

Commission Approves 22 AM-Station CP's

Washington Bureau, RADIO DAILY Washington—The FCC yesterday granted CP's to 22 applicants for new standard stations in all sections of the country. The great majority of the grants were made in small cities. The list follows:

Richard H. Balch, Utica, N. Y., to operate on 900 kc., 250 watts, daytime; Royal Gorge Broadcasters, Canon City, Colo., to operate on 1400

(Continued on Page 6)

Waring Program Renewed By American Meat Institute

Renewal of the Fred Waring show by the American Meat Institute on NBC, Tuesdays and Thursdays, was announced yesterday by Paul McCluer, manager of the NBC central division. The program is heard 11

(Continued on Page 2)

Magazine To Sponsor Prof. Football Game

"Pic" magazine will sponsor a simultaneous broadcast over five stations, all independent except one, of the New York Yankees-Cleveland

(Continued on Page 5)

Washington Bureau, RADIO DAILY Washington — NAB is advising broadcasters to express their belief that the FCC is overstepping its authority in seeking to examine their program performances and plans as a condition of license renewal, but at the same time the association advises members to file up-to-date statements at the time of renewal, President Justin Miller said on Wednesday. Miller told trade press reporters at a special luncheon here that he is hopeful for an early court test of the rights of the FCC to follow.

(Continued on Page 5)

REC Aids Xmas Funds With \$1,000 Donation

Members of the Radio Executives Club of New York contributed \$1,000 to be divided equally between the New York Times' Hundred Neediest Cases and the Herald Tribune's Fresh Air Fund at the club's annual Christmas party which was held yesterday at the Hotel Roosevelt's Hendrik Hudson room.

The luncheon, presided over by

(Continued on Page 8)

Bilbo-Hearing ETs Aired On WTOP And Mutual

Washington Bureau, RADIO DAILY Washington—Radio crashed a Senate hearing yesterday for the first time, with WTOP, Washington CBS outlet, and WOL, MBS affiliate.

(Continued on Page 7)

Tele-Film Coverage

Films of the Pasadena Tournament of Roses and the Rose Bowl football classic on January 1 will be taken by the NBC television department for showing over WNBT in New York on Thursday night, January 2. The network has arranged for special airplane service to transport the tele films from the West Coast to New York for the Thursday night showing.



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JOHN W. ALICOATE : : : Publisher

MARVIN KIRSCH : : Business Manager

FRANK BURKE : : : : : Editor

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FINANCIAL

(Thurs., Dec. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/8	9	9 3/8	+ 1/8
Am. Tel. & Tel.	167 1/2	167 1/8	167 1/4	- 1/8
CBS A	33 1/4	32 1/2	33 1/4	+ 3/4
CBS B	33	32 1/2	33	+ 1/2
Farnsworth T. & R.	8 3/8	8	8 1/8	+ 1/8
Gen. Electric	36 1/2	35 5/8	36 3/4	+ 3/4
Philco	25 1/2	24 5/8	24 3/4	+ 1/8
RCA Common	9 1/2	9 1/8	9 1/2	+ 1/8
RCA First pfd.	78 1/2	78 1/8	78 1/2	- 1/2
Stewart-Warner	16 5/8	15 7/8	16 5/8	+ 5/8
Westinghouse	26 1/4	25	25 5/8	+ 1/8
Zenith Radio	21	20	20 3/4	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 1/2	15	+ 1/2
Nat. Union Radio	3 1/2	3 1/2	3 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 5/8
Finch Telecomm.	7 1/2	8 3/4
Stromberg-Carlson	12 1/4	14
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	38	40
WJR (Detroit)	18	20

MBS Xmas Party Today

Mutual's annual Christmas luncheon party for network employees will be held today in the Belvedere Room of the Hotel Astor from noon to 2 p. m. Edgar Kobak, president of the network, will head the list of executives, which will also include Vice-Presidents Phillips Carlin, Robert D. Swezey, Carl Haverlin, "Jess" Barnes and Robert A. Schmid.

Set NAB Dist. Meeting

Washington—Fourteenth NAB district meeting will be held in Salt Lake City, January 14-15, at the Hotel Utah, it was announced by NAB last weekend.

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

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"
Represented by Forjoe

Coming and Going

KEITH KIGGINS, vice-president of the American network, returned to New York this week following an extended trip to the West Coast.

HOWARD S. MEIGHAN, vice-president in charge of station administration for the Columbia network, has returned from a business trip to St. Louis.

EARL GODWIN, American network commentator with headquarters in Washington, D. C., next Monday will leave the Nation's Capital for New York, marking the first time he has been absent from his hearth on Christmas. He'll return to Washington Dec. 26.

HARRY SEDGWICK, president and general manager of CFRB, Toronto, in town from Ontario this week.

CARL DOZER, sales manager of WCAE, Pittsburgh, is in town. Chatted for a while yesterday at the headquarters of the station's national representatives.

WILFRED GUENTHER, station relations manager of the Crosley Broadcasting Corp., and WLW, Cincinnati, is in Gotham this week conferring with executives of WINS.

MARGARET RICHARDSON, assistant to Arthur Godfrey at CBS, leaves today for Raleigh, N. C., where she will spend the Christmas holidays.

BILL LEONARD, of "This Is New York" heard on WCBS, is going up to Westport, Conn., to spend the holidays with his parents.

Viewtone Shows New Set; WABD Airls Documentary

(Continued from Page 1)

duction of the table model. A floor model, the "Adventurer," will be produced in smaller numbers. It has a radio receiving unit as well as television reception.

The gathering was addressed by Mr. Kane. Charles W. Robbins, distributor, presented the new model.

Meanwhile, ABC's most recent documentary video film, titled "New Cars," and prepared in co-operation with the Automobile Manufacturers Assn., was shown to the press and various officials of the automotive industry at a dinner held in the Waldorf-Astoria.

The film was telecast over WABD from 8:30-9 p. m., with the program piped via coaxial cable to WTTG in Washington, D. C.

"New Cars" presented an over-all picture of the automotive industry, with special emphasis on the reasons for the delay in the production of cars and the steps taken by the manufacturers to overcome production obstacles.

Paul Mowrey, ABC's national director of television, described the film as a public service project. "Some stories can best be told with pictures, and the story of the automobile industry's troubles is one of them," said Mowrey, and added, "In telling this, and similar stories, television performs a real service to the American public."

Harvey Marlowe, ABC's executive

WWVA, 50 kw Station Rejoins CBS In June

WWVA, 50,000-watt. Fort Industry station in Wheeling, W. Va., will rejoin CBS June 15, 1947, it was announced this week by Herbert V. Akerberg, CBS vice-president in charge of station relations.

Station opened Dec. 16, 1926, and became a CBS affiliate Jan. 2, 1931. It transferred to the ABC network May 5, 1941. Its original power of 5,000 watts was increased on Oct. 22, 1942, to 50,000, with a frequency of 1170 k.c.

WWVA serves more than 500,000 radio families in the West Virginia-Pennsylvania-Ohio coal, iron and steel belt.

George B. Storer is president of the Fort Industry Co., with headquarters in Detroit, and of the West Virginia Broadcasting Corporation, operating WWVA, a part of the Fort Industry Co. group.

Waring Program Renewed By American Meat Institute

(Continued from Page 1)

to 11:30 a.m., EST, Mondays through Fridays. The Florida Citrus commission sponsors the other three days. The American Meat Institute renewal becomes effective January 14 and runs for 26 weeks.

television producer, directed the film. He was assisted by John Pidal, coordinator of special events for television in Detroit for the network.



A Rarity

Still looking a little bit bewildered at the world, triplets, a rarity in cow production, posed with their mother on a farm near Los Angeles. Ma is a 6-year-old Holstein and the rarities are two boys and a girl.

In a lot of ways we're a rarity in the radio world. We're an independent station in a 5-station town. Four of the stations are network . . . and Baltimore is the 6th largest city in the country.

But it's W-I-T-H, the successful independent, that delivers more listeners per-dollar-spent than any other station in town.

It's pretty unusual . . . but the smart time buyers who aren't blinded by the glister of glamorous call letters . . . think it's terrific.

That's why you'll find W-I-T-H in the wiser budgets. How about your list?

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

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

Tom Harmon presents

A RADIO SCOOP FOR YOUR STATION!

HERE'S WHY!

All Americans of 1946 on-the-air—and *all eleven* are on the Program—chosen and presented by Tom Harmon.

HERE'S WHY!

The first time the pick of the season's gridiron crop have been heard *together* on the air!

HERE'S WHY!

America's young manhood from East, South, North and West—a program you'll be *proud* to air.

HERE'S WHY!

The ears of the Nation are awaiting Tom Harmon's verdict—and already 7 of Tom's selections are confirmed by *all* selections made to date. Here are the All Americans—

Barzilauskas of Yale
Strohmeier of Notre Dame
Andros of Oklahoma
Baldwin of U.C.L.A.
Humble of Rice
Connor of Notre Dame

Ford of Michigan
Davis of Army
Trippi of Georgia
Lujack of Notre Dame
Tucker of Army

HERE'S WHY!

Actual broadcasting by each and every one of the team following Tom's analysis of choice and introduction. You'll be agreeably surprised at the radio voices—the colloquial tongues of these sons of far-flung America.

HERE'S WHY!

Famous "Sportsmen"—America's outstanding quartette (Jack Benny, Judy Canova, and other network shows)—Bob Kelley, great sports announcer—Robert Mitchell (Robert Mitchell Boychoir). organist—all packaged by Vick Knight, one of radio's greatest showmen.

HERE'S WHY!

It's the soundest, timely promotion you could give your station! A polished, balanced, hotspot show!

HERE'S WHY!

Because it's the radio scoop of the air! A masterpiece of timing! It's a station-lifter-upper! It's ready now—air expressed to you within the hour.

**[Phone or
Wire Now!]**

CRITERION RADIO FEATURES, INC.

CENTRAL 1453-1204 — 360 NORTH MICHIGAN AVE., CHICAGO 1, ILLINOIS

COMING UP! THE NEW 52 WEEK "HERE COMES HARMON." YOU'LL WANT IT!

We suggest you write or wire immediately for information and availabilities

LOS ANGELES

By RALPH WILK

THE WHISTLER, CBS mystery show heard on the West Coast, has been climbing steadily in its Hooper-rating, and in the last rating came in 9th place, topping dramatic shows, as well as mysteries. Program which is sponsored by Signal Oil celebrated its 4th straight year on the air December 2nd.

The Calgary Kid, Allen Erwin, well known Canadian Cowboy and Radio Star, has joined Smiley Burnette in his co-operative platter plan by waxing four sides recently.

Allied Artists has set a combination radio spot announcement and newspaper advertising campaign on Gale Storm and other stars of Roy Del Ruth's "It Happened On Fifth Avenue" in connection with Texsum grapefruit juice. Spot announcements will be on 150 of the largest radio stations from Pittsburgh west, and newspaper ads will hit more than 100 big-circulation newspapers in the same area.

"Behind Studio Gates," the Samuel Goldwyn radio package which plugs all studios and stars, heard locally on KHJ-Mutual, has added two more stations to its growing network of outlets. The new additions are KFMB, San Diego, and KHUM, Eureka, Calif.

Betty Smith has joined the radio department of Hillman-Shane, and Mary Ann Bringgold has joined the agency's art department.

Joins Latin-Amer. Group

Station XETZ, Tezuitlan, Pueblo (Mexico), has been added as an affiliate of the CBS Network of the Americas, it has been announced by Edmund Chester, Columbia's Director of Latin American Relations. The addition of XETZ brings to 124 the total number of CBS affiliates throughout Central and South America, Mexico and the Caribbean.

Gives Xmas Bonus

Edward Wallerstein, President of Columbia Recording Corp., announced yesterday the distribution of one week's salary to all office and factory personnel who have been continuously employed by the Corporation since January 2, 1946. A total of 1,011 employees received their Christmas checks.



Notes From An Aisle Seat. . . !

• • • CBS auditioning a new 15-minute once-weekly comedy show with Walter O'Keefe, the switch being that no studio audience will be allowed in. They figure it'll practically be the equivalent of a half-hour show, allowing for some six minutes spread for the yaks, applause, etc., and etc. . . . Marshall Field will use a tremendous radio spot campaign on the launching of his new mag. . . . Nelson Eddy due to become a grandpop. His son's wife has a date with the Stork. . . . RCA prexy, Brig. Gen'l David Sarnoff to be given the works by N. Y. Financial Writers Ass'n at their annual shindig in March. . . . Big shift in P&G radio setup in the wind. . . . It's a girl at the Ira Avery's. Born Friday the 13th—the 13th baby of the week born at Harkness. . . . Price of the Herald Trib being upped to a nickel after Jan. 1st. . . . A leading N. Y. publisher is quietly investigating the market for a daily children's newspaper. . . . Dennis James, emcee for Carr & Stark's television show, "Cash & Carry," had his car stolen from in front of CBS while he was upstairs broadcasting. What burns him up almost as much as losing the heap, is the fact he had a couple of Haig & Haig pinch-bottles stacked away in the back. . . . Sid Ascher thinks it's about time someone invented a fountain pen that just writes on paper.

★ ★ ★

• • • Hedda Hopper, in addition to being a first-rate newspaper gal, now proves to be quite a showman (or show-woman) as well. We're referring to her Sat. nite P&G show, "This Is Hollywood," which the film moguls now realize is so valuable an outlet that Universal has just concluded a deal with her whereby she'll dramatize eight of their biggest budgeted pictures prior to the release date. A survey taken by them drove home one potent fact—that contrary to the popular belief that a radio dramatization would hurt the box-office, actual figures reveal that the intake was hypo'd some 35 to 40 per cent. Which only goes to show that when the various entertainment factors are smart enough to work together, they can contribute the maximum not only to the cash customers but to themselves as well.

★ ★ ★

• • • **SMALL TALK:** Mae West will do a B'way show this season, but first she's pencilled in for Hunt Stromberg, Jr.'s new 57th bistro opening soon. . . . Mort Lewis back to H'wood after setting deals to script two musicals for B'way production. . . . It's a boy at the Eldridge Packhams. Pop directs Jo Stafford's air series. . . . Lyn Duddy is doing a Christmas Song Story on "We, The People," Sunday, with Victor Moore as Santa Claus. . . . Jane Barton starts a radio col'm this week for the Passaic, N. J., Town Record. . . . Advertising Club of N. Y. holding its annual Christmas Party in the Grand Ballroom of the Astor today, with Milo Boulton emceeing the show. . . . Walt Framer, tired of all the blood-and-thunder air shows for kids, is trying to break down the old bloc of "kill 'em or kidnap 'em" type of stanzas with a sugar-coated educational series called "It's Fun To Learn." It's a quizzer angled for the average kid of twelve or so. . . . Larry Finley trying to signature Clark Gable and Van Johnson to a transcription deal while out in H'wood. . . . Howie Horwitz points out no wonder it's tough to get by Harvard's left halback. His name is Petrillo (no relation). . . . Judy Canova's singing of the Jolson medley on her show last week was a new high.

★ ★ ★

• • • **THEY COULD USE:** Jack Smith: Less ballads, more Spanish tempo rhythm songs. . . . Percy Faith: Another program devoted exclusively to fine arrangements. . . . Cecil B. DeMille: Peace with AFRA. . . . Guy Lombardo: A Bing Crosby horse that could laugh at the erkjays who told Mr. L. that sweet music was doomed back in '37. . . . Victor Borge: Less microphone confidence in material that often sounds tired.

SAN FRANCISCO

CARMEN CAVALERRO started her second year on the Sheaffer World Parade Sunday, December 11 from NBC's San Francisco studio from which was made the original broadcast.

Something different in "roundtable" programs is being given by station KSRO (Santa Rosa) in their Student Forum. Each Thursday evening (7:15) a half dozen 12 and 13-year-old Junior High School students discuss some subject of public interest. Adult listeners are getting some eye-opening ideas from the youngsters. Miss Lois Baumgartner, journalism instructor, acts as moderator.

Auctions of "crazy" and hard-to-get items are a daily feature of Jack Gregson's "Hubbub Club" show (KPO). About a hundred dollars monthly realized from the sales turned over to the Community Chest.

The latest idea in "clubs" locally: the Pessimists' Club, started by Al Lisser of KFRC, the town's first organized protest against the Optimist and other back-slappers.

Musical weather reports are a feature of "Showcase," the KROW daily music half hour sponsored by Andrew Williams Food Stores.

New staff addition to local studios include Bob Gentry as announcer at KQW-CBS; and Ray Yager, formerly with KSFO, is now announcing for KROW.

PAPER BLIZZARD

Baltimore, Maryland—

Henry Hickman, WFBR stellar attraction for years, calmly and unobtrusively offered \$5 on his Club show one day. Result? A paper blizzard . . . totalling 9,218 pieces of mail.

For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MARLIN BLADES—ADAM HATS

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE,
EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung - or
Written, Packaged, Produced

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

WRITE FOR CIRCULAR

SATTLER'S DEPT. STORE

ADAM'S CLOVE & BEEMAN'S GUM

AGENCIES

THE management of Buchanan and Company, advertising agency strong in the motion picture industry, yesterday announced its Christmas Week program of cash bonuses and gifts. All employees who have been with the agency for one year or longer will receive a full week's salary; those with at least three months employment will receive a half-week's salary. In addition, all Buchananites will be given a specially-bred, 15-pound Vermont turkey next Monday.

EARL ROBERTS CARROLL has resigned from the ABC Production Dept. to join the radio staff of the Roche, Williams and Cleary Advertising Agency.

PENINSULAR AIR TRANSPORT has appointed William von Zehle and Co. to direct advertising in the cities served by the line. Van Lear Woodward, Jr., is the account executive.

LAWRENCE A. REIS has joined William von Zehle and Company. He was service director of Adair and director, Metropolitan Advertising Company for ten years, and prior to that was partner in Reese-Rossiter Advertising Agency.

ARKANSAS COMPANY, INC., Newark, N. J., manufacturers of textile chemicals and finishes, has appointed the New York office of Hixson-O'Donnell Advertising, Inc., to handle its account, effective January 1st.

To Set State Dep't B'casts

Pauline Frederick, ABC correspondent who covered the Big Four meetings of the United Nations, has completed a recording for the State Department's "Voice of America." Record will be broadcast to Central and South America beginning Saturday, Dec. 21, and to Europe on Sunday, Dec. 22, by arrangements with BBC.

**FARGO
BISMARCK**

NOW SERVED
CBS PROGRAMS BY

KSJB Jamestown
North Dakota

5000 WATTS
600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS

NAB Execs. Urge Members To Oppose FCC 'Blue Book'

(Continued from Page 1)

low a renewal policy based upon the Blue Book.

Jess Willard, NAB executive vice-president, interposed that in two cases—he claimed definite knowledge of one case and a reliable report on the second—broadcasters have refused to submit programming statements along with their renewal applications. FCC Chairman Charles R. Denny later authorized a statement that he knew of no such instances. Willard had declared that the Commission renewed the license in both cases.

The broadcasters, Willard said, explained in their renewal applications that they could not say what their program futures would be, that they preferred not to commit themselves beyond assuring that they would continue to operate in the public interest.

Willard's statement came after Miller had complained that the radio industry cannot test the Blue Book in court until the FCC refuses to renew a license on the policy grounds set forth in the Blue Book. Miller said he hopes for a court test soon, adding that he is certain the Commission will be found to have exceeded its power. He based his contention on his belief that the Blue Book policy calls for an abridgement

of the freedom of speech in the U. S. Through a lengthy discussion, Miller refused to yield ground in his stand against the Blue Book. He contended that the Commission has no legal right, even in the licensing of new stations, to require even a filing of program plans by applicants. Commission discretion, he said, should extend only to questions of financial and technical fitness, citizenship and availability of frequency.

He also spoke strongly against what he termed the scarcity-of-frequency theory, insisting that the FCC is itself responsible for whatever scarcity of frequency which exists. It is his feeling that many new channels could be opened up if the Commission so desired.

Miller said he was sorry he had not been meeting with the Commission leadership more frequently before the Blue Book came out last March. He implied that he could have argued the Commission into abandoning or changing the document, explaining that his current regular sessions with Chairman Denny are proving fruitful.

He also spoke at length on his belief that the Commission is thinking of the Blue Book as actual regulation; He insisted that it does not have the standing of regulation.

PROMOTION

Scholarship Award

WPEN, commemorating the 241st birthday of Benjamin Franklin, has announced a scholarship competition for high school students in the Philadelphia area. Two scholarships, valued at \$500, to the Charles Morris Price School of Advertising and Journalism which is sponsored by the Poor Richard Club, will be awarded for a 600-word essay on "What Would Benjamin Franklin Say to the United Nations on Living Together in Permanent Peace."

WPEN is enlisting the support of all schools, and handbills are being distributed to students, and to further promote the contest, spot announcements are scheduled.

WMT Directory

The 1946 yearbook and directory of the National Association of Radio Farm Directors is off the press. Edited by Chuck Worcester, WMT Cedar Rapids-Waterloo, Iowa Farm Service Director, the book contains information on NARFD's activities in 1946 and also includes a personal directory, with the varied types and phases of farm broadcasting in the United States. Worcester is also vice-president of NARFD, and before joining WMT, was Farm Director for the Columbia Broadcasting System.

Magazine To Sponsor Prof. Football Game

(Continued from Page 1)

Browns pro football play-off game in the Ohio city Sunday, Dec. 22. The five station hook-up includes WMCA, New York; WBNY, Buffalo; WIND, Chicago; KLAC, Los Angeles; and KYA, San Francisco. Sportscaster Stan Lomax will report the event over the special network direct from Municipal Stadium in Cleveland starting at 1:30 p.m., EST. The "Pic" account was placed with all stations by William Warren agency.

A broadcast of the game is also scheduled over WINS, New York, a station which reported all games of the football Yankees during the regular season. Next Sunday's broadcast over WINS, with Mel Allen and Russ Hodges at the microphone, will be carried as a sustainer.

Earl E. May

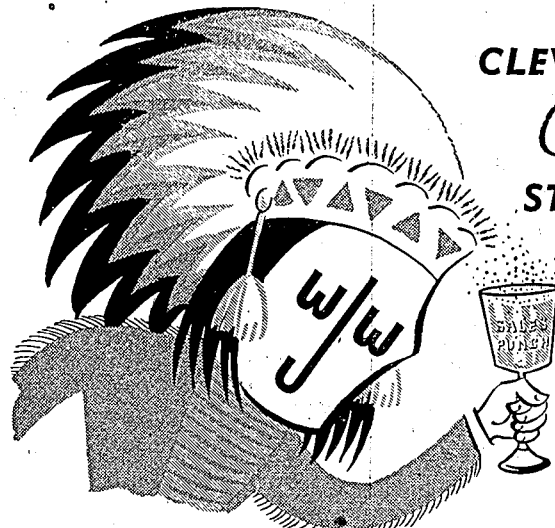
Earl E. May, president and founder of KMA, Shenandoah, Iowa, died Wednesday night at St. Mary's hospital in Duluth, Minn. Funeral services will be held Monday at 2 p.m., in Shenandoah.

To Join Agency Staff

Edward Roberts Carroll, connected with the ABC production department since its split with NBC, has resigned to join the radio staff of Roche, Williams and Cleary, effective December 31. Carroll formerly had been with NBC in the traffic department.

"HERE'S HOW"

says
**CLEVELAND'S
Chief
STATION**



By comprehensive coverage...
By creative entertainment...
By consistent selling...
By action on the constructive criticism of government officials, newspaper critics and the listening public...
WJW has become **CLEVELAND'S CHIEF STATION.**

BASIC
ABC Network WJW 5000 Watts
CLEVELAND, O. DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Gayety, And Profundity, Of Xmas Reflected In N. Y. Indie Programs

(Continued from Page 1)

White House. Program includes music by the U. S. Marine band and choral singing. Local stations which will carry the broadcast live are WCBS, WJZ, WNBC, WQXR, WNEW, WHN, WMCA, WBNX, WBYN, WNYC, WHOM, WWRL and WEVD. Because WLIB's broadcasting day does not allow for the 5-5:30 p.m., program from Washington, the station will transcribe the event and rebroadcast it at 1:30 p.m., Christmas Day.

Originates In Hospital

The "Scalamandre Concert Hour," heard over WOR every Wednesday from 10-10:30 p.m., will originate on Christmas night from Halloran General Hospital. Regular program cast, including Met opera stars and a 30 piece orchestra, will visit the hospital. Other entertainment brought direct to hospitalized veterans is scheduled by WHOM which will do a full-hour's broadcast from Camp Kilmer, N. J., from 2-3 p.m., on Dec. 25. GI patients at Camp Kilmer will see a show performed by some 40 entertainers.

Xmas Greetings To Vets

"Christmas Greetings to Veterans" will be aired by WNBC on Dec. 24 from 1:45-2 p.m., with the Art Van Damme quartet supplying music. All vet hospitals in the New York area have been notified of the program which will be fed into the Bedside Network. Paul Griffith, American Legion national commander, will broadcast greetings to all hospitalized veterans.

WNBC personalities Bob Smith, Jinx Falkenburg and Tex McCrary are set for a Christmas Day program, 8:15-9 a.m., at the New York Children's Center. In behalf of the Salvation Army, the 40-voiced Hall Johnson choir will sing carols and spirituals over WNBC on Dec. 22 from 12 noon to 12:30 p.m.

WOR is also staging a two-hour Christmas party for children in Bellevue hospital at which clothing and toys will be distributed. Broadcast portion of the event is set from 4:30-4:45 p.m., Dec. 25. Entertaining the youngsters will be Bob Emery and his Rainbow House Choir. cowboy singer Tex Fletcher and Uncle Don, plus 15 trained dogs, clowns, juggler and cartoonist.

Will Entertain Orphans

Over 200 orphans and underprivileged children will board the Navy cruiser USS Little Rock, tied up in the North River, on Saturday, Dec. 21, for a Christmas party staged by WHN. Station's regular Saturday program, "For Children Only," will be broadcast from the hangar deck of the ship from 12 noon to 12:30 p.m. Eileen O'Connell is mistress of ceremonies and actor Victor Jory will guest on the special show. "More Amsterdam Show" will also be broadcast from the Little Rock at 1:05 p.m.

Ten foreign children of United

Nations Secretariat and 10 American youngsters, ages 8 to 12, are now enjoying a week long Christmas party sponsored by WLIB. Group is entertained with special tours, exhibits and parties under the supervision of Irene Cronin and Bill Watson, conductors of the "Irene and Bill" show heard over WLIB daily at 9:15 a.m. Pair's morning broadcast gives a resume of the children's activities and spot pick-ups are being made also.

BBC Program On WINS

Another Christmas party for 50 foreign born UN children will be staged in the studios of WINS on Sunday, Dec. 22, with the broadcast portion set from 7-7:30 p.m. The WINS call letters will be heard around the world on Christmas Day when several of these same UN children return to the studios for a four minute broadcast which will be carried by BBC during its annual hour-long Yuletide program. WINS will carry the BBC program from 9-10 a.m., Dec. 25. On Dec. 24-25 station will pipe in several shows from WLW in Cincinnati, one of which will be "The Gift of the Little Shepherd" from 11:15-11:45 p.m. Christmas Eve. The dramatization of the birth of Christ will celebrate its 10th air anniversary over WLW.

Broadcasts From Home

In order to be with his family on Christmas Day for the first time in 18 years, Arthur Godfrey will make two broadcasts Dec. 25 over WCBS from his home atop Catoclin mountain near Leesburg, Va. Godfrey flies to Virginia Christmas Eve night immediately after his regular weekly network show and will originate his 6-7:45 a.m., and 11-11:30 a.m., broadcasts from the library of his home. Another Yuletide special over WCBS will be a Margaret Arlen-Harry Marble salute of thanks to all who have made Christmas possible. On their 8:45-9 a.m., broadcast Dec. 25, they will send special thanks to letter carriers, department store clerks, policemen, firemen, ex-fighting men and hospitalized veterans.

"Met" Stars On WJZ

WJZ is calling in several Met opera star guests to lend their voices in Christmas music for listeners. Vivian della Chiesa, soprano, will guest on the "Echoes of New York" program Christmas Eve night from 9-9:30 p.m., while Helen Traubel will sing "Silent Night, Holy Night," during Nancy Craig's Dec. 25th show from 12:35-1 p.m.

The American Negro Theater, presented over WNEW every Tuesday night, has scheduled the Charles Dickens classic, "A Christmas Carol," for its Christmas Eve broadcast from 9-9:30 p.m. Canada Lee will play the role of "Scrooge" while Raymond Hill is named as "Tiny Tim" with Gordon Heath as narrator. On this broadcast the all negro program will receive the radio award of 1946 from

the National Association for the Advancement of Colored People. At 11:55 p.m., Christmas Eve, WNEW will broadcast a recording of the late Mme. Ernestine Schumann-Heink singing "Silent Night, Holy Night."

WQXR listeners are assured a full week of special Christmas music, the highlight of which is a two hour presentation on Christmas day of Frederick Handel's oratorio "The Messiah," an annual event for the station. The oratorio, seldom heard on radio in its entirety, will be broadcast from 3:05-5:15 p.m. Records for the broadcast are supplied by BBC with organ and orchestra under direction of Sir Thomas Beecham.

Messages From GIs Set

Transcribed messages from American GI's stationed overseas to their friends and relatives will be broadcast by WMCA during three different periods Christmas Eve. Most participants will be soldiers from New York, Connecticut and New Jersey and their families will be notified ahead of time where possible. The "Christmas Overseas" evening broadcasts will be heard from 8:15-8:30, 9:15-9:30 and 10:30-11. Transcriptions will be flown to WMCA by the War Department.

WNYC has arranged a children's drama festival to be broadcast daily at 5 p.m., from Dec. 22 to Dec. 28, with the exception of Monday. Special Christmas series includes a Christmas Carol, Alice in Wonderland, Alice Through the Looking Glass, Tom Sawyer and Ronald. On Saturday, Dec. 28, Dean Dixon conducts the American Youth Orchestra in a children's program of music and story telling.

WVO Stresses Italy

The WBYN audience will be offered Dickens' "A Christmas Carol" on Christmas Eve from 9-10 p.m., with the cast including Peter Donald, Mitzi Gould and Ronny Liss.

WVO is making arrangements for its Italian listeners in New York to hear the voices of their relatives in and around Palermo, Sicily describe Christmas in that part of the world. The broadcast, to be heard during Christmas week and possibly Dec. 25, will either be by a transcription flown to New York or by a pick-up, via RCA facilities, of the transcribed messages broadcast from Rome. Whole idea is to let foreign born Italians in New York hear of Christmas "back home."

Midnight Masses Scheduled

The choir from the First Baptist Church of Flushing is to be heard over WWRL Christmas morning from 8:30-9 a.m., while a special Yuletide dramatization will be heard from 1:30-2 p.m. Ten-second Christmas greetings, seeking public support of the United Nations, will be aired by WWRL on all station breaks on Dec. 25.

The Roger Alford singers, with Christmas carols, hymns and spir-

Commission Approves 22 AM-Station CP

(Continued from Page 1)

kc., 250 watts, daytime; California-Nevada B'casting Co., Vallejo, Calif. to operate on 1190 kc., 250 watts, daytime; James Roland Brewer, doir business as Tell City Broadcaster Co., Tell City, Ind., to operate on 1200 kc., 250 watts, unlimited; Harriman Broadcasting Co., Harriman, Tenn. to operate on 1230 kc., 250 watts, unlimited; Herbert L. Wilson, Rutland, Vt., to operate on 1,000 kc., one kw daytime.

Also Eurith Dickinson Rivers, Jr Decatur, Ga., to operate on 101 kc., one kw., daytime; Valley Broadcasting Co., Stockton, Calif., to operate on 1280 kc., one kw., daytime; Eugene E. Stone, Florence, S. C., to operate on 970 kc., five kw., daytime; Golden West Broadcasting Co., Childers Texas, to operate on 1510 kc., 250 watts, daytime; Snowy Range Broadcasting Co., Laramie, Wyo., to operate on 1340 kc., 250 watts, unlimited; Chet L. Gence, doing business as TR Voice of Reno, Reno, Nevada, to operate on 1230 kc., 250 watts, unlimited.

And The Eastern Shore Broadcasting Co., Preston, Md., to operate on 1370 kc., one kw., daytime; North Montana Broadcasting Co., Havre, Mont., to operate on 730 kc., one kw daytime; Pocono Broadcasting Co. Stroudsburg, Pa., to operate on 840 kc., 250 watts, daytime; Josh L. Horn, Rocky Mount, N. C., to operate on 810 kc., one kw., daytime; Kinston Broadcasting Co., Kinston, N. C., to operate on 1000 kc., one kw., daytime; Shasta Cascade Broadcasting Corp., at Mt. Shasta, Calif., to operate on 1340 kc., 250 watts, unlimited.

Also the Binghamton Broadcaster Binghamton, N. Y., to operate on 75 kc., one kw., daytime; Illinois Alto Broadcasting Co., Alton, Ill., to operate on 1570 kc., one kw., daytime; WCPZ Broadcasting Co., Beaumont, Texas, to operate on 1380 kc., one kw daytime; Maricopa Broadcasters, Inc Phoenix, Ariz., to operate on 960 kc five kw., unlimited.

Will Debate "Plotters"

Author John Roy Carlson's latest expose, "The Plotters," is scheduled for debate by the "Books On Trial" jury over WHN Dec. 23 from 8-8:30 p. m. Defense of the book will be led by O. John Rogge, former special assistant to the U. S. Attorney General, while Hamilton Fish, former New York Congressman, will prosecute the book. "Books On Trial" originates from the Barbizon Plaza Theater every Monday night.

Ituals, are scheduled over WEVD on Dec. 23 from 9-9:30 p.m. On Dec. 25 from 9-9:15 p.m., Oscar and Ursula Brand will render traditional Christmas folk songs.

Many of the local stations will broadcast midnight Christmas masses from various New York churches. Some stations are remaining on the air beyond their usual sign off time in order to carry services lasting nearly two hours.

CHICAGO

By NAT GREEN

AS A FITTING finish to the 1946 football season, John Harrington, WBBM sports announcer, tendered a soup-to-nuts luncheon to a dozen of those who helped to make his '46 football broadcasts successful. Included in the luncheon list were Harrington's spotters, engineers, sponsors, radio salesmen and writer.

American Medical Association is having a new series of 13 quarter-hour programs, titled "The Story of Surgery," recorded by the NBC recording division, it is announced by Frank Chizzini, manager of the division. The programs will feature interviews with prominent American surgeons and are being produced in co-operation with Harriet Hester and Dr. W. W. Bauer, director of education for the AMA.

Howdee Meyers, of the NBC news and special events staff, has been named sole radio representative on the public information committee of the Illinois Governor's Highway Safety Conference.

Spot business on WMAQ the past week included: Paramount Pictures, through Buchanan & Co., renewed a schedule of 104 station breaks for 52 weeks, effective December 31, and Commonwealth Edison Co., through J. R. Pershall Co., renewed a three-a-week schedule for 13 weeks effective January 1.

Beechnut Packing Co., through Newell-Emmett Co., renewed a one-a-week schedule for 26 weeks effective January 2. New business included North American Mushroom Co., through the Phil Gordon agency, two station breaks a week for 13 weeks; RKO Radio Pictures, Inc., 19 station breaks between December 11 and 24 for the feature picture "The Best Years Of Our Lives," and the Capper Publications ordered six one-minute announcements on the Early Bird program for two weeks starting December 16.

An indication that the hotel situation is improving—in favor of the public—is seen in the 26 station breaks used this week over WGN by the Hilton Hotels, Inc., proclaiming plenty of rooms available over weekends.

Dr. Frederick Keller Stamm, author of several religious books, has begun a new series of Sunday afternoon radio talks over WCFL on "Design For Living," sponsored by the Fair Store.

Ennio Bolognini, former cellist with the Chicago Civic Opera and now a staff musician for the ABC network, was robbed early this week of his \$1,800 Rovatti cello, which thieves took from his parked car.

Time Salesman Wanted

Here is your chance to make more money. Liberal drawing account and commission. Permanent. Excellent opportunity for advancement. Give full qualifications and experience. Frank Kaulf, Sales Manager, KLO, Ogden, Utah.

Radio Producer Sets Record As Disabled Vet Entertainer

Frankie Basch of Basch Radio Productions, who has conducted a one woman campaign to entertain disabled veterans in government hospitals of the New York area the past year, yesterday volunteered her support to the VA-RADIO DAILY campaign to bring more good cheer to veterans this year.

"It's too bad that you must plead for entertainment for them during the Christmas holidays, because, believe me, every day should be made Christmas for the wounded and mentally ill servicemen," Mrs. Basch wrote.

"I feel I can speak freely on this subject. We've been doing a show every week for the past three and a half years, and are still doing it regularly. The joy and laughter we've been able to bring to those men is ample payment for the time, energy and money spent. When you walk into a hospital recreation hall and see the men on crutches, in wheelchairs, or in bandages, they're a

sorry sight. When you hear the laughter and see these men straighten up in their seats, with a new glow in their eyes, it makes you feel like a million dollars. There just isn't anything you can do that brings more real satisfaction than these G. I. shows that you do purely for the love of it. If most professionals aren't willing, yes, even eager, to do their share, then show business isn't the great industry I've always known it to be.

Cites "Thank You" Letters

"If I could show you the hundreds of 'thank you' letters we have from hospitals all over the eastern seaboard, I'm sure you wouldn't have any trouble at all in persuading entertainers to BEG for the opportunity to help these servicemen forget their troubles and their bitterness for a while. But, let's not make Christmas the one day in the year when we're willing to give our talents. Let's make EVERY day Christmas for the man in the purple heart circuit."

NBC To Cover Expedition Of AAF-Nat'l Geographic

(Continued from Page 1)

relations, and John F. Royal, vice-president in charge of television.

Eclipse, which will not be seen in the United States, will be viewed in totality by an expedition headed by Dr. Lyman J. Briggs, chairman of the National Geographic's research committee. AAF detachment on the mission will be led by Brig. Gen. Byron F. Gates, commander of the AAF delegation to the Joint-U. S. Military Commission. Expedition will be camped near the town of Boca-vuva, 400 miles north of Rio de Janeiro and close to the center of the path of totality.

NBC will send a commentator, a crew of radio engineers and television motion picture personnel with the expedition, who will be named at a later date. There will be a series of broadcasts before, during and after the eclipse, which is expected to occur at 8:35 a. m. EDT. Period of totality will be about four minutes, it is said. As film stories become available during the expedition, they will be flown to this country for showing over NBC video outlets.

In 1937, the last time NBC sent a crew outside the U. S. to describe a solar eclipse, Commentator George Hicks accompanied a National Geographic-U. S. Navy expedition to Canton Island in the Pacific to describe the total eclipse of that year. Most notable of the National Geographic's scientific expeditions covered by NBC according to network officials, was the historic Army-Air Corps-Geographic stratosphere balloon flight of Nov. 11, 1935, at Rapid City, N. D. At that time the network. In an exclusive broadcast, described the ascent, including direct pickups, from the balloon at an altitude of 70,000 feet.

Bilbo-Hearing ETs Aired On WTOP And Mutual

(Continued from Page 1)

broadcasting transcriptions of the Kilgore committee hearings on Sen. Theodore Bilbo's defense of himself against charges of taking graft. The committee refused to permit a live broadcast, but microphones were set before Senators Mead, Ferguson and Bilbo with a direct line to the studio.

Transcriptions were pulled, and when the two stations went on with brief programs at 11:00 a. m., the hearing had only been under way for half an hour previously.

Both CBS and Mutual had tried on Wednesday to transcribe part of the hearings on wire recorders, but the results were not satisfactory.

The WOL transcriptions went out over the entire MBS network several times yesterday, but CBS steadfastly refused to breach its anti-transcription policy. Result was that the CBS discs were used locally only.

Paul Gould Joining WHNY

Paul Gould, director of recorded music programs at WMCA, is resigning his present position, effective Jan. 1, to become executive vicepresident and station manager of Long Island's first FM station, WHNY, now under construction at Hempstead. Gould will also head up operations for the proposed new AM station, to be owned also by Elias Godofsky, whose application is pending before the FCC. Gould has been at WMCA approximately one year and was formerly vicepresident and station manager of WLIB.

Leaves WNEW For WMCA

Joe Franklin, staff member of WNEW's music department, resigns from the station to become associated with WMCA beginning Dec. 23. Franklin will serve in WMCA's recorded music department.

SOUTHWEST

JIMMY WELLS, tenor, a student at the Southern Methodist University, has been discovered by talent scout of WFAA, Dallas, and will be presented in a series of quarter-hour programs each Tuesday. At the piano will be Bert Noyd and Hugh Waddill. Program will be known as "The 820 Club, Starring Jimmy Wells." He is the third singer to win a radio contract following appearances in the annual "Pigskin Revue" presented by the university.

Four Army Air Force generals joined in a discussion of "Unification of the Armed Forces of the United States" over KABC, San Antonio, last Monday. The forum was conducted by KABC's news analyst, John W. Scott. The generals who appeared on the program were Maj. Gen. James P. Hodges, flying division, Air Training Command, Randolph Field, and Howard M. Turner, commanding the 10th Air Force, Brooks Field, and Brig. Gens. George H. Beverly, commanding the Air Material Area, Kelly Field, and Russell E. Randall, commanding the IDRTC.

The South Plains Broadcasting Co., composed of three lawyers at Lubbock, has been granted a construction permit by the FCC for a standard broadcast station. The trio are John R. Fullingham, 80 per cent stock; Robert H. Bean and William H. Evans, each with 10 per cent stock. Station will operate with 250 watts on 1450 kilocycles.

The Mary Hardin-Baylor College at Belton, has been granted license to operate an FM station by the FCC.

The FCC has given its approval for KTSA, San Antonio, to increase its nighttime operating power to 5,000 watts. Station heretofore has been operating with 5,000 watts day and 1,000 watts night. Approval was also given for an FM station.

Robby Sharpe has joined the staff of KNOW, Austin, as a continuity writer. He was formerly with KRGV, Westlaco.

KCRS, Midland, has been given FCC approval to change frequency and power. Station now operates full time with 250 watts on 1230 kilocycles. Station will shift to 550 kilocycles and will operate with a power of 5,000 watts day and 1,000 watts night.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

La Guardia To Mutual With Co-Op Program

(Continued from Page 1)

been humane, honest and keen observations of current events," said Kobak. "As an active participant in public life for many years, in Congress as well as Mayor of New York, his experience provides him with an 'inside' point of view and a knowledge that make his comments well worth listening to."

LaGuardia expressed enthusiasm at being available on a co-op program, which will enable local advertisers in each community to sponsor him in their own trading areas. It will provide him a greater opportunity to get to the "small merchant and business man," he explained.

Lauds Radio Highly

"We are entering a very important era of economic adjustment and pending legislation," LaGuardia said, "and there is a great need for accurate knowledge on the part of the American public."

Pointing up his enthusiasm for radio, the former Mayor said: "I don't know what I'd have done without it during the last five years of my administration," adding that it was the only way in which he could get the "facts of the city to the public."

His new series on Mutual will provide LaGuardia the opportunity to cover the farmer and small merchant more effectively, it was explained, thereby enabling him to attempt to create "better understanding between labor and agriculture."

Unofficial sources described the new contract, said to cover a three-year period, as "putting him in the high bracket of co-op commentators," with an estimated figure of \$100,000 for the first year.

Program, which is understood set for a three-year period, will be heard Saturdays from 7:45 to 8 p. m., EST.

Joins Web Continuity

Elizabeth Young, graduate of Duke University and a former Wave, has joined the continuity acceptance department of Mutual, it was announced yesterday.

WHEN KIDS CHOOSE UP SIDES
they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer President
George H. Roeder General Manager

COAST-TO-COAST

— OREGON —

ALBANY—Two newcomers to KWIL are Warren Abbott, who will be an operator-announcer, and Shirley Loveland will assist LeRoy Jolley who is taking over the Program Director job. . . . **PORTLAND**—Mildred Parisette joins KEX as assistant Sales Promotion Manager. . . . **COOS BAY**—Sara Spough, traffic manager of KOOS, has received a citation of merit from the Don Lee offices for accuracy in her work and promptness in reports during 1946. . . . KOOS has sold a Script Show to a local Furniture store. Title is "A Christmas Tapestry" and is the first one of its kind sold by the station.

— VIRGINIA —

RICHMOND—WRVA inaugurates a new series titled "Virginia Sings." Format has a different choral group each Tuesday night at 9:30, and as yet is sustaining. . . . WMBG presents "Open House," variety show featuring local talent and artists. . . . Students of the William and Mary class in Radio Broadcasting took a fling into Bing Crosby promotion recently. Class did an all Bingle show, writing, directing and producing, over WRNL. . . . **FREDERICKSBURG**—Santa received a half-hour reception broadcast from WFVA upon his arrival recently. . . . **NORFOLK**—Approximately 300 persons attended the banquet given by WTAR for the participating teams in the city's Premier Oyster Bowl Game.

— MARYLAND —

BALTIMORE—The male voice heard daily on the "Laff With Lunch" program over WITH belongs to Bob Beery. . . . WITH loses its Assistant Manager, Helen Powers, who leaves them to take over as Operations Manager and Program Director of WHHM. . . . **BETHESDA**—Muriel Reger, pianist, composer, and author of several articles on jazz, comes to WBCC as musical director. . . . WBCC announces the appointment of Vernon V. Story as director of engineering.

— NEBRASKA —

LINCOLN—KFAB's sports department journeyed to Los Angeles to report by direct broadcast the UCLA-Nebraska football game. . . . By transcription and direct wire, Bill MacDonald, KFAB farm service director, broadcast the National 4-H Club Congress and International Livestock Show from Chicago. . . . **FREMONT**—Good listening on KORN is the panel discussion put on by the Jr. Chamber of Commerce. Questions are sent in by listeners on city improvements, safety measures and general questions. . . . **KEARNEY**—KGFV presented a 45-minute program in celebration of their fifteenth year on the air. . . . **HASTINGS**—Ken James, KHAS salesman, leaves the staff. . . . Herb Clark celebrates his 500th broadcast as "Uncle Heavy" sponsored by the Guy Marsh Motor Company.

— SOUTH DAKOTA —

SIoux FALLS—New business at KELO includes: John Morrell & Co. sponsoring the 7:45 a. m. news, Monday thru Saturday; The Northwest Security National Bank presents five minutes of "News of the Northwest" at noon, Monday thru

Friday, and the "Phillips 66 News With Tom Searls," sponsored by Phillips Petroleum Co., at 5:45 p. m., Monday thru Friday. . . . **RAPID CITY**—New staffers at KOTA are Abner H. George, assistant manager in charge of production, and Harry S. Peretsen, chief announcer. . . . Jean Mitchell gives a woman's analysis of current international, national and local topics on KOTA's "Woman's Page of the Air."

— ILLINOIS —

ROCKFORD—WROK recently piped concerts by the Rockford Symphony Orchestra to all the city's business districts. . . . Herbert Anderson joins the WROK announcing staff. . . . **EAST ST. LOUIS**—Mrs. Harry Dixon, formerly Virginia Blair, presented an interview with herself on the WTMV "Virginia Blair Show" which features a "Bride of the Week." . . . The East St. Louis High School basketball broadcasts began over WTMV on December 13th.

— IOWA —

CEDAR RAPIDS—Entire audience for the "Quaker Party Time" show over WMT, is composed of Quaker Oats Company employees. . . . **CLINTON**—For the sixth consecutive year KROS will air the "Kiwanis Jamboree" sponsored by local civic clubs for the purpose of raising funds. . . . Harry Zimmerman and Pat Patterson join the KROS announcing staff. . . . **SHENANDOAH**—KFNF is featuring a transcribed feature, "The Cinnamon Bear" for the kiddies. Along with his daily experiences and travels, the Cinnamon Bear offers suggestions for the little folks as to what Santa might bring.

Radio Recognition

In less than a month the recently published Quiz Book of the Seven Arts, written by Jo Ranson and Richard Pack and illustrated by Leo Garel, established what its publishers, Summit Press, consider an all-time record for radio recognition of a new book. Since the pre-publication broadcast by Ed and Pegeen Fitzgerald over WJZ on November 16, the Ranson-Pack-Garel book has been featured on at least 12 prominent radio programs.

Send Birthday Greetings To—

December 20

Harold Anderson Jeanne Harrison
Carol Bowers Al Kanner
Ted Fiorito Joseph Littau
Hal Gordon Bob Prescott
Monica Boyar

December 21

Bea Churchill Andre Kostelanz
Xavier Cugat Bob Strong

December 22

Bob Guilbert Deems Taylor
Eunice Howard Dorothy Lewis

REC Aids Xmas Funds With \$1,000 Donation

(Continued from Page 1)

President Robert Swezey brought together nearly 500 radio executives representing networks, stations, and agencies. Among the guests were Harry Sedgwick, president of the Canadian Broadcasters Association.

First prize award of a RCA table model television set went to Bruce Robertson, senior associate editor of Broadcasting magazine.

Advertising Club Of N. Y. Re-Opens Own Quarters

(Continued from Page 1)

with the 42nd anniversary of the Club.

Renovation of the building, including all modernizations, cost \$100,000, according to Eugene S. Thomas, president of the club and sales manager of WOR, who explained that the club is now completely equipped for television. All six floors of the building have been fully equipped with outlets for each floor and room. Arrangements have also been provided for television transmission, and intra-room video as well as for overflow meetings, etc.

Negotiations are also under way for the American Television Society to hold its meetings there, according to Thomas and Fred Kugel, chairman of the ATS program committee.

Kobak On U. S. Committee For Sweden Conference

Edgar Kobak has been appointed vice-chairman of the Commerce and Industry Committee of Co-ordination for the U. S. participation in the 8th International Committee of Scientific Management Congress which will convene July 3-8, 1947, at Stockholm, Sweden.

Appointment was made by William Batt, chairman of the organization, December 19. The last meeting held by the Congress was in 1938.

ATTENTION TRANSCRIPTION DISTRIBUTORS

\$100,000.00 recently invested in new series by Hollywood producer. Coming East to arrange for distribution. Would like to discuss same with responsible established program distributors between Jan. 3 and Jan. 9. If satisfactory arrangements made can invest \$500,000.00 in new shows.

Write Box No. 275, RADIO DAILY
1501 Broadway, New York 18, N.Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 58

NEW YORK, MONDAY, DECEMBER 23, 1946

TEN CENTS

Radio Remembers Vets

Web Programs Set For Yule Season And Veterans

Radio and television broadcasters throughout the nation will help make this the merriest Christmas in years, with an ambitious schedule of variety, musical and religious programs highlighted by the traditional tree-lighting ceremony on the White House lawn tomorrow night by President Truman;

(Continued on Page 2)

— Merry Christmas —

Opening Of Congress Set For 5 Tele Stations

The opening session of Congress will be televised for the first time in history on Friday, January 3, in a co-operative broadcast by NBC, CBS and Du Mont, it was announced over the weekend.

Broadcast will start at 12 noon and will be aired over WNBT, WCBS

(Continued on Page 2)

— Merry Christmas —

Paul White Named AP News Consultant

Appointment of Paul W. White, former Director of News at CBS, as a special radio news research consultant for a limited period, was announced Friday by W. J. McCambridge, General Manager of Associated Press Radio News.

McCambridge, in making the announcement, said that anticipated

(Continued on Page 2)

"Silent Night—Holy Night..."



Bob Emery's youthful carollers visually and vocally reflect the spirit of this peacetime Christmas in W A B D's Yuletide television production staged the past three week-ends at John Wana-maker's store in New York City.

Radio Giving Aid To 'March Of Dimes'

Many radio personalities and network shows will aid the annual "March of Dimes" campaign, starting Jan. 15, with transcriptions being cut last week by Tex Beneke and

(Continued on Page 14)

New NAB Committees Announced By Miller

Washington Bureau, RADIO DAILY
Washington—Members of three additional industry committees for the next year—the freedom of radio, music advisory, and research commit-

(Continued on Page 14)

Stations Dedicating Entertainment To Disabled Men

By FRANK BURKE
Editor, RADIO DAILY

The nation's broadcasters responded graciously to the appeal to provide disabled veterans with Christmas entertainment this year.

Returns from the 13 regional offices of the Veterans' Administration throughout the country indicated that none of the 128 hospitals for convalescent

(Continued on Page 6)

— Merry Christmas —

Six Tele CPs For Coast; Commercial Use OK'd

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday announced the granting of six commercial television applications for Los Angeles, with decision on the Don Lee network's application for the seventh channel in the area reserved. Of especial interest in the

(Continued on Page 4)

— Merry Christmas —

NBC Supports BBC Ban On Hypnotism Via Video

Following the announcement that BBC had abandoned the idea of televising a hypnotist in action, John F. Royal, NBC vice-president in charge of television, on Friday declared that the network agreed that hypnotism by television would be dangerous;

(Continued on Page 4)

U. N. Messages Of Good Cheer Broadcast Over 500 Stations

Transcribed Christmas messages from United Nations delegates will be broadcast this week by more than 500 U. S. stations. Advertising agencies, the four major networks and their affiliates, some 12 regional webs and about 100 indie stations are co-operating in the program.

The transcriptions, with each mes-

sage two to three minutes duration, were mailed out over the week-end for broadcast release after 12 noon Dec. 24. Among the voices bringing Christmas greetings from the United Nations are those of Secretary of State James Byrnes and Mrs. Eleanor Roosevelt, U. S.; Ernest Bevin, Great

(Continued on Page 4)

Merry
Christmas

Merry
Christmas

RADIO DAILY



Vol. 37, No. 58 Mon., Dec. 23, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

MARVIN KIRSCH : : Business Manager

FRANK BURKE : : : : : Editor

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Paul White Named AP News Consultant

(Continued from Page 1)
rapid development in the fields of frequency modulation, television and facsimile had made it desirable to sponsor studies as to how the A. P. could be of ever-increasing use to an expanding industry.

"Our present leadership in serving a news report to radio stations," McCambridge said, "is unquestioned. What we intend to do is to remain out in front no matter what progress is made in radio of the future."

White, after an extensive background in newspapers and news services, joined CBS in 1930. Generally regarded as a top man in network news direction and given a Peabody award this year for the CBS news coverage in 1945, he resigned from the network last May. Since then he has written a book, "Radio News," to be published by Harcourt-Brace next spring, has lectured at the University of Illinois and has conducted a short course in radio news at the State University of Iowa.

— Merry Christmas —

Radio And Tele Joining For 'Merry Christmas'

(Continued from Page 1)
The networks and stations have arranged the heaviest lineup of Xmas programming ever attempted, designed to spread the theme and spirit of Yuletide to civilian and soldier alike, at home or in far off points throughout the globe. Many outlets, have arranged special shows for veterans' hospitals, many of which will originate from sick wards or hospital grounds.

Outstanding among the network offerings on Christmas Day are two full hour programs on NBC and ABC; a two-hour show on CBS; and a series of special pick-ups by Mutual of occupation troops overseas.

Television's coverage of Yule celebration, which got under way over the week-end, includes the following special programs:

NBC tonight will air a specialty made film of Santa Claus, Indiana, by Firestone Tire & Rubber Co., as well as other pictures dealing with Christmas. Tomorrow night, WNBT will offer a combination field pickup and studio-produced drama show featuring a mobile pickup from Rockefeller Plaza and the station's studio. A chorus will also be heard on the show.

On Christmas night "A Christmas Dream," animated film will be aired over WCBS-TV; an a capella choir from the studio, and a drama titled "The Desert Shall Rejoice." "A Goblin's Christmas," "Music For a Christmas Night" and films with the Yule spirit will be aired by WABD, the Du Mont outlet.

The annual Hollywood Santa Claus Lane parade was shown on W6XAO-Don Lee television last week as a delayed film transcription of the event.

The features were screened for the opportunity of all who couldn't see Hollywood's welcome to the Christmas season.

— Merry Christmas —

Opening Of Congress Set For 5 Tele Stations

(Continued from Page 1)
—TV and WABD, New York; WTTG, Washington and WPTZ in Philadelphia.

Telecast will be made with four image-orthicon cameras—two inside the House of Representatives and two outside, with interviews of prominent Government officials arriving for the session.

Broadcast will mark the first time television coverage has been made in the Halls of Congress.

— Merry Christmas —

Chasins On West Coast

Abram Chasins, WQXR music consultant and national judge of the Rachmaninoff Fund Contest, is now on the West Coast to arrange regional auditions in Los Angeles and San Francisco.

— Merry Christmas —

Carnation Renews On WNEW

Carnation Company through Erwin, Wasey & Co., has renewed for the 10th consecutive year "The Jewish Philosopher," broadcast over WEVD, Monday through Friday, at 2:00 p.m.

FINANCIAL

(Dec. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Jm. Tel. & Tel.	167 1/2	166 1/2	166 3/4	— 1/4
CBS A	33 1/2	33	33	— 1/2
CBS B	33	33	33
Farnsworth T. & R.	8 1/2	8 1/8	8 1/8
Gen. Electric	36 5/8	36 1/4	36 1/2	+ 1/4
Philco	25 3/8	24 5/8	25 1/4	+ 1/2
RCA Common	9 5/8	9 1/2	9 1/2
RCA First Pfd.	7 3/4	7 3/4	7 3/4
Stewart-Warner	16 3/4	16 1/8	16 3/4	+ 1/8
Westinghouse	26 1/8	25 5/8	26 1/8	+ 1/2
Zenith Radio	21 1/2	20 3/8	21 3/8	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15
Nat. Union Radio	3 3/8	3 3/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 7/8	8 7/8
Finch Telecomm.	7 1/2	8 3/4
U. S. Television	1 1/2	2
WCAO Baltimore	38
WJR (Detroit)	18

— Merry Christmas —

Whiteman Concert Tour Set By Larry Golden

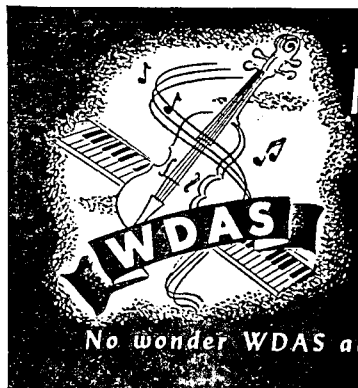
Plans have been completed for a concert tour of Paul Whiteman and his orchestra to open January 15 at Syracuse, N. Y., and close January 30 at Schenectady, Lawrence Golden, announced yesterday. Following the opening night at Syracuse the orchestra will play single concert engagements at East Lansing, Mich., Lafayette, Ind., Youngstown, Ohio, Baltimore, Md., Washington, D. C., Richmond, Va., Pittsburgh, Pa., Chicago, Ill., Milwaukee, Wis., Detroit, Mich., Pontiac, Mich., Cleveland, Ohio, Erie, Pa., Toronto, Canada, and Schenectady.

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

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe




MUSIC has power

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

No wonder WDAS audiences say "Thank You!"

May We
At This
Time Offer
Our
SEASON'S GREETINGS
and a
HAPPY
and
GLORIOUS
NEW YEAR
To All
Our Friends



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



SANTA CLAUS LIVES AT OUR HOUSE

It's been like Christmas all year long at WOL. Local advertisers have been filling the WOL stocking with choice new business in a steady stream, January to December. For example:

In one summer month alone, local sponsors placed 57 quarter hours per week of NEW business on WOL — all on a 52-week basis.

In early autumn, Washington's largest department store broke precedent to place on WOL the first radio advertising in the store's history.

In October, after 12 consecutive years on another Washington station, the National Brewing Company switched to WOL exclusively, sponsoring 29 quarter hours a week.

Matter of fact, Washington's three largest buyers of program time are all on WOL—two on WOL exclusively. That's because 5000-watt WOL is getting results in one of the nation's top ten markets, at base rates lower than those of any station of comparable power in any comparable market in the country.

National advertisers, no less astute than Washington sponsors, may find that playing Santa to WOL is the surest way to fill their own stockings. Ask Katz to point out our chimney to you!

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

Six Tele CPs For Coast; Commercial Use OK'd

(Continued from Page 1)

granting of applications from both NBC and Earle C. Anthony, licensee of KFI. KFI is the Los Angeles outlet for NBC's AM network.

NBC was assigned Channel 4; ABC Channel 7; The Times-Mirror, Channel 11; Television Productions, Inc., Channel 5; Dorothy S. Thackrey, Channel 13, and Anthony, Channel 9. Commissioners Durr and Hyde dissented on the last grant, holding that the question of license renewal for KFI should be settled first.

Television Productions is a Paramount subsidiary, while Mrs. Thackrey is publisher of the New York Post and licensee of WLIB, New York. She has recently withdrawn tele applications for New York and San Francisco.

Four of the six stations will have transmitter sites on Mt. Wilson, with Paramount locating on Mount Alta and the Times-Mirror on Mount Disappointment.

A commercial tele grant was also made to the Broadcasting Corp. of America for operation on Channel 1 in Riverside, Calif.

— Merry Christmas —

NBC Supports BBC Ban On Hypnotism Via Video

(Continued from Page 1)

"Television's ability to capture the attention of its audience is so strong that we feel hypnotism could be potentially a very dangerous and risky thing," Royal said.

Trials were conducted by BBC at the Alexandra Palace television headquarters in London, and a girl who had been watching the hypnotists perform on the screen in a darkened room across the hall fell asleep. In addition, four of six BBC staff members who had volunteered as "guinea pigs" were affected and had to be shaken awake.

Although BBC has denied the report that it had planned to televise a hypnotism program, that company is said to have confirmed that it had been toying with the idea of providing such a touch in its schedule. The hypnotic expert, Peter Casson, professes to be able to put people under his spell without speaking to them or even looking at them.

Royal said that NBC television will keep off the air any performer who could exert undue influence by hypnotic means.

"If people fall asleep watching our television," Royal said, "we trust that it will be from natural and not from hypnotically-induced causes."

— Merry Christmas —

Robbins Takes Block Spot

Disk Jockey Fred Robbins of WOV's "1280 Club" takes over the emcee job now held by Martin Block on the "Columbia Record Shop" heard over WCBS Saturdays from 10-10:30 a. m. and 11:30 p. m. to midnight. Robbins was signed to a one-year contract.



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 col'm dons a slightly moth-eaten Santa suit, fills out the stomach with a batch of old press releases and does a little gift-distributing of its own. Is my board on straight? Okay, then, let's go. . . I'd salute Walter Winchell with a poste even tho' America's radio editors didn't vote him the best of the radio analysts. The Jergen's Journalist not only has a place in radio—but also in the history books. . . Fred Allen would get a candy-coated cane for his radiopus. One Long Panic, if'n you ask us. And heartfelt gratitude as warm as a burning fireplace for the countless charities and kindnesses performed daily by Fred Allen—a guy who in an unobtrusive way makes a liar out of the calendar. With him, every day is Christmas. . . Kate Smith would get an accolade alright, alright, because larks may come and go, but Katie will still carry the most weight with us. . . I'd give Jack Benny a brand new toupee because year in and year out Mr. B. will always shine on top. . . I'd bring yarns and yarns of wool to the writers of some of the commercial blurbs—they make such an art of pulling it over the public's eyes.

— Merry Christmas —

• • • Prof. Quiz would receive a shiny halo for not forgetting the hospitalized vets. Most of the stars have given up the practice of playing Purple Heart row, but not the Prof. . . Same goes for Eddie Cantor for his "Give A Gift To A Yank" campaign—insuring every vet in every hospital a Christmas remembrance. . . A petition would be made up to force Irving Berlin to do that long promised original variety radio show planned for him two years ago—and a package would be unveiled on Christmas Day: The start of a new Arch Oboler dramatic series. . . Mel Blanc, who does more voices than anyone else in radio, I'd introduce with a laugh to the gent who first said "Silence Is Golden. . . I'd give Beatrice Kay, the little lady whose singing keeps alive another day (tho' she never saw it) a new commercial all her own. . . I'd send Scrooge's Ghost of Tomorrow out to haunt the host of time buyers who peddle murder on the kilocycles simply because they're cheap buys and giving no thought whatsoever to the emotional damage being done to the kids who listen to this stuff.

— Merry Christmas —

• • • Yes, if I were the gent with the long white beard, AFRA and the networks would kiss under the mistletoe to make the happy ending official. . . The monopoly of ether performers on dramatic shows would end and dozens of capable kids who can't break in now would be drawing pay checks every week. . . Naturally a nosegay for Jimmy Durante who does so well at keeping a grindstone to his nose. No wit is more natural. . . Carroll Carroll, the man responsible for the Crosby personality of the past ten years, would return as Bing's chief scribe. . . I'd salute individually radio's legion of gag-writers, the wise men who manufacture the witticisms which tickle you day after day even tho' they're mouthed by others. No group goes along with as little recognition year after year. . . Radio as a whole would get a sleigh-bell and eight reindeers for the wonderful tributes it's featured to the many beloved personalities who have passed from our realm—it has become the binder which expresses the sympathy of the masses for those important folk who Go West. . . 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 1947—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. Merry Christmas!

— Merry Christmas —

Plan U.N. Messages On 500 Radio Stations

(Continued from Page 1)

Britain; Jacques Rueff, France; Wellington Koo, China; Dr. Oscar Lange, Poland; Carlos P. Romulo, Philippines; Nawab Ali Yawar Jung, India; A Aziz, Afghanistan; Jorge Fidel Duron, Honduras. Arrangements for the transcribed messages were made through the office of Christopher Cross, U. S. radio officer assigned to the United Nations.

Five Languages Included

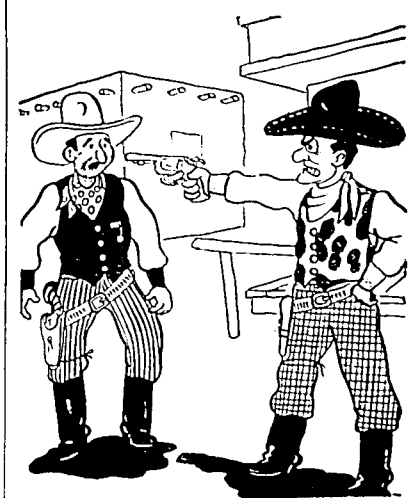
The greetings, to be heard not only in the U. S. but around the world, will be heard in five languages—English, Spanish, French, Russian and Chinese. UN Yuletide greetings will be carried overseas by BBC, CBC, the Australian Broadcasting Corp., State Department, UN shortwave broadcasts and by shortwave transmitters of CBS and NBC. For English language audiences there is no need of translation, since all delegates whose voices are heard speak fluent English. Except for the messages by Mr. Byrnes and Mr. Bevin, speakers introduce themselves.

The transcriptions may be carried by stations at frequent intervals with no added programming. Some stations, however, are planning to use the recordings in special United Nations programs.

— Merry Christmas —

Report On Soviet Sports

The fourth overseas pick-up carried by Red Barber's nightly sports program over CBS, 6:30-6:45 p. m. EST, is scheduled for Dec. 26 when Richard C. Hottel, network correspondent stationed in Berlin reports on the "Moscow Sports Scene Today." Hottel was assigned to Moscow until a few weeks ago when he was switched to Berlin after the Russian government denied broadcasting facilities to foreign correspondents. This will be the second pick-up from Berlin for Red Barber's sports strip the others coming from London and Tokyo.



"Don't shoot now—it's time for the Lone Ranger on WFDF Flint."

★ THE WEEK IN RADIO ★

Christmas Sked Under Way

By JIM OWENS

NETWORKS and independent stations throughout the country completed plans for the heaviest schedule of Christmas programming in years. Veterans hospitals were getting particular attention in Xmas planning, with many stations originating shows from wards, hospital grounds, etc. . . . Veterans Administration officials will appear on several shows, in connection with RADIO DAILY's special campaign. NAB proxy Justin Miller advised broadcasters to argue FCC's Blue Book authority in license renewals. Miller said he hoped for early court tests of the Commission's right to use the Book. . . . F. H. LaGuardia signed a contract with Mutual for a weekly co-op commentary. . . . U. S. Government made formal appeal to the Supreme Court regarding the Lea Bill-Petrillo case ruling in Chicago. . . . REC's Christmas Party raised \$1,000 for Yule charity funds. . . . FCC approved 22 AM construction permits. New York AFRA group voted to defer action on the network issue pending negotiations in Chicago and Los Angeles. . . . A tubeless FM converter was developed by Henry R. Kaiser, chief engineer for WWSW-WMOT, Pittsburgh. . . . FCC asked the networks for lists of outlets carrying sustaining web programs. NAB termed the move "pre-censorship." War Department conferred highest civilian awards on GE's Dr. W. R. Baker and R. C. Cosgrove of Crosley Corp. . . . For the second time in a week, ABC sold a full-hour of web time for music programs. Second design was Musical Digest with a unique program for Detroit Symphony. . . . CBS announced renewals

of 12 sponsored programs. . . . Three sponsors renewed five shows on NBC for full year. . . . Web also set new talent search via a "laboratory theater." . . . New ruling by War Assets Administration regarding electronics items aids purchase of equipment by schools, etc. President Truman's recent relaxing order on construction gave rise to prediction by trade officials that radio will have its biggest building boom. . . . British and Canadian Broadcasting Corporations set world-wide Christmas programs. . . . Twenty-five FCC officials visited Du Mont and CBS for tele demonstrations, were non-committal on their impressions. Former demonstrated its light-beam video transmission system, and CBS its color system. . . . Jules Stein resigned as president of MCA to become chairman of the board. Lew Wasserman succeeds him as president. . . . U. S. State Department is using three 85,000-watt transmitters in Munich. Programs are beamed daily to eight countries. . . . Furniture Market display in Chicago will have RCA tele equipment. . . . Lewis J. Valentine, died. He was chief investigator on "Gang Busters" and former New York Police Commissioner. RCA announced plans to produce 160,000 television sets in 1947, with retail cost of \$65,000,000. . . . End of grid season cut some six hours weekly from video schedules. . . . Milwaukee Journal revised television plans for a station in that city. . . . NBC held a dinner for its Ten and Twenty Year Club members. . . . To ease the heavy flow of applications, FCC asked for an industry-Commission conference next month.

WINS Staff Changes

Marion Annenberg has assumed the WINS promotion manager's job left vacant some weeks ago when Perry Layton resigned to help form the A.L.S. Company. Miss Annenberg came to WINS from the Mutual network where she was assistant audience promotion manager. She was formerly promotion manager for WCAE in Pittsburgh. Max Berton, script writer formerly associated with Mutual and also WNEW, has joined the WINS continuity staff.

New Ascap Members

At a recent meeting of the Ascap Board of Directors the following writers and publishers were elected to membership in the Society. In the popular field: Writers Euday L. Bowman, Elton Britt, Irving Conn, Irving Drutman, Irving Fields, Walter Freed, Robert Gilbert, Danny Hurd, Edward Lane, Richard (Dick) Miles, Albert M. Newman, Lorenzo Pack, Mrs. Edna B. Pinkard, Albert Sendrey, Max Spickol, Robert W. (Bob) Troup Jr., Jack Waverly and Ted Weems. In the standard field: Writers Arthur F. Kellogg, Burrill Phillips. The publishers elected in the popular field were: George Adams Music Publishing Co., Adrienne Music Company, Greenwich Music Company, Inc., Dick Kuhn Music Corp., National Music Publishing Corp., Record Songs Company, Bob Stephens, Inc., Tone Music Company and Jack Waverly. In the standard field: Coleman-Ross Company, Inc. — Merry Christmas — Gets New Recording Post Kenneth McAllister, formerly Merchandise Manager for Columbia Recording Corporation, has been appointed manager of Columbia's new Production, Planning and Scheduling.

Fulton Lewis, jr.



available now in Yankton, S. D.

Reach this rich Middle-Western market with the nation's outstanding cooperative program! Fulton Lewis, jr. is available for sponsorship on WNAX, Yankton, South Dakota.

On 231 stations from coast to coast a steadily growing group of local and national advertisers finds that Fulton Lewis, jr. enters homes as a news guest . . . and remains to sell.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr.—the No. 1 Cooperative Program on the air today.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

MARLIN BLADES—ADAM HATS

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE.
EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung or
Written, Packaged, Produced

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

WRITE FOR CIRCULAR

SATTLER'S DEPT STORE
ADAM'S CLOVE & BERMAN'S GUM

Radio Remembers Vets

Soldiers' Hospitals, All 128 Of Them, Given Shows

(Continued from Page 1)

soldiers had been forgotten. Special Christmas programs and personal appearances of radio artists at the hospitals constituted radio's contribution to veterans' holiday cheer.

"Radio, as always, did a magnificent job," Charles Dillon, director of radio service, Veterans Administration, commented Friday. "They gave not alone of their time and talent to prepare special air programs but

Newspaper Co-sponsor

KDYL, Salt Lake City, NBC outlet provided one hour variety show for patients at VA hospital there cosponsored by Salt Lake City Tribune and Telegram featuring 12 piece local orchestra high school chorus, variety acts.

in many instances sent companies of artists to hospitals for entertainment of the veterans."

The participation of independent stations throughout the nation was not the only phase of the industry's Yuletide effort. Many commercial network programs originated at hospitals and in some instances guest artists were from the ranks of disabled veterans.

Reports Pour In At VA

Reports from the VA branches poured into the offices in Washington over the week-end. They came from regional radio directors who worked directly with stations in their areas. While the returns were incomplete, it was evident that broadcasters everywhere had adopted RADIO DAILY's suggestion to provide more entertainment for hospitalized veterans this year.

Plan Hospital Show

KANS, NBC outlet, Wichita, Kansas, will present a talent jamboree-carol session at the Wichita VA Hospital, December 24, with Arch Tay-

lor, station manager, Vic Rugh, program director, Raymond Shelley, organist and musical director. After the broadcast, a show will be given by the same talent. Interviews with the Hospital Special Service Chief, Lester B. Kappelman, Monday, and Bill Lewis Rucker, Assistant Chief, Tuesday, will be conducted to inform listeners of Christmas programs by all Kansas stations backing the American Legion's "Give A Gift to Yanks" presentation with gifts pouring into hospitals.

Harold Henry, Kansas City, Missouri, Marine veteran who lost his right arm in Pacific combat, will be interviewed on WDAF.

In St. Louis, Army mothers campaigned on KMOX, KWK, WIL, KXOK, WEW, and KFUD, to obtain gifts, with good results, for Jefferson Barracks patients.

KVOX, Moorhead, Minnesota, will present a show from Fargo, North Dakota, hospital auditorium December 25. Manny Marget of KVOX will emcee the broadcast "Visit With The Vets," with patients sending greetings to their homes. WDAY, Fargo, will bring a sponsored stage show to the Fargo Hospital December 26, but will not broadcast.

WTCN, Minneapolis-St. Paul, originated their "Church Music Appreciation Hour" from the Minneapolis

Season's Greetings

Secretary of War Robert P. Patterson will broadcast a special meeting of Christmas greeting to disabled veterans on the Arthur Godfrey program on CBS Wednesday, 11 to 11:30 a.m. Secretary Patterson will speak from Washington.

VA Hospital on December 17 featuring the St. Johns Lutheran Church Choir in Christmas carols and a community sing. This program was transcribed and replayed over the Hospital PA system on December 19.

WMIN will transcribe an interview show with patients at the Minneapolis VA Hospital for broadcast on Christmas Day.

Southern Stations Aid

In Georgia, WGST, Atlanta will direct their Christmas carols with narrations by Jimmy Kirby, to Vet-

erans in the Lawson and Peachtree Road VA Hospitals. WMTS, Memphis, will broadcast from the Kennedy General Hospital on Christmas Day with Helen Parker, Fred Christenson, and Berle Olswanger, talent.

From the Thayer VA Hospital, WSMN, Nashville, will present a special quiz program with prizes, interviewing approximately 75 patients. Talent will include the "Red Foley" show, Jack Baker, Jack Harris, Owen Bradley and Orchestra, Grand Old Opry artists, Beasley Smith and Orchestra, Snooky Lanson, Evelyn Parker, and Ann Ford. Other

Visit Hines Hospital

WCFL, Chicago, will originate a special Christmas show for veterans at the VA hospital at Hines, Ill., tonight. The program will be heard from 8 to 8:30 p.m., CST.

WSM stars will visit wards of the hospital presenting gifts from the National Life and Accident Insurance Co.

Bill Goode and Woody Woodward of WCOS, Columbia, S. C., prepared a recording "Veterans, Christmas" for presentation on Christmas Day at the VA Hospital.

WKAT, Miami will present transcribed shows at the Nautilus and Pratt General Hospitals, and WQAM will broadcast "Christmas Carol," designed especially for veterans.

WCOV, Montgomery, will channel all network programs into veterans' hospitals during the Xmas season, as will WMGY, WATI, WBRC, and WSGN.

General Bradley To Be Heard

Branch No. 12, Pacific Coast shows originating from Los Angeles: Bob Hope broadcasting from the L.A. VA Hospital with a cut-in by General Omar Bradley from Washington, December 24; Eddie Cantor at the Birmingham VA Hospital, also the Jack Benny and Phil Harris shows on December 22; and Van Nuys, California, giving a special Christmas broadcast with a Washington cut-in by Dr. Paul R. Hawley. KHJ, Los Angeles, Army Times Christmas program had as its guest Dr. Bull F. Enyeart, December 21.

Shows originating from San Francisco: KGO, regular weekly musical variety show "What's New?" will

Dillon, Of The VA Lauds Industry For Service

carry a Christmas broadcast with message by Colonel Thomas J. Croft to veterans, December 23.

Approximately 92 per cent of a local stations in the VA branch West Coast areas, will carry special VA Christmas spot or 15 minute scripts.

Stations of New York City and New York State, as has been predicted in RADIO DAILY are going "all out" in their observance of the day, with special emphasis on veterans-hospital programming.

Indicative of the heavy programming for veterans is the case of Ra Katz, of WHN, who last Friday tried to arrange still another soldier-hospital show only to learn from the Veterans Administration that all hospitals in the New York area have been booked solid.

WOR, this paper learned from Eugene King, following a query to the station, has, up to Friday evening, scheduled Christmas shows as follows:

Today—1:30-1:45 p. m., Christmas with the United States Marines. Me-

(Continued on Page 11)

THEY HAD TO CALL THE COPS!

Baltimore, Maryland—

WFBR has to be careful on plugging its studio audience shows. One time they advertised a special grab-bag on Club 1300 and they had to call the Riot Squad to handle the thousands who showed up.

For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President
George H. Roeder General Manager

Season's Greetings!!!

ALBERT L. CAPSTAFF

Program Director
FOOTE, CONE & BELDING
Hollywood

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

GI-Salute Is Nation-Wide

Midwestern States And West Coast Plan Shows

(Continued from Page 6)

line band and a message from General Vandergrift.

Tuesday—December 24th—1:30-1:45 Christmas with our occupation troops. Interviews with troops and GI's families in Germany and Tokyo.

Thursday—December 26th—8:00-9:00, 1946 in Review. An appraisal of this past year and of outstanding events.

Mutual on New Year's Day, 12:30-1 p.m., has scheduled a special dedication ceremony at Halloran Hospital, Staten Island, New York, to mark the transfer of the hospital from the Army to the Veterans Administration; Ed Sullivan, master of ceremonies. Message by Major General Paul R. Hawley, Medical Director of the VA.; David P. Page, New York Deputy Veterans Administrator; program to include many stars.

Legion Head On NBC

NBC's schedule includes:

Tuesday, December 24th—12:15-12:30 p.m., on the network; 1:45-2:00 p.m., on WNBC only. Christmas greetings to hospitalized veterans. Music by the Mariners quartette. Greetings by Paul Griffith, National Commander of the American Legion; 1:00-1:30 p.m.—Navy Band program. Greetings to veterans from Rear Admiral William N. Thomas, Chief of Navy Chaplains; 10:00 p.m.—Bob Hope show. Bing Crosby is special guest. Broadcast from the Veterans Hospital, Van Nuys, California.

Wednesday, December 25th—12:30-1:00 p.m.—"Give To The Yanks Who Gave," climaxing Eddie Cantor's gift drive for veterans, featuring Margaret Whiting, Harry Von Zell, Henry Russell's orchestra and a Christmas message by Major General Paul R. Hawley, Medical Director of the Veterans Administration.

Phil Cook in Another Drive

WCBS, key station of the Columbia network, will feature the Phil Cook Book Drive for Veterans in Hospitals. The station states that last year the drive resulted in the receipt of 40,000 books. They expect to top this figure this year. Plugs for the book drive are also being made by John Reed King, Margaret Arlen, Bill Leonard, Arthur Godfrey and the Juke Box Parade—1:05-1:55 a.m.—seven days a week.

First reports from upstate New York reveal plans of WHAM and WHFM, in Rochester, and WBTA, Batavia.

WHAM plans a Christmas Day

Connect in Connecticut

WDRG
HARTFORD 4 CONNECTICUT
WDRG-7M

broadcast originating at the Sampson Veterans Hospital, near Geneva, New York. Dean Harris of the station will conduct the program in the hospital wards.

WHFM on Christmas Eve will dedicate a half-hour show to the patients of the same hospital.

WBTA, Batavia, is producing a variety show for the patients of the Batavia Veterans Hospital today, 9:00-9:30 p. m. The program will be broadcast from the hospital from 9:15-9:30 p. m.

In New York City, WNYC is dedicating a series of special programs to twenty-one hospitals caring for veterans. The series will feature the Van Wick Choral Group the Pennsylvania Railroad YMCA Chorus, the Public Service Terminal Glee Club, the Hudson County Civic Chorus, the Branscombe Chorale, the Scandinavian Chorus of the Salvation Army, the New York Junior League Glee

Remembering Vets

Thirty-six stations in the Ohio, Michigan and Kentucky areas served by Branch office No. 6 of the Veterans Administration, Columbus, Ohio, are carrying the VA transcribed Xmas programs, Leslie C. Fitzgerald, chief, radio division, reported. The programs are "Here's To Veterans" and "Voice of the Veteran."

Club and other similar organizations.

WMCA informs that their new show, "Mr. and Mrs. Music," featuring Andre Baruch and Bea Wain, on Christmas Day (12:03-2:00 p. m. and 4:03-5:30 p. m.) will be dedicated to hospitalized veterans. On Christmas Eve WMCA will present transcribed shows from men overseas—messages home and messages to former buddies.

WINS has made arrangements to bring a disabled veteran, and his wife, ex-Army Sergeant, Nat Newman, to the station in a limousine to be the guests of the station and for Newman to appear on "Crossroads Cafe," where he will be interviewed by Miss Dorothy Day, MC. On the same program is Bert Sheffers' orchestra and other talent. The program will also be heard in Cincinnati, Ohio, through the facilities of WLW.

WNEW starts on Sunday, December 29, a new program, 3:00-3:15 p.m., "Singing Sergeant," featuring singer

Send Birthday Greetings To—

December 23

Howard Breslin W. A. Stretch, Jr.
Don McNeill John Waters
Herman Pincus John Charters
Norman V. Farrell Mary Howard

Adele Clark, former WAC Sergeant, American Red Cross to bring in veterans from hospitals for interview. Adele Clark will sing their favorite songs. Veterans receive copy of interview and their favorite song.

On WJZ, Allen Prescott will read a letter from an anonymous mother who lost her son in World War II. The letter is devoted to the things she thinks should be done for the men still in the service and veterans' hospitals on Christmas and thereafter. Later in the day Prescott will switch to the American network and do the same thing. Also on the ABC web, Vera Massey will answer a song request sent in by veterans, and Elizabeth Woodard will conduct a singing aiming to chose songs favored by veterans.

Philadelphia a Busy Spot

WWRL, joining in the campaign of special Christmas entertainment in behalf of veterans, has notified all recreation officers of veterans hospitals in the New York metropolitan area that all programs during the Yuletide season will be dedicated to GI patients. Station will urge listeners to remember the vet patients with gifts, Christmas messages and personal visits.

Christmas programming at WPEN, Philadelphia, will extend over the Christmas eve-Christmas day period and will feature a variety of shows

Webs, Also Indies, All Joining In Celebration

including one from the seat of the city government. Called "greetings from City Hall," the show will be aired Tuesday at 8:30 p.m., and will carry the personal greetings of Mayor Bernard Samuel.

On Christmas night, WPEN is presenting a half hour round-up of greetings and messages from United Nations delegates.

In San Francisco, special Christmas programs for veterans' children, and underprivileged groups are being planned by San Francisco's radio stations. Veterans from Letterman Hospital will be brought into the KFRC-Mutual studios on Christmas Day for a special network broadcast of the Bill Gwynn show at 10:45 a.m. KFRC also is giving the Children's Theater Assoc., play "In Clean Hay" at 12:15 p.m., and at 9:30 a.m., will broadcast the 45-voice St. Boniface choir from St. Boniface Cathedral.

A special KGO chorus made up of voices from the San Francisco Opera Co., will highlight a special half hour Christmas Eve program broadcast from KGO to the full ABC network at 7 p.m. KGO will also carry all the network Christmas programs.

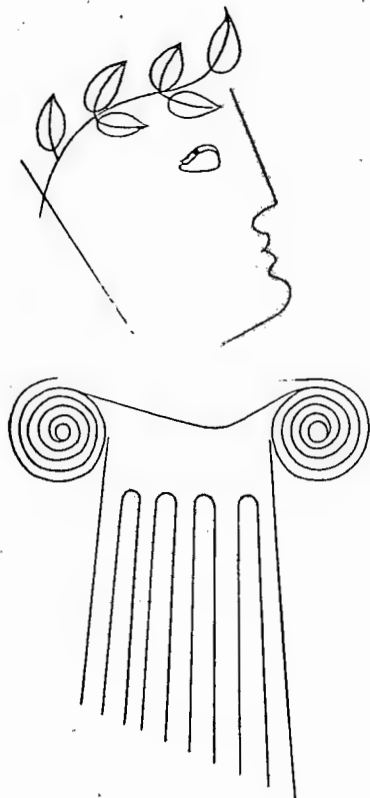
*Christmas Greetings
and a Happy New
Year to the
Radio Industry*



KASPER-GORDON, INCORPORATED

140 BOYLSTON STREET

BOSTON 16, MASS.



... fame

However you define it, it adds up to leadership... Fame-Motion Picture Daily Poll is now eleven years old. Every year its highest honor, CHAMPION OF CHAMPIONS, has gone to a star heard over NBC. This year it's Fred Allen.

And in addition to the topmost honor, NBC won 11 other firsts, more than any other broadcaster.



FRED ALLEN
(Standard Brands)
Champion of Champions
Best Comedian
Best Comedy Show



BILL STERN
(Colgate-Palmolive-Peet)
Best Sportscaster

AMERICA'S NO. 1 NETWORK

defined

We call it **PARADE OF STARS**

Motion Picture Daily calls it **CHAMPIONS**

The public calls it **NBC**



FRED WARING
(American Meat Institute)
Best Daytime Program



H. V. KALTENBORN
(Pure Oil)
Best News Commentator



ARTURO TOSCANINI
Best Symphonic Conductor



**FIBBER MCGEE
AND MOLLY**
(Johnson's Wax)
Best Comedy Team



DON WILSON
(American Tobacco)
Best Studio Announcer



TELEPHONE HOUR
(Bell Telephone)
Best Musical Show



JAMES MELTON
(International Harvester)
Best Male Vocalist
(Classical)



TRUTH OR CONSEQUENCES
(Procter & Gamble)
Best Audience Participation Show



... the National Broadcasting Company

Radio Giving Aid To 'March Of Dimes'

(Continued from Page 1)

the Glenn Miller orchestra, Perry Como and Dinah Shore. Recordings of these special shows will be mailed out by the National Foundation for Infantile Paralysis to all radio stations in the U. S., and territories, early in January.

Columbia Recording Corp., made the quarter-hour transcription of Tex Beneke and the Glenn Miller band, now playing the 400 Restaurant in New York, while the 15-minute musical by Perry Como, Lloyd Shaffer's orchestra and "The Satisfiers" was transcribed by NBC. Latter also handled six 5-minute transcriptions on the west coast by Dinah Shore and Robert Emmett Dolan's orchestra.

The Quiz Kids, heard over NBC every Sunday from 4-4:30 p.m., EST, will devote their Jan. 26th program to the "March of Dimes" with a special show from the Orange Bowl in Miami. The Jimmy Durante-Garry Moore program, CBS Friday night feature from 9:30-10 p.m., EST, will emphasize the drive on Jan. 17th from Denver.

"March of Dimes" personnel are to appear on the "Quiz of Two Cities" over WOR, New York, and WGN, Chicago, on Sunday, Jan. 26, from 3-3:30 p.m., EST. All the different regional webs which broadcast "Quiz of Two Cities" throughout the week, a total of 28 stations, will lend support to the campaign. Arrangements for the program's assistance was made through Lambert & Feasley agency with the compliments of Lambert Pharmacal Co.

Quarter hour musical recordings have also been made for Italian, Yiddish and Polish audiences while one minute announcements are transcribed in German and Spanish.

Agencies making arrangements for stars and network shows to participate in the "March of Dimes" include Newell-Emmett for "Chesterfield Supper Club," J. Walter Thompson for the Dinah Shore program, Wade Advertising of Chicago for the Quiz Kids and N. W. Ayer & Son for Durante-Moore.

— Merry Christmas —

Taulbee Back At WQXR

Alan Taulbee has returned to the announcing staff at WQXR after more than four years service with the Navy.

Season's
Greetings

T

ARTHUR SIMON

WORDS AND MUSIC

By HERMAN PINCUS

Jingle Bells. . . !

● ● ● TIN PAN ALLEY OOPS:—All through the year the struggle for essentials, the long-drawn out battles between Labor and Capital, the jockeying for power and position by Heads of State, the titanic conflict over ideologies concerning various ways of life and other heart-rending and nerve-wracking travails confront and bewilder men, but when December rolls around and the Yuletide is just around the corner, one finds oneself forgetting the cares of the flesh to dwell upon that mythical white-bearded, crimson-bedecked little character known as Santa Claus . . . beloved the world over, he is the symbol of the brotherhood of man—the harbinger of joy—the spirit of rekindled Faith—the international champion of Peace on Earth.

— Merry Christmas —

● ● ● The bag that weighs so heavily on his Atlas-like shoulder contains the material items which gladden and quicken the hearts of children and grown-ups alike . . . children see toys to intrigue their play . . . adults envision in the burlap carry-all, dreams of a better and more complete life for their loved ones; Statesmen hope for guidance in their efforts to arrive at just solutions to world problems; the old folk see in Santa's pack kaleidoscopic scenes of their own younger and happier days . . . surely if ever there was one who possibly could be 'all things to all men,' he must be St. Nick.

— Merry Christmas —

● ● ● The bewhiskered visitor from somewhere near the North Pole must needs be a hep individual . . . there can be no doubt about it . . . his adaptability to the ever-changing times is remarkable . . . true his press agent (everybody who is anybody has a p. a., though Santa doesn't NEED one) depicts Mr. Claus' mode of locomotion as a sleigh powered by six prancing reindeer. However he gets around by utilizing modern developments . . . to cover his route he probably parks the sleigh somewhere in Iceland and hops into his jet plane but he sends his thoughts and well wishes via Radio. The latter seems the most intriguing because kids from seven to seventy, inhabitants of both hemispheres, are reminded via their loudspeakers by radio singers, speakers, announcers and actors of the impending annual visit long before December twenty-fifth dawns. RADIO is the ultra modern personification of the old Town Crier; the universal medium of dissemination of news. Yet of all the hundreds of types of music themed on the immediate topic or season, that which we hear on the radio at and just prior to Christmas, is merriest, most heart-warming.

— Merry Christmas —

● ● ● The lighter songs have sort of ushered in the Yuletide, the great immortal compositions waft majestically onto the world scene . . . "Ave Maria," "Silent Night," "Adeste Fideles," "O, Wondrous Star," "Birthday of A King," "Holy Child," "O Little Town Of Bethlehem," "Joy to the World," "O Come All Ye Faithful," "Christ Is Born," "The Song of Mary," "A Cradle Hymn" and others . . . then here and there seemingly haphazardly but on the contrary by dint of research through music libraries, are programmed other Christmas carols and music including "Carol of the Sheepfold," "As Joseph Was Walking," "Christmas Lullaby," "Lullaby of the Christ Child," "Star of the East," "God Rest Ye Merry Gentlemen," "Have Yourself a Merry Little Christmas," "Angels We Have Heard On High," "Jingle Bells Fantasy," "Luther's Cradle Hymn," "By The Manger," "Let's Start the New Year Right," "Holly For Christmas," "The Christmas Tree," "Merry Christmas Darling," "Christmas Is Here," "Christmas In The Air," "Tell Me What You Have For Me Santa Claus." There are hundreds more but this gives you a pretty fair idea of what we mean . . . incidentally you program producers and musical directors, the above-mentioned songs are cleared through ASCAP, BMI or Sesac . . . Happy programming and a VERY MERRY CHRISTMAS TO YOU ALL.

New NAB Committees Announced By Miller

(Continued from Page 1)

tees, was announced yesterday by Justin Miller, president of NAB. Industry leaders who will serve on the three committees are:

Freedom of radio committees: John E. Fetzer, WKZO, Kalamazoo, Mich.; Harold Hough, WBAP, Ft. Worth, Tex.; Henry P. Johnston, WSGN, Birmingham; Edgar Kobak, MBS, Frank Stanton, CBS; Niles Trammell, NBC; James W. Woodruff, Jr., WRBL, Columbus, Ga.

Music advisory committee: Kenneth Berkeley, WMAL, Washington, D. C.; Walter Haase, WDRC, Hartford, Conn.; Robert T. Mason, WMRN, Marion, Ohio; Joseph A. McDonald, WJZ, New York; Theodore C. Streibert, WOR, New York; Ed Yocum, KGHL, Billings, Mont.

Chairmen for the two committees listed above not yet been designated.

Research committee: Chairman Carl Burkland, WTOP, Washington, D. C.; H. M. Beville, NBC; Dietric Dirks, KTRI, Sioux City, Iowa; Edward Evans, WJZ, New York; E. P. F. James, MBS; William T. Lane, WAGE, Syracuse; Charles P. Scott, KTKC, Visalia, Calif.; J. C. Tully, WJAC, Johnstown, Pa.; Elmo Wilson, CBS New York, Board Liaison; Frank Stanton, CBS; Harold Ryan, WSPD, Toledo, Ohio.

Due to the pressure of other activities, Edgar Bill, WMBD, will not serve as chairman of the standard of practice committee of the program executive committee, as previously announced. Bill will serve as a member. No chairman has been designated for the committee.

— Merry Christmas —

New Columbia Station Opening

According to a letter to Pan-American Broadcasting Co., of New York, foreign radio station representative Emisoras Unidas of Barranquilla, Colombia, will begin operating its new 10,000 watt transmitter early in January, along with a 250 watt FT transmitter.

**RADIO
EXECUTIVE**
STATION MANAGER
Sales-Advertising
Record of Outstanding
Accomplishment.
Write
RADIO DAILY
Box No. 274
1501 Broadway
New York 18, N. Y.



Holiday Greetings

from

The Staff

of

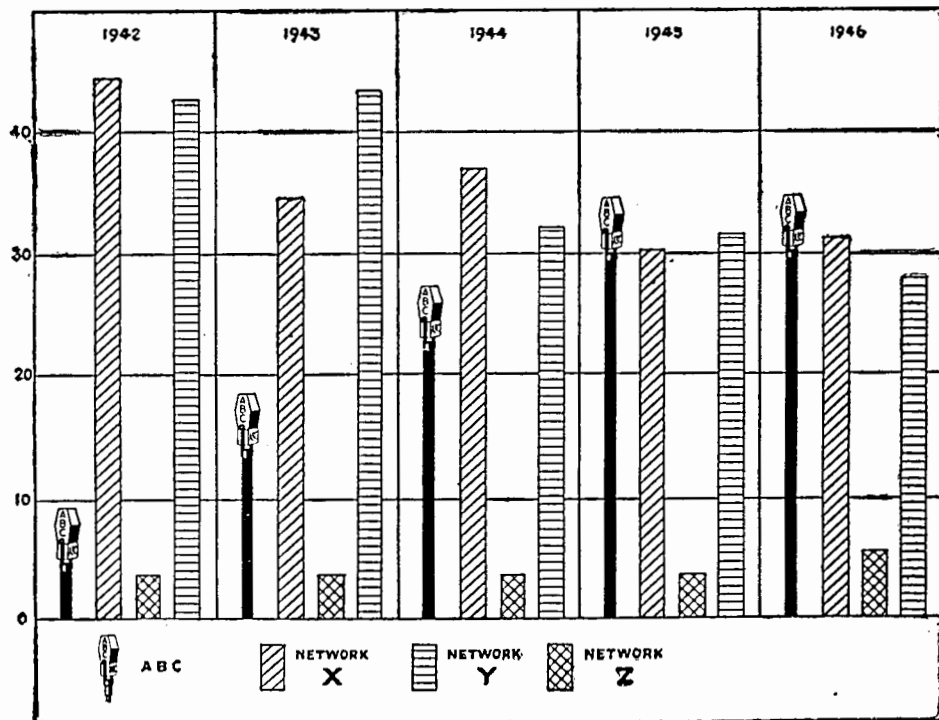
RADIO DAILY



WITH THE 10 TOP FOOD ADVERTISERS

ABC IS FIRST

NETWORK RADIO EXPENDITURES TO LEADING FOOD ADVERTISERS 1942-1946
 PIB & Broadcasting Year-Book—1946
 1st 7 MOS.



There's plenty of food for thought for all food advertisers in the chart shown above. Study it and you will see that today ABC is the No. 1 network with America's foremost food advertisers. During the past 5 years, total network radio expenditures of these 10 food advertisers have increased only 47%—but during that same period the share of their business placed with ABC has increased 450%!

Why the big swing to ABC?

There are three particularly good reasons: **1. COVERAGE.** ABC now covers 172 of the 300 leading markets *from within*. In four years 84 new stations

have been added in these markets; in 39 others, improvement of facilities was also effected. **2. INCREASED LISTENING.** In the year October 1945-1946 ABC was the only one of the three leading networks to increase its share of audience both in the daytime (up 34.6%) and nighttime (up 10%). **3. PROMOTION.** ABC's 238 stations do an all-out *local* promotion job on ABC's network programs.

If you have a product to mass sell to the American public, why not do as Kellogg, General Mills, Quaker Oats and others are doing—ship it to market via ABC, the American Broadcasting Company?

ABC

American Broadcasting Company

A NETWORK OF 238 RADIO STATIONS SERVING AMERICA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 59

NEW YORK, TUESDAY, DECEMBER 24, 1946

TEN CENTS

Scramble For Key Post

Color Tele Hearing To Reopen In N. Y.

Washington Bureau, RADIO DAILY
Washington — FCC yesterday announced that it has ordered a resumption of its color television hearing for the week beginning January 27. The hearing will re-open in New York City in a Federal court room to be subsequently specified and at that time CBS is "requested" to be prepared to repeat for the record actual demonstrations of its color television system, similar to those which have been made to the Com-

(Continued on Page 7)

Dr. Frank Kingdon's Case Becomes FCC Complaint

A WOR official has branded as "absurd and unfounded" certain charges filed with the FCC that the station, in dropping the nightly commentary by Dr. Frank Kingdon, is trying to keep liberal commentators off the air. Letter of complaint came jointly from the CIO Political Action Committee, National Citizens Political Action Committee and the Independent Citizens Committee of the Arts, Sciences and Professions.

The letter sent to FCC Chairman (Continued on Page 6)

Dynamic Noise Suppressor Developed By Engineer

Waltham, Mass.—A new dynamic noise suppressor, an electronic device which removes background noise and needle scratch from phonograph record reception, has been developed by Hermon H. Scott, president of the Technology Instruments Corp., and member of the Institute of Radio (Continued on Page 2)

Mexican Quiz

George Marron, said to be Mexico's first radio announcer and who conducts a quiz show in Mexico City, will be sponsored there by Mars, Inc. Announcement was made last week on the NBC broadcast of the "Dr. I. Q." broadcast which originated at the Majestic Theater in San Antonio. Marron was a guest of Lew Valentine (Dr. I. Q.)

No Paper Tomorrow

Tomorrow is Christmas Day, a legal holiday throughout the United States. RADIO DAILY, in observance, will not be published.

Wisner To WJR Post; Coast Tele Started To Continue With ABC

Detroit—G. A. Richards, president of WJR, here, WGAR, Cleveland, and KMPC, Los Angeles, announced yesterday the appointment of Harry Wisner, as assistant to the president starting January 1, 1947. Wisner will continue as sports director of ABC, a post he has held for the past four years, and will continue to broadcast major sports events.

Wisner was first associated with WJR in 1935, following a recommendation by Charles Bachman, coach of Michigan State College. In 1937,

(Continued on Page 5)

Report AFRA-Web Pact Now Ready For Signing

The new two year contract between AFRA and the networks is all but wrapped up and the official signing by both parties should be forthcoming shortly after the current holidays at the latest. Last Friday night, Dec. 20, AFRA membership in Chicago and Los Angeles took no action relative to the proposed code but left matters entirely in the hands of the national board, an attitude which was expressed also

(Continued on Page 5)

Blizzard Traps Radio Crew Enroute To Far North Post

Goose Bay, Labrador—Deserted by a dog team which broke its tow line and raced "hell bent for home" at the height of a howling Labrador blizzard, Michael Barkway, Canadian representative of the British Broadcasting Corp., related yesterday the experience that almost cost the lives of Jim Murphy, a CBC engineer from Halifax, and himself. Resting in comparative comfort here after experiencing two frigid nights in the open

Three Way Campaign For Chairmanship Of Senate Commerce Committee Looms In Washington

Coast Tele Started Following FCC Grants

West Coast Bureau, RADIO DAILY
Hollywood—The West Coast division of NBC and Television Productions, Inc., a subsidiary of Paramount, both of which were among the six companies granted commercial television construction permits by the FCC last Friday, have revealed plans to go ahead rapidly with their

(Continued on Page 7)

Goodyear Buys ABC Time For New Dramatic Show

"Greatest Story Ever Told," new half hour dramatic show sponsored by the Goodyear Tire and Rubber Co., debuts on ABC Sunday, January 26, 6:30 to 7 p.m., EST.

The show will be produced by (Continued on Page 2)

Special Yuletide Programs Set By Chicago Stations

Chicago—Holiday programs aplenty will be on the air from Chicago stations during the holiday season. Of the local stations, WGN probably has more Christmas specialties than any

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—A three-way scramble for the chairmanship of the new Senate Commerce Committee, which will handle radio legislation, was in the making yesterday. Under the Congressional Re-Organization Act, this new committee will absorb the old Senate Interstate Commerce Committee, formerly headed by Senator Bert Wheeler, defeated Montana Democrat.

The Republican scramble for the (Continued on Page 8)

Treasury Compliments Radio As Sale Medium

Radio continues to lead in sales promotion of government bonds, according to Brent O. Gunts, radio director of the Treasury Department's savings bonds section. Gunts stated Friday that more than two million dollars in air time was contributed free of charge by local stations, networks and advertisers to the Treasury's fall campaign just ended.

The Savings Bonds section is (Continued on Page 5)

MBS Sells 34 Co-Ops For Total Of 634 Stations

Thirty-four sales of co-operative programs have been made by Mutual in the past two weeks, to bring the co-op total to 634 stations sold, it was announced yesterday by Bert (Continued on Page 8)

Special Vets Program

Los Angeles—Bing Crosby—in person—joins Bob Hope and his troupe when they do their NBC broadcast from Sawtelle Veterans Hospital tonight at 10 p. m., EST. The Groaner will sing the current favorite, "Ole Buttermilk Sky," in addition to participating in an ad-lib set-to with Hope. It's another of the many dual appearances they've made for the good cause.



Vol. 37, No. 59 Tues., Dec. 24, 1946 Price 10 Cts.

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

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FINANCIAL (Mon., Dec. 23)

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

Goodyear Buys ABC Time For New Dramatic Show

(Continued from Page 1) Marx Loeb, CBS director-producer, who is resigning his post January 1. Loeb, who produced "Theater of Romance," will continue to produce "Readers Digest" on CBS along with his new ABC commitment.

Marion To Lecture As CCNY Ira Marion, ABC staff writer, is returning to his Alma Mater, the College of the City of New York, as guest lecturer. On January 6, Marion will appear before the Radio Workshop of the College to discuss "Radio Writing As A Career."

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 730 KC. "Anthracite's Most Powerful Independent" Represented by Forje

Coming and Going

JACK McELROY, of "Bride and Groom," broadcast on the American network, is in Tulsa, Okla., attending the annual Christmas party that is thrown each year for the children of that city by Sam Avey. JOHN DONALDSON-HUDSON, chairman of the board of Fedmantle Overseas Radio, Ltd., has arrived in New York for conferences at the local headquarters of the organization and to study American radio methods. ANDREW "ANDY" WHITE, writer on NBC's "Fibber McGee and Molly," has arrived by plane in Chicago, where he'll spend the holidays. RUTH WELLES, women's home counselor on KYW, Philadelphia, is leaving for Phoenix, Ariz., to spend the Yuletide season with her son and daughter.

MARGARET ARLEN, women's commentator on CBS, off for Oriental, N. C., her home town, where she will spend the holidays with members of her family. Listeners, who learned of her trip, sent almost 500 candy canes as a good-will gesture. Miss Arlen has donated most of them to New York's needy. PHIL SUTTERFIELD, assistant manager and program director at WKLX, Lexington, Ky., spent the week-end in town. He broadcast the Kentucky-St. Johns basketball game from the Garden last Saturday. LOUISE ALBRITTON, movie actress, is in New York to spend Christmas with her husband, Charles Collingwood, CBS analyst. HARRY MASON SMITH, vice-president in charge of sales for the Crosley Corp., is departing on leave of absence until March 15, under instructions from his physician.

Dynamic Noise Suppressor Developed By Engineer

(Continued from Page 1) Engineers. According to the inventor, the suppressor acts as an electronic gate allowing the music, no matter how wide its range, to come through in true pitch without the distraction of exaggerated noise from needle scratch. Only one to four extra vacuum tubes are required to use the noise suppressor on the average radio-phonograph set. One tube is sufficient for the small table sets while for the larger console models, four tubes and other components are necessary. Two radio manufacturers, Fisher Radio Co., and Scott Radio Laboratories, are said to have plans for using the suppressor in their models early next year. Used on turntables of broadcasting stations are now in production by the inventor.

Xmas Program

Jive and jazz format of Barry Gray's record show over WOR every morning will be suspended for one day Dec. 25, when a recording of Handel's "The Messiah" will be heard without interruption from 2-5:45 a.m. Music will be by the London Philharmonic Orchestra with Sir Thomas Beecham conducting. "The Messiah" will follow Christmas midnight Mass from St. Patrick's Cathedral from midnight to approximately 1:55 a. m.

ILGWU Sets FM Building At \$300,000 For 3 Sta.

An agreement for the designing and construction of FM stations and transmitters in St. Louis, Mo., Chattanooga, Tenn., and Los Angeles, Calif., owned by Unity Broadcasting Corporations of those states (International Ladies' Garment Workers' Union), was signed Friday by Frederick F. Umhey, executive secretary, and Paul Demars, representing Raymond M. Wilmotte, Inc. Construction, expected to start next spring for completion in July, is said to be in excess of \$300,000 for the three sites. Amount is said to be one of the highest expenditures in the history of FM construction. Applications for these stations were filed with FCC about a year ago by Unity Broadcasting of these states, and were approved after hearings held during 1946. Three other applications, covering New York City, Philadelphia and Boston, are still to be acted upon.

Will Rebroadcast Message

Address of Pope Pius XII on Christmas Eve delivered before the Sacred College of Cardinals will be transcribed by WOV for rebroadcast at 6 p.m., EST, Dec. 24. Following the rebroadcast, Thomas B. Morgan, WOV's special events director and former Vatican correspondent, will be heard with interpretation and commentary.

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

5000 WATTS 1330 KC. WEVD ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market. Send for WHO'S WHO on WEVD WEVD-147 West 46th Street, New York, N. Y.



Stiff upper lip

That water buffalo in Indo-China really totes a load. Working in the rice fields he pushes steadily on and on, getting the day's work done. It's tough going, too, with mud up to his thighs. He's not glamorous but he's a real worker. Back here in Baltimore, W-I-T-H the successful independent station has a similar story. It goes like this: We have no glamour affiliation either. But we're a working station W-I-T-H delivers more listeners per-dollar-spent than any other station in this big five-station town. Just hard, down-to-earth facts prove our merit!

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



kiss 'em under the mistletoe

WPEN goes out of its way to win friends. It starts with good programming—giving Philadelphians the kind of entertainment they want. And it does a lot more.

WPEN talks up its shows weekly in Philadelphia's *Evening Bulletin*—the nation's largest evening newspaper. Unusual car cards brighten panels on subway, elevated, and suburban trains. 270 appliance and radio stores regularly post WPEN displays. And then there are mailers and streamers

and stickers and stuffers and bumper strips . . . ad infinitum.

Results? WPEN now reaches more Philadelphians than ever before. Mistletoe-time—and all the time—WPEN's a favorite. That's why several score new advertisers came our way in '46.

We'll be glad to share with you, too, some Hooper ratings that glow with a holiday flush—the whole year round!

950
WPEN | NATIONAL REPRESENTATIVES
PHILADELPHIA | **HEADLEY-REED COMPANY**
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
THE EVENING BULLETIN STATION

LOS ANGELES

By RALPH WILK

WARNER BROS. has set "Make Your Own Bed," as the vehicle for the third presentation in its new "Star Makers Radio Theater" series, to be presented today. Jack Carson will appear as guest star and six of the studio's featured players will be starred in the ether version of the comedy success.

Fred Henry has assumed his duties as program director of radio station KABC, moving from his former position as head of the news department. The news department will become a part of the program operations, and Roger Patrick has been named news supervisor.

Smith Dawless, former Warner Bros. writer who has been associate editor of Army Times since discharge from service, just out from Washington, D. C., with new veteran information show which Mutual is broadcasting every Saturday.

Johnny Klein, composer-arranger on "Hit Parade" and "Sound Off" for Mark Warnow, off to New York for Christmas holidays.

Phil Baker, quizmaster, and his CBS Sunday "Take It Or Leave It" show cast, will remain here through the holidays. They will return to New York some time in January.

Contracts have been drawn between CBS and Cathy Lewis, "Michael Shayne's" "Phyllis Knight," to co-star with Marie Wilson in a new comedy series, "My Friend Irma," written by Cy Howard.

Charles Henry, assistant producer on the Ginny Simms show, has been made producer of the Vox Pop program. He joins the show in Chicago for the broadcast of December 31st.

Westinghouse Stations Announce Increased Rates

Increases of approximately 11 per cent in night base rates of five Westinghouse radio stations were announced by Sales Manager B. A. MacDonald on Friday. Other rates will be increased in all six Westinghouse stations, MacDonald said.

Increases will become effective January 1, 1947, although current advertisers will be protected at present rates through December 31, 1947.

Night base rates will be increased at: KDKA, Pittsburgh; WBZ-WBZA, Boston-Springfield; KYW, Philadelphia, and WOWO, Fort Wayne; but will remain unchanged at KEX, Portland, Oregon. Other increases will be effective in all six stations.

THERE'S ONLY ONE

Lord Tarleton
MIAMI BEACH
 OCEAN FRONT • 40th to 41st Sts.
 Reservations Invited • Walter Jacobs



Windy City Wordage...

Johnny Olsen and his "Ladies Be Seated" program definitely are moving to Chicago, but as this is written there's a hitch in the date (maybe it will be set by the time this is in print). Originally announced for

January 6, it may be delayed a couple of weeks, according to word received by the local ABC offices. With Johnny Olsen, Tommy Bartlett and Don McNeill, ABC will start the new year with three top network shows—and all headed by former Milwaukeeans. . . . The Chicago River concourse of the Merchandise Mart, NBC headquarters, is undergoing extensive beautification. A. W. Kaney, NBC station relations manager, submitted the prize-winning suggestion for landscaping the plaza, in a contest conducted last spring by the Mart management, and thereby won for himself and Mrs. Kaney a two-week all-expense tour of South America. First part of the project, now getting under way, calls for the construction of a balustrade hanging garden section and improvement of the lower deck beneath the plaza.

☆☆☆

Between trying to keep office schedules on an even keel and endeavoring to spread a bit of the holiday spirit—and spirits—among the men and women of the press, the ten days preceding Christmas have been sort of hectic ones for the radio guys and gals. But they were equal to the task and proved that a lot of routine work could be deferred until "manana" without an appreciable slowing of efficiency. There were informal gatherings at the ad agencies up and down Michigan Boulevard, office parties at NBC ABC, WGN and other stations, and several sizable press parties. The "Seventeen" magazine-WGN party on December 18, at the Hotel Continental, was a pleasant affair that gave the press an opportunity to meet Mrs. Margaret Harrison, of the "It's Up To Youth" program. Longest party of the season was that of WIND, on Friday. Goodfellowship was dispensed from 4 to 10 p. m. On Saturday night the Radio Writers Guild staged a "Carnival of Hucksters" at the home of Orin Tovrov, Guild V.-P. And on Monday WJJD threw an afternoon press party, with many radio well-knowns on hand.

☆☆☆

Last October a new show titled "Going Places" made its bow on WCFL, Monday through Friday, with Guy Savage as the mike man and emcee. Guy visits night spots, theaters, sports and other big local events, interviews spectators on 12 minutes of wire, and broadcasts the show the following night. Show, sponsored by Newart's, clothiers, has a prize angle, a Going Places question for which the guy or gal giving the closest answer receives a \$74.50 watch. In the two months it has been on the air the show has built up quite a following and Savage has covered practically every big event that's hit Chicago. . . . Phyllis Gibbons, of Hammond, Ind., daughter of Roy Gibbons, Trib correspondent with Admiral Byrd's Antarctic expedition, will exchange greetings with her father on the program to be broadcast over WGN on Christmas Day. . . . "Party Time," which made its bow on WBBM Saturday, brings Joe Rumoro out of the ranks of staff musicians to a featured spot with his own instrumental combo. . . . NBC's engineering and special events staff is sporting a new Mercury station wagon complete with radio-telephone equipment.

☆☆☆

The gaiety in Chicago's Loop on New Year's Eve will be broadcast over the Columbia network, with pickups from the Chicago Theater marquee, the College Inn of the Hotel Sherman where Cab Calloway is playing, and the new Copacabana night club featuring Chuck Reyes and his ork. . . . WGN's FM station, WGNB, will celebrate Christmas with a variety of programs which will include carols, symphonic works and oratorios.

SAN FRANCISCO

ALAN N. CORMACK has been named Chief Engineer of KQED. He replaces Ken Owen who is now in Reno. Cormack has been in the engineering department of CBS in Hollywood since 1936, except for a three-year stint in the Navy as a Lieutenant in the Naval Research Laboratory.

Paul Speegle, radio editor of the San Francisco Chronicle, replaced Herb Caen on KPO-NBC starting January 5th in the 10:15 p. m. spot. The program is sponsored by Grace Brewing Company.

The "KPO Midnight Special" has acquired both a sponsor and an extension in time. Starting December 31, the show will be sponsored by Barbasol Company from 12 midnight to 1 a. m., daily except Monday, pushing KPO's sign-off time up to 1:00 a. m. The MS was formerly a half-hour show.

The San Francisco unit of the Radio Writers Guild has elected as chairman, Jim Mosher, KGO news room vice-chairman, Burt Leiper, KJL news room; secretary, Pat Mitchell, KPO traffic; representatives to Western Regional Council, Bill Nettle, KFRC news room and Burt Leiper.

Look Magazine took a look at KPFA's "Standard School" broadcast, and a photo spread should be appearing soon.

AD GLIBS

by DAVID O. ALBER

Radio will coast along this week, from coast to coast. Don't expect any startling development between now and January 2nd. Any executive who expects to get some work done in this period is out of his mind, and should read Dickens' Christmas Carol. Regardless of what astrologers, palm readers or other prognosticators tell you, don't broach any new ideas this week. Nobody will listen, and if they do, they won't take you seriously.

Let the bar down. Let the son-of-a-bitch pluggers swarm all over the lot. Let all the salesmen in. It's open house. Nobody will sell anything or buy anything anyhow. What can you lose? Chuck your secretary under the chin. Give the telephone operator a big hug. Kiss the boss. Forget the year's grudges. Everybody's your pal.

Radio has had another good year, so let joy be unconfined. Let the welkin ring. Let's drink another toast and what's the difference what we drink it to? Merry (hic) Christmas!

DAVID O. ALBER ASSOCIATES, INC.

National Radio Publicity
 654 Madison Ave., N. Y.
 PLaza 9-2700

Hollywood: 1637 N. Vine St.
 Gladstone 9469

Treasury Compliments Radio As Sale Medium

(Continued from Page 1)
dropping its transcribed program, "Treasury Salute," with records issued during the week of Dec. 28. Weekly program will be replaced by a new transcribed series to begin early next month. "Treasury Salute" is now heard over more than 1,000 stations.

Two Web Shows Contribute
Two regular network shows contributing in the interest of savings bonds will not discontinue. They are "Treasury Bandstand," featuring Tex Beneke and the Glenn Miller orchestra over CBS at 3 p.m., EST, Saturdays, and "Bands for Bonds," broadcast over Mutual by Johnny Bothwell's orchestra at 12:30 p.m., EST, Saturdays.

Report AFRA-Web Pact Now Ready For Signing

(Continued from Page 1)
by the New York membership earlier in the week.

Now that the union's rank and file has heard reports of negotiations to date, and voted only to let the national board take any action it desires, it can be assumed that AFRA's membership is agreeable to proceedings as they stand. Next meeting between George Heller, AFRA's national executive secretary, and network representatives is scheduled for next Friday, Dec. 27. Purpose of the meeting is to work out a few technicalities still remaining.

West Coast Bureau, RADIO DAILY
Los Angeles—Local members of AFRA have authorized national board to take whatever action it deems necessary in negotiations with the networks. Coast soundmen are strongly opposed to AFRA's accepting a 30-per cent tilt inasmuch as their wages are considerably less than that paid to Chicago and New York soundmen.

Coast network representatives and union leaders required only two days for their parleys on the local agreement, but no details will be disclosed at this time.

Artist's Personal Appearance
Author and cartoonist James Thurber will make a personal appearance on WMCA on Saturday, Dec. 28, to participate in the "Young Book Reviewers" program heard weekly from 11:30 a. m. to 12 noon. The teen-age critics will discuss a Thurber book, "The White Deer." The series, open to any boy or girl from 12 to 15 who attends one broadcast monthly is directed by Lillian Okun.

Ave Maria Hour
Tonight — WMCA — 8.30

The NATIVITY
BARRY THOMPSON as GASPAR
GRAYMOOR FRIARS CHOIR
12th Annual Broadcast is a
Donald Peterson production

Dunton Defends License Fees As Vital To Canadian Radio

Montreal—License fees and revenues from commercial broadcasting both are needed to "maintain a national radio service in Canada on modern standards." A. D. Dunton, CBC chairman, has pointed out, saying that the cost of network operation was probably greater in Canada than anywhere else in the world. Mr. Dunton stated that neither license fees nor commercial broadcasting revenues could alone provide the type of radio service the Canadian people wanted. He spoke before the Ottawa branch of the Canadian Club. "Operating a nation-wide radio system is probably more expensive per head in Canada than in any other country in the world that has one," said Mr. Dunton. In a regular day's operation, the CBC uses over 20,000 miles of land lines connecting stations—and land lines cost plenty of money.

Because of our geography we need far more transmitters and more miles of wire lines than in other countries to reach the same number of listeners, and it is all expensive." The \$2.50 annual license fee paid by Canadians supplied two-thirds of the revenue needed for the CBC, sole operator of networks in the Dominion. Much of this revenue was expended on technical and operating costs and as a result there was less left for program production. It was possible that revenues from commercial broad-

casting might be increased. However, he added, "apart from any question of desirability, commercialism is not nearly sufficient to support a Canadian National radio service in this expensive country of ours." The publicly-owned CBC operated three networks—the Trans-Canada, stretching across the country and composed of seven CBC stations and 17 basic affiliated private stations; The French Network, composed of three CBC stations and eight basic affiliated private stations; and the Dominion Network, composed of one CBC station in the Toronto area and 28 private stations from coast to coast. The stations were used to reach the country's 12,000,000 people. In the United States and in Britain one station could reach more people than were in Canada. This meant lower operating and technical costs and more money for program production. The CBC networks were also faced with the problem of five different time zones in Canada. The people of the West Coast were still listening to their radio after people in the Maritimes had gone to bed. The making of broadcasts in two languages in some parts of Canada meant a duplication of service facilities. Besides, the CBC felt it should make some effort to meet the demands of a minority of listeners rather than attempt to air only programs considered most popular.

NAB Dist. Meeting Dates Announced In Washington

A meeting of broadcasters in area "G," composed of NAB members in the Fourth and Seventh districts, will be held April 28-29, at the Hotel Roanoke, Roanoke, Va. The two districts include West Virginia, District of Columbia, Virginia, North Carolina, South Carolina, Kentucky and Ohio.

Arrangements for the meeting are under the supervision of Campbell Arnoux, WTAR, NAB director for District 4, and James D. Shouse, WLW, NAB director for District 7.

A meeting of members in NAB's second district is scheduled to be held at the Waldorf-Astoria, New York City, on May 5-6, Michael R. Hanna, WHCU, NAB director for District 2

XETZ, Mexico, Joins CBS Latin-Amer. Web

XETZ, Tezuitlan, Pueblo, Mexico, has been added as an affiliate of the CBS Network of the Americas, it was announced this week by Edmund Chester, CBS director of Latin American relations. Addition of XETZ brings to 124 the total number of CBS outlets throughout Central and South America, Mexico and the Caribbean.

is in charge of arrangements for this session. District 2 includes broadcasters of New York and New Jersey.

Other district directors are co-operating in working out final plans which will make possible a series of are meetings. These meetings will be announced in the near future.

Wisner To WJR Post; To Continue With ABC

(Continued from Page 1)
he became sports director of the station, broadcasting the University of Michigan and Detroit Lions Football games, as well as other major sports events. In 1941, Wisner became sports director for the Blue Network, now ABC, and since that time has won several awards for his work in the field of sports. For the past four years he was chosen the nation's outstanding sports commentator by the Sporting News. In 1944, he won the Esquire Magazine Sports Award, and in '43 and '46, the Washington Touchdown Club award. Last year, the ABC broadcaster won the Atlanta Touchdown Club Award as the sports broadcaster "who had contributed the most to Southern athletics."

Richards Comments
Commenting on the appointment of Wisner, Richards said: "With his assistance we will be able to expand these principles of keen competition and fair play that characterize American athletics."

FCC's FM Okays Include 11 Class B And 2 Class A

Washington Bureau, RADIO DAILY
Washington—Construction permits for 11 Class B and two Class A FM stations have been announced by the FCC. The Class B applicants were WMAS, Springfield, Mass., Channel 244; The Times Herald Co., Port Huron, Mich., Channel 272; Independent Merchants Broadcasting Co., Minneapolis, Minn., Channel 267; WMIN Broadcasting Co., St. Paul, Minn., Channel 265; WHEB, Portsmouth, N. M., Channel 249; Palladium-Times, Inc., Oswego, N. Y., Channel 270; St. Lawrence Broadcasting Corp., Ogdensburg, N. Y., Channel 262; Radio Projects, Inc., Syracuse, N. Y., Channel 232; Ft. Hamilton Broadcasting Co., Hamilton, O., Channel 255; Sharon Herald Broadcasting Co., Sharon, Pa., Channel 275; Greater Huntington Radio Corp., Huntington, W. Va., Channel 260.

JINGLE BELLS, JINGLE BELLS
Jingle all the way
"CHRISTMAS CHEER and a HAPPY NEW YEAR!"
from "Lanny & Ginger" Grey
—Hey!—
"A JINGLE SELLS! A JINGLE SELLS!"
So our sponsors say,
"That is, Son, Especially One,"
BY "LANNY & GINGER GREY!"
Our Best Wishes To All
For A Happy & Successful New Year . . . L. & G.

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer President George H. Roeder General Manager

SOUTHWEST

JOHN B. CONNALLY manager of KVET, Austin, has announced that Forjoe & Co., have been appointed national sales representatives for the station. Station recently took to the air and is staffed by an all-veteran staff and operates with 1,000 watts on 1300 kilocycles.

John Harper has been added to the announcing staff of KABC, San Antonio. Harper comes from WKY, Oklahoma City.

Dovie Burton, receptionist at KTSA, San Antonio, is on her honeymoon, having married Lt. Tod Ramsey on Dec. 12 in San Antonio.

Richard R. Hayes, chief engineer of KYFM, San Antonio, has been given a 90-day leave of absence from his duties at the station to assist in a facility survey to be made by the International Broadcast Division of the Department of State.

Bob Everson has been named assistant to Jimmie Jefferies on the "570 Matinee" aired Monday through Friday over KGKO, Fort Worth.

The FCC has approved sale of KVIC, Victoria, from Morris Roberts to J. G. Long, Bay City theater circuit operator for a price of \$192,000. Long also recently purchased KSAM, Huntsville, for \$42,000, and is a partner in a station now under construction at Bay City.

Jerry Lee, announcer on WOAI, has been named program director of WOAI-FM, San Antonio. Joe Alston, Jr., formerly in the Army, has joined the WOAI announcing staff.

Rapidly coming to completion is KIXL Radio Town in Dallas which will house KIXL and KIXL-FM. Both stations are owned and operated by Lee Segall.

The San Antonio Symphony Orchestra will be heard on Saturday, Dec. 28, on the NBC "Orchestras of the Nation." Program will originate through WOAI, San Antonio, from the Municipal Auditorium. The group will introduce for the first time Richard Strauss' new symphonic version of the waltzes from his opera "Der Rosenkavalier."

Agency Inaugurates Plan Of Employee-Profit Share

Geyer, Newell & Ganger has inaugurated a broad employee-benefit program including a profit-sharing plan. B. B. Geyer, president, announced this week.

All full-time employees are eligible to participate in the plan after two years of service. Based on a point system for length-of-service and salary, the plan provides for the accumulation of retirement benefits. Company carries the full cost of the plan, with no deductions or contributions from the employees.

A new employee insurance plan, paid for entirely by the agency also provides from \$1,000 to \$5,000 of life insurance with disability coverage, hospitalization, surgical and medical expenses. Wives and children of employees are also covered.

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey week of December 13-19, 1946

TITLE	PUBLISHER
A Gal In Calico.....	Remick
Among My Souvenirs.....	T. B. Harms
Anybody's Love Song.....	Miller
The Best Man.....	Vanguard
Blue Skies.....	Berlin
The Coffee Song.....	Valliant
Either It's Love Or It Isn't.....	Mood Music
Five Minutes More.....	Melrose
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
The Girl That I Marry.....	Berlin
I Guess I'll Get The Papers And Go Home.....	Campbell-Porgio
I'll Be Home For Christmas.....	Melrose
I'll Close My Eyes.....	Peter Maurice
In My Merry Oldsmobile.....	Witmark
It's All Over Now.....	Broadcast Music
Oh, But I Do.....	Witmark
The Old Lamp-Lighter.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke and Van Heusen
Rumors Are Flying.....	Oxford
September Song.....	Crawford
The Things We Did Last Summer.....	E. H. Morris
This Time.....	Dorsey Bros
Uncle Remus Said.....	Santly-Joy
White Christmas.....	Berlin
The Whole World Is Singing My Song.....	Robbins
Winter Wonderland.....	Bragman-Vocco-Conn
Years And Years Ago.....	Bourne
You Keep Coming Back Like A Song.....	Berlin
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

Dr. Frank Kingdon's Case Becomes FCC Complaint

(Continued from Page 1)

Charles V. Denny by the three organizations claimed that WOR dropped the Kingdon commentary last Friday, Dec. 20, "after the plea of his sponsor for a better program time." A WOR spokesman said, however, that Kingdon's sponsor, Crawford Clothes, dropped the program last Nov. 29 and refused to renew the contract for other time periods which the station offered. The station's reply also said that "WOR tried to induce the advertiser to select any time desired from all the periods remaining available in WOR's evening schedule," and that the station regretted that these were declined.

Kingdon's program moved to WOR from WMCA last August 12 and was heard sustaining until Sept. 2 when Crawford Clothes began sponsorship. Crawford had sponsored Kingdon on WMCA for approximately three years. When the sponsor pulled out Nov. 29 WOR notified the commentator's agent, Wilber Stark, that Kingdon would continue in the nightly spot for "an indefinite period." Later,

ABC's "I Deal In Crime" Re-Instated By Hastings

Hastings Manufacturing Company, reported in the trade this week to be dropping sponsorship of "I Deal In Crime" ABC mystery show heard Saturdays (8:30-9 p.m., EST) has announced that it will re-instate the program to its original 52-week run. Program, which features William Gargan, will run to May 25, 1947, under the present contract.

according to the WOR spokesman, Kingdon, through his agent, was given two weeks notice that the program would be dropped on Dec. 20 for the reason that a new sponsor had not been found.

George Carson Putnam took over the 6-6:15 p.m., slot with a straight newscast this week and picks up Procter & Gamble as a thrice weekly sponsor starting Jan. 13. P & G account was placed through Dancer-Fitzgerald-Sample with sponsorship set for Monday, Wednesday, Friday.

Kingdon is still heard over WOR every Sunday morning from 10:15-10:30 a.m. Program is sponsored by Inkograph Pens.

AGENCIES

BARTON A. CUMMINGS, account executive at Maxon, Inc., since he was discharged from the Navy Amphibious Forces last year, has been elected a vice-president, according to Lou R. Maxon, president. Cummings, who has his office in New York, entered the Navy three years ago after having served as Director of Information Campaigns, Office of Price Administration, where he co-ordinated OPA efforts with those of the War Advertising Council and the Office of War Information. Before the war, he was in the copy department of Benton & Bowles from 1936 to 1942.

C. H. ELLSWORTH, director of advertising, Ritepoint Co., manufacturers of mechanical pencils, has engaged the Gardner Advertising Co., of St. Louis, as advertising counsel. Plans for the 1947 campaigns will be announced later. L. C. MacGlashan is account executive.

THE CURTIS PUBLISHING CO. announces the appointment of Batten, Barton, Durstine & Osborn, Inc., to direct the space advertising and promotion for Holiday, effective January 1st. This is in addition to Holiday radio advertising for which the agency has been responsible.

JAMES RAYEN, director of advertising and merchandising of Boyle-Midway, Inc., announced that W. Earl Bothwell has been assigned the company's advertising on the Old English line of waxes and polishes, the Black Flag line of insecticides and a number of other items in addition to the products now handled by the agency. The appointment is effective January 1st.

DONALD COOKE, INC., of New York, Chicago, Hollywood and San Francisco have been engaged as exclusive United States national representatives of CKMO, Vancouver, British Columbia, Canada.

WILLIAM G. RAMBEAU COMPANY has been named national representative of WQQW, Washington, D. C., Edward M. Brecher, general manager, announced yesterday.

Send Birthday Greetings To—

- December 24
 - Jack Alicoate W. O. Tilenius
 - Doris Sharp Dick Crans
 - Naylor Rogers
- December 25
 - Matt Brooks Nathaniel Shilkret
 - Peggy Stone Josef Stopak
 - Ron Gamble Gladys Swarhout
 - George Lasker Burritt Wheeler
 - Betty Olson Arthur Perles
 - Bob Ripley Larry Goddean
 - Herman Katzman Noel Rhys

Coast Tele Started Following FCC Grants

(Continued from Page 1)
plans for telecasting on a commercial basis.

"The National Broadcasting Company intends to give local television audiences the finest in entertainment, information and public service," declared Sidney N. Strotz, vice-president of the network in charge of the western division.

NBC will build its studio at Sunset and Vine in Hollywood. Its transmitter will be located on Occidental Peak in the Mt. Wilson area, affording wide coverage of southern California. The station, call letters of which have not yet been selected, will operate on Channel 4.

Klaus Landsberg, director of Television Productions, Inc., declared that the organization has chosen KTLA as the identifying letters of its commercial station. He called attention to the excellent equipment of the station, which includes eight studio cameras, two image-orthicon field-pickup cameras, its high-powered transmitter atop Mt. Wilson, several relaying transmitters and the new 65 by 75-foot studio.

Television Productions, Inc., recently increased its programming to six nights a week, totalling 20 hours. W6XYZ, the company's experimental station, on Christmas Day will televise the Solemn High Mass at Blessed Sacrament Church.

Stork News

Richard Anthony Wolf, 5 pounds, 2 oz., was born Friday to Mr. and Mrs. George Wolf at Doctor's Hospital. Father is director of publicity of Foote, Cone & Belding, N. Y. Mother is the former Miriam Gaffney of NBC.

A girl was born to the wife of Joseph Gottlieb, director of commercial programs at WMCA, on Saturday, Dec. 21, at Doctor's Hospital in New York.

Radio Round Table

San Francisco—News-folk who write about radio and members of the mike estate who get written about have organized the Radio Round Table. The group is meeting for lunch each Monday noon at the San Francisco Press Club. Ed Murphy, radio editor of the Examiner, is chairman of the Round Table, but the group has sworn to have no more officers, no by-laws and no parliamentary procedure whatever. Fancy gold membership cards have been presented to the members by Ted Friend, who, with his wife, produce the NBC show "The Friends."

CUSTOM-BILT

open-end or sponsored

TRANSCRIPTIONS

Distinctive Live Programs

ROBERT EVANS, Inc.

113 W. 57 St. PL. 9-4545

Blizzard Traps Radio Crew Enroute To Far North Post

(Continued from Page 1)

cided to tie the sleighs together and go on with the remaining team. Realizing they could make no progress in the blizzard, they bedded down on the sheltered side of an unnamed island until morning. The storm continued next day and another unsuccessful attempt to move the equipment was made. By then they had consumed four of the six packages of K-ration they carried and after dividing the last of the food, the U. S. Army men attempted to return to base for help. Barkway and Murphy bedded down in their sleeping bags to await rescue.

They experienced difficulty in lighting a fire and it wasn't until they had used all the letters they carried and had only Barkway's passport left, that they were successful in making the fire burn. For two nights the men huddled in their improvised

Nautical Santa

Montreal — Santa Claus in all his finery, riding in a ship with a lighted, 30-foot Christmas tree at her masthead, will visit ships in Halifax harbor Christmas eve to serenade the crews and distribute gifts. The idea originated in the special events department of CBC, which will broadcast the Santa Claus tour at 7:30 p.m., AST, over maritime stations of the Trans-Canada network, on Tuesday, December 24th, and at 11:00 p.m., EST, over Ontario and Quebec stations.

camp without food. On the third day a Canadian-built snowmobile came to their rescue. It was discovered they were on the wrong side of the island to have their camp fire seen by rescuers and it was mere chance they were found.

Special Yuletide Programs Set By Chicago Stations

(Continued from Page 1)

other. On December 14 it put on the annual holiday presentation of "Hansel and Gretel" and they are following on December 19, 20, 21, 23 and 24 with a music broadcast on a loud speaker to Michigan Avenue, with a late afternoon hour being aired over WGNB each day. The "Christmas With the Army and Navy" broadcast over WGN on December 18 included the choir from Great Lakes Naval Training Center. On Saturday six Christmas features were broadcast, including the annual Christmas party on the WGN-Mutual series "Rainbow House"; on the spot interviews with residents of Santa Claus, Ind.; choirs from Immaculate High School and St. Luke's Evangelical Lutheran School, and "Babes In Toyland," presented on the Chicago Theater of the Air. Special Christmas music will be presented on Christmas Eve on "Curfew Time." On Saturday Joe E. Brown, appearing here in "Harvey," was guest on the "Citizens of Tomorrow" broadcast, sharing the spotlight with 400 high school pupils. On WGNB, WGN's FM station, Christmas music will be featured for five days.

Among WBBM's holiday features will be a broadcast of a special Christmas morning program from Newscaster John Harrington's home, followed by a holiday breakfast for the program staff members and their families. The CBS "Vox Pop" show, with Parks Johnson and Warren Hull, will be broadcast from the Grand Ballroom of the Continental Hotel here on December 31.

WMGM To Install New Antenna

WMGM, FM affiliate of WHN, will discontinue broadcasting for a 30-day period, starting Jan. 5, in order to install a new antenna and a higher powered transmitter.

Bristol-Myers To Sponsor "Party Line" On CBS Tele

Bristol-Myers Company has bought "King's Party Line," weekly studio-home audience program on WCBS-TV, sponsorship effective Sunday, Jan. 5, 1947, at which time show will be titled "Bristol-Myers Party Line." Heard from 8:30 to 9 p.m., EST, program will advertise Ipana and Vitalis, continuing with John Reed King as master of ceremonies.

A CBS television feature for the past five months, "Party Line" will replace the two current B-M shows on WCBS-TV, "Shorty" with cartoonist Syd Hoff, and "Sports Almanac" with Bob Edge. Change is in line with sponsor's stated policy of "experimentation in commercial television, both in programming and commercial presentation."

In radio for more than a decade, King is currently heard over CBS on "Missus Goes A-Shopping" and "Give and Take."

Michel Promoted By CBS

Werner Michel, CBS producer-director, has been appointed Assistant to the Director of Programs, it was announced by Davidson Taylor, Vice-President and Director of Programs. He succeeds Roy Langham, who has resigned.

Michel joined CBS' staff last October after serving during the war as Chief of the Radio Program Branch of the State Department and, prior to that, Assistant Chief of the Office of War Information's Radio Program Bureau.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635

Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker

Aut. 2103 • Chicago 6 • Sta. 5635

Color Tele Hearing To Reopen In N. Y.

(Continued from Page 1)

mission and other interested persons. All parties are requested to be present at the New York hearing and demonstration, if possible, so that they may have the opportunity to cross-examine petitioner concerning all phases of the demonstration and to offer any evidence they may have concerning the demonstration, the FCC said.

Any other party to the proceeding desiring to have a demonstration made at the public hearing may do so during the week of January 27. Parties desiring to avail themselves of this opportunity, should communicate with Commission counsel no later than January 6, 1947, the Commission stated.

Following the demonstrations the television hearing will resume in Washington.

Charlie McCarthy Show Leads December Ratings

Hooper ratings for Dec. 15 find the Charlie McCarthy show in first place, followed in order by Fibber McGee & Molly, Fred Allen, Jack Benny, and Bob Hope. Average evening sets is use, reported by Hooper, was 33.6, an increase of 1.3 over the previous week.

The other 10 programs placed as follows among the top 15 evening programs: Red Skelton, Walter Winchell, Radio Theater, Screen Guild Players, Amos 'n' Andy, Bandwagon, Mr. District Attorney, Great Gildersleeve, Suspense, and Burns and Allen.

"When A Girl Marries" topped the list of the first 10 weekday programs with a rating of 8.4. "Young Widder Brown" was second and "Our Gal, Sunday," came in third.

Co-Eds Honor Baruch-Wain

Students of NYU will present the title of "Mr. and Mrs. Music of 1947" to Bea Wain and Andre Baruch, WMCA record team, at the Waldorf-Astoria on Dec. 26. Pair will be officially crowned King and Queen of the All-University Ball, annual event to be attended by more than 2,000 students.

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

Commerce Committee Draws Senate Contest

(Continued from Page 1)

powerful new post revolves around Senator Wallace H. White, of Maine. Senator White, father of the Communications Act who is in the lead for the post of Senate majority leader, also covets the chairmanship of the Commerce Committee.

Several Senators, however, have made it clear that they oppose any Senator holding two important posts. A resolution forcing Senator White to choose between the two jobs probably will be introduced at a conference of all Republican Senators on December 30. If the confab decides against White holding the two posts, Senators Tobey of New Hampshire and Reed of Kansas would join the fight for the chairmanship of the Commerce Committee.

Whoever takes over the chairmanship, however, the FCC will be in line for an investigation, with a revision of the Communications Act deemed possible. Senator Tobey previously has called for a thorough investigation of the Communications Commission.

Wildberg Forms Tele Firm; Becomes Du Mont Advisor

John Wildberg, theatrical producer, has completed plans for a television production organization and will act in an advisory capacity to Du Mont, effective January 1, it was announced yesterday.

Believed to be one of the first figures of the Broadway stage to become associated with television on a permanent basis, Wildberg will advise on problems in production, script and casting.

Producer of "Anna Lucasta," "Porgy and Bess" and "One Touch of Venus," in addition to many others in recent years, Wildberg states that his interests will be divided between tele and the stage. New company is known as The John Wildberg Television Production Corporation of which he is president. His services will be available to Du Mont clients, although he will not serve Du Mont exclusively.

Leonard F. Cramer, Du Mont executive vice-president, hailed Wildberg's affiliation with his company as a step toward better dramatic productions in television. "John Wildberg will bring a rich experience to television," said Cramer. "We are very happy to have him associated with us for it will afford us and our clients the advantage of drawing on his well-known production abilities."

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

COAST-TO-COAST

—VERMONT—

DURLINGTON—WCAH has been granted permission to increase their power to 5,000 watts, making it the largest station in Vermont. . . . **WATERBURY**—WDEV will operate from 6 a.m. until midnight as soon as construction of two new towers is completed. . . . **RUTLAND**—A single channel radio station will be installed at the Rutland Heights Veterans Hospital. Programs will be transmitted to patients through telephone sets at each bed. Donald McKellar, former WAAB announcer, will be program director.

—NEW HAMPSHIRE—

CONCORD—Norman Partridge has been named Chief Engineer at WKXL, and Elbridge Hooker joins the engineering staff. . . . WKXL in keeping with the Christmas spirit presents "Christmas Tapestry" featuring music, poetry, and holiday legends, and "Yuletide Reflections," with Xmas music and background as the central theme. . . . **MANCHESTER**—New WFEA show "Coffee Time" is aimed at the housewife as she does her early morning chores. . . . **KEENE**—WKNE has appointed Kettell-Carter as its New England advertising representative.

—INDIANA—

LAFAYETTE—WBBA, radio outlet of Purdue University, inaugurates new public features, "I See By The Papers," 15-minute, five-a-week show presenting discussions in the fields of radio, sports, music, farming, etc.; and "School Of The Air" is being stressed with two hours daily in educational features aimed at all levels of instruction. . . . WGL has asked FCC for permission to change the antenna on their experimental television station. . . . Tim O'Sullivan, WGL news editor, was recently married to Teresa Cooper of Kettering, England. . . . **VINCENNES**—Entire announcing staff at WAOV is composed of ex-G.I.'s. . . . "The Story Hour" presented by WAOV, with Claire McCarthy, well-known local child psychologist presiding, good listening for the very young set. . . . WAOV will carry all basketball games played by the local high school.

—UTAH—

SALT LAKE CITY—S. S. Fox president and general manager of KDYL, presented his traditional Xmas party for the children of station employees at the station's Playhouse December 21. . . . KDYL artists made a round of all hospitals in the area with their annual Christmas Cheer program. The party climaxed its season by participating in the annual Christmas Carol program in the heart of downtown Salt Lake. . . . Frank Carman, KUTA general manager and "father" of the newly formed Rocky Mountain Broadcasting System, played the real father role Dec. 16 when he was presented with an eight-pound son. . . . KALL will carry all Saturday night University of Utah basketball games. . . . "Speak For Freedom" new series carried by KALL and sponsored by the Structural Steel and Forge Co., deals with such matters as freedom of speech, education, and free enterprise.

—MISSOURI—

ST. LOUIS—KWK's "Teen Thriry O'Clock Club" sponsored by the Royal Crown Cola, has become the most popular teen-age program in the area. . . . KWK led the Mutual network a Christmas Carol program featuring a Normandy Caroler group December 20th. . . . KMOX will bring the beautiful chimes of St. Genevieve to their listeners on Xmas Eve. . . . FCC has granted KSD an increase of nighttime power from 1,000 to 5,000 watts. . . . **KANSAS**—KMBC has assumed leadership in the campaign to call a halt to careless driving.

—NEW YORK—

BUFFALO—New appointments at WGR include F. Robert Greene as Ass't General Manager and Nat L. Cohen as Sales Manager. . . . When four members of the Buffalo Hockey Club failed to show up for the News Quiz program on WBEN, Studio orchestra replaced them barely three minutes before broadcast time. . . . **WBEN**—FM, in operation since November 11 travels a 60-mile distance reaching Auburn and Olean, N. Y. . . . **BATAVIA**—Bernie Sandler comes to WBTA as emcee on the "1490 Club," and James Gerrey after being in the AUS for several years, returns to his duties as News Editor. . . . **WHITE PLAINS**—WFAS will present two hours of uninterrupted carols and Christmas music on December 24th. . . . Westchester Oil Trades Assn. played host to 150 Westchester High School students with whose co-operation the Assn. sponsored the weekly student-discussion panel, "Youth Speaks" over WFAS, offering prizes totaling \$900 for essays on what oil heat means in comfort.

—MASSACHUSETTS—

BOSTON—Through the co-operation of WEEL and the Boston and Maine Railroad, commuters will hear Xmas Carols in the grand concourse of North Station. . . . A Christmas party was given to children and grandchildren of WEELites. . . . A Holiday Safety Campaign, designed for home and highway, is being launched by WBZ and WBZA. . . . The annual Xmas Eve festival Service of Holy Communion direct from Trinity Church will be broadcast by WBZ and WBZA. . . . **SPRINGFIELD**—The Paramount Motors are sponsoring a mid-day local newscast over WSPR. . . . "Sports Broadcast" over WSPR has been purchased by Pratt & Whitney Aircraft. . . . **LAWRENCE**—WLAW will broadcast the Christmas Carol Singers dedicated to disabled veterans. . . . **PITTSFIELD**—Leon Podolsky will take over officially as new owner of WBRK January 1st. . . . **CHICOPEE**—A variety show, originating from the High School Auditorium, marked the official opening of WACE.

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

MBS Sells 34 Co-ops For Total Of 634 Sta.

(Continued from Page 1)

Hauser, director of the department. Fulton Lewis, Jr., most widely sold co-op show on the air, was bought by Pertussin on WOR, N. Y.; KWK, St. Louis; CKLW, Detroit; and WLOL, Minneapolis. Program's total is now 232 stations.

Cedric Foster was sold on 10 additional stations to bring his total to 120, second only to Lewis. Cecil Brown was sold to KDB, Santa Barbara; WWRN, Beckley, W. V.; WKAT, Miami. "Tell Your Neighbor" was sold to five new stations; "Erskine Johnson In Hollywood" was sold to WGRC, Louisville, Ky.; KLUF, Galveston, Tex.; KFXJ, Grand Junction, Colo.; and WJPA, Washington, Pa.

"Captain Midnight" was sold on three stations; "Inside of Sports" on two; Bill Cunningham on four outlets and Arthur Hale on one.

'Detect And Collect' Out; WABD Sets 'Ranch' Show

Songs, stories and folk dances of the old West will be offered in a new ABC television program titled "Melody Bar Ranch," starting over WABD, New York, Jan. 2, as a replacement for the current Thursday night show "Detect and Collect." New sustainer was brought to ABC as a television package by Hal Horton, radio singer and actor heard over WOR every Saturday at 5:45 p. m., who will also act as emcee. Half dozen regular cast members include Chester and Lester Buchanan, Victor recording artists and Katherine Gregg, RKO movie actress. The program, to be aired from 8-8:30 p. m., will be directed by Harvey Marlow.

"Melody Bar Ranch" replaces the current series of half-hour programs being sponsored by Hirshon-Garfield agency in co-operation with its clients. Agency began its series early in November and has experimented with three different programs.

The western television show will feature a guest artist each week. One of the personalities signed for a guest spot is Ed Durlocher, president of the American Association of Square Dance Callers.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 60

NEW YORK, THURSDAY, DECEMBER 26, 1946

TEN CENTS

Activities Of FCC Varied

Tele Set Production Up, RMA Reports

Television receiver production although small, increased in the month of November and doubled that of October with a figure of 1,844 against 827, respectively, according to the latest report by the Radio Manufacturers Association. Of the total November production, 1,551 were table model receivers.

The RMA report brought to light an error contained in its television production figure for last September

(Continued on Page 3)

"Good Neighbor" Awards To Be Aired On MBS-WOR

Two "Good Neighbor" awards, the first to be made by the Good Neighbor Foundation, will be presented to Trygve Lie, Secretary-General of the United Nations, and Bernard M. Baruch, chairman of the U. S. Atomic Energy Commission, on Sunday, Dec. 29, it was announced this week by Benjamin Edwards Neal, founder and president of the Foundation. Occasion will be broadcast over Mutual-WOR

(Continued on Page 2)

Christmas Mass Broadcast Originated At Vets Hospital

Philadelphia—The first Christmas mass ever broadcast from the chapel of the Valley Forge General Hospital went on the air over WFIL at midnight Christmas Eve, climaxing a full evening of special programs at 9 p.m. The station's Campus Quiz program originated from Valley Forge when the hospital's team competed against sailors from Willow Grove Naval Air Station.

"Fluffscar" Award

Since only three call letter "fluffs" were committed since November 2, the date when WEFB became WNBC, station manager Jim Gaines decided to award a \$100 "Fluffscar"—as distinguished from an "Oscar" to the Feedback Club instead of a single announcer. Club is that eminent social organization of WNBC announcers, in which every member is a veepee.

Civic Welcome

Members of KNOW, Austin, are giving newcomers to the city a real southern welcome. Each Wednesday the newcomers are invited to be the guests of KNOW at the Old Seville Cafe where a full half-hour show is broadcast. The newcomers receive merchandise gifts from local merchants plus meeting and seeing a revue presented by the staff of KNOW.

Commercials Studied On 9 N. Y. Stations

A week's log of nine leading New York stations, released this week by Radio Reports, Inc., shows that the greatest number of commercials is carried by WOR, with WHN and WNEW following in that order. Stations covered in the report were logged the week of December 4-10, from 7 a.m., to 11 p.m.

Other six stations lined up in this

(Continued on Page 5)

Commission Authorizes Commercial FM In Capital

Washington Bureau, RADIO DAILY Washington—Washington's second commercial FM station was authorized this week by the FCC. Commercial Radio Equipment Co. was granted authority to operate WASH commercially on an "interim basis," by using the equipment of W3XL.

The Commission also authorized

(Continued on Page 2)

Potentialities Of Television Envisioned By Gen. Sarnoff

The wide potentialities of television are given extensive discourse in a year's end review and preview of radio by Brig. General David Sarnoff, RCA president. Sarnoff envisions 1947 as America's first major television year, if industrial strife is curtailed and the flow of components is stepped up, and he foresees a large market for radio-phonographs and television receivers in the seven to 10 million new homes which may be

Temporary FM Bands In Low Band Set; Date Hearings For Stations And Record New Applications

U. S. Court Dismisses FBI-Scophony Case

Scophony, Ltd., has been ruled "not within the jurisdiction of the United States District Court for the southern district of New York" and the Government's anti-trust action against it has been dismissed, it was learned yesterday. Decision was rendered by Judge Edward A. Conger, who declared that the company is an

(Continued on Page 2)

Adv. Agencies Lauded For Public Service Aid

Approximately 100 of the nation's advertising agencies have served as task forces on more than 170 public service campaigns sponsored by The Advertising Council in co-operation with government as well as private organizations, it was revealed in a

(Continued on Page 2)

Pres. Truman May Appear On Pooled Video B'cast

Pooled broadcast of the opening of the 80th Congress on January 3, participated in by NBC-WNBT, Du Mont-WABD, and CBS-WCBS-TV,

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—In order to clear the 42-44 megacycle band for use by non-Government fixed and mobile services to which it has been allocated, the FCC has assigned temporary channels to FM stations now operating in the low band. The changes are effective January 1, and in no case later than February 1. Date for cessation of all FM operation in the 44-50 band has not yet been set, and will not be until the Commission

(Continued on Page 5)

Paley Radio Address Web Review Keynote

The most significant event in CBS' review of the rapidly closing year of 1946 was the address made by William S. Paley, chairman of the board, at the NAB convention in Chicago when he called for a new code of program standards in American broadcasting, strengthened by "adequate enforcement provisions."

Out of this talk developed a se-

(Continued on Page 3)

Dec. Audience Survey Announced By Pulse, Inc.

Radio listening in New York City tapered off in the month of December and remained at practically the same figure as that for November, according to The Pulse, Inc. Percent-

(Continued on Page 3)

Bonanza

Ernesto L'Abbe, commercial director of Radio Belgrano in Buenos Aires, affiliate of CBS's Latin American network, picked up a nice Christmas bonus this year when he and five members of his family won \$625,000 in the annual Christmas lottery. L'Abbe said a relative dreamed the winning number and they all pooled \$80 for the ticket.

(Continued on Page 5)



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JOHN W. ALICOATE : : : : Publisher

MARVIN KIRSCH : : : : Business Manager

FRANK BURKE : : : : : Editor

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U. S. Court Dismisses FBI-Symphony Case

(Continued from Page 1)

English firm "not doing business in the United States."

Decision will be appealed by the Department of Justice, complainant in the case, to the Circuit Court of Appeals in New York or directly to the Supreme Court in Washington, a spokesman for the agency said this week.

No official announcement was made of the dismissal of the complaint but it was learned that Wendell Berge, assistant attorney general in charge of the Anti-Trust division of the Federal Bureau of Investigation advised staff attorneys on the Scophony case that the Government will appeal the decision.

"Good Neighbor" Awards To Be Aired On MBS-WOR

(Continued from Page 1)

from 3:30 to 4 p. m., EST. on "Quiz of Two Cities."

Lie will receive the award as a "distinguished citizen of the world," and Baruch as a "distinguished citizen of the United States." Presentation will be made by Governor Dwight H. Green of Illinois, who will participate in the broadcast via WGN, Chicago.

The Good Neighbor Foundation was established in one state in 1933 during the depression and since that time has been spreading to other parts of the nation on merit alone.

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

1000 WATTS **WHWL** 730 KC.

"Anthracite's Most Powerful Independent"
Represented by Forjoe

Adv. Agencies Lauded For Public Service Aid

(Continued from Page 1)

statement issued yesterday by the council. Claiming little or no credit for their donations of personnel, time and services, agencies have assisted in the planning and execution of nearly every major informational program conducted since the early days of World War II, the council added.

When it was established early in 1942, then known as the War Advertising Council, a pool of 447 volunteer agencies, from which task forces were selected, was formed by the American Association of Advertising Agencies.

The 4-A's have since continued to be the clearing house for agency participation, appointing agencies for council campaigns and underwriting the agency's share of council financing.

Following the pattern established at the beginning of the war years, advertising agencies are continuing to donate services, including research, analysis, planning, preparation of campaign materials and merchandising in behalf of approximately twenty peacetime projects which have been undertaken by the council. Indicative of the type of campaigns which are being given advertising support at present are campaigns designed to disseminate information on such subjects as atomic energy, world trade, group prejudice and problems related to public health.

Based on current estimates, American business will contribute, through its advertising time, space and service, more than 100 million dollars this year toward public service projects.

Pres. Truman May Appear On Pooled Video B'cast

(Continued from Page 1)

may be highlighted by the appearance of President Truman as he makes his "State of the Union" report to the joint session. No announcement has been made by the White House as to whether or not the President will address the new Congress at this session, but it is felt that should he make an appearance, permission will be given to all television broadcasters to carry the event.

In the event that the President does not address the opening session, it is expected that a new pooled broadcast will be arranged by the three video stations.

Two Hummert Shows Shifting

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

Another Hummert show, "Lora Lawton," now on NBC at 10:15 a. m., moves into 11:45 a. m. slot vacated by "David Harum" on January 13th.

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

Commission Authorizes Commercial FM In Capital

(Continued from Page 1)

eight conditional FM grants, granted 16 CP's for FM, and granted one television construction permit. The television grant went to Radio Sales Corporation for a new station in Seattle, Wash.

Conditional FM grants were awarded the following:

Lee Radio, Inc., Mason City, Iowa; Perkins Brothers Co., Sioux City, Iowa; Twin City Co., Inc., Lewiston, Me.; The Tri-State Co., Cumberland, Md.; Merrimac Co., Inc., Lowell, Mass.; Elmira Star Gazette, Inc., Elmira, N. Y.; Butler Co., Butler, Pa.; Central Co., Inc., Johnstown, Pa.

The following were authorized FM construction permits:

Amphlett Printing Co., San Mateo, Calif.; Capital City Corp., Tallahassee, Fla.; Tricity Co., Davenport, Iowa; Dubuque Co., Dubuque, Iowa; Sunflower System, Kansas City, Kans.; The World Co., Lawrence, Kans.; The Topeka State Journal, Inc., Topeka, Kans.; The Peninsula Co., Salisbury, Md.; Cape Fear Co., Fayetteville, N. C.; North Carolina Co., Inc., Greensboro, N. C.; City of Dallas, Dallas, Tex.; Southland Industries, Inc., San Antonio, Tex.; Times World Corp., Roanoke, Va.; WTAX, Inc., Springfield, Ill.; KTRH Co., Houston, Tex.; Texas Co., Tyler, Tex.

New Rate Card Issued By ABC, Effective Jan. 1

ABC has prepared a new rate card under which costs for time periods on the network will remain constant, it was announced this week.

As a part of the new rate structure the special daytime discount has been reduced two-and-one-half per cent on programs aired between 9 a. m. and 1 p. m., Monday through Saturday. Effective date of the new card is January 1, 1947. Current ABC advertisers may change to the new rate structure at any time after that date or may continue under the present rate for the usual one year period from date of signing.

Alterations Okayed

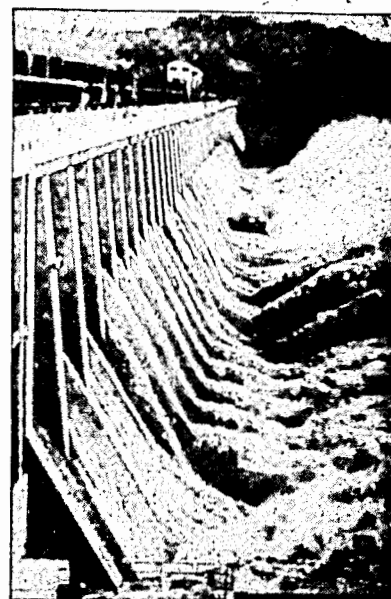
Station WRRN, Warren, O., has received Civilian Production Administration approval for alterations there to cost \$15,000.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.



W-I-T-H
AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Rood

Paley Radio Address Web Review Keynote

(Continued from Page 1)

Series of discussion programs titled "Time For Reason—About Radio" designed specifically to mull over the problems and responsibilities of the broadcasting industry before the radio audience. Paley was heard on the opening broadcast of the series which is conducted by Lyman Bryson network's counsellor on public affairs. Through "Time For Reason," CBS hopes to get the public response and guidance which it needs "to run a business controlled in all its ultimate decisions by the people themselves." By the end of the year CBS will have aired some 27,500 broadcasts representing a total of 8,600 hours, with music programs heading the list in number of hours at 2,700. Drama programs follow with some 2,400 hours, news and sports and talks and discussions following with 1,300 respectively.

UHF Tele A Factor

This was the year in which CBS began demonstrations of its ultrahigh frequency color television system, providing some 200 of these for government, industry, press and the public. For nine months, according to web officials, CBS field-tested the new medium for service in large urban areas, and by mid-year had licensed three major manufacturers to produce transmitter equipment and receivers for home use. At the FCC hearing of CBS' petition to set standards for color tele, Dr. Peter C. Goldmark, network's director of engineering-research and development, revealed a "fully-electronic" receiver tube which, under sequential standards can be used either for projection or direct viewing. At the same time the Commission saw CBS' new dual-band combination receiver designed to receive both low-band black-and-white and UHF color pictures.

Other outstanding events were:

Acceleration of commercial tele programming on WCBS-TV via Ford Company's "Sports Parade" broadcasts from Madison Square Garden and Columbia University's Baker Field; also acquisition of a long-term contract of tele right to Brooklyn Dodger baseball games at Ebbets Field.

Withdrawal of CBS correspondent

THERE'S PLENTY OF
BUSINESS IN

DAYTON, OHIO

Get Your
Share By
Using...

WING The Dayton Station

WEED & CO. National Representatives

★ AGENCY NEWSCAST ★

JOSEPH A. MORAN, associate director of the radio department of Young and Rubicam, Inc., has been appointed a vice-president of the agency. He joined Young & Rubicam in 1934 as a writer in the radio commercial department. He later became manager of the department. He was appointed associate director of the radio department in 1944.

INSTITUTE OF PUBLIC RELATIONS, INC., through its president, John W. Darr announces the election of four executives to vice-presidencies. They are Benjamin N. Lesk, William P. Reed, Hubert Holloway and William Kostka.

SIDNEY G. ALEXANDER, formerly eastern director of advertising and publicity of Selznick Interna-

Dec. Audience Survey Announced By Pulse, Inc.

(Continued from Page 1)

age for December is 24.0 while last month's rating was 23., a breakaway from the customary audience increase from the summer season well into the winter months. The Pulse reported the local listening audience, for the year 1946, at its peak in the month of January with a figure of 26.1 per cent for average quarter-hour sets in use.

Top 10 evening programs in New York City during December were reported in the following order: Jack Benny, Lux Radio Theatre, Fred Allen, Chase & Sanborn program, Walter Winchell, Fibber McGee & Molly, Bob Hope, Mr. District Attorney, Screen Guild, Suspense and Duffy's Tavern. Among the five-a-week daytimers, Kate Smith retained top position followed by Aunt Jenny and Helen Trent.

Richard C. Hottel from Moscow following denial of shortwave facilities to radio men by Russia.

Return of William S. Paley from war duty and his subsequent election as chairman of the board. Election of Frank Stanton as president of the network, and other executive changes involving Adrian Murphy, Davidson Taylor, Earl H. Gammons, Howard S. Meighan, David Frederick and the acquisition of Red Barber as director of sports following Ted Husing's resignation.

Increase of public affairs discussions from 291 broadcasts in 1945 to 500 broadcasts this year. Noteworthy among these were: "In My Opinion," "Time For Reason," "Report From Washington," "You and the Atom," "Operation Crossroads," and others. "Columbia Workshop" returned to the air, presented two outstanding broadcasts by the Old Vic: "Richard III and "Peer Gynt."

Addition of 11 new affiliates to bring the network total to 162 stations, effective Jan. 1, 1947.

Awards of distinction to Dr. Goldmark, and Norman Corwin, CBS' writer-producer.

tional-Vanguard Films, has been named director of the Motion Picture Division of the New York office of the advertising firm of Brisacher, Van Norden & Staff, New York. Alexander, who last week resigned his post with the Selznick organization, will also serve in his new affiliation as senior account executive. Prior to his Selznick affiliation, he was advertising manager of Columbia Pictures for four years.

PACIFIC NATIONAL ADVERTISING AGENCY of Seattle has resigned from the account of the Tower Company, manufacturers of surgical equipment. Beaumont & Hohman, Inc., has been retained to handle the company's future advertising.

BIOW Co. has paid \$250,000 to employees in the form of a Christmas bonus and contributions to the pension fund, has been announced by Milton Biow, president of the agency. Employees with service of three years or more receive three weeks' pay; those with less, one or two. The Biow pension plan is unusual in that title to the contributions rests in the employee, even if he leaves the company. He may cash it in, continue payments himself, or buy a paid-up annuity with the sum already contributed.

Tele Set Production Up, RMA Reports

(Continued from Page 1)

when it was stated that 3,242 sets had been produced. Later it was discovered that one manufacturer had listed 3,223 phonographs in the television column by mistake. Television receiver production in September actually amounted to 19 sets.

A total of 1,496,482 radio and television sets were manufactured in November compared to 1,670,444 in October. Weekly rate production was considered to be the same in both months but the decrease in total output in November resulted from fewer working days.

FM receiver production in November was slightly above that of October and reached 27,330, the highest monthly output this year. FM figures include AM-FM combination sets.

BBC Transcribed Feature

A transcribed quarter-hour program from London, "Pleasure Parade," premiered a weekly feature over WNEW Wednesday, Dec. 25, from 9-9:15 p. m. The transmission via BBC covers the entire entertainment world in London and is also carrying items and interviews with well-known Americans visiting England. Producers of the 13-week series will use a mobile recorder for on-the-spot broadcasts from sporting events.

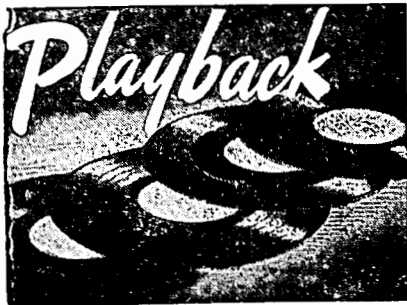
CLEVELAND'S Chief STATION



HEAP BIG HELP TO
TIME BUYER

Cleveland's Chief Station has relieved many an advertiser's burden—given him the sales support that brings handsome profits. Through better local programming WJW has attained wide acceptance and gained a ready, responsive audience in the great Cleveland area. Let WJW give you the aid that builds bountiful sales and makes lasting friendships.

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



This is the "Swan Song" of PLAYBACK . . . the 104th and final issue. If we have succeeded in keeping you informed about the many-sided industry of radio-recording, we have accomplished our original purpose.

* * *

If you're a radioman, you'll be hearing about new and wonderful things during the coming year from this ever-growing business of recording for radio. New production skills . . . new technical developments . . . new applications of recorded programming will awaken more and more local radiomen and advertisers to the tremendous potentialities of radio-recording.

* * *

As an agencyman, you'll find more and more demand on the part of regional and national spot advertisers for their own NBC Custom-Built recorded programs. This demand will be based on a safe precedent set by some of America's outstanding public service and commercial organizations who have found NBC Custom-Built recording service the quick, effective answer to their radio advertising problems.

* * *

Local advertisers, faced with a year of increasing competition in every line, will be seeking the lion's share of local radio audiences. Recognizing that good program material is the answer to this quest for listenership, merchants everywhere will find that NBC Syndicated Programs give them big time talent and production . . . LISTENABLE, ENTERTAINING PROGRAMS . . . at rates that are a fraction of the production costs of these outstanding shows.

* * *

NBC Radio-Recording representatives, now blanketing the nation, stand ready to help YOU during the New Year, 1947.

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



Notes From An Aisle Seat. . . !

● ● ● **Have Some Irony:** At the Radio Execs' Christmas party last week, the television set was won by Bruce Robinson, prob'ly the only guy in the room who already had one. And the Sally Victor hat was copped by Oliver Nichols, whose wife is editor of Millinery Monitor and no doubt gets a sockful of chapeaux every Yuletide. . . . Danny Kaye, one of the celebs whose name has been used sans permission by radical groups, is threatening legal action. . . . Lindsay and Crouse will make H'wood their home. They say they like it better—the traitors. . . . That tall gent doing the late spots, demanding top service, etc., claiming he's an MCA exec, isn' kidding. He's one of the big shots of the Match Corp. of America. . . . Hear that CBS censors are stepping on comics who persist in making gags about shortages of nationally advertised products, claiming they're doing it so that listeners will send them in as gifts. . . . Burl Ives' definition of a monopolist: A guy who wants both arms of his theater seat.

★ ★ ★

● ● ● Alan Courtney, passionately fond of his newly adopted state, Colorado, and grateful for the strong reception his air show is getting from Denverites, has written the words and music to a song called, "Tis A Privilege To Live In Colorado." This slogan, which appears daily on the masthead of the Denver Post may well become the official state song, inasmuch as Colorado is one state that has none at present. Alan, who penned "Joltin' Joe DiMaggio," among other clicks, claims that his new tune is the best thing he's done to date. If nothing else, it's a cinch to get him in solid with the local Chamber of Commerce.

★ ★ ★

● ● ● Ray Spector, whose agency retires Jan. 30th, planning a two-month rest in Florida before taking up his chores with Popular Home Products and Staze, of which he is Chairman of the Board. Incidentally, it's rumored that Ray just received a handsome settlement from the Serutan case. . . . Henny Youngman will be on with Kate Smith Sunday. . . . Cootie Williams tagged Page One band of the year by local newspapermen and will play at their Jan. 6th Waldorf dance. . . . Phil Davis renewed on the Hires show, which shifts to CBS Jan. 26th. . . . John Tyers, Metro star, such a click over BBC in London, that scouts there wired Louie B. Mayer, never realizing that he's already under contract there. . . . Marie-Louise Luscher, famous N. Y. correspondent for Swiss publications, will talk on her native country via WHN Sunday at 6 p. m.

★ ★ ★

● ● ● An actor we know doesn't see spots in front of his eyes—he sees Bixbys. The other day he saw Carl peering at him through a control-room window. Some time later he did some recording and there was Carl's son, Jack, at the console. At a Benton & Bowles show he ran into Betty (Knight) Bixby, Carl's niece, in the control room. And while making a film, wielding the megaphone was Lyndon Bixby, another son.

★ ★ ★

● ● ● **OUR HAT'S OFF DEPT':** ABC's new singing threat—John Paris, who is a combination of Como, Crosby and Columbo. Born in England and raised in So. America, this good-looking newcomer makes 'em swoon in three languages, English, Spanish and French. . . . Bunty Pendleton doing "Peculiar" at the Bagatelle. . . . The brilliant "Music of David Broekman," published by Bregman, Vocco & Conn. . . . NBC's Teentimers—especially the sponsor, who has elected to sell not only his product, but tolerance, as well. . . . Lyn Duddy's clever Christmas Song Story on "We, the People" last Sunday—one of the most ambitious things he's done in that line to date. . . . WNEW's Christmas spirit in collecting money all day Friday for Sydenham Hospital—another of the terrific all-out projects that WNEW seems to know how to do public service-wise so well.

CHICAGO

By NAT GREEN

BEULAH CARNEY contest, in connection with the WENR program of that name heard Monday through Friday, drew more than 3,500 entries. First prize winner receives a seven cubic-foot refrigerator.

The "Jimmy Evans Sports Forecast" on WIND has been renewed for 13 weeks by the Erie Clothing Co through Gourfain-Cobb agency.

Mrs. Pat Buttram, wife of the comedian on the "Saturday Night Round up" program, is back in Chicago with her young daughter to spend the Christmas holidays. "In the California climate we couldn't get the Christmas spirit," she said.

Paul Whiteman and his orchestra and chorus will present an all Gershwin concert at the Civic Opera House here January 23.

Bruce R. Lafferty, for 18 years in radio, several of which were spent in the South Pacific as a civilian radi engineer with the CAA, has been named general service manager for the Hallicrafters Company.

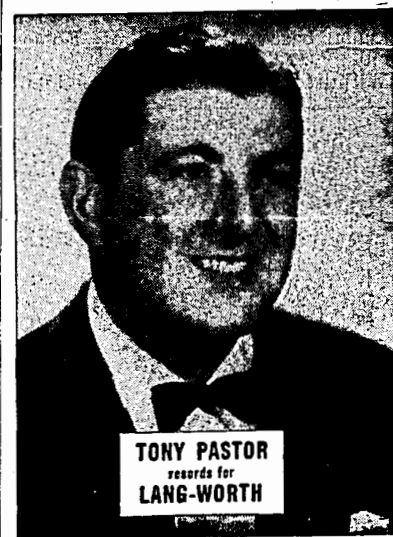
Judith Waller's book "Radio the Fifth Estate" will be used as a text book in the new radio workshop course at Roosevelt College.

Paul Harvey, WENR newscaster spoke on "Keep Radio Clean" before an audience of 1,000 at the Merc Federation Forum December 15.

John Harrington, WBBM sports caster, will spend Christmas at home this year for the first time in 11 years. He'll do his two regular broadcasts from his home.

Steel To Conclude Series

Johannes Steel discontinues his nightly commentary over WHN at 7:45 p. m., with the expiration of his contract Friday, Dec. 27. Steel began the WHN broadcasts Jan. 2, 1945 under sponsorship of Parker Watch and later was sponsored by Reader's Scope magazine. His program during 1946 has been a sustainer.



TONY PASTOR
records for
LANG-WORTH

Sarnoff Forecasts Bright Tele Outlook

(Continued from Page 1)

that radio changed political techniques and that television will force a similar impact. Sarnoff predicts that in 1948 there will be several hundred thousand U. S. homes equipped with video, maybe as many as a half million. This 500,000 figure is the only reference Sarnoff makes to receiver production but from his other remarks it can be discerned that set production is television's only major bottleneck at present. Looking back over the year 1946, he finds that "showmen are prepared to present an interesting variety of entertainment, newsreels and sports events," judging from the increased activity among broadcasters in television programming during the last year. "Their technique in the operation of new cameras," says Sarnoff, "has attested that they are on the mark and ready to go!" As for the perfection of television cameras, the general says video's "electronic eye now rivals the human eye in what it is able to see. It can see whatever the eye can see in twilight, moonlight, candlelight, and even go a step farther and see in 'black light,' or infrared to which the human eye does not respond."

Of "Undiscovered Frontiers"

Radio research into the upper atmosphere and far beyond the orbit of the moon will open many undiscovered frontiers for other branches of science, says Sarnoff. He hints that atomic energy scientists, who have been looking into the earth for uranium and other metals, may some day find more nuclear energy between the heavens and earth than there is in the ground.

Electronics became a vivifying force in American life, Sarnoff feels, because "this science has a magic touch that not only creates new instrumentalities, but brings old devices and services up-to-date." The general recalls the 1920s when it was claimed that radio was killing off the talking machine but that now it is realized that the phonograph, in combination with radio, has become more popular than ever. At one time, he says, newspaper publishers deemed their interests imperiled by newscasting and theater owners worried about box office losses because of people staying home to listen to the radio. But all have survived and prospered, Sarnoff points out, with each supplementing the other.

In reference to "the lesson taught by 1946," Sarnoff sums it up: "Science is at man's command! He can use radio and radar to guide rockets and bombs loaded with

OFF THE AIR

**REFERENCE RECORDINGS
IN CHICAGO**

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

Temporary FM Bands Set; Other Commission Activity

(Continued from Page 1)

gets a clearer picture of the outlook for early accessibility of FM receivers.

W2XMN, the Armstrong station in Alpine, N. J., will shift from 42.8 MC to 44.1; WINX-FM, Washington, D. C., from 43.2 to 44.7 MC; WMNE, Yankee Network station in Boston, from 43.9 to 45.1 MC; WBEZ, Chicago Board of Education station, from 42.5 to 44.3 MC; WBKY, University of Kentucky station in Lexington, Ky., from 42.9 to 44.3 MC; WBCE, Cleveland, O.; Board of Education station, from 42.5 to 44.3 MC; KALW, San Francisco Board of Education station, from 42.1 to 44.9 MC; WNYE, New York Board of Education station, from 42.1 to 44.9 MC, and WIUC, University of Illinois station in Urbana, Ill., from 42.9 to 44.7 MC.

All these stations have their regular assignments in the higher band, and some of them are broadcasting over this band. WNYE and WIUC have both discontinued operations until equipment for the higher-band broadcast is ready.

Four new AM applications were granted by the FCC Friday, with hearings set in more than a dozen other cases. The Pittsburg Publishing Co., Pittsburg, Kansas, was granted a construction permit to operate with 250 watts, unlimited, on the 1340 band, while one kilowatt daytime operation on the 800, 870 and 1050 bands, respectively, was okayed for the Lawrence Broadcasting Co., Lawrence, Mass.; Fred H. Whitley, Kansas City, Mo.; and The Washington County Broadcasting Corp., Johnson City, Tenn.

Many New Applications

At the same time, the Commission reported receipt of several new applications, including one from Radio Springfield, Inc., Springfield, O., to amend its pending application for a one-watt kilowatt daytime station on the 940 band, to request, instead, 250 watts daytime on the 1210 band. The Hinson Memorial Baptist Church, in Portland, Ore., seeks a Class B FM license, while three new AM applications were also asked. Lester Lee May seeks the 630 band with five kilowatts, unlimited, in San Antonio, Tex.; The Aberdeen News Co., Aberdeen, S. D., seeks the 930 band with one kilowatt, unlimited, and the American Pacific Radio Broadcasting Co., Redland, Calif., seeks the 1370 band with 500 watts unlimited.

The Commission set aside its grant of atomic warheads; he can equip these winged missiles and robot planes with television eyes focused on great cities as targets of destruction. Or he can use radio, radar, television and atomic energy for peacetime pursuits in commerce, industry and home-life that will contribute greatly to 'One World' in which people everywhere may live together in understanding, happiness and friendship."

of December 17 for a new station to the Snowy Range Broadcasting Co., Laramie, Wyo., to order a consolidated hearing to include also the application of the Voice of Wyoming, Inc., also in Laramie. Both seek the 1340 band with 250 watts, unlimited. Hearing was ordered also in the application of the Capital Broadcasting Co., Annapolis, Md., for a new station on the 1430 band with 500 watts, unlimited. Commissioner Jett voted to grant.

Other Hearings Ordered

Other hearings ordered include: Arkansas Valley Broadcasting Co., Ft. Smith, Ark., seeking the 1270 band with one kw., unlimited—with KGCU, Mandan, N. D., and KTFI, Twin Falls, Ida., to be parties; Central Michigan Radio Corp., Lansing, Mich., and Farmers Chemical Co., Kalamazoo, Mich., both seeking the 1320 band for operation with one kw., unlimited; McKinney Air Enterprises, Inc., McKinney, Texas, and Gainesville Broadcasting Co., Gainesville, Texas, both seeking the 1580 band with 250 watts, daytime; Kitsap GI Broadcasters, Inc., Bremerton, Wash., and East Side Broadcasting Co., Kirkside, Wash., the former seeking the 850 band with one kw., daytime, and the latter the 860 band with 250 watts daytime.

Also Mount Vernon Broadcasting Co., Mt. Vernon, O., and the Mound Broadcasting Corp., Newark, O., both seeking the 1340 band with 250 watts, unlimited; WCOE, Inc., Nashville, Tenn., and Frank Mitchell Farris, Jr., Nashville, both seeking unlimited operation on the 1410 band, the former with five kw., and the latter with one kw.; Radio Broadcasting Corp., Twin Falls, Ida., and Radio Television Corp., Medford, Ore., with the former—licensee of KTFI—seeking to change from one kw., five kw., limited service, on the 1270 band, to five kw., unlimited, on the same band, and the latter seeking that band for five kw., unlimited, operation.

And Louis F. Leurig and F. F. McNaughton Wewoka, Okla., for the 1490 band with 250 watts unlimited,

**WTAG
WORCESTER**

Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.



Commercials Studied On 9 N. Y. Stations

(Continued from Page 1)

manner in the order of commercials: WMCA, WINS, WNBC, WJZ, WCBS and WQXR.

Radio Reports points out that the "tally cannot be translated into terms of actual dollar volume traffic, inasmuch as all commercials were counted as a single unit, regardless of time." Log itself, however, shows the duration of commercials. Survey is comprised of 600 pages, with about 18,000 separate entries, divided into nine parts, one for each outlet.

Foreword to the report states that the "log is aimed primarily at showing the commercial traffic on the stations, and to some extent, the nature of that traffic." Radio Reports is planning to do the job periodically in 1947, and perhaps in other cities and marked areas.

with KBIX, Muskogee, Okla., Lamar Newcomb, Falls Church, Va., and Rock Creek Broadcasting Corp., Washington, D. C., both seeking the 840 band, the former with 250 watts, daytime, and the latter with 10 kw., daytime; Robert S. Liverance, Gaffney, S. C., and Mid-Carolina Broadcasting Co., Salisbury, N. C., both seeking the 1170 band the former with 250 watts, daytime, and the latter with one kw., daytime; Enid Broadcasting Co., Enid, Okla., seeking the 1490 band with 250 watts, unlimited.

Also Rose Capital Broadcasting Co., and Blackstone Broadcasting Co., both seeking the 940 band, 250 watts daytime only, in Tyler, Texas; G. Standley Brewer, Ogden, Utah, and Oral J. Wilkinson, Murray, Utah, both seeking to operate with 250 watts daytime, the former on the 1240 band and the latter on the 1230 band—with KOVO, Provo, and KVNLU, Logan, Utah, also parties; The Mahoning Valley Broadcasting Corp., Youngstown, O., seeking the 1240 band with 250 watts unlimited.

**RADIO
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LOS ANGELES

By RALPH WILK

BEN ALEXANDER, former child star of silent movie days, who has played frequently on CBS' "Baby Snooks Show," has been made a regular member of the program's cast.

Shirley Morris, formerly with Allen and Marshall Agency, has joined the staff of Bass-Luckoff, Hollywood Advertising Agency as radio director.

"California Caravan," 14-min. dramatic program featuring episodes of early California history, sponsored by the California Medical Association, now heard Saturdays, over the Don Lee California network, will switch to Friday nights, effective December 27th.

Lum 'N' Abner made a surprise guest appearance with their Ozark friend, Deacon Moore, on Seaboard's "Home Hour For Western Folks" over KXLA last Thursday.

Art Kassel is introducing a dance arrangement of Bill Anson's song, "You're Cute."

Will Orlean, radio commentator, making his screen debut in Seymour Nebenzal's "Heaven Only Knows," gets a rare break—the sort of setup in which he is virtually immune from being cut out of the picture. Playing the "Kansas City Kid," Orlean is hired by Bill Goodwin to do a killing job, is eventually murdered by Robert Cummings, who then impersonates him during the rest of the picture.

Jimmy Wakely, Monogram western singing star, has signed a five-year contract as a recording artist for Capitol Records. Wakely has just completed six years with Decca.

Gordon T. Hughes, CBS producer of "Your Hope Chest," is writing a feature story for a national magazine based on human interest tales told him by members of the audience participating in the show.

Walter Tetley, "Leroy" on "The Great Gildersleeve," is spending weekends at Birmingham hospital in Van Nuys (Calif.) making recordings on his portable equipment for the veterans to send back home as Christmas greetings to their families.

KMPC held its annual holiday staff party at the Beverly Hills Hotel, December 20. Chairman of this affair was C. G. Renier, Program Director, and assisting him were H. H. Wixson, Charles Calvert, Oren Mattison and Gertrude Mattson.

"Broadway" To Air

The radio version of "Broadway," first produced in New York by Jed Harris in 1927, will be performed by "Theater Guild on the Air" over WJZ-ABC Sunday, Dec. 29, from 10-10:30 p. m., EST. James Dunn and Shirley Booth are assigned top roles in the play which tells the story of the "Great White Way" during the prohibition era.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—This column has always attempted to place the spotlight of publicity on tactics within and outside the Music Industry which we feel are unjust to the American Public and extremely distasteful to honest songwriters and publishers . . . statistics show that millions of dollars are lost annually by a gullible public to songsharks whose operations remain just within the law . . . in most instances these firms, for a stipulated fee, offer to supplement words to music or vice versa and for an additional fee, guarantee that the songs of their clients will be given a plug by radio artists . . . we know of a firm operating in Pittsburgh which recently phoned a singer on one of the networks and urged him to plug their clients' compositions in return for "publicity" . . . the singer promptly turned the proposition down . . . we know other singers and orchestra leaders have been or will be contacted by this and similar outfits and we suggest to them that the only "publicity" they can get by co-operating in such an enterprise would be most **UNFAVORABLE** . . . Incidentally there is a story dealing with this particularly vicious racket in the current "Adventures of Superman," via Mutual in which Kent Clark saves a poor house-cook named Poco from a "songshark" music publishing firm . . . Our advice to amateur songwriters is "Don't be discouraged if your manuscripts are returned by music publishers . . . keep writing and keep on submitting them . . . BUT don't ever answer any request for money. Legitimate music publishers wouldn't think of adopting such tactics" . . . To singers and orchestra leaders we say, "Don't play a sucker's game."

★ ★ ★

● ● ● The last song written by the three Tobias brothers (Charlie, Harry and Henry) was "Miss You" . . . the trio have just placed another ballad "I Used To Be Her One And Only," published by World Music. . . ● Can't understand the banning of the song, "Huggin' and Chalkin'" by one of the major nets . . . the lyrics are based on an old vaudeville gag and have no "double entendre" . . . certainly can't compare with songs like "Doin' What Comes Naturally" or "Personality," which were approved by the censors. . . ● Did you know that Jack Miller, musical conductor of the Kate CBSmith Show, has been a licensed pilot for twenty years? . . . ● Thomas Belviso, NBChief of the Music Department, has been elected a director of the Society for the Prevention of Crime. . . ● Add Life's little Ironies: Two weeks after his song "I Don't Have To Dream Anymore," was published by Moss Allman Music Co., Phil Capwell passed away. . . ● After five years on the coast, songstress Ava Lorraine has joined the Plantation Room floor show at the Hotel Dixie in Gotham. . . ● Radiolite Paul Dubov and his wife expect a visit from Sir Stork in June. . . ● WCBI announcer Al Beck not only aroused the city of Columbus, Miss., to the dangers of a spreading forest fire, but his appeals over the mike succeeding in collecting hundreds of volunteer fire-fighters and autos to transport them to the scene. . . ● Marais and Miranda, heard MBSaturdays via Mutual, will open at Le Ruban Bleu, Jan. 6. . . ● Sun Music has just published a possible Hit Parader titled, "Mad About You," written by Roger Ramirez and Walter Bishop.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—CBSongstar Danny O'Neil's Pilotone Album of Irish Melodies is a **MUST** for your turn-table or cabinet. . . ● Suported by several hot passages (piano and clarinet) Elton Britt's Victor platter of the oldie "I Got The Blues When It Rains" is a pleasant musical surprise . . . flip-over is a slow and easy piping of "Too Tired To Care." . . ● Frank Sinatra at his best in his newest Columbia disk of "This Is The Night" . . . backed with "Hushabye Island." . . ● Harmonia Records enters the Kidisk field with a finely-narrated album by Radiolite Lon Clark . . . titled "Buster Bags The Bandit," with supporting music by Haaken Bergh. . . ● Musicraft will drop the Mel-Tones Group after the first of the year and will feature Mel Torme as soloist. . . ● Dick Haymes' Decca waxing of "The Girl That I Marry," "Easy To Love," just what the disk jockeys ordered.

SAN FRANCISCO

KQW's News Director Carroll Hanson is making arrangements for a broadcast from the University of California's new Atom-Smasher. It is said that new developments will enable the giant 184-inch cyclotron to produce atomic bullets ten times as powerful as any previously known.

Len Curley and Vern Lauden have joined the announcing staff of KQW replacing Martin Tall and Bill Willard.

Panda Records is the name of a new recording company formed here by Merv Griffin, Lyle Bardo and Dick Dinsmore. Their first album just issued includes the four popular numbers, "Falling in Love With You," "Let There Be Love," "Lullaby of the Leaves," and "Sand."

Blue Wright, KGO Program manager, addressed the California Club Tuesday, Dec. 17, on "What Makes a Radio Program Tick."

KFRC's Harrison Woolley was called upon by Red Cross Director Jackson at Alameda to try and locate Chief Watertender Geo. C. Spence who had left on a four-day leave just before his wife arrived from Middletown, Ohio. The wife was ill and taken to a hospital. Spence was known to be a football fan who listened to KFRC broadcasts. Woolley put the announcement on the air just as the game was ending. Spence heard it and in 15 minutes was in communication with his wife.

John W. Elwood, general manager of KPO-NBC, has been elected a director of the San Francisco Chamber of Commerce.

V. A. L. Linder, formerly manager of WMT, Cedar Rapids, Iowa, has been appointed production manager of KSRO (Santa Rosa) and the Redwood Empire network.

Revercomb Promoted To New NAB Position

Everett E. Revercomb, former NAB auditor, was appointed assistant treasurer of NAB the past weekend.

Replacing Revercomb as auditor is Donald S. Farver, formerly with Frazer and Torbert, Washington public accountants.

Revercomb, in his new position, will be assistant to C. E. Arney, Jr. He rejoined NAB as auditor after serving in the Navy from 1943 until January, 1946. Prior to his naval duty, Revercomb was with NAB as auditor for eight years.

Farver is a graduate of the University of Virginia, where he received his BS degree in 1937. He served with the Army Air Forces for almost five years and was released from active duty with the rank of major.

Charity Show

Entire announcing staff of WGL, Fort Wayne, Ind., participated in a three-hour variety show for charity Sunday, Dec. 22, to raise funds for gifts to needy families in that city. Listeners pledging \$5 or more were asked to phone in their requests for songs.



ON THE WAY



IMPORTANT



THE 1947

RADIO

ANNUAL



*Containing
a section
devoted to
Music*

SOUTHWEST

RALPH MADDOX is new manager of KRIC, Beaumont. He came here from WFAA-KGKO, Dallas-Fort Worth, where he was program director. He replaced Jack Niel.

Joe Weed head of the Weed Advertising Agency, spent several days with KABS, San Antonio.

Forrest Clough has been named program director for KFJZ, Fort Worth, key station of the Texas State Network. Clough replaces Russ Lamb.

The final quarter hour of the hour long "Carnival of Song" aired daily over KTSA, San Antonio features a "Date With Novelty" a novelty quintet composed of Joe Morin, at the piano, Tony Rosance at the accordion, Tony Morales at the guitar, Domingo Acosta, bass and Milton Thomas, saxophone. Pat White is the announcer.

The Uvalde Broadcasters at Uvalde have been given FCC approval for a standard broadcast station to operate full time on 1490 kilocycles with a power of 210 watts. Edward J. Harpole, W. J. Harpole and W. T. Kamp are principals. W. J. Harpole is owner of KVOP, Plainview, while Kamp is manager of KVOP.

A new series of studio programs for those who enjoy cowboy and western tunes is being heard each Saturday morning over WOAI, San Antonio. Programs feature the songs of Red River Dave, songstress Jane Henry, music by the Top Hands, a novelty band and Bill Shomette as announcer.

Bill Elkins, long active in technical and educational phases of radio work has joined the staff of the Texas Radio School in Dallas.

Kitty Winters will give "Society Notes" over KERA, Dallas each Tuesday and Thursday. Program is devoted to news of women's and civic clubs. "Church Calendar" is heard at the same time on Wednesdays and Fridays.

"Your Life at Stake" a new program in keeping with the current safety campaign, has replaced the Homer K. Saphead program over WFAA, Dallas each Tuesday evening. Programs are presented in cooperation with the Texas Safety Association and the Dallas Citizens' Traffic Commission. Austin F. Allen, president of the Texas Safety Association, is scheduled to speak on the first of the programs which will feature talks by prominent leaders in traffic safety.

Will Drop Series

WMCA will drop its nightly "Five Star Final" news dramatization, heard from 7:15-7:30 p.m., when Le Tourneau Watches discontinues sponsorship on Jan. 1. Le Tourneau has been sponsoring the Monday through Friday show three nights a week. "Five Star Final" made its first appearance over WMCA some 15 years ago.

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—WCAU, for the first time in the history of Philadelphia radio, broadcast a special children's Mass on Christmas Day. . . . The Standard Oil Company of Pennsylvania begin their tenth year on KYW in January 1947 with their news program "Your Esso Reporter." . . . It's a boy for the Ralph Yarnells. Ralph's with the WBG engineering department. . . . WFIL—FM completes its first year of full-time postwar broadcasting December 31. . . . NANTICOKE—WHWL will take to the air soon and will promote the only full news coverage among Pa. stations outside of Philadelphia and Pittsburgh. . . . PITTSBURGH—William Sabo has been added to the WCAE technical staff. . . . WWSW will provide entertainment for the Association of Manufacturers Representatives when they hold their annual meeting.

— WYOMING —

CHEYENNE—Joining the KFBC staff are Dave Chase, announcer, and Phyllis Guthrie, assistant copy writer. . . . KFBC will carry the entire 1946-47 basketball schedules of both the University of Wyoming and the Cheyenne High School. . . . New KFBC program "Name It and Claim It." Cheyennites register their names and phone numbers at the Stone Furniture Store, sponsors of the program, and Frank Thomas calls the name chosen, describing a piece of furniture. If person can identify it, he or she may claim it.

— MISSISSIPPI —

COLUMBUS—New addition to the WCBI studio equipment is a Hammond organ. . . . WCBI recently demonstrated the versatility of the magnetic wire recorder when the unit was taken into the hunting grounds adjacent to Columbus for a word picture and complete coverage of the Miss. Fox Hunters Ass'n. Annual Field Trials. . . . CLARKSDALE—Eddie Howard has been promoted to sales manager of WROX, effective January first. . . . TUPELO—WELO is saddened by the death of Joe Russell, program director and announcer, who died of pneumonia which developed after an automobile accident.

— KANSAS —

LA W R E N C E—Distribution of "WREN News," weekly publication of WREN program information has been augmented by a recent agreement with the MacFarland drug stores. "Take One" boxes have been placed in all MacFarland stores and are supplied weekly. . . . GREAT BEND—Ground has been broken for the new KVGB 5,000-watt transmitter. It is expected that the station will begin operating on this new power approximately March 10, 1947. . . . EMPORIA—KTSW is airing five quarter hours a week to promote a calf-raising stunt sponsored by the Kansas Soybean Mills. The Saturday segment of the program originates at a calf stall.

— ALABAMA —

BIRMINGHAM—The first annual Toy Bowl football game sponsored by the John Carroll High School Alumni Association was broadcast by WAPI. . . . Congressman Albert Rains, Carter Manasco, and

Pete Jarman and Senator John Sparkman addressed the State Broadcasters Association in annual convention here. . . . MOBILE—The city commission approved application from Nunn Broadcasting Corp. and Pursley Broadcasting Service for rezoning of two districts in order that the former might set up a transmitter site for WMOB and the latter a transmitter station and offices for its projected WKAB.

— MICHIGAN —

AN N A R B O R—"Schoolroom of the Air" new public service feature over WPAG, designed to give youngsters a speaking acquaintance with behind-the-mike-radio. . . . "Dear Santa," Xmas program aired daily by WPAG, features Uncle Pat reading "please send me" letters. . . . KALAMAZOO—WKZP is currently broadcasting a weekly quarter-hour program "Western Michigan At Work," featuring one of its industries and including a brief history of the industry, a report on a trip through the plant, and interviews with workers. . . . SAGINAW—The responsibility of the radio listener and the broadcaster was the subject of a talk given by Doris Corwith over WSAM.

— TEXAS —

SA N A N T O N I O—KISS the first network outlet here, has taken to airwaves with a nine-hour daily schedule. Besides presenting local programs, it will also air Mutual features. . . . Jorge Marron, Mexico's Dr. I. Q., lent a Latin American flavor to the Lew Valentine quiz session aired by WOAI recently. . . . DALLAS—WFAA will carry the Dallas Symphony Orchestra every Thursday with a different sponsor each week. . . . WFAA is now referred to as "manager mill." Within the past three months as many staff members have left the station to take on the title of "Station Manager." . . . MINERAL WELLS—KORC, new 250-watter, had its debut December 6th, operating daytime hours. . . . CORSICANA—Sale of KAND from J. C. West and Frederick Slarsson to the Alto, Inc., for \$25,000 has been approved by the FCC.

Philco Statement

Philadelphia—Substantial increase in recent earnings by Philco Corp. is expected to place 1946 net income, including non-recurring items, in excess of total dividend payments which includes dividends on preferred stock and \$1 per share paid on 1,372,143 shares of common stock. In mailing checks to stockholders for the year-end dividend payable Dec. 23, John Ballantyne, Philco president, stated that increased annual earnings were achieved despite first quarter losses resulting from labor difficulties and additional expense because of reconversion problems.

Ballantyne indicated that earnings in excess of dividends will be diverted back into the corporation to increase working capital and expand production facilities, a policy which has been followed in former years. Philco's president said that by the end of this year over \$10,000,000 will have been reinvested in the company from earnings and profits since 1939.

PROMOTION

Parker Pen Tieup

As a promotional aid to the Parker Pen Co., programs being aired over KTSA, San Antonio, Owen Johnson, KTSA merchandising chief, is placing a series of posters in the windows of various stores handling the pen. Poster contains pictures of Ned Calme who airs five minutes of news for Parker and a picture of Clifton Fadi man, head of the Information Pleas program, also aired over CBS. Call letters of the station are displayed prominently on the poster which contains the time and day of the broadcasts. A display of Quink Ink and Parker Pens completes the window.

WCOP Souvenir Booklet

In honor of its Open House Week WCOP, Boston, brought out its merchandising magazine, "Sales Spotlight," in a larger page size of 8" by 12", two color dress, and 23 pages of pictures of new studios, offices, and all local and network program stars. Not only did the special edition go to the regular mailing list of dealers, advertisers and agencies, but 10,000 copies were distributed to visitors during Open House Week.

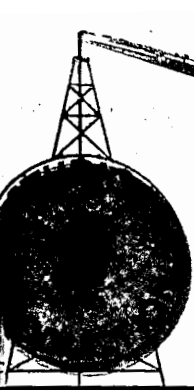
Tele Industry Hampered, Says Viewtone President

Television development is being hindered, the American public is being "misled" Irving Kane, president of Viewtone Television and Radio Corporation charged last week at showing of the company's new table model at the Park Central Hotel. Company has produced and installed over 2,000 video sets since V-J Day. "Television is here; you cannot stop it," declared Kane, "so let's co-operate." He asserted that low cost sets, which his company is producing, is necessary to make television a reality, and "it was not until the small radio was developed the radio became a really big industry. He predicted that: "When the families with low incomes get television receivers in their homes, then television will be a reality and huge industry."

The Viewtone president said that 40 million persons could be reached by television if sets were available since clear reception is now an "actuality" in a 50-mile radius. In addition, he said, there are enough stations now operating to warrant the start of huge video set production.

Send Birthday
Greetings To—

December 26
Charles Alicoate Hibbard Ayer
Bernard Dudley



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 37, NO. 61

NEW YORK, FRIDAY, DECEMBER 27, 1946

TEN CENTS

FCC Reopens Tele Fight

Conditional Grants and 16 CPs To FM-ers

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday authorized conditional grants for 20 applicants for new FM stations. In addition, the Commission granted 16 CPs to 16 FM applicants. Conditional grants were awarded the following:

Gadsden Broadcasting Co., Inc., Gadsden, Ala.; Thomas N. Beach, Birmingham, Ala.; Merced Broadcasting Co., Merced, Calif.; Golden Empire Broadcasting Co., Redding, Calif.; Connecticut Radio Founda-

(Continued on Page 5)

ABC Will Continue Public Service Series

Plans to continue its public service series on labor-management programs as a sustaining feature during 1947 were announced yesterday by the American Broadcasting Co. The series will again feature "Labor, USA" under the auspices of AFL-CIO, from 6:45 to 7 p.m., EST, and "Voice of Business" under the aus-

(Continued on Page 5)

WHOM All-Night Show Debut New Year's Eve

Effective New Year's Eve, WHOM will introduce an all-night recorded music program titled "After Hours," scheduled to run from 12 midnight to 5:30 a.m., seven days a week, it was announced yesterday by Forrester Pope, executive vice-president

(Continued on Page 2)

Lost and Found

The recovery of a runaway live turkey for a listener of WHAL Greenfield, Mass., on Christmas Day has been added to the achievement log of the station by John W. Haigis, the station owner. WHAL was asked to describe the truant turkey during a newscast. Newscaster G. H. Spragg flashed the description and the turkey was later reported found.

Outstanding Radio News Events of 1946

Following radio news events of the past year is the result of a consensus of network and station news directors as polled by RADIO DAILY:

1. Operations Crossroads—Bikini atom bomb test by the Navy.
2. Paris Peace Conference—Byrnes-Molotov tiff.
3. UN General Assembly and Council Meetings, New York and London—UN vetoes and Gromyko's walkout.
4. Wallace resigns from Cabinet—U.S. swing to the right—GOP victory at the polls.
5. Food, and the fight on inflation, ups and downs of the finally-defeated OPA.
6. Strikes, railroad and coal, automobile and maritime, with Government defied by Lewis.
7. New war threat as Yugoslavia shoots down American planes.
8. Nuremberg war crime trials and executions.
9. Transatlantic and domestic air disasters, notably Empire State and Wall Street building crashes.
10. Army-Navy long distance air flights.
11. Country's worst hotel fire which gutted the Wine-coff Hotel, Atlanta, with a loss of over 120 lives.

Hearing On Jan. 27 Revives Dispute Anent Color

Both the proponents of black-and-white and color tele are marshalling forces for the reopening of the FCC hearing on CBS' commercial color television application in New York City on January 27.

In CBS quarters the Commission's request for another demonstration of their system of color television transmission was received with satisfaction while rival RCA, Du Mont and other interests

(Continued on Page 4)

Forecasts Big Year For FM Expansion

Forecasting that FM will make its greatest strides in 1947, Arthur Freed, vice-president and general manager of the Freed Radio Corporation, declared that nearly 100 FM stations are now in operation and 900 applications have been granted or are pending in hearing before the FCC.

"This prediction is based on several factors," said Mr. Freed. "For one thing, the production of table model broadcast (AM) radio sets is now catching up with demand and is soon

(Continued on Page 5)

First Tele-Stage Pickup Set Tonight On WNBT

Television cameras will make a direct pickup from the stage of a theater tonight when WNBT televises a half-hour portion of the "Harmonica-Dancing Concert" by Paul Draper and Larry Adler at the City

(Continued on Page 3)

Xmas Shortwave Broadcasts Heard 'Round World Via IBD

During December, a month of variable atmospheric conditions, overseas reception of short-wave broadcasts was generally good, with better than average reception reported for the holiday season. Good reception of programs beamed abroad was reported by the International Broadcasting Division (IBD) of the State Department, which gave a world-wide distribution to a complete story of Christmas in the United States. The IBD put on the air approximately 130 shows on Christmas themes. The shows were produced by 22 language desks, and included more than 20 programs re-broadcast by IBD under existing arrangements with

(Continued on Page 4)

Simon Has His Say

Daily radio programs released by the WJJD, Chicago, press department, has "Simon Speaks, Too" listed for all 15-minute periods from 8 a.m. to 9:45 a.m., and the afternoon listings carry "Simon Speaks, Again" from 1:00 to 2:45 p.m. "Simon" is listed on the Saturday and Sunday schedules. It is one of the better known programs in the Chicago area.



Vol. 37, No. 61 Fri., Dec. 27, 1946 Price 10 Cts.

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

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FINANCIAL

(Thurs., Dec. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/4	9	9	- 1/2
Am. Tel. & Tel.	167 1/2	167	167 3/8	+ 1/8
CBS A	31 3/4	31	31	+ 1/2
Farnsworth T. & R.	8 1/4	8 1/8	8 1/8
Gen. Electric.	35 3/8	35 1/8	35 3/8	- 3/8
Philco	24 1/2	24 1/2	24 3/4	+ 1/2
RCA Common	9 5/8	9 3/8	9 3/8	- 1/8
RCA First Pfd.	78	77 1/2	78	- 1/2
Stewart-Warner	17 1/4	16 3/8	17	- 1/8
Westinghouse	26 1/8	25 1/8	25 1/8	- 1
Zenith Radio	20 3/8	19 1/2	19 1/2	- 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio.	5 1/2	4 1/2
OVER THE COUNTER		
Du Mont Lab.	7 1/2	8 1/2
Fish Telecomm.	7 3/4	8 1/2
U. S. Television.	11 1/2	13 1/2
WCAO (Baltimore)	40
WJR (Detroit)	19	20

NBC Public Service Exec. To Preside At AAAS Meet.

Boston—Dr. James Rowland Angell, public service counselor of the National Broadcasting Co., will preside at a symposium on "Science and the Public" at the 113th meeting of the American Association for the Advancement of Science which starts at the Hotel Bradford here on Saturday, December 28. Dr. Angell is president emeritus of Yale University.

Leading speakers will discuss the relationship between science and the public and will formulate recommendations aimed at improving that relationship.

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

1000 WATTS WHWL 730 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

Outstanding Broadcasts of 1946

Executions of Nazi war criminals—Suicide of Goering, pooled broadcast by Arthur Gaeth.

ABC's four-part broadcast of John Hersey's "Hiroshima."

Network pickups of Bikini atomic bomb explosions.

MBS' broadcast of Harold Ickes' final press conference as Secretary of the Interior.

National Air Races from Cleveland (CBS).

Radar to the moon experiment from Belmar, N. J. (WOR).

WHOM All-Night Show To Debut New Year's Eve

(Continued from Page 1)
of the station. Program, which marks one of the station's first moves in the expansion of English language programs under the ownership of Generoso Pope and Il Progresso, Italian newspaper, will feature a wide range of swing and smooth offerings with a "maximum of music and a minimum of talk."

New show will be conducted by Ray Carrol and "Symphony Sid." Latter conducts a current hourly (11-12 midnight) session titled "After Hours Swing Session," which will be continued. News bulletins and announcements will also be included throughout the night.

Inauguration of "After Hours" gives WHOM a total of 23 hours on the air each day, since the current broadcast schedule is from 6:30 a.m., to 12 midnight. Station carried a late program of this type in 1939-40 but signed off at 3 a.m.

Tober Heads Dept.

Arthur Tober has been named supervisor of Columbia Recording corporation's newly created department of transcription order service and production, W. G. Wilkins, treasurer, announced yesterday. Tober returned to Columbia last year after more than five years in the Army.

Outstanding Grid Plays To Be Aired On WCBS-TV

Outstanding plays of seven major college football games will be shown on film over WCBS-TV Sunday night on the last program of the "Sports Almanac" series sponsored by Bristol-Myers. Program will be aired from 8:45 to 9 p.m., EST, with Bob Edge as announcer-commentator.

Replacing this show for Bristol-Myers will be the "Party Line" program featuring John Reed King, scheduled for premiere next week.

IBS Stations Increased To 50 Since September

Total number of stations affiliated with Intercollegiate Broadcasting System, national organization of campus radio outlets, became 50 this month with the addition of KUOI, University of Idaho. Headed by T. S. Cady, station is on the air with student programs seven days a week, averaging nine hours per day.

IBS has increased its membership of college stations 25 per cent since the end of September.

Named WTOD News Ed

Toledo—Todd Branson formerly a newscaster with WPEN, Philadelphia, has become news editor at WTOD, Toledo.



Birds of a feather

Those two babies will follow a ship for miles. Always on the lookout for a handout.

They take it easy.

Too bad sales can't be made on such a leisurely basis. But you've got to hustle. You've got to plunge headlong into the battle if you want to make sales. W-I-T-H, the successful independent radio station, is the way to get the jump on competition in Baltimore.

W-I-T-H is the station that delivers more listeners-per-dollar-spent than any other station in this 5 station town.

So if you're at sea about how sales are made in the country's 6th largest city, put W-I-T-H on the radio list!

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

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Bo

The Mailbag

THANKS, DICK MOONEY

Dick Mooney, able publicist and former associate of Steve Hannegan and Morton Downey, on behalf of fellow patients at U. S. Veterans Hospital, Castle Point, N. Y., yesterday sent a letter of gratitude to RADIO DAILY for having sponsored the campaign for Christmas entertainment for disabled veterans.

"It is to be regretted that the thousands of hospitalized veterans, and the public at large, will never know what a part RADIO DAILY played in bringing entertainment and comfort to these hospitals on Christmas Day, and for many days during the entire season," Mooney wrote.

"The work of a newspaper is known to the community, but a knowledge of your activities have been restricted to the trade—the field in which the greatest amount of good could be accomplished, of course," he added.

Wrong 'Santa' Phone No. Hits Staff Of WRNL

Richmond—An erroneous listing of Santa's phone number in a half-page advertisement of a Richmond newspaper Friday brought a flood of phone calls, lasting two days, to the residence of a Richmond family whose phone number it was, and tied up WRNL's switchboard for a similar period.

Station employees snowed under with an estimated five thousand calls, struggled to take down names and phone numbers and promised to have Santa call over the weekend. This gave Santa, the Santa from Thalheimers, the Department Store whose advertisement, and radio program, "Santa Calling" on WRNL started all this, a busy weekend, but the tired, white-whiskered gentleman said he'd sleep on until he'd called everyone on the list!

Special Tele Shows

WNBT, television outlet of NBC in New York City, is staging a series of special afternoon children's programs during the holiday season. The station will televise on Thursday, Friday, Saturday and Sunday afternoons from 3:00 to 4:00 p.m., EST.

Renew Web Program

J. B. Williams Company of Glassboro, Conn., has renewed its CBS network program, "William L. Shirer and the News," heard Sundays at 4:45-6:00 p. m., for another 52 weeks. Effective January 5, it was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



Universal
RECORDING CORP.
42nd Floor • 36 N. Wacker
Chicago 8 Ill. 3006

★ AGENCY NEWSCAST ★

RICHARD M. ALLERTON has been appointed market research director of Abbott Kimball Co., Inc., advertising agency here, it has been announced by Abbott Kimball, president of the agency. Allerton was formerly on the staff of Trade-Ways, Inc., and was director of radio research for Crossley, Inc. During the war he served as management consultant for the War Department.

FREMANTLE OVERSEAS RADIO LTD., New York and London, have been appointed exclusive United States and European representatives for HJDE-HJDK, La Voz de Antioquia, of Medellin, Colombia. The station is broadcasting with 10,000 watts on both long and short wave.

THE CASH BOX, weekly of the juke-box industry, announces the appointment of Bob Austin as advertising manager of their music division, effective January 1st. For 11 years he handled talent and band advertising on The Billboard. For the past year he was advertising manager of "Music Business."

LUTHER WEAVER AND ASSOCIATES, St. Paul, Minn., have been elected to membership in the American Association of Advertising Agencies.

WOR Stages Annual Show For Children Of Bellevue

WOR staged its second annual Christmas party for the children of Bellevue Hospital this week, at which thousands of gift packages were distributed to the youngsters. Staff members dropped their routine duties for the day and to aid in the distribution of gifts donated by WOR listeners from eight states and local manufacturers who answered station's appeal for clothing and toys.

Highlight of the party was a two-hour show presented from 3 to 5 p. m. Bob Emery and his Rainbow House Choir, cowboy singer Tex Fletcher and Uncle Don. Others taking part were Elizabeth's Canines, an animal act of trained dogs; Stanley Burns, ventriloquist; Bert Turner, clown-juggler; and Jack Lavelle, who played Santa Claus.

Page Taking WMBC Post

Thomas J. Page, currently farm director of WIBX, Utica, N. Y., has been named agricultural director of WNBC, New York, James M. Gaines, manager of the station, announced. He succeeds Don Lerch who recently resigned to accept a network agricultural directorship.

Godfrey Buys Plane

Arthur Godfrey, who emceeds two daily programs over WCBS and another CBS network show Tuesday nights, has just bought a Republic "Seabee" amphibious plane to "take his radio clients and friends for a ride."

ALEXANDER GRIFFIN, WIP news commentator, has resigned his connection with WIP, and will be associated with the Al Paul Lefton Advertising Agency after the first of the year. He will be engaged in creative writing for his new affiliation.

NOVEL TOY COMPANY, New York, has named Leon S. Golnick and Associates, Baltimore and New York, to direct its advertising. Account executive will be Norman Gladney.

SIDNEY K. LENBY, Chicago, announces the removal of offices to larger quarters in the same building at 168 N. Michigan Ave. Recent additions to the executive personnel include W. W. Lipsey, as account executive, and Arthur A. Kohn, radio director.

SEIDEL ADVERTISING AGENCY, INC., New York, has been appointed to handle all advertising for the Cadillac Shops. Jeanne McEwen is the account executive.

FEDERAL ADVERTISING AGENCY, INC., paid its employees an extra week's pay from the reasonable profit earned by the company in the past year, it was announced yesterday by Gordon E. Hyde, president.

First Tele-Stage Pickup Set Tonight On WNBT

(Continued from Page 1)

Center. Telecast, which is specially designed for the television audience, is said to be the first direct pickup made from the stage of a theater.

Program, which will be aired from 9 to 9:30 p.m., will be designed to include several numbers in the 30-minute presentation which ordinarily occur in other parts of the concert. Bob Stanton will announce the program.

COMING and GOING

DR. FRANK STANTON, president of the Columbia network, leaving for San Francisco, where he'll attend the board meeting of the NAB.

DOROTHY DAY, commentator on WINS-WLW, off by plane for Cincinnati, where she'll originate her "Cross-roads Cafe" program on WLW from Dec. 30 to Jan. 4, and will also broadcast her daily morning show from WLW, piping it to WINS.

PHIL ALAMPI, farm news editor on WJZ, leaves today for Ithaca, N. Y., where he'll present a turkey to the mail-room girls at Cornell University. President E. Day of the university will officially accept the fowl.

BILL DOWNS, news correspondent on CBS, and his bride, the former Rosalind Gerson, have departed honeymoon-ward to Kansas City.

CONNIE RIVARD, publicity girl in the Chicago office of the Mutual network, to Hollywood this week for a look-see at the Klieg lights and the Rose Bowl Game.

SHIRLEY WOLFF has left on the first vacation from her WJZ "Celebrity Night" series in more than a year. She'll miss tonight's broadcast, but will be back on the airwaves Jan. 3.

DICK SANVILLE, Columbia network director and producer, leaving to join his wife in Pasadena, Cal., where he'll make his home and at which point he'll continue his radio activities.

JAMES D. SHOUSE, president Crosley Broadcasting Corporation, in Washington on business.

Wedding Bells

Cincinnati—Married December 25 in Cincinnati, Ralph Brown, program director of WLWA, Crosley FM station, and assistant to the WLW program director, to Eloise Coffman, international division of WLW special broadcast services.

Marlene Dietrich Is Hildy Guest

Marlene Dietrich, Willie Howard and Arthur Schwartz, the composer, will guest on Hildegarde's Campbell Room program Sunday, December 29, 9 p.m., over CBS. Schwartz will relate an unusual story of how he came to write "Something To Remember You By."



CKLW

**MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!**

in the DETROIT AREA

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

Xmas Int'l Broadcasts Heard Around World

(Continued from Page 1)

domestic networks.

IBD, which functions under the Office of International Information and Cultural Affairs, prepared the shows at its headquarters, 224 West 57th Street, in New York. The Christmas schedule included spot features, dramatizations of noted stories, special music, local color and interpretive shows from various parts of the country, Yuletide messages by outstanding churchmen and diplomats, and a simultaneous broadcast of President Truman's Christmas message to the nation.

Special Events Busy

The Special Events Unit of the IBD did 12 remote jobs in three days, its most ambitious assignment having been a 45-minute show entitled "Christmas Eve in the Churches of New York." This show was put together from on-the-spot recordings, combined with bridging and appropriate backgrounds, and was beamed to the Far East and Latin America.

Special Events also did spot features of the holiday rush and bustle at Grand Central; another at 34th and Broadway, in the heart of the city's shopping district; and a third of the French class Christmas session at the Garden City High School.

Another unusual spot feature by Special Events was a Christmas show recorded in New Bedford, Mass., a town rich in native tradition and with many population ties abroad. The New Bedford show was broadcast in English, French, Polish and Portuguese.

IBD's English Section prepared a half hour general Christmas show dedicated to the United Nations. This Section also provided backgrounds for language desks on American Christmas customs and dramatized a series of famous Christmas stories.

The following language desks cooperated in preparing and presenting the IBD Christmas shows: Austrian, Bulgarian, Chinese, Czech, English, French, German, Hungarian, Indo-Chinese, Italian, Korean, Netherlands East Indian, Philippine, Polish, Rumanian, Siamese, Spanish (To Spain), Spanish (To Latin America), Portuguese (To Brazil), and Yugoslavian.

Network shows re-broadcast included ABC's "Children's Christmas Time"; CBS' "Invitation to Music," Stradivari Orchestra, and "Music You Know"; NBC's Fred Waring's Glee Club, Fisk University Choir, and U. S. Navy Band; and Mutual's three special programs on "Christmas in the Services."

Ave Maria Hour

Sunday — WMCA — 6:30

A MOTHER'S LETTER

Jeff Morrow as Gordon

Script—Brooke Byrne

In its twelfth year as a Donald Peterson Production



California Commentary . . . !

• • • Hal M. Ayres, veteran transcription producer, has returned from a seven-week trip to South America. Shirley Mitchell, who played Gildy's heart interest, "Leila Ransome," on "The Great Gildersleeve" airtel until she retired from radio recently to be married,

will rejoin Harold Peary and the "Gildersleeve" cast for one show when the NBC airtel originates in

Los Angeles Memphis Jan. 8. Arthur "Dagwood" Lake played the role of Santa Claus at the annual children's Christmas party at the Santa Monica Swimming club. Bob Sweeney and Hal March, stars of their own CBS comedy show, first became a team on an early-morning wake-em-up show over a local San Francisco station. In those days, Sweeney was the straight man, and March made with the funny answers. Since then, both lads have gone in for laugh-making until their current routine has them dividing the funny stuff in half . . . "making us half-a-wit apiece," the boys explain. When Dale Evans read in the papers that two men had been arrested for shooting rabbits in Hollywood, she exclaimed, "Heavens to Betsy! I thought this territory was out of bounds for all wild life except wolves."



• • • Jimmy Wakely, Monogram western singing star, has signed a five-year contract with Capitol Records as a recording artist. He has just completed six years with Decca. Bill Gargan, star of ABC's "I Deal In Crime," has been having a difficult time trying to make up his mind where he could spend the Christmas holidays this year—at his Beverley Hills home, his ranch at San Jacinto, his Palm Springs home or with friends in San Francisco. Judy Canova received a letter from an ex-Wac visiting Egypt on her way back to the U. S. A. "The pyramids by moonlight are quite a sight," she wrote, "but what you really ought to see are the camel caravans at night. They've added a modern touch, and every camel lopes along with a red tail-light bobbing at his rear."



• • • Charles D. Ryder, Jr., Columbia Pacific auditor, commenting on the fact that radio listeners like to take ether artists into their confidence, said, "Strange as it seems, news commentators receive very personal letters from their listeners, seeking advice with regard to domestic matters." Lee Little, manager of KTUC, Tucson, has been elected to the board of governors of the Tucson Chamber of Commerce. Edwin W. Buckalew, field manager of station relations for the Columbia Pacific network, has returned after a week's visit with executives of Columbia's affiliated stations in Tucson, Phoenix and Bisbee, Arizona. Lou Friedman, who recently resigned from the Steve Hannagan organization, is doing publicity work for the Page Boy Maternity Shop of Hollywood and is also doing free-lance magazine writing.



• • • Fifty dogs got Yuletide homes through the kindness of Alan Young, who paid the Los Angeles Animal Shelter, the usual fee for the animals—\$3.50 for males and \$5.50 for females—and personally presented them to their new happy owners. There's a new piano-playing team in Hollywood, which bids fair for recognition in long-hair musical quarters. The team's composed of Agnes Moorehead, of "The Mayor Of The Town" show, and her husband, Jack Lee. The Lees are students of ivory tickler Al Lewis, who predicts great things for his late-in-the-game pianists. Dick Crenna, who plays Judy's boy friend on "A Date With Judy," has taken his entrance examinations for the University of Southern California. He plans to study radio and dramatic courses.

FCC Color-Hearing Reopens January 2

(Continued from Page 1)

are reported to be planning demonstrations of their own.

All television manufacturers were taken by surprise when the commission asked that CBS repeat the color television demonstration here. It had been the consensus of opinion that the FCC had practically completed its hearing with the Commission's recent visit to New York at that a decision would be forthcoming as soon as the cross examination of witnesses had been completed.

In calling for the demonstration a New York Federal court room during the week of January 27th the FCC has opened the door to all manufacturers to display equipment during the week. It is believed that in addition to CBS, RCA and Du Mont will give a demonstration report of the progress of electronic color television.

Commenting on the Commission request, Adrian Murphy, CBS vice president, issued the following statement: "Columbia is extremely pleased at the opportunity to demonstrate its color television at the FCC hearing in New York on January 27.

"Because," Mr. Murphy added "when all is said and done the ultimate proof of color television is the seeing. The engineering aspects are, of course, important and should be thoroughly explored, but the impact, beauty, interest, appeal and reality of color television pictures cannot be expressed in a formula. They can only be appreciated by the experience of seeing the pictures on an actual television screen."

A spokesman for RCA yesterday said their organization had "no comment" to make on the recent FCC revival of the color television hearing. It was indicated, however, that RCA would take an active part in the demonstrations showing experimental electronic color as compared to present day black-and-white television.

**FARGO
BISMARCK**

NOW SERVED
CBS PROGRAMS BY

KSJB Jamestown
North Dakota

5000 WATTS
600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS

Forecasts Big Year For FM Expansion

(Continued from Page 1)

expected to meet domestic requirements. When this occurs, receiver manufacturers will increase production of FM receivers, and in this way sustain and go on to surpass the high rate of radio production attained during 1946.

Whole Industry Will Aid

"Not only radio manufacturers, but broadcasting stations, too, will speed FM along. Nearly 100 FM stations are now in operation. About 900 applications for FM stations have been granted, or are pending or in hearing before the Federal Communications Commission. In addition, the production and construction of FM transmitters is increasing rapidly. In this connection, it may be observed that owners of FM stations are making every effort to begin operations as early as possible, so as to be among the first to capture and hold the new FM audiences. . . .

"Just as there are factors which will advance FM broadcasting in 1947, there are some hindrances. Many stations will not be in a position to operate at their full power as authorized by the FCC, during the first six months of the year. This will be due to their inability to obtain and place in operation the necessary equipment for full power operation of the stations which they control.

Cites AFM Situation

"But perhaps the most important factor which is still preventing the broadcasting industry from giving the public the best FM service of which it is technically capable, is the demand by James C. Petrillo for duplicate fees from all broadcasters who would ordinarily broadcast the same programs over both their FM and AM stations. To date all broadcasters have refused to comply with Petrillo's demand, and until some solution is reached, very few live programs and certainly none of the most popular radio programs will be available to FM listeners. This important problem, together with other matters affecting FM activities, will be brought before the new Frequency Modulation Association, which is now being organized in Washington by all factions in the radio industry which are interested in aggressively supporting FM."

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery
Studios-Publicity-Advertising
Agencies

**FAST, DIRECT and
RESPONSIBLE**

Call — Hollywood 4780
Hollywood, Calif.

Twenty Conditional Grants, 16 CPs To FM Applicants

(Continued from Page 1)

tion, Inc., New Haven, Conn.; KLZ Broadcasting Co., Denver, Colo.; Port Frere Broadcasting Co., Inc., Wilmington, Del.; The Fort Industry Co., Miami, Fla.; Hopkinsville Broadcasting Co., Inc., Hopkinsville, Ky.; Owensboro on the Air, Inc., Owensboro, Ky.

Also Radio Elizabeth, Inc., Elizabeth, N. J.; Champlain Valley Broadcasting Corp., Albany, N. Y.; Beatrice Cobb, Morganton, N. C.; Sky Wave Broadcasting Corp., Columbus, Ohio; A. V. Tidmore, trading as Pottsville Broadcasting Co., Pottsville, Pa.; Jackson Broadcasting Co., Jackson, Tenn.; Nunn Broadcasting Corp., Mobile, Ala.; National Broadcasting Co., Denver, Colo.; Southeastern Ohio Broadcasters, Inc., Zanesville, Ohio; Westinghouse Radio Stations, Inc., Portland, Oregon.

The following were authorized FM construction permits:

Orlando Daily Newspapers, Inc., Orlando, Fla.; WAVE, Inc., Louisville, Ky.; R. B. Page and R. B. Page, Jr., doing business as Wilmington Star News Co., Wilmington, N. C.; Leaf Chronicle Co., Clarksville, Tenn.; Jack M. and Louis R. Draughton, doing business as WSIX Broadcasting Station, Nashville, Tenn.; Southern Broadcasting Corp., San Antonio, Tex.; KCMC, Inc., Texarkana, Tex.; A. H. Belo Corp., Dallas, Tex.; WSB, Inc., New Orleans, La.; Intermountain Broadcasting Corp., Salt Lake City, Utah; Cornbelt Broadcasting Corp., Lincoln, Nebr.; James E. Lambeth, doing business as Radio station WMFR, High Point, N. C.; Winchester Sun Co., Inc., Winchester, Va.; Express Publishing Co., San Antonio, Tex.; Palm Beach Broadcasting Corp., Palm Beach, Fla.; Daily News Publishing Co., Beloit, Wis.

Six applications for new standard stations were listed yesterday by the FCC. They include Florida East Coast Broadcasting Co., Miami, Fla., to be operated on 1220 kc., 250 watts, daytime; Lyle Van Valkenburg, St. Petersburg, Fla., to be operated on 1340 kc., 250 watts, unlimited; O. E. Bohlen, doing business as Francisco Rental Co., Victorville, Calif., to be operated on 960 kc., five kw., daytime; Batesville Broadcasting Co. Inc., Dalesville, Ark., to be operated on 1340 kc., 250 watts, unlimited; Luther W. Maryin, Wilson C. Burkhead and Martin M. Mitchum, doing business as "Show Me" Broadcasting Co., Rolla, Mo., to be operated on 1340 kc., 250 watts, unlimited.

Announce Proposed Decisions

FCC on Tuesday announced proposed decisions in the following cases:

B-305: Proposing to grant the application of the Mount Vernon Radio and Television Co., for a new standard broadcast station in Mount Vernon, Illinois, to operate on 940 kc., 1 kw., daytime, and to deny the application of the Midwest Broadcast-

ing Co., seeking the same facilities.

B-316: Proposing to grant applications for four Class B FM stations for Peoria, Illinois to the following: Peoria Broadcasting Co., Mid-State Broadcasting Co., Central Illinois Radio Corp., Illinois Valley Broadcasting Co. The applications of Radio Peoria, Inc., and West Central Broadcasting Co., are proposed to be denied.

B-317: Proposing to grant the application of Green Bay Broadcasting Co., for a new standard broadcast station in Green Bay, Wis., to operate on 1400 kc., 250 watts, unlimited. At the same time the application of Green Bay Newspaper Co., for the same facilities, is proposed to be denied.

Tennessee Decision Finalized

B-318: Proposing to grant the application of Clarence Beaman, Jr., trading as East Tennessee Broadcasting Co., for a new standard broadcast station at Knoxville, Tenn., to operate on 1340 kc., 250 watts, unlimited. At the same time the application of Smoky Mountain Broadcasting Co., for the same facilities is proposed to be denied.

Additionally, six applications for new standard stations were listed this week by the FCC. They include:

W. W. Roark, for stations in Breckenridge, Tex., to be operated on 1340 kc., 250 watts, unlimited; Kerrville, Texas, to be operated on 1340 kc., 250 watts, unlimited, and one in Coleman, Texas, to be operated on 1230 kc., 250 watts, unlimited; Quincy Broadcasting Corporation, Quincy, Fla., to be operated on 1230 kc., 250 watts, unlimited, and Mobile Daily Newspapers, Inc., Mobile, Ala., to be operated on 1480 kc., 5 kw., unlimited.

Salute To Jersey City Set By WNBC January 7

WNBC will honor Jersey City, N. J., on Tuesday, January 7, in the third of its series of salutes to communities within its area, it was announced this week following the official invitation from James M. Gaines, manager of the NBC outlet, to Mayor Frank Hague of Jersey City.

Plans for the all-day salute were developed at a meeting in the City Hall when representatives of the network met with City Commissioner Frank Eggers, Raymond Greer, financial consultant, and Theodore Baer of the City Law Department.

All of WNBC's stars will participate in the salute with the tentative schedule of programs extending from 6 a.m., until 6:45 p.m., with many shows originating from sites in Jersey City. The three newspapers covering the area—The Jersey Journal, The Hudson Dispatch, and the Jersey Observer,—will participate in the program.

ABC Will Continue Public Service Series

(Continued from Page 1)

pices of the National Association of Manufacturers and the U. S. Chamber of Commerce from 7 to 7:15 p.m. EST.

The first six months of "Labor, USA" will be devoted to CIO affairs with AFL taking over the second six months beginning July 5. On the program "It's Your Business" the first and third 13-week periods will be under the auspices of the NAM and the second and fourth will be presented by the Chamber of Commerce under the title, "Voice of Business."

Named Chairman Of Board

John G. Sittig, president of the First Colony corporation, has been appointed chairman of the board of Electronic Corporation of America, manufacturers of radios and radio equipment. He succeeds Samuel J. Novick, who is assuming presidency of the corporation.

Suspending Program Mail

WABD, Du Mont television station, is suspending weekly mailings of the program schedules effective next week. In announcing the change WABD reveals that the television broadcast schedules are now carried by most metropolitan daily newspapers in the New York area.

FOR 12 YEARS HE'S TOLD THEM TO GET UP

Baltimore, Maryland—

Marylanders are swell folks to wake up, according to Ralph Powers, now in his 12th continuous year on WFBR's Morning in Maryland program. During all that time Ralph has maintained supremacy as a salesman who really sells. For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Broadcasting Milestones

Milestones of the broadcasting industry as established in the book, "The First Quarter-Century of American Broadcasting" are offered in condensed form for RADIO DAILY readers by E. P. J. Shurick, advertising and promotion director of KMBC, Kansas City, Mo., who authored the book. These milestones are those of a more controversial nature which have been authenticated through challenge sheets passed upon by the entire industry.

EQUIPMENT

- 1922: Successful experiments with the principle of a "machine-gun mike" on KQV, Pittsburgh, through the Doubleday Hill Electric Company.
- 1923: August 7—Condenser microphone is put into use by WGY, Schenectady.
- 1924: Air-cooled metal transmitter tubes used by WTAM, Cleveland.
- 1925: November—Mobile studio and short-wave transmitter W6XBR, installed by KFVB, Hollywood.
- 1931: June—Single-tower vertical half-wave radiator built by WNAC, Boston at Squantum, Massachusetts.
- 1931: September—Commercial use of the Western Electric dynamic microphone by WHK, Cleveland.
- 1931: December 1—Directional antenna system is installed by WFLA, Tampa, and WSUN, St. Petersburg, Florida.
- 1936: September—Uniform cross-section vertical antenna tower installed by KUOA, Siloam Springs, Arkansas.
- 1937: January 1—Walkie-talkie as a broadcasting unit for special events is utilized by KMTR, Hollywood.
- 1944: Full-wave or double half-wave antenna system for standard broadcast stations installed by WKY, Oklahoma City.
- 1945: February—WHBF, Rock Island, Illinois, uses a wire-recorder for action broadcasts, covering all modes of transportation.

GENERAL STATION MILESTONES

- 1921: H. W. Arlin employed as a full-time announcer by KDKA, Pittsburgh.
- 1922: April 13—Variety programs of music, comedy and informative talks start on KHJ, Los Angeles.
- 1922: June—Acoustically treated and sound-proof studios installed by KSD, St. Louis.
- 1923: January 4—Simultaneous broadcasting from two stations by WEA, New York, and WNAC, Boston.
- 1923: February 18—Successful exchange of programs across the nation by WOR, New York, and KHJ, Los Angeles.
- 1923: July 1—Broadcasting chain is formed when WMAF, Round Hills, Massachusetts, begins regular broadcasts of WEA, New York.
- 1923: December 29—Transatlantic broadcast (long wave) from London over WEA, New York.
- 1923: Late in Year—Mobile short-wave radio-phone transmission on KFVB, Hollywood.
- 1930: December 24—Building to order for broadcasting is constructed by WCAU, Philadelphia.

MUSIC

- 1921: A complete opera from the Metropolitan Opera House by WGL, Philadelphia—the lifeline station.
- 1921: December 4—KDKA Little Symphony, a musical organization exclusively for broadcasting, founded by KDKA, Pittsburgh.
- 1922: A series of music appreciation programs under direction of E. B. Gordon on WHA, Madison, Wisconsin.
- 1922: February 10—Ossip Galbrilowitsch directs the Detroit Symphony in a complete concert over WWJ, Detroit.
- 1923: William Stoess with WLW, Cincinnati, develops a new form of music which is adapted to the uses of broadcasting including background and montage music for dramatic productions.
- 1925: The Fadettes, an all-girl concert orchestra, on WEEL, Boston.
- 1925: January 1—John McCormack and Lucrezia Bori of the Metropolitan Opera Company on WEA, New York.

MUSIC Popular

- 1920: Vaughn De Leath originates "crooning" method of singing because mikes are imperfectly adjusted to range of human voice, and soprano high notes often shatter a delicate tube in the transmitting panel. Receives fan letter which reads, "You have inaugurated a form of entertainment which will no doubt become very popular in the future."
- 1921: Thomas H. Cowan inaugurates a radio program on WJZ, New York, with a quartet "The Shannon Four."
- 1924: January—Radio barn dance from KDKA, Pittsburgh.
- 1924: April 19—"National Barn Dance" on WLS, Chicago.
- 1925: November 29—Old-time fiddlers' contest, strictly amateur, on KMMJ, Clay Center, Nebraska.

DRAMATICS

- 1922: Sound effects introduced by slapping two pieces of wood together to represent a door slamming by WGY, Schenectady.
- 1922: August 3—A full length melodrama 2½ hours, "The Wolf," by Eugene Walter, produced from WGY, Schenectady studios with Edward H. Smith as director.
- 1924: May 13—Network presentation of "Billited" by WGY players and carried by WJZ, New York, and WRC, Washington, D. C., in addition to WGY, Schenectady.

SPECIAL EVENTS

- 1920: August 31—Political election returns, those of Michigan, congressional and county primaries, by WWJ, Detroit.
- 1921: July 9—Outdoor pick-up installation by KDKA, Pittsburgh.
- 1922: Remote pick-up of a dance orchestra, Charley Kerr from the Cafe L'Aiglon, by WIP, Philadelphia.
- 1922: February 19—Ed Wynn, "The Perfect Fool," introduces to radio over WJZ, New York, the broadcast of a stage show with a live audience in the studio.
- 1922: July 18—Radio wedding with Wendell Hall, the red-headed music-maker, as bridegroom, by WWJ, Detroit.
- 1922: October 25—Broadcasting to passengers on a moving train tested by KSD, St. Louis.
- 1923: February 23—Remote broadcast from the grounds of the Al G. Barnes circus by WFAA, Dallas.
- 1923: June 28—Successful two-way broadcast with a dirigible in flight on KSD, St. Louis.
- 1924: Broadcast from the bottom of the sea by WIP, Philadelphia.
- 1924: April 5—Heartbeat and radio kiss on KDKA, Pittsburgh.
- 1925: Broadcast of a major trial from the courtroom, that of Scopes Evolution, by WGN, Chicago.
- 1925: Two-way conversation and description during military tournament from an airplane to the studios of WGN, Chicago.
- 1925: The roar of the mighty cataract at Niagara Falls on WGR, Buffalo.
- 1926: Two-way telephone conversation with a girl flagpole sitter atop the Fort Pitt Hotel on WJAS, Pittsburgh.
- 1926: May—Amateur Hour starts on WCAU, Philadelphia.
- 1926: July—Series of street interviews starts on WIP, Philadelphia.
- 1927: September—Ventriloquist goes on the air in a regular series over WCAU, Philadelphia.
- 1927: October—Complete performance of the Ringling Bros., Barnum and Bailey Circus on WDD, Chattanooga.
- 1928: March 1—KGFJ, Los Angeles, begins 24-hour operation under the slogan of "The Twenty-four Hour Station."

- 1930: March 27—Ship broadcasts to listeners on shore through WEA, New York.
- 1930: March 30—Breakfast Club Show, the "Early Birds," starts on WFAA, Dallas.
- 1932: Campaign speech of Franklin Delano Roosevelt on WTAM, Cleveland.
- 1932: August 12—Two-way conversation between a glider and land on WEA, New York.
- 1933: Chant of tobacco auctioneer from Mullins, South Carolina, on WBT, Charlotte.
- 1937: January 1—Walkie-talkie as a broadcasting unit for special events is utilized by KMTR, Hollywood.

SPORTS

Baseball

- 1920: October 5—Baseball scores (those of the World Series) by WWJ, Detroit.
- 1921: August 5—On the scene, play-by-play of Pittsburgh Pirates vs. Philadelphia Phils from Forbes Field by KDKA, Pittsburgh.
- 1921: October—World Series baseball recreated by phone through WJZ, New York, with Thomas H. Cowan broadcasting a series of games he never saw—the plays being phoned from the ball field to the announcer who reports them with a "mike."
- 1921: October 5—On the scene, play-by-play of World Series between New York Yankees vs. New York Giants, with Grantland Rice as announcer, by KDKA, Pittsburgh.
- 1923: October 11-15—On-the-field play-by-play description of World Series baseball with Graham McNamee in his first network sports assignment—origination from WJZ, New York.
- 1926: World Series originated to a nation-wide network by WJZ, New York.

Basketball

- 1927: Fort Wayne Hoosiers and Brooklyn Visitation game transcribed by Gunnar Elliot for WGL, Fort Wayne, Indiana.
- 1927: February 24—Basketball by KGEZ, Kalispell, Montana—between Kalispell and Whitefish High Schools.

Boxing

- 1920: September 6—Fight results of Dempsey-Miske bout over WWJ, Detroit.
- 1921: April 11—Blow-by-blow description of Johnny Ray vs. Johnny Dundee, by Florent Gibson through KDKA, Pittsburgh.

Football

- 1912: Fall—Attempt made to broadcast football games using a spark transmitter and regular telegraph signals by University of Minnesota experimental radio station.
- 1920: November 25—Play-by-play of Thanksgiving game from the field between Texas University and Texas Aggies by what has become WTAW, College Station, Texas.
- 1921: November 5—Play-by-play of the Pittsburgh-West Virginia game by a commercial broadcaster—KDKA, Pittsburgh.

Golf

- 1926: April 4—Golf broadcast by WNAC, Boston.

Ice Hockey

- 1926: December 3—Play-by-play accounts of Boston Bruins Hockey games start on WEEL, Boston.

Polo

- 1923: September 12—Championship polo game at the Meadowbrook Club from Western Union accounts read by announcer in studios of WJZ, New York.

Racing

- 1924: May—500-mile Indianapolis Automobile race by WGN, Chicago.
- 1924: September 1—Feature race between Zev and Epinard from Belmont Park with Major J. Andrew White announcing for WJZ, New York.
- 1925: Kentucky Derby from Louisville by WGN, Chicago.

Skiing

- 1932: From top of Loveland Pass, west of Denver, announcer reports sensations as he travels down ski course carrying a pack-set, shortwaving the messages to a mobile unit which sends it to the nearest point of wire service for broadcasting over KOA, Denver.

Swimming

- 1927: January—Stroke-by-stroke account of the mainland to Catalina Island marathon, via short wave and relayed to other stations east by KNX, Los Angeles.

Tennis

- 1921: August 4—Davis Cup matches by KDKA, Pittsburgh.

Wrestling

- 1927: September—Wrestling broadcast by WNAC, Boston.

NEWS

- 1921: September 20—News by radio from a newsroom in the Pittsburgh Post through KDKA, Pittsburgh.
- 1923: October 23—Radio political commentator, H. V. Kaltenborn, starts his series of "Current Events" over WEA, New York, sponsored by the Brooklyn Eagle.
- 1929: "News Every Hour On The Hour," by WOMT, Manitowoc, Wisconsin, signing contract with a press association for this service.
- 1929: Radio news bureau installed by KGEZ, Kalispell, Montana.
- 1933: Columbia News Bureau organized by the Columbia Broadcasting System.
- 1938: March 13—International news round-up from European Capitals by the Columbia Broadcasting System.

THE WOMAN'S ROLE IN BROADCASTING

- 1921: January—Joseph Horne Company, department store, presents Mrs. Chester B. Story and Miss Elinor Barton alternating in fashion talks, Tuesday evenings from 7 to 7:15 p. m., on KDKA, Pittsburgh.
- 1922: February—Ida A. McNeil starts as announcer and manager of KGFX, Pierre, South Dakota—still in this role at broadcasting's first quarter-century.
- 1922: April 27—Helen Guy, sister of a radio engineer of the station, is employed as a regular worker in a broadcasting station at WJZ, New York.
- 1923: Woman's program goes on the air as the "WIP Homemakers Club" over WIP, Philadelphia.
- 1923: April 25—Anna C. Byrnes and her orchestra presented over WEA, New York, sponsored by Browning King and Company.

COMMERCIAL ASPECTS

- 1915: Arthur B. Church, president and founder of KMBC of Kansas City, uses "wireless" in a commercial way—merchandising radio parts

(Continued on Page 7)

Highlights Of Industry

All Parts Of Nation Played Role In Progress

(Continued from Page 6)

- to fellow ham operators on his own amateur station in Iowa.
- 1920: May—Jersey Review leases WAAT, Newark, and regular programs are given twice a week consisting of news and music for two hours with a commercial rate of \$35 per week for the time.
- 1922: April 11—Cash give-away to check listener strength offered over WWL, New Orleans.
- 1922: August 28—Commercially sponsored program of the Queensborough Corporation, a real estate organization, on WEAJ, New York.
- 1922: Fall—Broadcast talent paid by WOAI, San Antonio.
- 1923: January 4—Network experiment broadcast from WEAJ, New York, to WNAC, Boston.
- 1923: Summer—Permanent line connection between WEAJ, New York and WMAF, Round Hills, Massachusetts.
- 1923: October 14—Commercial radio network formed between WEAJ, New York, and WJAR, Providence.
- 1924: Station time between 8 p. m. and 10 p. m. given each evening to an advertiser in the Los Angeles Times provided the sponsor contributes an amount of \$150 or more, to be paid to the talent, on KHJ, Los Angeles.
- 1924: February 12—Commercial radio program sponsored by the National Carbon Company fed to a network of WCAP, Washington (and later WJAR, Providence) from WEAJ, New York.
- 1925: Commercial station, not operated by firm engaged in other business activities, is WAMD, St. Paul (forerunner of KSTP).
- 1930: October 1—Direct sample offer and radio contest on WEAJ, New York.
- 1931: November 1—Research department established by KMBC of Kansas City.
- 1932: "Rhythm" transcribed announcements using spoken verse with a rhythmic background introduced by Kasper-Gordon, Inc.
- 1933: Musical jingles introduced as transcribed announcements by Kasper-Gordon, Inc.
- 1933: Transcribed spot announcements introduced by Kasper-Gordon, Inc.
- 1935: Cecil Widdifield of Schwimmer and Scott Advertising Agency sells advertiser to make national use of spot announcements.

EMERGENCIES

- 1921: July 22—Services to the police as an aid in the apprehension of thieves offered by KDKA, Pittsburgh.
- 1925: March 18—Tornado hits southern Indiana and southern Illinois. WLS, Chicago, goes on the air night and day with appeals for contributions to the distressed. In two weeks WLS listeners contribute \$216,904.
- 1927: November—Attempt to broadcast news from the scene of a disaster, the Vermont flood, made by WEEL, Boston.

LITTLE SERVICES

- 1919: Weather reports from the United States Weather Bureau begin on 9XM—later WHA, University of Wisconsin, Madison, Wisconsin.
- 1921: November 18—Bedtime stories for children presented by KDKA, Pittsburgh.
- 1922: February 21—Daily weather forecasts by a commercial broadcaster, WJZ, New York.
- 1922: March 14—Series of health talks begins

- on WJZ, New York; with Dr. Thomas Darlington discussing "Health and Efficiency."
- 1923: February—Children's program, "Uncle Wip," introduced by WIP, Philadelphia.
- 1927: October—"Morning Musical Clock," giving the time, weather reports and other information starts on WCAO, Baltimore.
- 1928: January 3—Network series of broadcasts on health starts on NBC—Bluc, presenting Dr. Royal S. Copeland four days each week for a half-hour broadcast.

POLITICS

- 1920: August 31 — State, Congressional and County primaries are broadcast by WWJ, Detroit.
- 1920: November 2—Harding-Cox Presidential election returns broadcast by KDKA, Pittsburgh.
- 1921: September 12—William A. Magee, candidate for city's mayor, uses radio for a campaign speech by talking over KDKA, Pittsburgh.
- 1922: June 14—Voice of a United States President, Warren G. Harding, broadcast by WEAR (now WFBR, Baltimore) as a dedicatory speech at the Francis Scott Key monument, Fort McHenry.
- 1923: June 21—President of the United States, Warren G. Harding, talks to his people via radio through KSD, St. Louis and WEAJ, New York.
- 1923: December 4—Opening of the United States Congress broadcast by WRC, Washington, D. C.
- 1924: June 10-12—National Republican Convention broadcast from Cleveland by WTAM to a network of 16 stations.

FARM SERVICE

- 1919: Market broadcasts from the University College of Agriculture begin on 9XM—later WHA, University of Wisconsin, Madison, Wisconsin.
- 1920: December 15—Market reports compiled by Department of Agriculture and relayed by wireless over station NAA, operated by the United States Bureau of Standards, Washington, D. C.
- 1921: May 19—Market news on a commercial station, KDKA, Pittsburgh.
- 1922: January 2—National Livestock and Farm Program on KDKA, Pittsburgh.
- 1922: May 2—Regularly remote broadcasts of livestock and grain market reports start on WBAP, Fort Worth.
- 1925: January—Organized college of the air devoted to agriculture begins on WKAR, Michigan State College, East Lansing.
- 1941: April 24—Daily remotes originate from WLW, Cincinnati, "Everybody's Farm" of 137 acres.

EDUCATIONAL

- 1919: February—Regularly scheduled broadcasting service in the field of education estab-

- lished by 9XM—later WHA, University of Wisconsin, Madison.

- 1920: Music appreciation program begin on 9XL, University of Minnesota, Minneapolis.
- 1928: June—Full-time educational department with its own director, Thomas Dunning Rishworth, organized by an individual broadcaster, KSTP, St. Paul.

RELIGION

- 1921: January 2—Broadcasts of Sunday church services from Calvary Church begin on KDKA, Pittsburgh.
- 1922: Remote broadcasts of weekly church services start on WBAP, Fort Worth.
- 1923: January—Series of religious talks begin on WEAJ, New York, by Dr. S. Parks Cadman from the Bedford Avenue YMCA.
- 1925: May—"Little Brown Church of the Air," a 45-minute religious service, patterned after a regular church service with a pastor, choir, etc., starts regular Sunday broadcasts over WLS, Chicago.

WORLD WAR II

- 1941: December 7—Slogan, "Remember Pearl Harbor," on WSYR, Syracuse, New York.
- 1943: January 18—Announcer's description of his sensations giving a pint of blood to the American Red Cross Blood Donor unit broadcast by WMRN, Marion, Ohio.

FREQUENCY MODULATION

- 1939: May 13—Utilizing the Armstrong FM system, WDRC—FM goes on the air under the call letters of WXPW.
- 1941: FM transmitter installed in a mobile unit by WGAR, Cleveland.
- 1941: July 17—FM station becomes a full affiliate of a national network as WBCA, Schenectady, joins the Mutual Broadcasting System.
- 1945: October 15—Going on the air five days after the FCC ruling in regard to the new 100 megacycle band, WHFM, Rochester, operates on both low and high bands.

TELEVISION

- 1928: April—RCA receives license (from Federal Radio Commission) to operate an experimental television station in the New York area and is assigned the call letters W2XBS.
- 1928: June 8—Regular television schedule, three times weekly, inaugurated by WGY, Schenectady.
- 1928: September 11—"The Queen's Messenger," a one-act melodrama, is televised at "The

Numerous "Firsts" In Programming Are Included

- House of Magic," Schenectady, New York. Voice signals carried by WGY and the picture signals transmitted by WXAF.
- 1932: Fall — Network coast-to-coast broadcast, Tad Malone in "Between the Bookends," televised simultaneously over W9XAL by the originating station of KMBC of Kansas City.
- 1938: June 7—Television broadcast is made of a Broadway show by the National Broadcasting Company.
- 1939: May—Memorial Day Parade on Riverside Drive televised by the National Broadcasting Company.
- 1939: May—Baseball game direct from Baker Field, New York, televised by the National Broadcasting Company.
- 1939: May—Six-day bike races from Madison Square Garden televised by the National Broadcasting Company.
- 1939: May—IC4A track meet from Randall's Island televised by the National Broadcasting Company.
- 1939: June—Professional prize-fight (Baer-Nova) from Yankee Stadium by the National Broadcasting Company.
- 1939: August—Major league baseball game from Ebbet's Field, Brooklyn, by the National Broadcasting Company.
- 1939: September—Football game televised by the National Broadcasting Company.
- 1940: February—Hockey game direct from Madison Square Garden by the National Broadcasting Company.
- 1940: February—Basketball game direct from Madison Square Garden by the National Broadcasting Company.
- 1940: March—Indoor track meet direct from Madison Square Garden by the National Broadcasting Company.
- 1940: April—Circus from Madison Square Garden by the National Broadcasting Company.
- 1941: September 3 — U. S. Department of Agriculture on television of the National Broadcasting Company.

FACSIMILE

- 1923-24: Winter Experiments start with facsimile by wire between Post-Dispatch, St. Louis, and the New York World conducted by KSD, St. Louis.
- 1928: December 7—Daily facsimile broadcast inaugurated by KSD, St. Louis.
- 1939: February 2—The Radio Bee, a network facsimile newspaper, starts for the McClatchy Broadcasting Company.

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

Send Birthday Greetings To—

December 27
 Charlotte Chain Oscar Levant
 Sam Coslow Roy Amos Thomas
 Joseph E. Crenshaw Ralph Smith
 Charles Holland Mary Hutter
 Jack Latham Mark Woods

December 28
 Noel McMahon Burr Dick Joy
 William Bohack Blanchard McKee

December 29
 George Field Wendell Niles
 Clydo McCoy Pat Padgett
 Larry Stevens

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM
 MUTUAL BROADCASTING SYSTEM

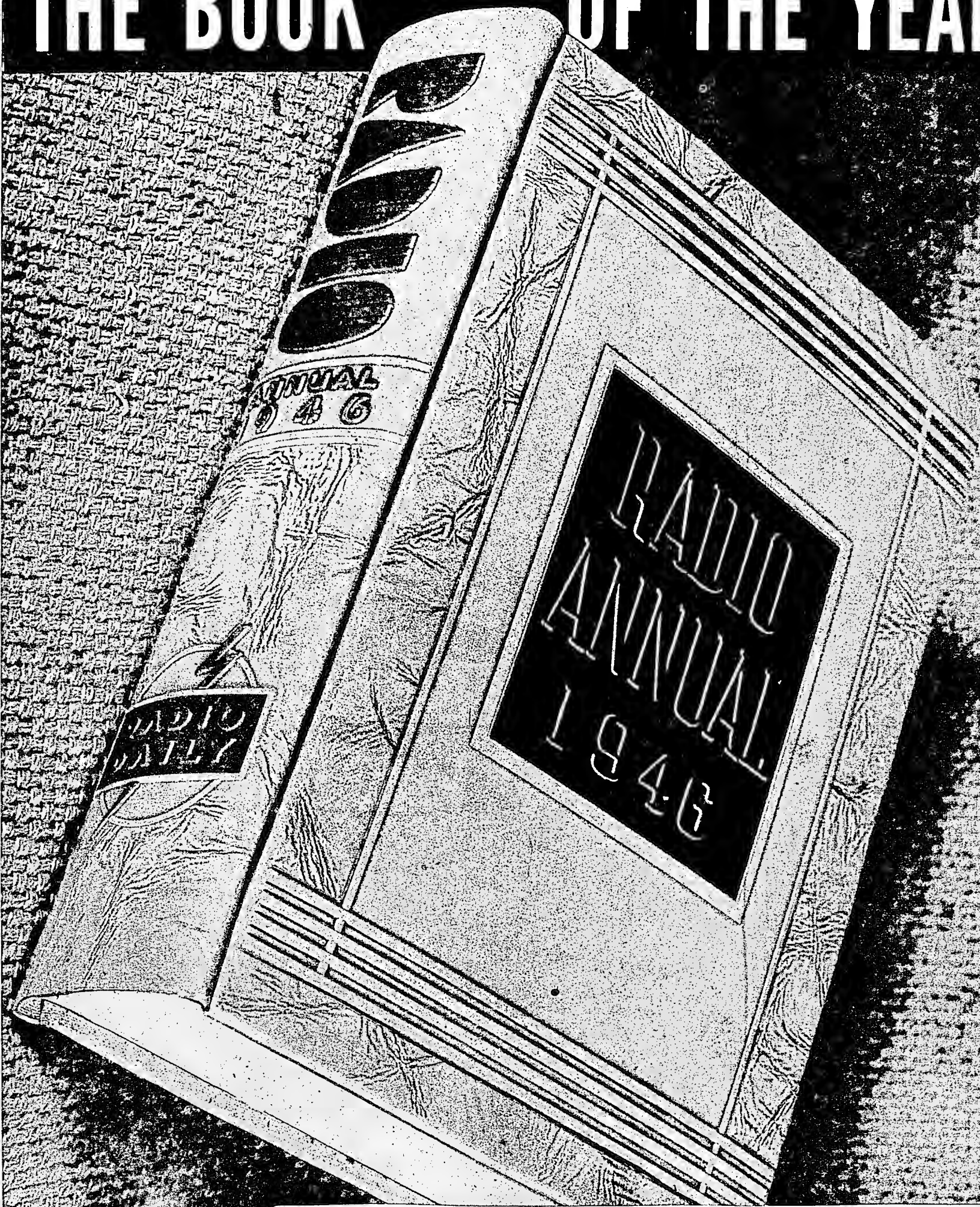
FREE & PETERS, Inc.
 Exclusive National Representatives
 John Elmer President
 George H. Roeder General Manager

ATTENTION TRANSCRIPTION DISTRIBUTORS

\$100,000.00 recently invested in new series by Hollywood producer. Coming East to arrange for distribution. Would like to discuss same with responsible established program distributors between Jan. 3 and Jan. 9. If satisfactory arrangements made can invest \$500,000.00 in new shows.

Write Box No. 275, RADIO DAILY
 1501 Broadway, New York 18, N.Y.

THE BOOK OF THE YEAR



CONTAINS A LIST OF NATIONAL AND REGIONAL NETWORKS
STARTING ON PAGE 257

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 62

NEW YORK, MONDAY, DECEMBER 30, 1946

TEN CENTS

New-Year Salute On Air

Webbs Complete Plans for Congress Opening

With the nation's eyes on the opening joint session of the 80th Congress next Friday, Jan. 3, and the expected heated discussion of the Senator Bilbo case, the four major networks have scheduled wide and ample coverage of the occasion. Coverage is scheduled to start at 12:30 a. m., and will extend to approximately 1:15 p. m.

NBC, CBS, ABC and Mutual have assigned top correspondents to the opening of the House of Representatives and the Senate, with special

(Continued on Page 7)

U. S. Appeals Case Based On Lea Act

Chicago—Notice of appeal directly to the U. S. Supreme Court from the recent decision of United States Judge Walter J. Labuy dismissing the Federal criminal action against James C. Petrillo of the American Federation of Musicians was filed Thursday by Attorney Leroy Krein. Appeal was taken direct to the Supreme Court, Krein said, because the judge's decision ruled the Lea

(Continued on Page 8)

Radio Production Increase Noted In Snyder Report

Washington Bureau, RADIO DAILY
Washington—Final report of CPA John D. Small notes the tremendous production spurt in the radio manufacturing industry since shortly after V-J day. Shipments of allian radios in October 1946, Small reported to the President, increased

(Continued on Page 4)

Walkie-Talkie Status

Montreal—You can buy a walkie-talkie for as little as \$50 now, but there is not much you can do with it when you get it. The War Assets Corp. has disclosed that portable radio senders-receivers are being declared surplus from the Armed Forces, but simultaneously explained that their civilian use is hedged around by considerable restriction.

Radio Tele Center Planned For Boston

Plans for a new radio and television center in Boston are included in a year-end report by Westinghouse Radio Stations, Inc., made public by Station Manager J. B. Conley. The Boston center will be located on a ten-acre tract on Soldiers Field Road adjoining the Harvard Stadium and will house WBZ, WBZ-TV and WBZ-FM. Orders have already been placed for a 5,000-watt video transmitter and a 2,500-watt audio transmitter.

Technical Standards For AM's Are Revised

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday proposed technical changes in its engineering standards for standard stations. The following amendments are called for:

(A) The method of computing RSS interference appearing in Paragraph 2 on page 7 of the Standards of Good Engineering Practice, concerning

(Continued on Page 7)

WOW License Renewed; WBYN Okay For Newark

The FCC on Friday approved the application of WBYN to move from Brooklyn to Newark, N. J. A CP for the move was granted to North Jersey Radio, Inc., licensee of the station. The station will operate on 1430 kc., five kw. unlimited.

In another action the Commission

(Continued on Page 4)

Network Leaders Appraise

Radio Prospects For 1947

Network leaders in year end statements issued Friday indicated that 1947 holds promise of being a challenging year to the broadcasting industry with greater emphasis put on programming and increasing competition in the commercial field. The statements came from NBC, Frank Stanton, president of CBS, Edward J. Noble, chairman of the board of ABC, Mark Woods, president of ABC, and Edgar Kobak, president of Mutual. Statements are printed on page 6.

Stations And Networks Throughout U. S. Plan Programs On Holiday Theme; BBC Will Relay Int'l Round-up

Charges "Blue Book" Fosters Gov't Control

Washington Bureau, RADIO DAILY
Washington—Ernie Adamson, chief counsel of the House Committee on Un-American Activities, in a report made public Friday, charged that the FCC's Blue Book "aims" to bring U. S. radio under Government control.

Terming the Blue Book a "much criticized and discredited" document,

(Continued on Page 8)

Wisner, Wilhelm Aboard Wrecked 'Panama Limited'

Harry Wisner, ABC sports director, en route to New Orleans aboard the wrecked "Panama Limited" to broadcast the Sugar Bowl Football game New Year's Day, sponsored by Gillette Safety Razor Company, received only minor bruises.

Wisner said he and Mrs. Wisner,

(Continued on Page 2)

WGAN Formulates Plans For 2 Maine FM Stations

Portland—Plans for the construction of Maine's first FM stations were revealed this week when it was announced by the Portland Broadcasting System, operators of WGAN, a

(Continued on Page 2)

The passing of the old and the arrival of the New Year Tuesday night will be heralded on networks and stations throughout the country as the American public celebrate the occasion with traditional gaiety and ceremony across the nation from New York's Times Square to Market Street in San Francisco. Augmenting regular programs, which will concern themselves in most cases with the New Year's theme, networks have scheduled special programs covering

(Continued on Page 8)

AFM-WWL Cooperate On Orchestra Series

New Orleans—Indicating co-operation between the New Orleans local musicians union and station WWL, the AFM and WWL issued a joint statement Friday regarding a new series of popular dance orchestra programs which will be aired beginning January 7.

Local name bands will draw broadcast pay from union for a series of programs to be titled, "Come On And

(Continued on Page 5)

Renew 2 Web Tele Shows By Standard Brands, NBC

Renewal of two NBC commercial television programs was announced by Reynold R. Kraft, the web's television sales manager. The programs

(Continued on Page 8)

Co-Eds' Angel

When Phil Alamp, farm news editor at WJZ presented two turkeys to President Truman, little did he know that scores of persons would besiege him for a Christmas bird. One request came from the mailing-room girls at Cornell University. Phil not only gave them a prize winner, but he flew up "high above Cayuga's waters" to present it personally.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(Dec. 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Nat. Union Radio, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Telecomm., Stromberg-Carlson, etc.

350-Station Radio Tieup Is Set On "Humoresque"

Under a radio tieup set by Warner Bros. with Royal Crown Cola, one-minute transcriptions carry plugs for Joan Crawford in "Humoresque" will be used on 350 stations throughout the United States during January, February and March.

In addition to these spots, Royal Crown will use chain breaks with boosts for Miss Crawford and "Humoresque" over the same number of radio stations for a three-month period.

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

1000 WATTS WHWL 730 KC.

"Anthracite's Most Powerful Independent" Represented by Forjoe

Coming and Going

JUDITH WALLER, education director at NBC, has flown to Mexico City, where she is spending five days at the invitation of the Mexican government and the University of Chicago. The U. of C. "Round Table" was broadcast from Mexico City last night.

BOYD FITZPATRICK has arrived from WHDL, Olean, N. Y. On Friday he visited for a while at the headquarters of the American network, with which the station is affiliated.

BEN HYAMS, musical annotator at CBS, has left for Puerto Rico, where he'll spend a two-week vacation.

EARL GODWIN, American network commentator with offices in Washington D. C., spent the Christmas holidays in New York and now is back in the Nation's Capital.

RED BARBER, head of sports at CBS, and JIMMY DOLAN, his assistant, are in Miami for the airing of the Orange Bowl game, which will be played New Year's Day.

PETER DONALD—he of the Fred Allen show, and divers other productions, off to Mont Tremblant Quebec, where he'll see the old year out.

CHUCK WILEY, of Mutual's Chicago publicity staff, has left for Dallas, Tex., where he'll handle the production chores on the broadcast of the Cotton Bowl game, which will be played New Year's Day.

PHIL BOOTH, video director for CBS television, is spending a wintry vacation in Philadelphia and Morristown, N. J.

WGAN Formulates Plans For 2 Maine FM Stations

(Continued from Page 1)

CBS affiliate here, that two stations will be on the air in February or early Spring.

Plans were revealed by four WGAN executives at a meeting with representatives of 19 southern Maine distributors of radio receiving sets. One of the two FM outlets will be located in Holden, and the other in Falmouth. Transmitter house at the latter location "should be completed within the next three or four weeks," according to C. E. Gatchell, manager of WGAN. Call letters of the stations will be WARY in Holden and WGAN-FM in Falmouth.

"Although several FM stations located in other parts of the United States have started broadcasting on a temporary basis with limited power," Gatchell told the distributors, "this plan did not seem feasible for us to follow. We will therefore make a complete installation and when we do start broadcasting we will offer a complete service to Maine listeners within the areas served by these stations."

Richard E. Bates, program manager of WGAN, discussing the audience phase of FM, told the distributors that the creation of a listening audience is the "joint problem and responsibility of the broadcasters, the manufacturers and the dealers." He declared that the entire program structure of today's opera-

Wisner, Wilhelm Aboard Wrecked 'Panama Limited'

(Continued from Page 1)

together with Mr. and Mrs. Edward Wilhelm of the Maxon Advertising Agency, which handles the Gillette account, were riding in a Pullman car directly behind the diner. Mrs. Wilhelm was pinned in her room for half an hour. The diner and five other Pullman cars just behind it left the tracks and turned over.

This is the second time in four years that Wisner has been in a train wreck en route to a football broadcast. Early on Thanksgiving morning in 1942 he was a passenger on the Baltimore and Ohio train wrecked at Youngstown, Ohio. Wisner reached Philadelphia by plane and taxicab, with a police escort, in time to broadcast the second half of the Penn-Cornell game that day.

Wisner said there is no question of being unable to broadcast the Sugar Bowl game Jan. 1. His injuries did not even prevent him from playing golf Friday afternoon.

tion is due to be revolutionized with the arrival and "eventual complete" use of frequency modulation. "Under today's system of broadcasting," said Bates, "competition is primarily between facilities, while under FM, competition will be based almost entirely on a program level."

Present plans of the WGAN-FM system indicate an eight-hour service from 2 to 10 p.m., daily, Bates added.



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 AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R...

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

LOS ANGELES

By RALPH WILK

WEST COAST SOAP COMPANY, through Brisacher, Van Norden & Staff, San Francisco, has purchased 52 weeks of station break announcements on KNX. Contract was effective December 21.

Ann Sothern, heard Fridays on CBS as star of "Maisie," avers that her current M-G-M "Maisie" film, now in production, will be her last. It's her tenth on the screen in the character she made famous, and is titled "Undercover Maisie."

CBS executives and artists gave Mrs. Gordon T. Hughes, wife of the producer, a shower of gifts for their new-born son, the second boy in their family.

Walter Tetley, "Leroy" on "The Great Gildersleeve" program, played Santa Claus for the Los Angeles Red Cross at the Sawtelle and San Fernando Valley veterans' hospitals during the pre-Christmas season.

Edward R. Nathan, Associate Editor CBS Hollywood, was married December 21st to Miss Wanda Worth. The couple are honeymooning in Las Vegas.

WOW License Renewed; WBYN Okay For Newark

(Continued from Page 1)

granted the application of WOW, Omaha, Neb., for renewal of its license for the period ending May 1, 1949. Commissioners C. J. Durr and Paul A. Walker voted against granting the renewal.

Chicago I. R. E. Conference Set For Saturday, April 19

Plans are under way for the second Chicago I. R. E. Conference, which will be held on Saturday, April 19, at Northwestern Technological Institute. This conference will feature an all-day series of technical sessions and discussions on the practical side of electronic engineering, with emphasis on applied electronics.

Send Birthday Greetings To—

December 30

Bob Hanson Arthur Kass
Stanley High Lucille Linwood
Vincent Lopez

GORDON M. DAY

ADVERTISING SERVICE

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



Broadway Bulletin Board. . . !

● ● ● Watch for several important changes in the Hit Parade shortly—in the male vocal dep't and in the style of music. Powers-that-be aren't too happy with Andy Russell and already regret moving the show west, and Mark Warnow has been instructed to add plenty of "schmaltz" to his rhythms (a la Dave Rose and Kostelanez) . . . Here's a switch: The reason for "Cavalcade of America" moving back east is due to lack of talent in H'wood! So help me, that's the way we hear it. Show's new policy will be to use stars from the B'way showshops, with Burgess Meredith, Shirley Booth and Ralph Bellamy already lined up. . . . A New Rochelle outfit (Transvision, Inc.) has marketed a home assembly telet set with a 7-inch screen selling for about \$160. . . . One of the Midwest Congressmen is trying to get Congress to pass a bill prohibiting radio stations from selling time to labor unions. . . . Metro has bought several songs to be included in their version of "The Hucksters," and from the way we hear it, those who read the book won't recognize the story when it's filmed. . . . "Take It Or Leave It" due back in N. Y. after the first of the year. . . . CBS censors have instructed all their producers to clip any mention of any nationally-advertised product from all of their shows, which poses an interesting question. What happens with the giveaway type of show which passes out those fabulous prizes merely for air mention?

★ ★ ★
● ● ● New wrinkle in agency commissions came up last week when the hair tonic sponsors of the King Cole Trio on NBC called Ben Pearson, of A. & S. Lyons' radio dep't, and asked him for the singing services of Connie Haines. Pearson asked them what they were willing to pay and was informed that Miss Haines would receive a beautiful watch for her services. "Oh, yeah?" shot back Pearson. "And what's my commission supposed to be—the right time?"

★ ★ ★
● ● ● SMALL TALK: Mutual's Walter Lurie heading for the coast next month to close several deals out there. Max Brand's "Singing Guns" has already been bought—"Tillie, the Toiler" will be auditioned—and Lurie has plans for a Lux Theater type of airer which will be one of the most ambitious shows yet attempted by the web. . . . WOR may abandon its all-nite policy, we hear, but if they don't, the col'm's choice for a disc spinner replacement is Jack Eigen, fresh from eight sponsored years on WMCA where he had show business' biggest on for free. Al Jolson alone made six appearances in one year, he was that fond of Jack and his glib chatter. . . . It's a baby boy at the Bernie Greens. He's the radio exploiter. . . . Lew Lauria's "Let The Chips Fall" rapidly climbing into the best-seller lists. . . . John Tyers, a big hit over on BBC, according to returning tourists. . . . Shirley Wolff off for a Bermuda vacation. She'll report on how they spend the New Year's Eve there. . . . A nod to WHN for its participation in the Sydenham Hosp. drive Christmas Day, the entire Gloom Dodgers and Morey Amsterdam time being turned over to the cause. . . . Phil Cook's drive for "books for veterans" hit the jackpot the other day when Publisher J. Frederic Buse donated 500 copies of Richard W. Rowan's best-seller, "Spy Secrets." . . . Shopping note: Jackie Kelk points out that only 304 more shopping days remain until Christmas, 1947.

★ ★ ★
● ● ● THOUGHTS WHILE DIALING: Every time we hear the announcer on the "Dr. I. Q." quizzer yell out, "Doctor, I have a lady in the balcony," we're almost tempted to yell back: "Quit braggin'." . . . Despite her intelligent lingo and refreshing radio charm, Fannie Hurst takes so long to tell you that a stinking show is rancid. . . . After hearing some of the noisy records that various disc jockeys put on to cremate the after-midnite airwaves, we sort of wish that Tony Wons could be brought out of retirement to use his style to spin only platters of Rodgers, Gershwin, Porter, Kern and the rest of the expert ballad craftsmen.

AGENCIES

JAMES E. HANNA has been named manager of the radio department of N. W. Ayer & Son, Inc. He has been employed by Ayer since 1927 first as a copywriter in the Philadelphia office, then as copy supervisor of Detroit office and, since 1940, as a member of radio department in New York.

CLARK - WANDLESS COMPANY, radio sales representatives, announce its appointment as exclusive United States representatives of Radio Belgrano, LR3, in Buenos Aires, Argentina, and the Belgrano Network, Primera Cadena Argentina de Broadcastings, consisting of 20 stations throughout Argentina and Paraguay. . . . C-W also has been engaged as the exclusive United States representatives for La Voz de Le Democracia, YSO, of San Salvador, El Salvador.

HARRISON HATS, Fifth Avenue, New York, has appointed Leon S. Golnick and Associates, Baltimore and New York, to direct its advertising.

Set Production Increase Noted In Snyder Report

(Continued from Page 1)

to 1,800,000 units from 50,000 in November 1945 and were 68 per cent above the 1940-41 average monthly rate of 1,100,000 sets.

"In spite of substantial cancellations of military orders during the latter part of 1945," Small said, "remaining contracts absorbed the major portion of the industry's production during that period. Second and third quarter shipments during 1946 consisted mainly of smaller sets as manufacturers were unable to obtain parts for the larger types. A shortage of cabinets, tubes, gang condensers, transformers and fractional horsepower motors prevented an even greater increase in production."



"Wouldn't it be terrible if you hadn't heard that WFDF Flint jeweler's ad?"

★ THE WEEK IN RADIO ★

Yule Theme In Most Programs

By JIM OWENS

NETWORKS and stations devoted most programs last week to the Christmas theme with special shows arranged for hospitalized veterans in a manner comparable to wartime broadcasts. Veterans Administration lauded. RADIO DAILY's campaign for all-out remembrance of convalescent GIs, reported that 128 hospitals had special Xmas shows.

Opening of the 80th Congress on January 3 will be televised for the first time in a pooled broadcast. Five stations will carry the event, scheduled for 12 noon. . . . Transcribed Yule messages from UN delegates were aired over 500 stations, including national and regional networks. . . . Paul W. White was named radio news research consultant by Associated Press.

A three-way scramble for chairmanship of the new Senate Commerce Committee was under way last week. Committee will handle radio legislation. . . . Radio leads all media as a promotion tool for Government bonds, according to the Treasury Department. . . . International Broadcasting Division of the State Department short-waved 130 Christmas shows around the world.

FCC granted six television applications in Los Angeles, holding the seventh "reserve." . . . Commission also set temporary channels to FM stations now operating in the low band. New AM applications continue to flood FCC offices. . . . Radio Reports, Inc., released a survey of nine leading New York stations in which the number of commercials were logged.

While tele receiver output still lags, NIMA reports that production for November almost doubled that of October. Table models were in the major output category. . . . Government's anti-trust case against Scovony, Ltd., was dismissed by U. S. District Court. Judge ruled that Scovony was not within Court's jurisdiction. . . . Advertising agencies were lauded for aid to public service

campaigns sponsored by The Advertising Council.

Brig. Gen. David Sarnoff predicts 1947 as America's first major television year. RCA prexy also believes video will play an important role in political campaigns. . . . William C. Paley's address at NAB Chicago con-fab highlighted the CBS network's review of activities of '46. Paley at that time called for new code of program standards. . . . Pulse, Inc., reported listening in New York tapered off in December, about equaled that of November.

Black-and-white vs. color tele argument will re-open in New York on January 27. All video interests are reported planning demonstrations during the hearings. . . . A forecast that FM will make its greatest strides in 1947 was made by Arthur Freed, of Freed Radio Corp. He claims that "nearly 100" FM outlets are now in operation, with some 900 granted or pending FCC action. . . . WHOM, New York, will debut an all-night record show New Year's Eve. . . . ABC announced plans to continue its public service series on labor-management programs as a sustaining feature during '47. . . . FCC authorized conditional grants for 20 FM applicants, in addition to 16 construction permits.

"Operation Crossroads," atom bomb tests at Bikini headed a list of 11 outstanding radio news events of 1946. . . . Harry Wismer was appointed assistant to the president of WJR, Detroit. He will continue as ABC director of sports. . . . FCC received complaints from CIO-PAC and the Independent Citizens Committee of the Arts, Sciences and Professions, regarding alleged "dropping" of Dr. Frank Kingdon's nightly commentary. . . . AFRA-network pact said to be ready for signatures. . . . A CBC-BBC radio crew almost lost their lives in a blizzard in Labrador. U. S. Army rescued them.

AFM-WWL Cooperate On Orchestra Series

(Continued from Page 1)

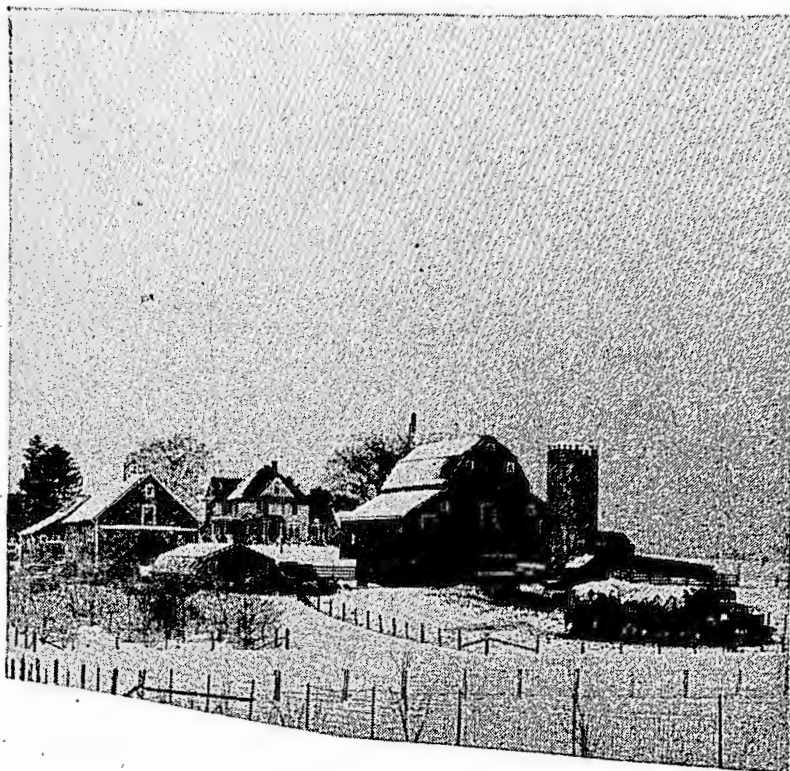
Hear." The program will seek to display local band talent and to create further employment for the members of the orchestra.

Details for the 13-week series which will be heard every Tuesday at 8:30 p. m., were worked out between Charles F. Hartman, business manager of Local 174; Irving Vidacovich, chairman of the local's ways and means, and Louis Read, commercial manager of WWL.

Johnny De Droit and his orchestra will open the series. Other bands scheduled to participate include the Leslie George orchestra and Charlie Bourgeois band.

The show which is being written by Martin Burke will include a brief interview with the leader and other talent and a message about the place of musicians in community life.

It's Been a Great Year in Iowa



WMT

Iowa's Best Frequency at 600 KC's

extends

Season's Greetings

to you

from the Rich Eastern Iowa Agricultural-Industrial Market



Represented by KATZ Agency

Member of Mid-States Group

ATTENTION TRANSCRIPTION DISTRIBUTORS

\$100,000.00 recently invested in new series by Hollywood producer. Coming East to arrange for distribution. Would like to discuss same with responsible established program distributors between Jan. 3 and Jan. 9. If satisfactory arrangements made can invest \$500,000.00 in new shows.

Write Box No. 275, RADIO DAILY
1501 Broadway, New York 18, N.Y.

Web-Forecasts For 1947

Spokesmen For Major Networks Make Year-End Statements

National

NBC in a year end report covering activities of its departments and stations pointed to a substantial gain in sales revenue, a campaign to develop new programs and talent and engineering advances among the achievements of 1946.

The United Nations project was singled out as a contribution of public service during the past year. More than 125 program hours were devoted to the UN and the network had the co-operation of the American Association for United Nations and the National Educational Association in planning the programs. In addition 85 national business, civic, educational and religious groups gave active support.

Incorporated in the report are quotations from speeches made by Niles Trammell, president of NBC, as indicative of the network's policy during the past year.



NILES TRAMMELL

One quotation is from Trammell's NAB convention speech which reads as follows: "We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can

fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public.

"Our basic standard must always be 'Truth in Advertising.' Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy but also by the broadcaster who accepts and transmits the message to the public."

A total of 125 advertisers, carrying full network facilities, gave NBC the largest volume of business in its history. The average number of stations used by evening advertisers was 127, while the average during the daytime was 102. Despite a national decrease in spot sales averages, the NBC report reveals, that sales of this type

(Continued on Page 7)

Columbia

By FRANK STANTON
(President, Columbia Broadcasting System)

As the year ends, there are to be seen everywhere auguries of better broadcasting. Never before has the radio industry so intelligently turned the beneficial spotlight of self-criticism upon itself. Never before has the listening public been so articulate in its own programming desires. An increasing number of periodicals have introduced departments of radio program criticism, much of it thoughtful and constructive.

Every day, vastly improved transmitting and receiving equipment becomes increasingly available and the inventors and engineers in the laboratories and workshops have by no means exhausted their imagination and resourcefulness.

Our company, in its first truly peacetime year of operation since fateful 1939, had a successful year which was shared by our subsidiary, Columbia Recording Corporation. Costs of operation, however, mounted considerably and adversely affected our margin of profit.

I hesitate to predict what the future holds. Costs may well continue to rise throughout 1947—at least the first part of it. We can expect increased competition, not only from the considerable number of new AM stations that are being almost daily licensed by the FCC, but from the growing number of FM stations and from television.

While I am convinced that this enlarged competition will ultimately prove healthier for the public and broadcasting as a whole, it will certainly call for increased imaginative operation by those who strive for leadership in the industry.

During the past year, CBS placed greatest emphasis on programming. I believe the year-end finds this company with the finest program schedule in its history.

Columbia Workshop, unquestionably radio's outstanding proving ground for new talent, ideas and techniques, returned to the air during 1946. A special CBS Documentary Unit, devoted exclusively to the production of programs dealing with major domestic and international is-

(Continued on Page 7)



FRANK STANTON

American

By MARK WOODS
(President American Broadcasting Co.)

It is gratifying to see that this post-war year, which has been fraught with uncertainty and hesitation, gave the American Broadcasting Company the continued loyalty of advertisers who have been with us for years and those which have joined our ranks as their means of spurring on the commercial recovery of the nation. We have made progress only because of the support of our employees and of our independent affiliated stations.



MARK WOODS

A year ago, I spoke of our plans of expansion with Television, Research, and Sales, and as 1946 ends I am pleased to report that those plans have enjoyed fruition during the year.

During 1946 our stations have grown in number and stature. Today the American Broadcasting Company reaches into more than 29 million American homes. This is an important measurement of effective broadcasting service to this great country.

Most Americans view the coming year with mixed feelings. There will be a new majority in Congress and an incompleting program before the United Nations, and domestic problems which will require great statesmanship of our leaders and fortitude of our fellow citizens. Radio has its special responsibility to the people in each of these areas, and it is the pledge of the American Broadcasting Company to do its part toward making 1947 a better year.

By EDWARD J. NOBLE
(Chairman of Board, American Broadcasting Co.)

Just over the horizon looms 1947. It promises to be a year of decision. Mankind and its institutions will be on trial. Questions confused and fumbled during the past year demand more intelligent determination. Trends taken in the coming months may influence political, economic and social developments over the next generation.

This 1946 which opened with such high hopes produced many disappointments. The great expectations

(Continued on Page 7)

Mutual

Edgar Kobak, president of Mutual warned broadcasters that the year 1947 will bring national problems that must be faced in a realistic manner.

While expressing great optimism in the future accomplishments of radio's public service and showmanship, Kobak cautioned the stations to prepare for a year of hard work. "Radio," he said, "must gear itself for a re-appraisal of values in order to carry on successfully as in previous years."

"When the war ended in August of 1945," Kobak stated, "we knew we had a year of reconversion ahead of us. We, therefore, faced 1946 with the idea that our responsibility to the public meant a changing from wartime pursuits to peacetime pursuits. We have now had the full year or more to meet this challenge and trust."

The Mutual network president' chief warning for 1947 for the radio industry was that rising costs, material shortages and labor difficulties on many fronts would bring about re-appraisal of advertising values. Coupled with this is the fact, he said that business and industry are going to face "more competition and more economy and more stringency brought about by the changing conditions. In the same way that the housewife now shops for the best bargains for her food table, the sponsor will do the same with his increased knowledge of advertising strategy in budgeting his advertising dollar for the next year. This means that the radio industry will have to work harder to deliver, Kobak asserted.

The year end report of the Mutual network indicated, Kobak said, that great progress had been accomplished. "The world's largest network" went from 284 to 384 stations, Kobak pointed out. "Within the next three months more than 400 stations will be linked by 22,000 miles of line in giving the United States the most comprehensive coverage in local communities ever attempted by any network. The services of every American community by a Mutual affiliated station has been one of the priority tasks in the Mutual plan for

(Continued on Page 7)



EDGAR KOBAK

Webs Complete Plans For Congress Opening

(Continued from Page 1)

broadcasts scheduled before and after the opening. Eric Sevareid, director of CBS' Washington news bureau; John Daly, veteran White House reporter now assigned to the network's news headquarters in New York, and Winston Burdett, Washington correspondent, will cover the opening for that network. Wells Church, CBS director of news broadcasts, will be in overall charge of the coverage.

Three special programs, group-titled "The New Congress," and designed to introduce new Legislators, will be aired over the Columbia network on Saturday, Jan. 4, 11:30 a.m.-12:00 noon, EST, and Tuesdays, Jan. 7 and 14, 10:30-11:00 p. m., EST.

Elmer Davis, former OWI chief, and now an ABC commentator, will head that network's coverage of the opening session with a running commentary scheduled to begin at 12:30. Baukhage and Martin Agronsky, veteran Washington and world-wide reporters, will describe incidents, proceedings and other happenings in the Capitol building as they occur.

Mutual Personnel Set

Mutual's news staff reporting from the House and Senate radio galleries includes: Albert Warner, William Hillman, Ray Henle, Fulton Lewis, Jr., Macon Reid, Russell Turner, and Arthur Gaeth (who handled the celebrated pooled broadcast of the Nuernberg executions). Direct reports from the floor of the Senate will be made to air developments in the Senator Bilbo controversy, in addition to which all regularly scheduled newscasts on Jan. 3 will originate in Washington. On the eve of the Congress opening Mutual will present a special nation-wide on-the-street-broadcast with answers to the question: "What Do You Expect From Congress the Coming Year?" Program will be heard from 10:30 to 11 p.m., EST. Milton Berg and Jack Page will be co-ordinators.

NBC's reportorial staff in the House will include Morgan Beatty, and Don Fischer, network's presidential announcer, while Richard Harkness will cover the Senate opening and the important Bilbo proceedings. Web correspondent Robert McCormick will originate his 1:45 p.m. broadcast from the Capitol building. NBC will air the Congressional session from 12:30 to 1:15 p.m., EST.

As announced last week, the opening will be televised in a pooled broadcast by NBC, CBS and Du Mont and will be carried by WNBT, WCBS-TV and WABD, New York; WTTG, Washington and WPTZ, Philadelphia.

Industry Responsibility Cited In Web Predictions For 1947

AMERICAN

(Continued from Page 6)

for a New Era of World Peace fell far short of fulfillment. While fighting had ceased in the former theaters of war, conflicts prevailed on many fronts. Nation bristled against nation, race against race, religion against religion, group against group. If One World is in the making, the formula needs a lot of improvement. In every activity of mankind it might work better if prejudice and selfishness were removed and good-will and fairness added.

"A New Call"

A new call goes ringing throughout the world—a summons to service. Will it be heeded by political, business and organization leaders? Is the unity of purpose and co-operation of effort forged in the emergency of war to be lost as selfish individual and national goals obscure our vision of a better world order? No nation, no organization, no institution, no individual can dare assume that risk, for civilization may be in the balance.

Each of us has a personal responsibility but in this report we speak as part of a great industry. How has radio met its obligation and measured up to its opportunity in 1946? Do its people see visions and dream dreams of a better way of life throughout the world and work toward it? Has it been just a corporate business or a national asset? Are you and I and that off-named man in the street better citizens because of radio—or not?

Cites "Good Report"

I am happy to be able to make a good report — proud that so much has been done and grateful that still greater opportunities lie ahead. Radio well lived up to the high standards of duty and performance that it developed during the war years. It pushed ahead with its great objective and endeavor—that an informed people is sound and safe, and radio will make Americans the best informed people on earth. Its voluntary contributions of time and effort in this first year of peace totalled well up to its patriotically stimulated performance during the war. The American Broadcasting Company has further broadened its concept of public service. Every phase of programming has been tested for its contribution to the good and well-being of all our people. As a result, we have gained circulation and listener acceptance, both quantity and quality. Whether it be news, analysis, music, drama, sports, discussion or just entertainment, your dial brought it in at ABC.

We have tried to have our network add at least its share to the knowledge and practice of the radio art. If we have succeeded in affording our audience new insight into the problems which beset the world, in increasing the general enjoyment of their leisure hours, and in helping plan

NATIONAL

(Continued from Page 6)

for the network remained at the 1945 level.

Development of an East Coast television network linking WNBT, New York, WPTZ, Philadelphia, WRGB, Schenectady and WTTG, Washington, was cited as a television engineering accomplishment of the past year.

A total of 35,668 hours of programs was originated in the combined studios of the seven NBC division points and from remote points, the report stated.

During 1946 a total of six new affiliates were added to the network and one was deleted. The total now stands at 160, with two additional stations scheduled to join on January 1.

COLUMBIA

(Continued from Page 6)

search and involving extraordinary research and preparation was established during the year. Lowell Thomas, one of the best known radio reporters, came to Columbia's air waves. So did Information Please, Hour of Charm, Hoagy Carmichael Sings, Jean Sablon and The Vaughn Monroe Show. Red Barber, with a large and devoted following, joined Columbia as Sports Director.

Our network grew from 151 to 162 stations during the year. Columbia's Latin-American network grew from 116 to 124 stations.

MUTUAL

(Continued from Page 6)

expansion of the network," he added.

The annual report stated that 5,827 hours had been devoted to broadcasting in the year 1946. Musical programs led with a 36.3 per cent of the full number of hours of broadcast time. Kobak, however, pointed out that programs of a public service nature, whether sustaining or commercial, consumed 31 per cent of the total broadcast time of the company. These included such outstanding sponsored broadcasts as "Exploring the Unknown," "Crimes of Carelessness," "Special Investigator," "A Brighter Tomorrow," "Juvenile Jury," "It's Up To Youth." In addition, the report cited a dozen outstanding sustaining programs in the public interest. Kobak also noted that the Federal Communications Commission's Bluebook chided radio for not devoting more time than it did to public service. Kobak, in citing Mutual's public service time of 31 per cent, said that radio has done a good job. To do a better one would be the aim of the network in 1947, the Mutual president declared.

for new achievements during the years to come, these 12 months will have justified our hopes and will have served our country well.

Technical Standards For AM's Are Revised

(Continued from Page 1)

standard broadcast stations, is to be amended to read as follows:

"With respect to the root-hum-square values of interfering field intensities referred to herein, calculation is accomplished by considering the signals in order of decreasing magnitude, adding the squares of the values and extracting the square root of the sum, excluding those signals which are less than 50 per cent of the RSS value of the higher signals already included.

"The RSS value will not be considered to be increased when a new interfering signal is added which is less than 50 per cent of the RSS value of interference from existing stations, and which at the same time is not greater than the smallest signal included in the RSS value of interference or from existing stations. However, for the purpose of studying the gains and losses in service in cases where it proposed to add a new interfering signal in excess of the value permitted above, the RSS limitation, after the addition of the new signal, shall be calculated without excluding any signal previously included. Similarly, for the purpose of studying the gains or losses where it is proposed to increase the value of one of the existing interfering signals in the RSS value, the RSS limitation after the increase shall be calculated without excluding the interference from any source, previously included."

Sydenham Hospital Drive Gets Aid Of N. Y. Stations

New York stations have joined in the fund raising campaign to save Sydenham Hospital in Harlem which must obtain \$300,000 to remain in existence. Sydenham is an unendowed non-profit institution, with a staff of both whites and Negroes, which gives treatment to all.

KSDJ On The Air

Los Angeles—San Diego's newest radio station, KSDJ, made its official debut on the air Thursday, Dec. 12 at 12 noon following a successful test "run" the night before from 7:30 p.m. until 12 midnight.



ATTENTION EPICURES:
THOSE SUCCULENT
SPARE RIBS
are back again at the
SINGAPORE
B'WAY AT 50th ST.
Atop The Winter Garden
Reservations CI 7-0862

ATTENTION—NEW YORK CITY AREA!

Top flight announcer-producer available. Script contact through radio's reliable resources. Write P. O. Box 413, Philadelphia 5, Pa.

Charges "Blue Book" Fosters Gov't Control

(Continued from Page 1)

Adamson said the report is "in substance a denunciation of free enterprise and aims to bring radio under Government control such as that exercised by the British Government."

Adamson's lengthy report has not been approved by the committee although it was printed at Government expense by the Government Printing Office.

A spokesman for the FCC termed the charges "absurd" but refused to comment further until the committee has acted on the Adamson report.

In Adamson's lengthy Red roundup, the committee's chief counsel also takes a side swipe at several persons who assisted in preparing the Blue Book and singles out one Washington broadcasting group for the report's bulkiest blasts.

Adamson threw his unofficial spotlight on Charles A. Siepmann, Miss Eleanore Bontreue and Edward Brecher, formerly in the FCC's legal division.

All three, according to Adamson, assisted in writing and preparing the Blue Book.

Adamson's longest dissertation, however, was saved for the Metropolitan Broadcasting Corp., licensee of a standard radio station in Washington and the holder of a conditional grant for an FM station in the Capital.

Adamson said the applications were speeded toward approval by Brecher, now an officer of the Corporation.

Renew 2 Web Tele Shows By Standard Brands, NBC

(Continued from Page 1)

are "Hour Glass" and "Face to Face," both sponsored by Standard Brands, Inc. "Hour Glass" is a full hour variety show televised Thursdays, 8 to 9 p. m., while "Face to Face" is a half hour cartoon audience participation show with Robert Dunn, cartoonist, and Eddie Dunn, emcee, Sundays, 6 to 8:30 p. m.

Wedding Bells

Tom Means, WOL-Cowles Promotion Director and Miss Dean Cornell were married December 21. The wedding took place in the Christ Episcopal Church, Kensington, Maryland.

SCRIPTWRITER AVAILABLE

Background of Continuity, Publicity, News and Research in commercial and public service broadcasting. Four years' experience with leading stations. Available January. Excellent references. This ad is placed by his employers in acknowledgement of his valuable past service.

Box No. 276, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Salute To New Year Planned By Stations, Webs And BBC

(Continued from Page 1)

religion, documentary-political, sports and comedy.

NBC will remain on the air until 4:05 a. m., EST, New Year's Eve, to provide late music by top bands for revelers from coast to coast. As the clock strikes midnight in each of the four zones NBC will describe the midnight celebrations in New York, Chicago, Denver and San Francisco. From midnight to 12:03 a. m., EST, network will air a description of the celebration in Times Square, New York, and will insert orchestra pickups from various hotels throughout the country between celebrations in other cities. Guy Lombardo and his orchestra will start the revelry for WNBC in New York, at 11:30 p. m., followed by Art Mooney, Tex Beneke, Ray Benson and the Three Suns.

Sugar Bowl Game On ABC

ABC opens its 24-hour New Year's observance with a special broadcast from New Orleans in which the Sugar Bowl pre-game dinner will feature interviews with sports personalities by Harry Wismer web's sports director. This program will be heard from 10:45 to 11 p. m. after which ABC will air band pickups. From 11:55 to 12:02 p. m. the chimes from Trinity Church in New York City will herald the arrival of the New Year over the network followed by a pickup from the Boston Garden (12:02 to 12:07 a. m., EST.) ABC will then air further music pickups from hotels around the nation until 3 a. m., at which time Johnny Dale begins his all-night record show. Bands heard during the night on live-pickups and will include Tex Beneke from the 400 Restaurant in N. Y.; Jimmy Dorsey from the Penn Hotel; Desi Arnaz, Ciro's in Hollywood; Charlie Barnett from Hollywood and others.

As one of the features of ABC's programming, Joe Hasel, on his 11:15 p. m. program, will present in dramatized form a resume of the sports highlights of 1946.

New Year's Day programs on ABC will be highlighted by the Sugar Bowl game between University of Georgia and University of North Carolina from 2:45 to 5:15 p. m., EST.

CBS to Start at Times Square

CBS will take its microphones into Times Square for the midnight arrival of the New Year and will air some four-and-one-half hours of music thereafter featuring 16 of the nation's top bands. Jubilation of Americans as the New Year arrives in other cities such as Chicago, Denver, and Los Angeles will be similarly carried. Line-up of orchestras include Guy Lombardo, Jimmy Dorsey, Cab Calloway, Charlie Spivak, and several other headliners.

CBS will air the Orange Bowl game in Miami between Rice and Tennessee, sponsored by Gillette Safety Razor Company for the eighth consecutive year over the network (1:45 p. m., EST.). Red Barber and Jimmy Dolan will handle the play-by-play. Other special features on New Year's

Day include: a broadcast by King Haakon of Norway (11:22-11:30 a. m., EST.), and a one-hour documentary broadcast marking the passing of 1946, titled "Moments Make The Year," from 10 to 11 p. m., EST. Program will highlight various broad areas of human activity and will alternate dramatization and impersonation with the microphone appearance of real-life individuals.

Coast to Coast on Mutual

Mutual will celebrate in traditional style the arrival of the New Year with another coast-to-coast program of continuous dance music highlighted by a pickup of revelry from Times Square from 12 midnight to 12:02 a. m. Orchestras of Sy Oliver, Guy Lombardo, Lionel Hampton, Claude Thornhill and Count Basie head a group of top dance bands which have been selected to ring in the New Year. From 9:30 to 10:15 p. m. preceding the national roundup of music and celebration. Mutual-WOR will air a documentary report on the top news events of the year titled "1946 In Review." Program will be presented in dramatic style, featuring the transcribed voices of President Truman, Secretary of State James Byrnes, Prime Minister Clement Attlee, Winston Churchill, Bernard Baruch and Governor Thomas E. Dewey in excerpts from historic speeches.

Arthur Gaeth Scheduled

In addition to airing the Cotton Bowl game from Dallas, Texas, on New Year's Day, at 2 p. m., EST., and continuing with the subsequent description of the East-West All-Star game from San Francisco, Mutual will air a special broadcast New Year's Eve (11:05 p. m., EST.) of the Cotton Bowl Variety Club Dinner presenting coaches and leading players in previews of the next day's contest. Another significant program on MBS lineup of New Year's shows is the premiere broadcast of a series featuring Arthur Gaeth in a commentary to be heard Monday's through Fridays. At 10:30 p. m. on

U. S. Appeals Case Based On Lea Act

(Continued from Page 1)

Act unconstitutional. The Government charges that Judge Labuy misinterpreted the Lea Act as it pertained to the 13th Amendment to the constitution.

New Year's night top figures in Government, business and labor will present their views on "What Is The Outlook For 1947?" William Averell Harriman, Secretary of Commerce; William K. Jackson, president of the Chamber of Commerce; William Green, president of AFL; Philip Murray, president of CIO; and others.

Meanwhile, BBC has scheduled an extensive lineup of New Year's broadcasts highlighted with a full-hour program relayed to the United States from 5 to 6 p. m., EST., tomorrow night.

European Capital Pickups Set

These programs include description of the scene in London as described from the roof of Bush House; a New Year's Eve party in the East End; greetings from Moscow in Russian, in addition to a music program; pickups from Milan, Oslo, Prague, Lisbon, Helsinki, Vienna, Stockholm. Copenhagen and other points in Europe. Duration of each pickup will be three minutes, and all will be linked by commentary in English from the London studio.

BICARB GETS MOULDY!

Baltimore, Maryland—

"It's Fun to Cook"—15 minutes across the board, piloted by WFBR's Chief Cook, Martha Ross Temple. She has been dishing up appetizing, interesting recipes with notable success for going on 4 years for the same sponsor. Mail pull averages 835 weekly. For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer President George H. Roeder General Manager

Search

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 63

NEW YORK, TUESDAY, DECEMBER 31, 1946

TEN CENTS

BMB Opposition Revived

Denny And Armstrong To Address FM Group

Opposing viewpoints as to the operation of FM broadcasting are expected to enliven the Frequency Modulation Association's organizational meeting in Washington, D. C., Jan. 10. Members attending the meeting will include broadcasters who propose duplication of FM-AM programs, those who propose to operate FM and AM separately, newspaper publishers entering the FM field and individual FM station operators. The meeting will also be another
(Continued on Page 8)

AFRA Negotiations Hit Snag In Chicago

Chicago—Regional negotiations between AFRA and five Chicago stations, all network owned or affiliates, hit a snag over the week-end and were "recessed" after a "stalemate" over the maintenance of the non-commercial announcer classification. Stations represented in the negotiations
(Continued on Page 6)

RCA Victor's '46 Report Indicates Huge Increase

The year 1946 was one of "outstanding achievement" for RCA Victor in record production, development of new artists, and meeting unprecedented public demand for Hi Seal and Popular records, James Murray, vice-president in charge of RCA Victor record activities, reported yesterday. Summarizing operations in the first
(Continued on Page 6)

Poll Postscript

Sixty-seven polls and awards cluttered the airwaves the past year.

They ranged from legitimate nation-wide surveys to certificates of merit from sponsors of cat and dog hospitals.

RADIO DAILY was among the sixty-seven. Ours, thanks to network and press acceptance, came in the small group distinguished as legitimate surveys.

This year, counseled by the networks and the press associations, RADIO DAILY will bow out of the poll competition. We have decided to throw in the sponge, give up the good fight and let awards fall where they may.

JACK ALICOATE, *Publisher,*
RADIO DAILY.

Criticism Expected At Board Meet In San Francisco

Washington Bureau, RADIO DAILY
Washington—Opposition to Broadcast Measurement Bureau, dating back to the October convention of NAB in Chicago, will be revived in the deliberations of the NAB board of directors which meets in San Francisco at the Mark Hopkins Hotel, Jan. 5 to 7th. Broadcaster members of
(Continued on Page 2)

New Year's Gaiety On N. Y. Tele Stations

Television will cover the arrival of the New Year and the gaiety attached thereto tonight in New York, Washington and Philadelphia as video stations air programs in these cities up to and including the hours of midnight. For the second successive year the traditional Times Square celebration of several hundred thousand New Yorkers will be aired as NBC cam-
(Continued on Page 6)

CBS '46 Gross Billing Placed At \$60,063,905

Columbia Broadcasting System gross billings for the year 1946 reveals a total of \$60,063,905, as compared to \$65,724,851 in 1945, and believed to be the first recession ever experienced by a major network. Process of reconversion in industry and strikes are indicated as the cause. Procter & Gamble, soap and soap products, was the largest individual
(Continued on Page 5)

VA Hospitals Report More Special Shows

Reports of broadcasters' co-operation in furnishing holiday entertainment to the Veterans Administration hospitals throughout the nation continued to pour into the VA headquarters at Washington the past weekend with evidence of many artists and shows having originated their programs from the hospitals. WTOP, Washington, produced
(Continued on Page 8)

State Department Sets Sked For Broadcasts To U.S.S.R.

Washington Bureau, RADIO DAILY
Washington — State Department yesterday set January 15 as the target date for the beginning of "Voice of America" radio broadcasts to Russia. The Russian-language broadcasts will be relayed to the Soviet through three 85,000-watt transmitters now operating in Munich, Germany. State Department officials said the broadcasts will be presented in such a "fair and factual" manner as to preclude the possibility of raising Rus-

sian ire. If the new program is received well, however, it is planned to interject some controversial issues in the form of debates at a later date. The programs will be broadcast daily from the State Department radio offices in New York. Programs already are being beamed to Czechoslovakia, Yugoslavia, Romania, Poland, France, Bulgaria, Hungary and Austria. British have been broadcasting to Russia for about a year, with favorable Russian reaction reported.

WTCN-FM Opens Service With New-Type Antenna

Minneapolis, Minn.—A significant move in the history of radio in this city was made over the week-end when WTCN-FM went on the air for the first time, using what is described as "the world's first permanent super-directive FM antenna." A huge
(Continued on Page 2)

WOR-Holdout

Hitch has developed in Mutual's plans for launching Ex-Mayor LaGuardia insofar as WOR is concerned, RADIO DAILY learned yesterday. WOR, according to reports, insists that all its commentators be on an exclusive basis, inasmuch as LaGuardia is heard on a commercial program over WJZ Sundays, WOR declines to carry show, which debuts Sunday.

Heads ABC Tele

Adrian Samish, ABC veepee in charge of programs, receives an additional appointment, officially, of veepee in charge of television shortly after the first of the year. Paul Mowrey will continue as ABC's national television director. Web's television department is expected to devote its main efforts in 1947 toward technical developments rather than programs.



Vol. 37, No. 63 Tues., Dec. 31, 1946 Price 10 Cts.

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

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No Paper Tomorrow

Tomorrow is New Year's Day, celebrated throughout the nation as a legal holiday. RADIO DAILY will not be published.

FINANCIAL

(Mon., Dec. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/4	8 5/8	9	- 1/4
Am. Tel. & Tel.	171 3/4	168 5/8	171 3/4	+ 3 1/4
CBS A	30 7/8	30 3/8	30 7/8	+ 1/8
CBS B	30 3/4	30 1/4	30 1/4	- 1/4
Farnsworth T. & R.	8	7 7/8	8
Gen. Electric	35 5/8	34 1/2	34 7/8	- 3/8
Philco	24 1/4	24	24 1/4
Philco Pfd.	92 1/2	91	92 1/2	+ 1/2
RCA Common	9 1/2	9 1/4	9 1/4	- 1/8
RCA First pfd.	76 5/8	76 5/8	76 5/8	- 3/8
Stewart-Warner	17 3/4	17 3/8	17 3/8	- 1/8
Westinghouse	25 1/2	24 7/8	25	- 1/2
Westinghouse Pfd.	93 1/4	93	93	- 1/2
Zenith Radio	20 1/4	19 1/2	19 1/2	- 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio... 5	4 7/8	5
OVER THE COUNTER		
Du Mont Lab.....	7 1/4	8
Finch Tele Comm.	7 1/2	8 3/4
Stromberg-Carlson	11 1/2	13
U. S. Television	1 1/2	2
WCAO (Baltimore)	38
WJR (Detroit)	18

Gershon Succeeds Gerson

Alice Gershon has joined the writing staff on Margaret Arlen program of CBS produced by Jack Hines. She succeeds Rosalind Gerson, who recently became the bride of Bill Downs, network correspondent.

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

1000 WATTS **WHWL** 730 KC.
 "Anthracite's Most Powerful Independent"
 Represented by Forjoe

NAB Meetings

Jan. 5-6-7	Board of Directors Meeting	San Francisco
Jan. 8-9	Area "A" Meeting (Districts 15-16-17)	San Francisco
Jan. 10	District 15-16-17 Meetings	San Francisco
Jan. 13-14	District 14 Meeting	Salt Lake City
Jan. 15	Radio News Clinic	Salt Lake City
Jan. 22-23-24	Sales Managers Executive Committee	Washington, D. C.
Jan. 27	Employee-Employer Relations Committee.	
Jan. 29-30-31	Small Market Stations Executive Committee	Washington, D. C.
April 21-22	District 13 Meeting	Houston
April 28-29	Area "G" Meeting (Districts 4-7)	Roanoke, Va.
May 5-6	District 2 Meeting	New York City

WTCN-FM Opens Service With New-Type Antenna

(Continued from Page 1)

inaugural program by the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting, was broadcast from the Northrop Memorial Auditorium, and attended by many public officials, civic and business leaders in the Middle West.

Principal point of interest in the opening of the new station was the 80 foot FM transmitting antenna which dominates the Minneapolis skyline from the top of the Foshay Tower. New antenna is said by station officials to be "the first FM broadcast antenna of its efficiency to be erected." This higher efficiency, plus location of the antenna at the apex of the tallest structure in the local area, "permit reception of static-free, finer quality WTCN-FM programs over an unusually wide area." it was added.

Radiation Area Large

This large radiation area, accomplished for the first time with a 3 kw., FM transmitter, will be further increased when the contemplated final WTCN-FM effective radiated power of 400 kw., is achieved by the installation of a 50-kw., transmitter. According to engineers of the Federal Telephone and Radio Corporation, Newark, N. J., designers and manufacturers of the antenna and transmitter, this new type antenna multiplies the power of the transmitter by "over eight times." As a consequence, with the new 3 kw., transmitter now in operation, an effective radiation of better than 25 kw., is recorded.

Ted Collins Returning

Ted Collins is back on the "Kate Smith Speaks" noontime CBS broadcasts after a four-week illness. The programs will be aired from Ted's apartment, rather than Kate's, during the period of his convalescence. Collins is not ready as yet to return to his stint on Kate Smith's Sunday radio show.

NAB Opposition To BMB Expected At Frisco Meet

(Continued from Page 1)

NAB who are among the subscribers of BMB during the past two months have filed a written and verbal protest against the service rendered by the BMB in their audience measurement maps. In some instances examples of discrepancies are noted by the critics.

Hugh Feltis, president of BMB, will be present to make his report to the board on Sunday. He is expected to reveal that since the October convention the organization has adopted a new type of map which is now in preparation. When the maps are completed they will substitute for the original ones. Distribution is expected to begin in February.

Among other matters on the board agenda will be the AFM situation as affected by the Lea Act; legislative problems; FCC regulations, and the financial program for NAB in 1947.

Gray Off WOR

Barry Gray has retired as WOR disc jockey on the 2 a. m. to 5:45 a.m., shift, and has been temporarily replaced by Ross Dunbar. Gray, according to reports, may get a daytime spot.



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

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



Big scoop

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

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

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

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

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

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



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

TOM TINSLEY, President
 Represented Nationally By Headley-Rae

This Wednesday night at 6:30 p.m. on KFI!
 (Other Cities—Different Days and Times)

LES MITCHEL PRODUCTIONS, INC.

presents our newest achievement



LES MITCHEL

New "SKIPPY HOLLYWOOD THEATER"

for the makers of SKIPPY—America's
 largest selling peanut butter.



LYNN BARI

Radio's best known and most listened to transcribed dramatic show, aired over 32 of America's most powerful and highest rated stations.

Watch "Skippy Hollywood Theater" for BIGGER STARS . . . BETTER STORIES . . . TOP-DRAWER PRODUCTION!

Now in production ★ ★ ★

UNA MERKEL—starring in "Marriage of Inconvenience," a madcap comedy by Ruth Curtis.

MARGO—playing the lead in "Interlude," a tense drama of emotion and mother love by Gerry Day.

ADOLPHE MENJOU—at his best in a dramatic fantasy, "Angels with Amnesia," written by John Clifford.

This week our star is lovely
 LYNN BARI, currently co-starring with George Raft in RKO's "Nocturne."

★
 Miss Bari will star in a delightful comedy-fantasy, titled "Between the Devil," by Frank C. Burt—don't miss it!

★ ★ ★ ★ ★ ★ ★ ★ ★ **OTHER LES MITCHEL PRODUCTIONS:** ★ ★ ★ ★ ★ ★ ★ ★ ★

"THEATER OF FAMOUS RADIO PLAYERS"

Family Drama featuring Radio's Top Stars . . . Lurene Tuttle . . . Cathy Lewis . . . Marvin Miller . . . Joe Kearns . . . Gale Page . . . Barbara Fuller . . . Eliot Lewis and many other network stars.

★ 39 episodes now available, others in production . . . Some markets still open . . . write for audition NOW!

"CO-STAR THEATERS"

Now readying. Available for network package or transcribed. Full details on request. This half hour can fit a modest or all-out budget. Top network writers . . . directed by Les Mitchel.

Also directing "MASQUERADE" for Carl Wester Co. For General Mills over NBC. Our thanks to Carl Wester and Erna Phillips for their confidence in giving us the direction of this show.

★
Les Mitchel PRODUCTIONS INC. 8853 Beverly Blvd., Hollywood, Calif.

LOS ANGELES

By RALPH WILK

HOWARD BLAKE, producer and head writer of "Meet the Missus," almost since its inception over two years ago, is resigning from that CBS co-sponsored audience participation the first of the year. He will devote his time to "That's Life!" coast-to-coast audience show which he owns and which CBS has kept on the net ever since it clicked as a summer replacement. Starting December 17th, "That's Life!" became a twice-a-week, Tuesday and Thursday half hour. Blake will now concentrate on creating and packaging his own shows.

Johnny White and his Quartette opened at the Rounders Night Club, December 23rd. White was former vibes side-man for Benny Goodman.

Campaigning for selection as the Outstanding Zebra of 1946, Mel Blanc produces and stars in the New Year's play of the Benevolent and Protective Order of Zebras on the CBS "Mel Blanc Show," December 31. In his campaign, he has the support of Mary Jane Croft, Bee Benadaret, Earle Ross and Joe Kearns. Irving Miller conducts the program's music and Sam Fuller produces.

Ed "Archie" Gardner of "Duffy's Tavern" is a busy man these days. He is completing final sketches for his cartoon strip revolving around the Tavern characters, outfitting his yawl with a new set of sails, and preparing to leave for the east for five broadcasts from Manhattan.

Jay Paley is making his headquarters at the Arrowhead Springs Hotel to supervise training of his string of horses which he plans on racing at Santa Anita this season.

Affiliation Date Changed

Flint, Mich.—WFLM here will become affiliated with NBC on or about February 1, 1947, instead of January 1, as previously stated, it was announced this week by station officials.



THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs



Windy City Wordage. . . !

• • • Chicago listeners heard only one hour of the hour and a half show broadcast by ABC on Christmas Eve, the last half hour of the Chicago portion being cut off because of commercial commitments. . . . William C.

Chicago

Needham, WGN newsman, has resigned to take over the post of manager of WTBF, Troy, Ala., a Mutual network outlet. . . . It's a daughter, Pamela, for Bob Tunison, press agent of WIND's ABC Club. Pamela was born December 17 in Copley Hospital, Aurora, Ill. . . . Harry Kopf, NBC vice-president in charge of sales and former general manager of the central division, spent the Christmas holidays in Chicago. . . . Bill Downs, CBS news correspondent, and his bride spent Christmas in Chicago. They were married in Baltimore December 18. . . . Judith Waller, NBC educational director, will speak on "Opportunities in Radio" at the U. of Texas fifth annual Radio and Audio-Visual Education Forum at Austin, Texas, on January 7 and 8. . . . WGN has two anniversary programs skedded for this week. On December 30 a special Iroquois Theater Anniversary program was heard at approximately the same hour the Iroquois Theater fire started 43 years ago; and on New Year's Day the centennial year of the Tribune will be marked in a special dramatic production, "Joseph Medill, Midwest Editor."



• • • Production of radios is expected to increase in 1947, according to local radio manufacturers, and in spite of anticipated price increases sales are expected to remain firm. Zenith Radio Corporation reports its distributors and dealers have practically no sets on the shelves and extensive backlogs of orders, which are being filled as rapidly as possible. General price increases of around 10 per cent are expected soon after the first of year. The public is showing a decided preference for advertised brands, and Paul V. Galvin, president of Galvin Manufacturing Co. (Motorolas), believes that some of the lesser known manufacturers are due for a tough time. Scott Radio Laboratories reports a strong demand for receivers. So also do Philco Distributors, Inc., who see no letup in heavy buying for many months. Production of the larger combinations is rising, but not enough to meet the demands, lack of cabinets being the bottle-neck.



• • • WGN's "True Detective Mysteries" program is credited with having been responsible for the arrest of a woman wanted for fleecing a Waukesha, Wis., woman of \$10,000. A Chicago woman listener recognized a woman she had met as the wanted woman on the "line-up" feature of the show and notified the police, who arrested the woman. She is now fighting extradition to Los Angeles, scene of the alleged crime.



• • • In the U. S. Government's appeal to the Supreme Court from the dismissal of criminal action against James C. Petrillo, it was pointed out that the Lea Act was the result of repeated congressional investigations, and stated: "It represented the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system and as to the best method of remedying such evil. The very fact that the decision here nullifies an act which Congress deemed necessary for the welfare of the nation in itself establishes the substantiality of the constitutional questions involved." . . . Hollywood is reported to be again seeking to sign Don McNeill to do his "Breakfast Club" show on the screen. . . . A special program, details of which have not yet been announced, will be aired over WMAQ on January 7 from the Chicago Furniture Mart in connection with the opening of the 1947 wholesale furniture market. Stickley Brothers, Ltd., Chicago furniture wholesalers, will sponsor the broadcast. . . . Guy Wallace's disc show on WGN will be discontinued January 1.

SOUTHWEST

LEWIS O. SEIBERT, manager of KGKL, San Angelo, Robert M. Jackson, Edward V. Mead and J. Carrol, organized as the Paso Broadcasting Co., have applied to the FCC for a license to operate a standard broadcast station at El Paso—to operate with 920 kilocycles with 1,000 watts, daytime hours.

Zack Hurt, master of ceremonies of the Chesterfield ABC Roundup heard from KFJZ, Fort Worth, and Texas State Network for a half hour Monday through Saturday, will salute various Texas towns on the series. Program will bring highlights of the town and dedicate its musical selection to town's residents.

Harlan E. Ralston, manager of KBGH, Brooke Army Medical Center radio station, is heard at the organ in a series of programs each Monday through Friday titled "Organ Moods." Ralston will also write the script while Roy T. Dornwell will announce. The hospital station is one of two in the United States owning a Hammond organ.

Tommy Reynolds, chief announcer for KABC, San Antonio, has resigned his post to become affiliated with WFAA, Dallas.

AD GLIBS

by DAVID O. ALBER

New Year Resolutions are like the weather. Everybody talks about them, but nobody does anything. Anyhow, if I may take the liberty, here are a few resolutions for radio people who are too busy to think them up:

The producer: I resolve to line up my shows well in advance, so as not to rush the bijeezes out of my staff.

The sponsor: I resolve to leave my program in the most efficient hands and keep my own hands off it.

The agency executive: I resolve to conduct myself in such a way as to completely refute "The Hucksters".

The bandleader: I resolve to be kind to songpluggers.

The star: I resolve to be kind to everybody, even if it kills me.

The columnist: I resolve to be kind, period.

The comedian: I resolve to be funny, with the copyright permission of my gag writers.

The newscaster: I resolve not to imitate Lowell Thomas.

The quizmaster: I resolve not to make fun of contestants from Brooklyn.

DAVID O. ALBER ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.
PLaza 9-2700

Hollywood: 1637 N. Vine St.
Gladstone 9469

AGENCIES

J. B. CONLEY, general manager, Westinghouse Radio Stations, Inc., Philadelphia, has announced appointment, effective immediately, of Free and Peters, Inc., as national representatives for KEX, Portland, Ore.

NOMA ELECTRIC CORP. has named Albert Frank-Guenther Law, Inc., New York to handle the advertising of the Estate Heatrola Division, the K-D Lamp Division, and the Refrigeration Corporation of America, effective January 1. Radio, national magazines, newspapers, and trade papers will be used.

OLGA LEE, formerly with Liebeling-Wood, theatrical and literary agents, announces the opening of new offices on January 1, 1947, with Joseph Gidding, at 441 Lexington Ave., New York, N. Y. The new firm, operating under the name of Lee-Gidding is to represent actors and authors of stage, screen and radio and television. Stephen Draper, formerly of the Music Corporation of America, is associated with the new firm.

PENN FIFTH AVENUE, New York, have announced an increase in their advertising budget for 1947. Radio, newspapers and magazines will be used through Lew Kashuk Advertising Company.

DUANE JONES COMPANY, INC., last week announced the payment of a Christmas bonus to every employee. Employees with six months or more of service received two weeks salary or a contribution in the company's pension plan, while those with less than six months' service received one week's pay.

CBS 1946 Gross Billing Placed At \$60,063,905

(Continued from Page 1)

advertiser on the network, its gross billings totaling \$6,444,551. Young & Rubicam, Inc., had the highest gross billings with \$6,601,846.

Runner up agency is Dancer-Fitzgerald-Sample with gross billings of \$6,544,748.

Drugs and toilet goods was the leading network advertiser as an industry with a total of \$18,373,635. Foods and food beverages was second with billings of \$13,359,843.

Billings of the above mentioned agencies and that of the industries involved, are not the total gross billings of the agencies or industries on radio, but merely represents money spent via CBS network.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Amb. 2142 • Chicago 6 Sta. 5635

Ordinary Business Conditions To Return In '47, Says Mullen

By **FRANK E. MULLEN**
(Executive Vice-President National Broadcasting Company)

The year 1947 should witness real progress in the relief of shortages of manufactured products, the reduction of prices and the restoration of normal business competition. While this process will entail certain dislocations and readjustments, it is an essential preliminary to a period of economic health and prosperity.

Advertisers will explore every possible means of increasing the sale productiveness of each advertising dollar. In the field of broadcasting, the research and experimentation now going on to establish reliable criteria for the effectiveness of commercial programs and announcements will be intensified. The objective of such study and the anticipated result, will be to make the sponsored program a still more welcome guest in the American home.



FRANK MULLEN

Radio's constant search for new creative ideas and new talent will continue, I am confident, with increasing success.

Broadcasting as a source of domestic and foreign news will maintain the position of importance it established with the public during the war years. The United Nations, the writing of peace treaties and significant events abroad will be headline news throughout 1947. On the home front, the labor situation and the activities of the new Congress will offer fresh opportunities for radio news services to enhance their reputation for swift, accurate and objective reporting.

The progress of television as a public service—percentage-wise, relative to the growth it has shown in 1946—will be enormous. By the end of next year, a number of large cities will have sight-and-sound stations on the air. Several hundred thousand receivers will be in the hands of the public. RCA alone has announced that its 1947 production schedule includes 160,000 television receivers, 40 transmitters and antenna systems and 150 image orthicon cameras.

The growth of television to date has been like that of a young oak

tree—mostly in the roots, where it does not show. Its growth next year, for the first time, will be above ground, where it can be seen.

America's most important domestic problem for 1947 is to reconcile the conflicting viewpoints of management and labor—and I would add that there are already large areas in our industrial economy where those viewpoints are in essential harmony. Our American system is based upon competition in service to the public and upon co-operation between employer and employee. Management and labor are not competitors; they are partners. Management, labor and the tools of labor—supplied by capital—are all three essential to the success of the partnership.

Contrary to the views of a small but articulate minority, the American enterprise system is not "on trial." It has been tried for a century and a half, and it works. The shoe is on the other foot. It is the collectivist, state-controlled economy that is on trial. Such an economy has yet to show us a society of free men and women, enjoying a standard of living remotely comparable to that of the average American family.

Meanwhile, as we look back on the first postwar year of 1946, we realize that these 12 months have been a period of readjustment—and preparation. Preparation for the better years of peacetime progress that lie just ahead.

A. H. Boylan Elected To ARF Board Of Dir.

Election of Arthur H. Boylan, a vice-president of The Drackett Company of Cincinnati, O., to the board of directors of The Advertising Research Foundation was announced this week by Stuart Peabody, chairman of the board.

Boylan is in charge of advertising and market research for the Drackett Company, with which he has been affiliated for 20 years. He has been active for many years in the American Marketing Association and the National Industrial Advertisers Association. He has represented his company in the Association of National Advertisers for 16 years, and is a member of the ANA directorate.

PROMOTION

"Quad Cities" Presentation

The Moline Dispatch, Rock Island Argus and Radio Station WHBF, Rock Island, Ill., have put their heads together to compile and distribute a 42-page booklet bound with plastic rings describing the "Quad Cities" of Moline, Rock Island, East Moline, Ill., and Davenport, Iowa. The book is printed in brilliant red, black and white and embraces statistical breakdowns on purchasing power, manufacturing, resources, etc., of all four cities embracing an area "As Close Together As The Borough of New York" which is the theme throughout the book. Comprehensive coverage is given to all phases of living in the four cities as well as charts, photographs, maps and copy. It is an ambitious and well planned booklet—which should do much to stimulate interest and business for WHBF.

Using Hotel Lobby

New series of lobby displays are being placed in the Gunter Hotel by Owen Johnson, merchandising and promotion manager of KTSA, San Antonio. Hotel also houses the studios of KTSA and is the center of activities of the city. Displays are changed each week and call attention to local or CBS shows, and features a 22 x 80 inch card containing information on the show, date, time and sponsor. Around the border are 8x10 pictures of the stars of the show. Call letters of the station and replica of the tower and radio signals are outlined in neon tubing to lend an attractive and eye arresting display.

A T & T Promotes Romnes

H. I. Romnes, who has been in engineering and research work in the Bell System for the past 18 years, has been named Radio Engineer of the American Telephone and Telegraph Company.

As Radio Engineer, Mr. Romnes heads the Radio Section of the Company's Engineering Division, succeeding Francis M. Ryan, who previously had been named Radio Coordinator.

Send Birthday Greetings To—

December 31

Bradford Brown Lester Gottlieb
Zeko Canova John Kirby
Ted Myers Julian Schlorman

MARLIN BLADES—ADAM HATS

SATTLER'S DEPT. STORE

JINGLES
that don't
JANGLE!

RADIO'S MOST COMPLETE, EFFECTIVE JINGLE SERVICE.

YOUR Jingle Sung -or- Written, Packaged, Produced

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

ADAM'S CLOVE & BEEMAN'S GUM

WRITE FOR CIRCULAR

WHEN KIDS CHOOSE UP SIDES

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

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer George H. Rooder
President General Manager

New Year's Gaiety On N. Y. Tele Stations

(Continued from Page 1)

eras air proceedings at the City's crossroads for four hours from 8 p.m.,-12 midnight. WNBC's pickup point will be the Hotel Astor and cameras also will be placed in the main ballroom of the hotel during the evening. Bob Stanton and Ray Forrest will describe the color of the occasion. Another New Year's feature of NBC will be the presentation of first films of the annual Rose Bowl game on Thursday, Jan. 2 at 9 p.m., EST. Films taken tomorrow (New Year's Day) in Pasadena, Cal., will be flown to New York for immediate presentation over NBC the following day.

"Stork" Antics on View

New York television viewers will also be afforded an opportunity to see the jubilation and preparation for the New Year in the Stork Club in New York, one of the most famous night spots in the country, in a full-hour telecast sponsored by U. S. Rubber Co. Program which is scheduled to start at 9 p.m., EST, will be aired over WABD, WPTZ, the Philco station in Philadelphia; and WTTG, Washington. Two image orthicon cameras will be used for the occasion, one at the bar and another spotted elsewhere. Allan Prescott and Dennis James will handle the announcing and color assignments.

Tomorrow, New Year's Day, WPTZ, Philadelphia will air the historic Mummies' Parade with all its traditional pomp and pageantry, sponsored by Sears, Roebuck and Co. Two image orthicon cameras will be used to catch the antics of the various Mummies' clubs as they swing around City Hall, with one camera on the fourth floor of the municipal building, and the other on the Philco mobile unit truck. Program is the first of several colorful events in the area which Sears plans to televise, according to company officials.

Webs Also Busy

Meanwhile, the arrival of the New Year will be covered by radio networks and stations from coast-to-coast, with a wide variety of programs that range from somber reflection of the events of 1946 to gay music and celebrations in various cities.

The four major networks, ABC, NBC, CBS and Mutual will remain on the air several hours later than usual to cover the arrival of 1947 in key cities across the nation. Band pickups from hotels and restaurants will feature this late hour offering, with several specials scheduled for before-midnight presentation.

NETWORK SONG FAVORITES

The top 32 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on major radio networks. Published by the Office of Research, Inc., Dr. John G. Peatman, director.

Survey Week of December 20-26, 1946

TITLE	PUBLISHER
A Gal In Calico.....	Remick
A Garden In The Rain.....	Melrose
All Around The Christmas Tree.....	Stuart
Among My Souvenirs.....	T. B. Harms
And So To Bed.....	Famous
Blue Skies.....	Berlin
The Christmas Song.....	Burke & Van Heusen
Either It's Love Or It Isn't.....	Mood Music
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
I Guess I'll Get The Papers And Go Home.....	Campbell-Porgie
I Haven't Got A Worry In The World.....	Williamson
I'll Be Home For Christmas.....	Melrose
In My Merry Oldsmobile.....	Witmark
It's All Over Now.....	Broadcast Music
Let It Snow, Let It Snow, Let It Snow.....	E. H. Morris
Oh, But I Do.....	Witmark
The Old Lamp-Lighter.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke & Van Heusen
Parade Of The Wooden Soldiers.....	E. B. Marks
The Rickety Rickshaw Man.....	Southern
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Sooner Or Later.....	Santly-Joy
The Things We Did Last Summer.....	E. H. Morris
Uncle Remus Said.....	Santly-Joy
What More Can I Ask For.....	London
White Christmas.....	Berlin
Winter Wonderland.....	Bregman-Vocco-Conn
The Whole World Is Singing My Song.....	Robbins
You Keep Coming Back Like A Song.....	Berlin
Zip-A-Dee Doo-Dah.....	Santly-Joy

RCA Victor's '46 Report Indicates Huge Increase

(Continued from Page 1)

"less seriously hampered year" in production restrictions, material or manpower shortages than any year since 1941, Murray cited manufacture of the company's one billionth record, the signing of a number of distinguished artists to exclusive contracts, and development of new production and merchandising techniques as highlights of the year's activity.

Major factors contributing to the greatest volume of record manufacture in RCA Victor's history were speed of reconversion to peacetime production in Hollywood, Indianapolis and Camden plants, intensive promotion of Red Seal and Popular records through radio and motion picture tie-ups, increased national advertising, and long-range merchandising programs developed to aid dealers at point of purchase, Murray said.

A \$4,000,000 plant expansion program coupled with significant advances in record processing and manufacture, enabled RCA Victor to "capitalize" on a program designed

Emmett Heerdt Named Radio Sales Bus. Mgr.

Emmett Heerdt takes over the post of business manager for all the offices of Radio Sales, CBS' spot broadcasting division, effective January 1, it was announced yesterday. In this capacity he will handle all contract information and details between the Radio Sales offices throughout the country.

to reach the new record buying that has developed during the war years, he asserted. Acquisition of a new manufacturing plant scheduled to go into production early in 1947 to augment capacity manufacture now being achieved in RCA Victor's three other plants will further enhance the company's position, Murray added.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
L.S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

AFRA Negotiations Hit Snag In Chicago

(Continued from Page 1)

tions are WMAQ, WGN, WENR, WBBM and WLS.

The "stalemate" centered around seven staff announcers, employed by the Chicago stations, who are classified as non-commercial. AFRA execs proposed that all staff announcers be eligible for employment on commercial programs but network representatives refused to accede to the proposal.

A joint statement issued by the Chicago stations read as follows: "The Chicago local AFRA negotiations have recessed, with no definite time set for future sessions. A unanimous front by Chicago station managements on the maintenance of the non-commercial announcer classification has resulted in a stalemate. As a result all of the Chicago local AFRA contracts remain open. Seven out of 71 announcers employed on the five major stations are presently classified as non-commercial announcers."

Agency Settles Claim Made By Tony Martin

Los Angeles — Following several months of negotiations, Foote Cone and Belding settled for \$17,500 the \$52,000 claim made by Tony Martin over alleged loss of work, it was announced jointly by Gang, Kopp & Tyre, attorneys for the ad agency and Martin's attorney, Charles Katz.

Dispute between Martin and agency arose over singer contesting cancellation claiming correspondence with client and agency had continued contract in force for additional 26 weeks, and made claim for \$52,000 based on his salary at \$2,000 per week for the cancelled period.

Although agency disclaimed any liability on their part or on part of sponsor, after several months of negotiations, amicable settlement was agreed upon.

WQXR Skeds UN Secretary

Benjamin Cohen, Assistant Secretary General of the United Nations, will deliver a five-minute New Year's message over WQXR on Jan. 1 from 6:25-6:30 p. m. Transcribed talk was made at the request of WQXR.

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IMPORTANT



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YEAR BOOK
OF
TELEVISION



—Presented as a
supplement to
RADIO ANNUAL
—radio industry's
indispensable
reference book.

VA Hospitals Report More Special Shows

(Continued from Page 1)

"You're The Top" a quiz show from the Mt. Alto hospital with Ross Martin as emcee. Patients were participants and were awarded prizes.

In Asheville N. C., Read Wilson of the special events staff of WWNC took a musical variety show to the Oteen VA hospital near Asheville. The show included a hill-billy unit, blackfaced quartet, instrumentalists

Personalized

Charlestown, S. C. — Chuck Simpson, WCSC's "Yawn Patrol" emcee, made the problem of entertaining disabled veterans on Christmas Day, his personal responsibility. Chuck invited three sailors from the Naval hospital to be his guests for the day. They were interviewed on the air, provided with a hotel suite, were guests at Christmas dinner and supper and were the recipients of many gifts.

and dancers. Augmenting the show was the Cite Hawaiians which visited the Oteen hospital wards and performed for patients.

Stations in Richmond, Va., also caught the spirit of the RADIO DAILY suggestions to entertain the disabled veterans during the Christmas holidays. From WRVA, came the "Old Dominion Barn Dance" starring Sunshine Sue. This show originated at McGuire hospital on December 23. Included in the cast were Sunshine Sue, Curley Johnson, Cousin Elmer Johnston's family and the Carter Girls.

Another Christmas show which visited McGuire hospital came from WMBG. The station sent the "Sagebrush Serenaders." Harvey Hudson of WLEE visited McGuire prior to Christmas for the Jewish Women's League and emceed a Christmas show given to all attending patients.

In Roanoke, WDBJ took a special Christmas show to Roanoke VA hospital. The show was a variety musical emceed by Charles Ballou of the station staff.

KVOX, Moorhead, Minn., moved its regular Monday broadcast "Visit With the Vets," to Christmas Day for the purpose of providing Yuletide entertainment for the veterans of Fargo, N. D., Hospital. Manny Marget, of KVOX, emceed the show, which originated from the stage of the hospital auditorium and consisted of interviews with patients, who sent season's greetings to friends and relatives. The quarter-hour program was aired locally by KVOX and also

COAST-TO-COAST

— ALABAMA —

MONTGOMERY—Denied space in local newspapers on Dec. 25 for their usual Christmas "cards" of appreciation for Yule business because of the newsprint shortage, hundreds of local merchants turned to the three radio stations here, WSFA, WCOV and WMGY, for spot announcements of Christmas greetings and words of appreciation. . . . **FLORENCE**—Permission is being sought by WJOI to change its frequency from 1340 to 1280 kc. and power from 250 watts to 1,000 watts night and 5,000 watts days.

— OHIO —

TOLEDO—Fort Industry Co., operators of WSPD, have announced plans for the construction of a commercial television and FM station. . . . O. William Myers becomes publicity director of WSPD. . . . News editor of WTOD FM is Todd Branson. . . . **CANTON**—Danny Landau, WHBC disc jockey, recently had Hal McIntyre and his ork as guests on his show. . . . John Schen joins the WHBC engineering staff. . . . **CINCINNATI**—National recognition has been granted the public service program "Pathways In Peace" originated by WKRC, by School Life, journal of the U. S. Office of Education. . . . **PORTSMOUTH**—WPAY is effectively disproving the theory that nobody listens to radio after midnight. Their combination show past midnight keeps the switchboard smoking and announcer Bob Tucker happy. . . . **CLEVELAND**—WGAR has signed a three-year contract with the Cleveland Baseball Club for exclusive broadcasts of the Indians' games.

was fed to the North Dakota section of North Central Broadcasting System.

WDAY, Fargo, N. D., brought a sponsored stage show to Fargo Hospital on Dec. 26, but did not broadcast names of participating talent.

WTCN, Minneapolis-St. Paul, originated their "Church Music Appreciation Hour" from the Minneapolis Hospital auditorium on Dec. 17. This show was transcribed for use on the hospital public address system on Dec. 19 and featured St. John's Lutheran Church Choir of Minneapolis in Christmas Carols and a community sing.

WMIN, St. Paul, transcribed an interview program of 15 minutes for use over the station on Christmas Day. Interviews were handled by Marty O'Neil and Frank Devaney of WMIN.

Disc jockey Bob Johnson, KFOR, Lincoln, Neb., added a holiday flavor to his regular Veterans Hospital request program on Dec. 20.

— COLORADO —

DENVER—The 1946 award given by the Denver Advertising Club for the best radio program of the year went to KLZ's "Colorado Speaks." . . . KLZ became the "Little Red School House" during the recent coal crisis. . . . Earl Ferguson, KOA production manager and Bill Ballance, publicity director, are on the road to recovery after throat and appendectomy operations, respectively. . . . "KOA Kibitzer" new monthly house organ for employees. . . . KOA's "These Kids Of Ours" termed by Colorado educators and child welfare leaders as one of the greatest contributions combating juvenile delinquency. . . . New member of the KOA "Ten Year Club" is Glen R. Glassock, who joined the station January 1, 1936.

— NORTH CAROLINA —

GREENSBORO—Wiley Sholar, former WBIG sports commentator will referee the Sugar Bowl game January 1st. . . . WBIG may well be proud of its religious presentation "The Story of Hanukkah," written by the Greensboro College radio class. The college is a Methodist institution of higher education for women. . . . **CHARLOTTE**—All WBT staffers have been injected to ward off the "flu" germ. . . . Lee Kirby has been named the best college sports announcer in the Southeast by N. W. Ayer and Son. . . . **FAYETTEVILLE**—WFNC is now working with a new all-veteran staff from manager right down through the ranks.

— IOWA —

CEDAR RAPIDS—They say that anything can happen to a "disc jockey" and usually does. Take the case of Dean Landfear at WMT. Seems that a fellow in an overcrowded Iowa City rooming house (30 miles distant) was parking overlong in the community bath tub, soaking and enjoying Dean's platter show. The gent next in line for the sanitary facilities, finding the door knocking useless, called Dean long distance and requested that he (Dean) ask the squatter to scram. Dean relayed the request via WMT and the portable radio in the bathroom. Tub loafer took the not-too-gentle hint and departed, thus releasing the tub for smart operator who thought of calling WMT to the rescue.

Denny And Armstrong To Address FM Group

(Continued from Page 1)

pioneering step since this will be the first time that such a group has ever considered the commercial aspects of FM and made plans for its promotion. Meeting will be opened by Judge Roy Hofheinz, temporary chairman of FMA and president of KTHT and KOPY-FM in Houston, Tex., with a brief history of FMA. He will be followed by Everett L. Dillard, chairman of the aims and objectives committee, who will report on the goal of the new organization.

Among the special guests will be FCC Chairman Charles R. Denny, who speaks on "FM Today," and Major Edwin H. Armstrong, inventor of FM. Two agency representatives on the speakers list are Hugh D. Laverly, account exec of McCann-Erickson, and Preston Pumphrey, radio director of the Maxon agency.

"FM Receiver Production in 1947" will be analyzed by Ray Manson, the president of Stromberg-Carlson, while the FM transmitter picture for 1947 will be discussed by W. R. David, manager of the FM transmitter department at General Electric.

Renew Wm. Lang Series

William H. Wise Company has signed a 13-week renewal contract with ABC covering sponsorship of the "William Lang" commentary series. The renewal contract is effective January 2, and was signed through Huber Hoge & Sons of New York as the agency. "William Lang" is heard on ABC Thursdays from 11:45 to 12 noon, EST.

Polish Benefit Ball

Mr. and Mrs. Casimir Jazembowski, directors of Polish programs over WHOM, are members of the Kosciuszko Foundation which is sponsoring the annual benefit Polka Ball at the Waldorf-Astoria Hotel on Friday night, Jan. 31. Proceeds of the affair will be used in the Foundation's program to promote cultural and intellectual relations between the U. S. and Poland.

Hooper Ratings continue to show that WTAG has more listeners than all other stations heard in the area combined.



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Top-flight announcer-producer available thru
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100 MILLION DOLLAR YEARLY MARKET
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