

Radio-
Television



NEWS

The Nation's Radio-Television Weekly



THE "QUEEN'S" BUD ERNST

"To The Ladies, He Is The King . . ."

(See Back Cover)

Vol. 2 No. 4

FEBRUARY 22 • 1946

Price 10c

NETWORK OPERATIONS

NBC Maps World Unity Program With UNO

Extensive plans for a long-term project of international broadcasting and educational activities designed to promote United Nations unity and understanding have been announced by Dr. James Rowland Angell, public service counselor for the National Broadcasting Company.

The project, phases of which are being launched with the co-operation of the U. S. Department of State and the representatives of the information services of various members of the United Nations, will include:

1. A United Nations Week, observed nationally by the network and, locally, by NBC's independent, affiliated stations.

2. A conference in New York, arranged by NBC, for broadcasting educators and program executives of member nations of the United Nations, and development of an exchange of cultural programs among broadcasters in these nations.

3. Use of the web's "University of the Air" in an integrated, international educational campaign.

Dr. Angell said, "NBC recognizes that the primary concern of every American of our era must be the development of world unity and the preservation of peace. The United Nations organization has been called the 'last chance of civilization'."

William Benton, Assistant Secretary of State, said, "As a positive contribution to the building of an enduring peace, the development of genuine mutual understanding among peoples is perhaps the surest way of removing the threat of the atom bomb, and that is an end and aim of statesmen throughout the world. It is gratifying, therefore, to find NBC initiating a broad project built around the United Nations and devoting programs to questions of foreign relations."

The week of the first meeting in the United States of the General Assembly of the UNO, expected to be held in September, has been selected by NBC as its United Nations Week. Announcement of its adoption by the National Education Association for observance in the schools of America was made by Dr. Willard E. Givens, executive secretary of the NEA. The NEA, which has 850,000 teacher-members, will co-ordinate its activities—special assemblies and programs—with those of NBC and its independent, affiliated stations, to stress the need of unity and understanding based on the theme of the United Nations.

The World Conference on Broadcasting and Education will be held in New York during United Nations Week. Program exchange plans made then will provide for the allocation of programs to be written about the people and life of each of the United Nations. When the conferees return to their countries, it is expected that they will obtain the best writers avail-

"Kid" Comes Back

"The Cisco Kid," formerly aired transcontinentally over the Mutual-Don Lee network, returns to the air-planes Monday, February 25, 7:30 to 8:00 p. m. PT, over KHJ and the Don Lee network for Interstate Bakeries. The program will be heard each Monday, Wednesday, and Friday, and will replace "The Lone Ranger," formerly heard at that time.

Based on the adventures of O. Henry's legendary character, the Cisco Kid, the broadcasts will present stories of romance and adventure in the old Southwest. Producer of the show will be J. C. Lewis, Jr.

Bible Block

ABC signing of 75-hour-a-week deal with Bible Institute of Los Angeles for airing on 42-station net in seven west and midwest states marks one of biggest radio contracts ever closed in Los Angeles. Program cost will total more than \$750,000. Featured on the show, which will advertise the organization's school and publishing house, will be religious services and music by the institute choir.

El Politico

Edward Tomlinson, NBC commentator and inter-American advisor, is in Mexico covering political campaigns for the net. Before leaving, he was given Brazil's highest decoration for foreigners, the National Order of the Southern Cross, at Brazilian Embassy in Washington. He'll cover Inter-American Treaty Conference in Rio in April.

Co-ordination

Network ban on transcriptions faces erasure if growing favor for same-time-in-all-zones airing for network shows bears fruit. Proposal would end repeat airings and have programs heard at same hour on the clock (e. g.: Bob Hope at 7 p. m.) in all time zones. This would be done by having key stations in each area dub the shows off the line and play the transcriptions at the designated time.

Award

NBC's "The Eternal Light" received official award this week from National Conference of Christians and Jews as part of Brotherhood Week observance.

able to prepare scripts dealing with their own countries. As soon as possible, these scripts will be assembled and translated into the languages of the nations and will be offered by NBC to each country for radio presentation at the convenience of the broadcasters.

Beginning with its United Nations Week, NBC will set aside a half-hour weekly for special programs of drama, music and news about the United Nations. This period will later be used for the exchange programs planned at the conference.

AP Pacts With Nets

New contracts signed by Press Association, radio news service of the Associated Press, indicates move on part of AP to bolster newscasting, which many feel is due for a slump in postwar era. Pacts already have been set with NBC and CBS, and huddles with Mutual and ABC are going on.

New papers provide for flat fee from nets for news service, instead of old sliding scale whereby payment was fixed by number of commercial newscasts on the nets. With set payment, each news broadcast sold will bring added profit to network without requiring extra payment to AP.

Sprague To New Post

Sidney N. Strotz, vice president in charge of NBC's Western division, announced the appointment of Roger Sprague to the newly created post of assistant manager of the news and special events department at NBC's Hollywood Radio City. Sprague was formerly with the NBC news department prior to joining the writing staff of the Alka Selter News. Sprague will be assistant to John Cameron Swayze.

Oscars Take To Airlanes

CBS gets new "Academy Awards Theatres," starting March 30, under sponsorship of Squibb. Deal between Academy of Motion Picture Arts and Sciences and pharmaceutical house gives latter sponsorship for 39 weeks, with 26-week renewal options for 15 years. Program will feature Academy Award winners and nominees. Deal was set by Geyer, Cornell and Newell Agency.

Provost Programs

James M. Gaines, recently appointed to head WEAF, key NBC outlet in New York, has announced the appointment of de Lancy Provost as program manager for the station. Provost has been with the network since 1943, and prior to that headed the sales staff of the Empire Broadcasting Company.

During the war, Provost served as a member of the radio committee for the Office of Civilian Defense.

Taking Nourishment

Jimmy Gleason show on ABC getting sponsor nibbles since changes in personnel and format. Al Rinker, new producer of series, added versatile Sara Berner to cast, changed story line in move to improve listenability.

News Topper

NBC Western Division News and Special Events Department now is headed by John Cameron Swayze, who succeeded Joe Alvin, resigned. Swayze, ex-Kansas City newspaperman, has been with KMBC there.

Truman Opens Campaign

All nets will carry March 1 program opening American Red Cross \$100,-000,000 campaign. President Truman headlines the airer.

AFRA vs. MBS In Panel Hearings

Hearings of AFRA claim against MBS are expected to get under way as soon as third member of the American Arbitration Association panel is completed. Claim is based on union's demand for extra pay to actors in Arch Oboler sustainer series on the net, which were broadcast by transcription six days late on the West Coast.

MBS has named R. P. Clayberger, account executive with Calkins and Holden, New York agency, as its member of the panel. AFRA choice is Morris Rosenthal, vice-president of Stein Hall and Co., New York import firm, and vice-president of the Political Action Committee. The third panel member will be chosen by Clayberger and Rosenthal.

Originally filed against Don Lee Broadcasting System in Los Angeles, case was transferred to New York at Mutual's request, as MBS paid for the airers.

A Scoop, That Is

News staff of ABC-KECA, Los Angeles, is puffed up over four radio "exclusives" in one week. Outstanding was on-the-scene coverage of raid of Federal men on illegal radio transmitter in Pasadena, with C.P. Corliss interviewing authorities during the raid. Others included scoop on critical feed shortage in California, one on alleged confidence deal in which publicly-owned sheep and ranches were assertedly used in land-selling, and beat on attempted kidnapping of an heiress.

Crime Time

ABC's setting up a two-hour blood-letting every Saturday night, with 7:30 to 9:30 stretch given over to hair-raisers. New boom-boom lineup includes "Green Hornet" at 7:30 p. m., "Dick Tracy" at 8:00, "Jury Trials" at 8:30, and "Gang Busters" at 9:00.

Mask Of Peace

NBC will celebrate the return of the New Orleans Mardi Gras this year after suspension since 1941, by saluting the famous pageant on "Harvest of Stars" this Sunday. Raymond Massey will portray the pirate, Jean Lafitte, most legendary in the history of the city, during the dramatic segment of the program.

Experimental Work

NBC has arranged with Jerry Fairbanks, shorts producer, for experimental work on some film shorts for possible television use. Fairbanks continues production of shorts for Paramount, aside from his NBC work.

Frisco For Philco

ABC airs "Philco Hall of Fame" Sunday (24) from San Francisco. Last night (21) Paul Whiteman and Martha Tilton were feted by San Francisco Press Club.

• INDEPENDENT STATIONS •

Four Cities Get Second Outlets

Four cities get their second standard broadcasting stations under permits granted by the FCC. All will be 1230 kc., 210 w. unlimited.

Joplin, Mo., will have station as result of commission approval given Air-Time, Inc., of that city. President of the firm is Austin A. Harrison, Western Electric Co. engineer. Vice-president is John C. Bailey of Hollywood, Calif., a Don Lee Broadcasting System employee.

Caspar, Wyo., gets a station under license granted the Natrona County Tribune. J. E. Hanway is president; Effie Hanway, vice president, and Earl E. Hanway, secretary-treasurer.

Burlington, Vt., will have a station, with FCC okaying a construction permit to the Vermont Broadcasting Corp. David W. Howe is president and Levi P. Smith vice-president.

Eugene, Ore., was assured a station by permit to the Valley Broadcasting Co., owned by C. H. Fisher and B. N. Phillips.

FCC approval also was given for a station at Kodiak, Alaska, the first in that city. Edwin A. Kraft is licensee. President of the Northwest Radio Advertising Co., Seattle, he also owns KINY, Juneau, and KTKN, Ketchikan. His Kodiak station will have 1230 kc., 250 w. unlimited.

British Brides

WOL (Washington, D. C., MBS) News Bureau took advantage of wire recorder to cover arrival of trainload of GI English brides in Washington recently, sending Dale Morgan and Lou Brott to Wilmington, Delaware, to board train carrying brides.

Interviews were set up in advance and when train made 15 minute stop in Washington railroad yards, interviews were wire recorded with electricity for recorder pickup provided from switching shanty in yards.

Colonel Bids

Permit for construction of new standard radio station at Nashville, Tenn., is asked by Colonel Edward Kirby, publicity director of the N.A.B., as president of the Volunteer State Broadcasting Co. Firm was formed by Kirby and his brother-in-law, Dean Earl Arnold, law dean at Vanderbilt U.

Hot Flash

KXOK (St. Louis, Missouri, ABC) Bruce Barrington, KXOK News Editor, aired the settlement of East St. Louis City Lines bus drivers within three minutes after the agreement had been reached, thus scoring another scoop for this outlet on news coverage.

Longshot

WIP (Philadelphia, Pa., MBS) is shooting three-hour segment of its night-long show to New Zealand several times a month, at request of listeners "down under." Joe McCalley runs the show, 3-to-6 a.m., portion of which gets beamed to Zealanders.

Battlefield

KSTP (Minneapolis, Minn., NBC) has offered 30-minute segments free on two successive weekends for discussion of "controversial" proposed tax on co-operatives. Offer followed row which started when Land O' Lakes Creameries, major creamery co-op, decided to use its program on KSTP to present its side of story. William C. Blethen, head of Minnesota Small Business Men and Employees Committee, demanded right to buy quarter-hour following Land O' Lakes show, warning that refusal would bring complaint to FCC. After pow-wow with station executives, co-op announced it would defer discussion of subject. Station then revealed offer of half-hour segments for debate.

Voice For Independence

The General Broadcasting Company, Independence, Mo., home town of President Truman, has filed application with the FCC for a 250-watter. If granted, the station will be the first local outlet for the community. Partners in General Broadcasting are the local assistant police chief, W. C. Turner, and two local businessmen, R. E. Northcutt and W. L. Gilmore.

Native Soil

Home from the wars, five **WMBC (Richmond, Va., NBC)** staffers are back at station posts. Walter Bowry out of Navy and back as assistant general manager, Reginald Reith, Jr., home from Army and again chief bookkeeper, Edward McBride and Albert Tillery out of Navy and back in engineering department, and Allan J. Phaup, Jr., back from Army Air Corps to post as promotion and special events director.

Food For Fans

KSTP (St. Paul, Minn., NBC) is publicizing its programs via a fan publication mailed weekly to 100,000 Twin Cities residents. Through deal with Western Grocery Co., station prints its promotion on back of ad sheet for that firm's Jack Spratt stores.

Collector

WCCP (Boston, Mass., ABC) is beaming at Trudy Richmond, its "Girl About Town," who has been given her 12th commendation for her work, a citation from Governor Tobin. Award was based on her efforts in supplying entertainment to servicemen.

KMBC-CBS Renew Pact

KMBC (Kansas City, Mo.) has signed for two-year extension of its affiliation with CBS. Contract was signed by Arthur B. Church, president of Midland Broadcasting Co. and extends affiliation to June, 1948.

The Homey Touch

WHTD (Hartford, Conn., ABC) has inaugurated new series of programs, aired weekly from home of Station Manager Ralph Kanna. Interviews, "at home" gab, etc., make up the quarter-hour shows.

Godfathers

WPAT (Paterson, New Jersey) The entire staff of WPAT has adopted a child in war-torn Europe. The Foster Parents Plan for War Children, Inc., are sponsors of this plan whereby each member of the staff contributes a monthly sum towards the child's maintenance. In addition WPAT provides American-made clothes and other essentials. They also make certain that "their child" receives an education and morale letters from his foster-parents.

Trial Airing Backfires

KRNT (Des Moines, Ia., ABC) broadcast, via wire recording, of contempt of court proceedings against Al Bisignano, cafeman, has led latter to ask Iowa Supreme Court probe of his conviction. He charges Judge Harry B. Grund with becoming prejudiced and self-conscious at being "on the air" and therefore imposing excessive punishment in way of 500 fine and six-month imprisonment. Bisignano says he didn't know of recording until after hearing was over.

New Plant

GWAR (Cleveland, Ohio, CBS) planning new \$400,000 plant which it hopes to have ready by September. Work, however, hinges on outcome of FCC hearing on WADC (Akron, Ohio, CBS) for 1220 kc. at 50 kw. **GWAR** already has conditional FCC approval for that frequency and power, with final approval expected after WADC hearing.

Telling The Voters

WMBG (Richmond, Va., NBC) is giving Virginians weekly resume of State Legislature's activities. Edward T. Haynes, ex-member of the law-making body, does the commentary.

His Own Racket

KXLA (Los Angeles, Calif., Ind.) "Harmony Homestead," five-a-week morning show MC'd by Cliffie Stone, has sold first quarter-hour of program daily to Cottonseed Clark's Hollywood Barn Dance.

Oldie

WMBC (Richmond, Va., NBC) boasts Virginia's oldest radio show—health talks by Dr. R. Vincent Bybee. Program is in its seventeenth year.

Young Queens

KMPC (Hollywood, Calif., Ind.) has started new weekly 55-minute "Teen Queen Club" broadcast, sponsored by Broadway Department Store. Aimed at teen-agers, show will air from store's auditorium. Mauri Cliffer produces and directs.

WHKK (Akron, O., MBS) celebrates its first anniversary on February 27. Ceremonies being planned include talk by Edgar Kobak, Mutual president.

IBEW To Seek New Wage Pact

The International Brotherhood of Electrical Workers, bargaining agents for radio station engineers, are preparing to ask independent stations for 48 hours pay per 40 hour week as a provision of new contracts.

Throughout the war, all stations worked on a 48 hour basis, but many returned to a 40 hour week upon cessation of hostilities, with pay scales cut accordingly.

IBEW will seek an hourly wage increase to make up for the eight hours of overtime take-home pay lost, and a standardization of the 40 hour work week.

The Southern California Broadcasters, comprised of the ownerships of various independents, has expressed a desire for joint negotiations for the stations, and IBEW has agreed. First of the new contracts will begin to come up about March 1.

Schooldays On Air

KYSM (Mankato, Minn., NBC) is doing a 15-broadcast series on "Mankato Schools of the Air," designed to inform localities of modern education methods and accomplishments at Mankato High School. Shows emanate from the school.

Bow To Red Cross

KGFI (Los Angeles, Calif., Ind.) dedicating its "Musical Digest" program on Feb. 27 to the American Red Cross in connection with the mercy organization's annual fund drive which opens March 1.

Set 'Em Up!

WADC (Akron, Ohio, CBS) is sponsoring tournament for bowlers of northeast Ohio, to be held at Akron March 2 to 10. Daily prizes and top award of \$1,000 are drawing many entries.

Something For Nothing

KMPC (Hollywood, Calif., Ind.) will donate a half-hour Monday (25) for special program in observing 50th anniversary of the Broadway Store, Los Angeles. Program will be heard from 6:30 to 7 p.m.

Won't Hurt A Bit

KROW (Oakland, Calif., Ind.) has signed Dr. J. K. Citron, advertising dentist, to sponsorship of twice-daily newscasts. Programs heretofore have been carried on KXLX.

Planters Planted

WOW, (Omaha, Neb., NBC) has added Planter's Nut to list of sponsors. Firm will back thrice-weekly "Noonday Forum" broadcasts for quarter hour.

No Comments

WQXR (New York, N. Y., Ind.) announces it will drop all news commentaries as of April 5.

The Ghost Walks Again!

For the umpteenth time in 15 years certain radio trade journals are again bringing up the ghost of commercial radio in England. Couched in phrases that have little if any bearing on the facts, they would have us believe that Great Britain is ready, willing and "just about to turn toward commercialism." These stories insist that set owners in England are tired of paying a tax for the privilege of owning a wireless. The origin of these stories are no mystery. That there is a psychological reason for them should be quite evident to the American broadcaster. The louder the cry becomes in Washington for the de-commercialization of our radio, the oftener and the stronger the rebuttal comes in some of the trade journals. The rebuttal is always the pointing up of how unsuccessful non-commercial radio is.

So the trail balloon goes up again. Broadcasters look up expecting something unusual to happen—but after the balloon is tossed about a bit by a lot of hot air, the boys hoist it down to earth.

Later, when the talk starts again about bad commercials and some solon gets on his feet to propose that the government take over and control radio to the exclusion of commercial advertisers, the balloon will be filled again and sent up into the "hot air strata."

Actually the BBC just sits back and laughs very quietly every time these stories appear. They are used to it by now. The BBC knows that its system of radio broadcasting will remain. Why should we worry about what the BBC is going to do from that standpoint? England has a Labor government. Does that mean that this country or any other country should become particularly alarmed about it so long as it does not threaten our form of government? Let the BBC conduct its business any way they like so long as it does not interfere with our way of doing things. Whether or not commercialism ever becomes a part of England's broadcasting is no concern of ours. We have other problems to contend with that are a lot more important.

When it is all said and done millions of Americans are listening to American broadcasts every day. Since nothing is perfect why should broadcasters expect their business to be perfect. If every person bought all his goods in one store this would be a very uninteresting world to say the least. Bad programming can eventually hurt only the offender and make the good program more popular and the station more important and desired. Broadcasters would help the industry if they worried more about the quality of what went out over their kilocycles and less about what the latest trend is in England's broadcasting.

Bang Bang Airers

In several cities in the country there is a storm brewing regarding crime programs. Several of the P-T-As are mad as hornets disturbed in their nests over the current crime dramas enacted on the air. Many of the parents are complaining that the "cops and robbers" type of entertainment is in part responsible for the enormous amount of juvenile delinquency prevalent today. Brushing aside the arguments that the war has been major factor responsible for youths taking the wrong road, some of the complainants have gone on record with the remark that they cannot control the dyed-in-the-wool crime series followers as the kids will gather in the home of one of the children whose parents allow listening to this type of program.

While no actual figures have been taken as to the strength of this portion of the PTA it would be wise for sponsors who bankroll this type of show to take stock of his programming, especially the story content. An aroused women's sentiment against this type of program could do his product irreparable harm. Parents are very sensitive about their children's background and any major move on the part of mothers and fathers against these programs would be another rung up the ladder to more government control. A few of the Washington boys would like to take radio away from private enterprise could use such a wide-spread movement as a spear-head for legislation.

Jap "FCC" Pending

Complete reorganization of radio broadcasting in Japan is under way with creation of a radio advisory board to work with the Japanese Communications Ministry. Setup is under wing of Brigadier General Ken Dyke, ex-NBC director of sales promotion and now chief of Allied Headquarters civil information and education system. The board will include leaders of all political parties and major professions.

Japanese radio, pre-war, was supported by monthly fees from set owners. Among outstanding features was a separate circuit for school use.

Brito Sues

Radio business is watching with much interest for outcome of Phil Brito suit against Russel M. Seed, Agency of Chicago. Singer asks \$11,500 on grounds he was signed for 13-week stint on Henny Youngman starrer, "Carton of Cheer," which ran 30 weeks on NBC.

Failure of agency to use him, singer says, cost him other radio and night club appearances and hurt his standing as a singer. Jack Simpson, agency's radio director, says he offered Brito full 13-week pay at \$200 per week, but singer refused on ground he wanted air-time rather than money.

FCC Thumbs 20 Clear Channel Bids

Dismissing "without prejudice" 20 applications of stations seeking to broadcast on clear channels now used by other broadcasters, the FCC ruled that the bids could be re-filed after it formulates clear-channel policies. The commission also rejected, again without prejudice, a request for night-time operation on a channel available for daytime broadcasting in the United States, one seeking more than the present 50 kw. power maximum, and three asking use of the 540 kc. channel now being used by the Navy.

Applicants seeking to "cut in" on clear-channels were WOI (Ames, Ia. Ind.); KTBS (Shreveport, La. NBC); WHKK (Akron, Ohio Ind.); KXRO (Aberdeen, Wash. MBS); KOWH (Omaha, Neb. ABC); KPSA (Pasadena, Calif. Ind.); WEW (St. Louis, Mo. Ind.); KXA (Seattle, Wash. Ind.); KOL (Seattle, Wash. MBS); KPRO (Riverside, Calif. ABC); WEMP (Milwaukee, Wis. ABC); KYA (San Francisco, Calif. Ind.); KOIN (Portland, Ore. CBS); KXL (Portland, Ore. Ind.); WKAT (Miami Beach, Fla. Ind.); KDYL (Salt Lake City, Utah NBC); KGA (Spokane, Wash. ABC); the Farwest Broadcasting Co., Bellingham, Wash.; Skagit Valley Broadcasters, Inc., Mt. Vernon, Wash.; and West Central Broadcasting Co., Tulsa.

WWDC (Washington, D. C. Ind.) lost its bid for unlimited use of 50 kw. on 750 kc., which is a Mexican clear-channel and can be used only days in the United States.

WOAI (San Antonio, Tex. NBC), which had asked 750 kw. power on its present 1200 kc. was thumbed down as "excessive."

Stations refused use of the 540 kc. channel were KMBC (Kansas City, Mo. CBS); WTOL (Toledo, Ohio ABC); WIBW (Topeka, Kan. CBS).

Media Gains

National Retail Dry Goods Association reveals that department store spending for radio time during 1938-1944 period rose from zero index level to .15 in stores doing over \$10,000,000 business. In \$5,000,000 to \$10,000,000 store category, figures rose from .04 in 1938 to .12 in 1944. During same period, stores in latter group reduced newspaper ad spending from index level of 3.42 to 1.92 and magazine outlay from .04 to .02.

Bankers Hypo Air

Financial Advertisers Association is mulling series of five-minute dramatizations to be used as nucleus of quarter-hour or half-hour shows to be produced by local banks working with local stations. Sixty members of the association attended a radio clinic held in connection with a recent meeting of the FAA at Hot Springs, Ark.

NAM Radio Expansion Seen As Strike-Killer

G. W. (Johnny) Johnstone has been appointed director of radio for the National Association of Manufacturers. The appointment followed recent announcements that NAM would expand public relations facilities and personnel, under the supervision of Holcombe Parkes, vice-president.

Johnstone, who formerly headed the national news and special events department of ABC, embarked upon new duties immediately. William S. Rainey, who formerly headed the smaller radio division of the association before the expansion, becomes production supervisor and assistant to Johnstone.

Sudden hypoed interest in radio by NAM is seen as the opening gun in propaganda war by the association against strikes, OPA price-fixing, except for wage ceilings, and the government's public works programs to stimulate employment.

Two Percent Tussle

U. S. District Court in New Mexico held a hearing Monday (2-18) in case of Station KGFL (Roswell, N. M. Ind.) vs. the State's Bureau of Revenue.

Case involves New Mexico tax law imposing 2 per cent levy on gross sales. Question is whether state license tax laws apply to radio stations operating either intrastate or interstate. NAB last year filed a brief in move to get the case into federal court, pondering similar situations in other states. Outcome of the case may have a bearing on oft-suggested federal tax on radio receipts.

Regardless of ruling in this week's hearing, case probably will land eventually before the Supreme Court.

OPA Restores \$60 Radios

OPA, in an effort to bring back sets retailing at a prewar price of \$60, has instituted price regulation changes. The federal office has raised the manufacturers medium-price range one dollar, taking certain sets out of the high price range and permitting lower markup for determination of retail ceilings.

The markup on sets in the high price range, being considerably higher than that for medium price, left the latter group at a retail ceiling of approximately \$58, with the lowest price in the upper bracket being about \$65.

This practically eliminated a popular-priced radio costing slightly more than the \$58 set, OPA discovered, since it could not be made under the previously existent price range without coming under the markup for sets in the higher range. The eliminated set, now to be restored, retailed in most cases for \$59.95.

PERSONALITIES

Hopper, Breneman Swapping Hats

Hedda Hopper and Tom Breneman have teamed up on a promotional gimmick to hypo the Hoopers on both shows with a new switch in bank-nights that brings the give-aways from Hedda's sponsor, Armour, and from Breneman's sponsors, Kelloggs and P & G.

Agencies, who figured out the give-away promotion tied in the mania of the two for hats and then went about setting up the details, which calls for a contest between women hat-makers in the non-professional class. Hedda Hopper is taking the side of the professional modiste while Tom Breneman upholds the non-professional chapeau maker as the better of the two classes.

Contest was announced last Monday night on Hedda Hopper's airer via Chicago, with Breneman as her guest. There will be 103 prizes with everything thrown in but the Armour, Kellogg and P&G concerns. First prize is a 1947 Frazer automobile, second prize is a new Westinghouse refrigerator and a \$100 war bond plus a sky piece from La Hopper's private collection. Third prize is the same as the second except for the war bond. The other give-aways range from Hedda's hats to Breneman's wishing rings and nylon hose. Contest closed on March 15th, after which judges Lily Dache, John Fredericks and Mrs. La Fell Dickenson, prexy of General Federation Women's Clubs, announce the winners.

Medal For Pearson

Drew Pearson, whose commentaries are aired via ABC, has been awarded one of the highest honors in the nation, the Army and Navy Union's gold medal of honor for meritorious activities in behalf of veterans. Only 14 others, including Generals Eisenhower and Bradley, have received the honor since the society was founded in 1886.

No Loyalty!

Cass Daley's airedale Mickey disappeared from home one day and was discovered the next morning wandering around Warner Brothers' studio. "Gosh, if the ham in the dog has to come out," Cass commented, "the least he could do is save his emoting for either NBC or Paramount, both of which have me under contract."

AFA Board Member

Lewis Allen Weiss, executive vice-president and general manager of the Don Lee network, has been named as a member of the board of directors of the Advertising Federation of America.

The Fast Way

Jack Carson in the East for personal appearances after flying eastward with Howard Hughes in new Lockheed Constellation airliner's first commercial flight.

"Little Man" Home



RUSS CANTOR

Russ Cantor, known as "the little man with the big voice" for his song chores during six years of radio over CBS, has returned after more than three years service in the navy, and immediately embarked upon a USO tour as emcee and vocalist for the "Step Lively" unit.

Formerly heard on "California Melodies," the "Happy Go-Lucky" hour, "Vagabond House," "Morning Moods," the Gertrude Niessen show, "Sunday Night Hi-Jinks" and other programs, as well as vocalizing with the orchestras of Ray Harbeck, Lud Gluskin, Raymond Paige, Cantor will return to radio at the conclusion of the tour.

The Batman

Russ Hodges has inked long-term contract with New York Yankees to announce all the team's baseball games and all grid games of Yankees in new All-America Pro Football League. During five years at WOL, Hodges has handled all Washington Senators ball games and done Mutual grid broadcasts. He moves to Gotham on March 1, to work with Mel Allen on WINS (Ind.). Washington listeners will still hear him on special broadcasts during baseball season via WOL. Latter station hasn't yet replaced him.

Flying Chaps

Spade Cooley planning series of cowboy swing concerts in major cities, starting next month. Waddies will not travel by cow-pony, but will use airplanes to reach Dallas, Oklahoma City, Kansas City and other concert cities. Band is heard regularly on KECA (Los Angeles, Cal., ABC) Friday nights.

James Aids Porter

Back from two years as a U. S. Navy lieutenant, W. Ervin James now is serving as special counsel to FCC Chairman Paul A. Porter. He is a former assistant secretary to the commissioner

Kyser For AVC

Kay Kyser, who gave liberally of his time to servicemen throughout the war, despite personal ill health, continues to serve the men now that the war is over. Kyser, with Ish Kabibble, will emcee a show at the Shrine Auditorium, Los Angeles, next month, to aid the American Veterans' Committee, foremost organization of World War II veterans and rapidly becoming the most powerful veteran group in the country, to continue its drive for housing for returned veterans in the Los Angeles area.

In another veteran activity, Kyser recently completed a poll of wounded G. I. listeners to the AFRS "bedside network" in 115 military hospitals to find their 10 favorite tunes, so that their choice might be featured on his programs.

Famous Folsom

Frank M. Folsom, executive-president in charge of the RCA-Victor division, Camden, N. J., is the latest recipient of the Medal of Merit, conferred by James Forrestal, Secretary of the Navy, for "exceptionally meritorious conduct in the performance of outstanding services as chief of the procurement branch of the Navy Department's office of procurement and material." Folsom served the government in that post throughout the war.

Legal Eagle

A. L. Ashby, vice president and general counsel for NBC, has been selected for the post of chairman of the radio broadcasting division of the Legal Aid Society for its 1946 fund drive. The legal aid group is comprised of attorneys who donate services, sans charge, to residents of New York with legal problems and no funds to pay for advice. The fund is used solely to cover operational costs of the society.

Here Comes Chico

Chet Huntley's "10 o'Clock Wire" came to the rescue of a Southern California lad who lost his dog last week. The boy called Huntley at KNX and asked him to air an appeal for "Chico's" return. During the interruption of the "Gremlin on the Roof" weathercast, Huntley had the gremlin issue the appeal along with the description of the chihuahua. The pup was recovered in ten minutes.

Sack Back

Al Sack back from New York to resume musical direction of "Beulah" show. Marlin Hurt starrer, Sunday (24). During Sack's stay with "Maisie" airshow in New York, Bud Dant handled baton on "Beulah."

There'll Be Three Dehn

Ginny Simms will become a mother in July, when her first child is expected in private life, she is Mrs. Hyatt Robert Dehn. Dehn is a wealthy sportsman.

Hiatus Probable



JACK MARSHALL

Jack Marshall, who writes all his own material, is being mulled by agencies for comedy starring role in summer replacement variety programs. Official of a ciggie firm, who caught Marshall at Slapsy Maxie's nitery, is said to be responsible for calling attention to the comic. Plan calls for Marshall to act as writer as well as performer.

Last Door

Hi Brown, who produces "Inner Sanctum" over CBS, may be a victim of the peace after surviving the war. In the midst of the national housing shortage, Brown may be ousted from his home, which is in the Connecticut area liable to be selected as UNO headquarters. Ann Seymour, also connected with the show, is getting insomnia from the same problem.

Philosopher

Fibber McGee, trying to cheer up a group mourning about the scarcity of men's clothing, said that the solution of the problem was in purchasing blue serge suits. "They last longer," he said. "They pick up so much lint that you get almost as much wear out of the lint as you do out of the suit."

Better Hide, Cookie

Ira Cook, heard on KFAC nightly at 10, is the most sought-after young announcer in Hollywood today. He won fifty pairs of nylons simply by guessing how many degrees in a circle on Wes Battersey's "30 Seconds To Go" KHJ telephone-quiz show.

Hoiman O'Dell

John Brown will be "Uncle Herman" on Cass Daley's Sunday "Bandwagon" (NBC) for rest of season, having been signed to contract.

Air To Air

Bob Garred, CBS newscaster, is back on the air after 27 months' service with Navy as Air Combat Intelligence Officer.

Agency vs Network For Video Control Board

New setup whereby advertising agency directors will handle preparation of television shows packaged by the agencies, then turn over controls to station director for handling during actual transmission, is expected when video outlets take over new channels. Until now, stations have insisted on control throughout.

Lack of standardization of equipment is basis for insistence on studio personnel, familiar with particular type of gadgets used, pushing the buttons during actual airing.

New method got tryout recently on WCBW (New York, CBS) airing of "Sorry, Wrong Number," with John Houseman rehearsing the show for the agency and yielding control for broadcast to Frances Buss, station director. Format worked well, indicating adaptability to future video shows.

Video Field Narrows

Fear of the high cost of video operation, and the overwhelming show of competition, has caused several companies to shelve plans and requests for channels in the low frequencies, and FCC expects many more to drop by the wayside before hearings on applications open soon in 11 select areas. Field for the three channels in Baltimore, for example, has narrowed to where there is an equal number of applicants remaining. This may make a hearing unnecessary in that area.

Age Of Consent?

Insiders expect consent decree in television anti-trust suit of government against Paramount Pictures, Television Productions, Inc., Scophony Corporation of America, General Precision Equipment Corporation, Scophony, Ltd., Arthur Levey, Earle G. Hines and Paul Raibourn.

Defense attorneys and Department of Justice lawyers have been huddling over several suggested consent decrees, and something should develop before March 11, when answers to complaint are due in federal court.

Getting Ready

The Ohio Bell Telephone Company, in an effort to anticipate coaxial cable needs and other requirements for proposed video stations in the Cleveland area, has started a survey intended to supply the answer for the necessities for chain broadcasting. Relay networks for FM are also being considered in the quizzing of broadcasters in the territory serviced by the company.

New Channel

W6XAO (Hollywood, Calif.) Don Lee video outlet returns to air March 4 on its new 54-60 mc channel. Schedule is to telecast alternate Mondays.

Set Reconversion

Ernest A. Marx, general manager of the television division of Allen B. DuMont Laboratories, Inc., this week announced the inauguration of a planned program for converting hundreds of the company's teletests, in the hands of private owners, to the new television channel frequencies recently assigned by FCC.

DuMont has fixed a flat fee rate for the reconversion, but has provided for additional charges where other work is necessary to put a set in working order. With the changeover, the company states, the sets will be able to receive all three New York television stations—WABD, WNBT and WCBW. Pickup and delivery of the set will be included in the fee.

NBC Won't Make Films

NBC isn't going to enter the movie business to provide material for its television broadcasting, according to John F. Royal, vice-president of the net. In Hollywood to talk with film makers about video film production Royal said:

"Picture-making is not our business. We'll order films made and buy the Hollywood product if it suits our needs and the price is right."

Most of NBC video work will be done in Hollywood, according to Royal, with only a small portion of it done in the East. He also predicted that film and stage directors will be the best television directors.

FCC Doubts Atom Tele

Suggested televising of atom blast on naval vessels in the South Pacific isn't practical, according to FCC authorities. Proposal had been offered by armed forces, who suggested transmitters on islands near scene of the explosions might be helpful in permitting observers a look at the blowup. Idea included receivers on Vice Admiral W. H. P. Blandy's flagship and on the press boat.

FCC'ers say it would be impractically expensive to lay the needed coastal cable. Use of radio relay would require super-high transmitter and relay ships at 40-mile intervals.

Record-Breaker

Newsreel shots of the Constellation's cross-country flight were filmed, developed and televised all within one hour after the plane landed. John F. Royal, vice-president in charge of television for NBC, rushed the film to WNBT, NBC's television outlet in New York, where it was televised. It is believed that this is the first time that on-the-scene newsreel shots have been viewed by a video audience so soon after the action occurred.

Four Coming Up

Issuance of four television licenses for Washington, D. C., area is expected momentarily from FCC, according to Chairman Paul Porter. Recipients of conditional permits will be among eight seeking District of Columbia video channels.



(Left to right): D. B. Hause, advertising manager, Armour & Company; C. P. "Pete" Jaeger, ABC vice-president in charge of creative sales; F. W. Specht, Armour & Company, vice-president; Hedda Hooper, Hollywood columnist-commentator; Les Mosley, Foote, Cone & Belding account executive; Stuart Dawson, radio director, Foote, Cone & Belding; George Monroe, Armour & Company, canned foods sales manager, following Miss Hopper's only broadcast of her ABC program in Chicago, Monday, February 11

Kale Music Hall

J. Walter Thompson, adding scripter Bill Morrow, former Jack Benny writer, to the Kraft Music Hall along with the return of Bing Crosby, plus the fact that the regulars of the season remain, has fixed the neat price tag of \$23,000 for talent and production costs on the show. Morrow, who draws top pay in the media, tilts the scale of the show to a point where it is now the highest budget in the industry, exceeding the coin outlay for Hope, Benny or Allen shows.

Ross Packaged

William Morris agency is packaging Lanny Ross in a new program aimed at a 15-minute five-a-week spot on CBS, reportedly the first 15 minutes now occupied by the Jack Kirkwood show. Ross is slated for a take of \$3,000 a week, and format calls for carrying of a full orchestra. Procter and Gamble has auditioned the ailer, but has not made any commitment to buy as yet.

Shaver Show

Milton Biow and Company, for Schick Razors, has optioned a Monday evening half-hour on CBS, reportedly the 10:30 to 11:00 slot on EST, and is looking over the field in search of a show to fit the late half-hour, to be aired regionally. Show will "bump" Crime Photographer, CBS sustainer, into another slot. Biow latched on to the Schick account only recently.

Once Again

Garfield & Guild, Los Angeles, has set one-year renewal for Ethel and Albert, KECA airshow, for Milani 1890 Salad Dressing. The show is heard five times weekly.

Singing Stanzas

Foote, Cone and Belding has contracted for Montgomery Ward & Company with WBBM (Chicago, Illinois, CBS) for sponsorship of two new fifteen minute musical shows for thirteen weeks. The first of these two shows will feature Jack Fulton, romantic tenor, in a series of song programs, and Louise King will also be heard on her new program of top tunes.

Montgomery Ward uses a "help wanted" commercial announcement as an aid for recruiting employees for the sponsor.

Six-Shooter

Heintz, Pickering Company has arranged for addition of a Saturday airing to "John Murray Talks It Over," formerly heard five days a week over KNX (Hollywood, CBS) for Smart and Final Processed Foods. Six-a-week basis replaces the five-a-week immediately, with Monday through Friday stanzas airing from 8:00 to 8:15 a. m., and Saturday airing slotted from 7:45 to 8:00 a. m.

The Yearling

Lennan and Mitchell has completed an option renewal with Old Golds for "Meet Me At Parky's" for 13 weeks rounding out 52 consecutive weeks before summer hiatus. Show started as a summer replacement stanza last June, and is one of the three of the classification to be continued through the year.

Auto Song

Howard Tullis Company has arranged for Kelly Kar Company sponsorship of "Sing, America, Sing," five nights a week, Monday through Friday, from 10:30 to 10:45 p. m., PST, over KHJ, Hollywood outlet for MBS.

The GRAPEVINE

ON THE RECORD

Recording Firm Cuts Ads As Backer Drops

A major recording firm, after organizing force and setting up campaign for terrific advertising spread, suddenly shelved plans and postponed the project last week.

Although no reasons were given for the stop sign, insiders believe the firm is holding a tiger by the tail in a large scale promotion for a victrola, and that a heavy backer for the record-player has backed out, making it necessary for a sharp cut in expenses elsewhere to save the situation.

Backer is reported to have discussed the victrola idea with others in the industry and, after finding that most felt it could not succeed in the face of fine combination radio-victrola products being put out by other firms, it is assumed he got cold feet on the idea of marketing the record-player alone.

The recording firm, in too deep to back out on the disc machine, is therefore believed to have pulled the ad campaign to pour the dough into the victrola project, taking up some of the slack left by the reneging backer.

Italy Air Goes Begging

The need for American money in Europe is evidenced by the offering of airtime to American sponsors over a 15-station Italian network at the rate of \$675 per half-hour for time cost. Desperate economic conditions prevailing in the country are responsible for the lowness of the rate, despite the impossibility of advertising through newspaper or magazine media due to the newsprint shortage.

In view of the low price level, indicating the impoverished state of the nation as a whole, advertising agencies are passing up the "bargain" since they feel the very pricing of the time is sufficient proof that the sponsor could not get his money's worth in results at any price.

Consensus of opinion is that the population of Italy will not be ready for commercial radio again for many years, since the inhabitants can barely buy the necessities of life—which will sell without advertising—and certainly cannot afford the slightest luxuries.

Power Boosts Denied by FCC

WIBW (Topeka, Kan. CBS) got turndown from FCC on its bid for 500-kilowatt power, as did WOAL (San Antonio, Tex. NBC), which wanted 750 kw. Commission didn't say "no"; it just said it won't act on super-power requests until clear channel probe is finished, probably at end of 1946. Radio biz generally thinks Senator Arthur Capper, who owns WIBW, is super-optimistic; FCC limit of 50 kw. is seen as immovable.

FCC also refused to let Capper shift his station from 580 to 540 kc., pointing out that U. S. Navy still is using it and will be until end of year.

Canada's FM Plans Await V.S. Progress

Canada's FM picture remains somewhat muddled, with the dominion's moves apparently awaiting U. S. developments.

To date, 71 license requests for FM transmitters have been filed north of the border. There are five independent stations operating, and only a scattered few receivers. Two transmitters are scheduled by Canadian Broadcasting Corporation, the government radio network, one at Montreal and one at Toronto.

Reaction of Canadian public to FM is still an indeterminate factor, and CBS hopes that two planned transmitters will help them gauge reaction. That, however, poses another problem, as domioionites aren't likely to invest \$150 and up in receiving sets without knowing what they're going to get on them. As the CBC wants to base its service on public reaction, it's somewhat of a vicious circle.

That the Canadian broadcasters will follow U.S. leads is indicated by fact that CBC has already decided to do as FCC did in moving FM from the 42-to-50 mg. level to the 80-108 mg. spot. Ultimately, the majority of Canada's present 99 AM stations are expected to convert to FM, but at the moment the whole situation is cloudy.

8 FM Permits By FCC Include 3 To Unions

First FM permits to labor unions issued by the FCC are conditional authorizations granted this week to CIO United Automobile Workers, Detroit; CIO Amalgamated Clothing Workers, Rochester, and AFL International Ladies Garment Workers Union, Chattanooga, Tenn.

Commission at same time okayed conditional FM licenses to five applicants in San Francisco area, including Warner Bros., who operate standard station KFBR, Oakland; Associated Broadcasters, Inc., operators of KSFO, San Francisco; Central California Broadcasters, Inc., who have KRE, Berkeley; Tribune Building Co., operators of KLX, Oakland, and Times Star Publishing Co., Alameda.

Picks Own Brand

Bing Crosby has nixed reported offer of 15,000 weekly from G. W. Hill to star on "Hit Parade," supposedly having declined against appearing for any cigaret, beer, liquor or patent medicine sponsor. Still available, der Bingle may take up General Motors offer of \$5,000-plus for weekly half-hour sing session.

WANTED... IDEAS

Make money quickly and easily with your ideas. Be independent and enjoy life while your ideas work for you. Manufacturers are looking for new ideas. Cash in on short cuts and new methods. Read Howard Hill's new book—"What's the Big Idea." Voted the best book to date on getting ideas. Contains 12 tested plans for developing ideas, 38 ways to analyze ideas. Send \$1 today for this amazing book. Thos. Keeler Publishing Co. 718 S Flower St. Los Angeles 14, Calif.

Victor set 1031: Debussy Preludes, Book 1 (1910), E. Robert Schmitz, pianist. Pleasant, innocuous, "middle-period" Debussy, well but not warmly played. Album suffers from poor piano pickup and indifferent recording, but, in terms of music therapeutics, a relaxing session via the record changer.

Columbia set 577: Mendelssohn Concerto in E. Minor for Violin and Orchestra, Opus 64, Nathan Milstein and Philharmonic Symphony of N. Y. Thoroughly musicianly job; nice violin tone, good orchestra, precise reading and good recording pick-up, although orchestra occasionally crowds Milstein. Surface satisfactory. This is a purer treatment than the old Szigetti, Menuhin and Kreisler performances, but may not elate the strict romanticists.

Capitol set BD 22: Favorite Strauss Waltzes. Orchestra conducted by Sam Freed. Julius Toldi arrangements. A worthwhile, but not too exciting addition to any ten inch shelf. Easy, rhythmic arrangements, minus the authentic Viennese flavor, but solidly played. Excellent background music. Recording quality below par, plus apparent distortion.

Decca set 394: Orson Wells. "In The American Tradition." A thoroughly disappointing, unsatisfactory job of what could have been a distinguished release. Welles instead of giving an intelligent reading of historic speeches by Jefferson, Lincoln, Woodrow Wilson and Franklin Delano Roosevelt, sacrifices the rich meaning of their words in a ludicrous attempt to characterize their voices. Jefferson and Lincoln are interesting but not plausible concepts. Wilson's "voice" is libelous and Roosevelt, in view of public familiarity, an unamusing caricature.

Columbia 36930: Pearl Bailey. "Don't Like 'Em" and "Personality." Dusky sexy and wonderful. Watch this gal and this disc! Other records of "Personality" seem tepid by comparison.

Decca 73057: Ink Spots. "I'm Gonna Turn Off The Teardrops." The Ink-spots seem always to anticipate the likes of the discbuyers and nickel-plunkers. This tune is no exception. It's a smooth and mellow job with a melodic hook and a few pleasantly torrid tricks thrown in for good measure. Reverse side, "The Sweetest Dream" likewise satisfies.

Capitol 240: Margaret Whiting. "All Through the Day" and "In Love in Vain." We've come to expect smoothness with a sparkle in this fast rising gal's disc releases. This one doesn't disappoint! Great tunes, good recording top voicing!

Columbia 36945: Les Brown and His Orchestra. "Day By Day" and "Doctor, Lawyer, Indian Chief." Both sides well arranged, voiced, played and recorded. "Day By Day" arrangement shows the James influence. Bound to please those who like well-tailored instrumentation.

Columbia 36943: Dinah Shore. "Here I Go Again" and "Shoo-Fly Pie and Apple Pan Dowdy." Smooth job, excellently recorded. Miss Shore is again out of her element in the latter side but handles it nicely.

Capitol 238: Jo Stafford. "I Didn't Mean A Word I Said" and "You May Not Love Me." This honey-smooth voice comes through with two emotion-tugging sides, beautifully backed by maestro Paul Weston.

Capitol 239: King Cole Trio. "Sweet Georgia Brown." The lads have Miss Brown in a wildly rhythmic lather, but good! Top pop recording. "It Is Better To Be By Yourself" is easier, but a good tune and good job.

For Your Convenience

THE RADIO TELEVISION NEWS

1717 North Vinc Street
Hollywood 28, Calif.

Please enter my subscription to your publication for

One year \$ 5.00
One year—1st class mail 15.00
One year—air mail 25.00

Name.....

Address.....

City..... State.....



Jack Bailey and Bud Ernst are the team that keeps "Queen for a Day" among the leaders. Producer Ernst thinks Bailey's "the greatest personality in radio," and the flip M.C. thinks Ernst is the world's greatest producer.



"Queen" Marie Pearson of Walker, Minn., receives the accolades of Producer Bud Ernst and M.C. Jack Bailey after being crowned and enthroned on the Duz-Alka Seltzer ailer at Earl Carroll's glittering Hollywood theatre-cafe.



Unlike most radio producers, who watch their airshows from the control booth, Bud Ernst takes an active, loud and effective part in "Queen for a Day." Here he presents a fur hat and other gifts to Mrs. Gretchen Wilde.

Queen for a Day



Queen for a Day

Radio listeners who hear only the master of ceremonies and announcer don't realize the production job that goes into a successful air show. Bud Ernst, producer of "Queen for a Day" is shown in a pre-broadcast huddle with four of the 59 persons who constitute the show's staff. Left to right are Jim Aldworth, the "queen's" escort; Ernst, Lorene Frazee, his assistant; Master of Ceremonies Jack Bailey and Announcer Fort Pearson.



Many of the laughs for "Queen for a Day" studio audiences are provided by Producer Ernst, who's a capable comedian. Always good for a guffaw is this stunt of Ernst "filming" Bailey with a camera.



Although it's an "ad lib" show, "Queen for a Day" uses 23 pages of script for its daily half-hour on the air. Here Producer Ernst holds the script while Bailey interviews a "would-be-queen."



Producer Bud Ernst insists that "Duz does everything," but M.C. Jack Bailey maintains it won't settle an upset tummy the way Alka-Seltzer will. The two products share sponsorship of the "Queen for a Day" show.